



The Clients

Australian Federal Government, State and Territory Governments

Prior to the bicentenary, the 26th of January had never really existed in the general public's mindset as "Australia Day". This was hardly surprising - there were no celebrations and it wasn't a public holiday ... a far cry from the hugely celebrated and patriotic day it is today.

The Challenge

In short, the brief was to deliver a brand strategy for Australia Day that would be given an immediate green light by Federal, State and Territory Governments. The project was already way behind schedule and, needless to say regarding any approval politically, the epitome of the proverbial hot potato.

The whole project screamed conservative simplicity. A single direction approach was also decided upon, thereby forcing an all-or-nothing commitment from the clients ... flowers: simple, conservative, positive and inoffensive - a winning combination.

The direction came about via Australia's national flower, the wattle. With each State and Territory having its own flower, these too could be displayed alongside the wattle ... unifying the visual language and appeasing all stakeholders simultaneously. Moreover, flowers are inoffensive to everyone (except those with sinus problems) and have positive and uplifting emotional connotations.

The Outcome

Unanimous approval was given and (by political standards) in record time. We produced a multitude of collateral that flooded the market. However, the thousands of three-meter banners that adorned the public areas of all major cities (such as Sydney's Martin Place) were, visually, the icing on the cake. Originally commissioned to run for only one year - the designs ran for eight!

In the end, we were pushing for Dame Edna banners incorporating gladioli: A response to this also came back in record time.