

January 11, 2013

MEDIA RELEASE

“NO FUSS JACK” GOES VIRAL FOR CREMATIONS

An outside-of-the-square advertising campaign created for Perth funeral services company Just Cremations by Riley Mathewson Public Relations has not only got the client’s phones ringing, but in the process has attracted global marketing and industry attention.

Labelled as “jaw dropping” by Business Insider

<http://www.businessinsider.com/heres-one-twisted-way-to-advertise-cremations-2012-12#ixzz2GfwyzaHV>

and as “The Funniest Cremations Ad Ever”

(<http://www.buzzfeed.com/copyranter/how-do-you-advertise-cremations>) by BuzzFeed, the ads have been tweeted and re-tweeted around the world.

Connecting Directors, a US based global funeral publication, believes the ads push the envelope, but say that “I’d give it a go” -

<http://connectingdirectors.com/articles/38019-did-you-see-just-cremations-jaw-dropping-nude-advertisement>.

The original “fuss” was started by a local Perth person posting a photo of the “dog” ad on reddit, which generated much discussion and many comments -

http://www.reddit.com/r/funny/comments/15ob7y/someone_explain_to_me_how_a_dude_and_his_dog/?sort=confidence .

The advertising campaign sits across radio, outdoor and bus back, with 6PR radio ads introducing the character of “Jack” and the notion of “no fuss” in October 2012, with the billboard and bus backs following in December.

Riley Mathewson Senior Consultant, and Corporate Affairs spokesperson for Just Cremations, Clint Ford, said that a lot of Just Cremations customers are “no fuss” types who live that way, and seek to pass away in the same manner.

“We needed to speak straight to people who were getting on a bit, as Jack would say, and who were no fuss types, and we needed to do it in an original way. We needed to be different to the rest in the sector, and as we have often found that many Just Cremations’ clients are a little irreverent, ‘Jack’ was born,” Mr Ford said.

“Some of the commentary from the US on Reddit is very amusing and is worth a look,” he said.

The ads are also visible at www.justcremations.com.au whilst Jack’s life story and some of his views on life are available at <http://www.justcremations.com.au/jacks-story/>.

A sample of tweet action is also included below. All have re-tweeted the original link to the BuzzFeed article, which has so far gained 37,863 views.

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The tweet that started it off:

 **Mark Duffy** @copyranter 31 Dec
Hilarious ad for...cremations: tinyurl.com/ajvpjfc
[Hide summary](#) [Reply](#) [Retweet](#) [Favorite](#)

The Funniest...Cremation Ad Ever.
By **Mark Duffy** @copyranter
Dark death humor is the best.

 **BuzzFeed** @BuzzFeed · Follow



Followed by:

 **WAAF** @waaf [Follow](#)

Are you in the market for cremations? LOOK NO FURTHER! tinyurl.com/ajvpjfc

 **Rob Dale** @robdale [Follow](#)

How Do You Advertise Cremations? - bzfd.it/Uej9uG #fb

[Reply](#) [Retweet](#) [Favorite](#)

 **DotBlog** @dot_blog_ [Follow](#)

How Do You Advertise Cremations? dlvr.it/2k5NoH

[Reply](#) [Retweet](#) [Favorite](#)

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 Follow

How Do You Advertise Cremations?: Like this, if you have a black sense of humor. I love this... bit.ly/10D1e62



Linked Media Group
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 Follow

Like this, if you have a black sense of humor. I love this ad. It's also the image on their ... bit.ly/VSbeAI

ENDS

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