

April 5, 2013

MEDIA RELEASE

**MORE ADO FOR “NO FUSS JACK”
COMMERCIAL ANOINTED IN CAMPAIGN BRIEF’S
ONE-OF-THE-BEST AWARDS**



“No Fuss Jack” is not impressed. His radio commercial created by Riley Mathewson Public Relations for a prominent Perth funeral services company has been anointed as one of the “Best” radio ads of the month by Campaign Brief’s “Best Ads on TV” website.

Produced in 60 and 30 second formats, the 60 second commercial featuring the “no fuss” character “Jack”, spruiking the “no fuss” funeral home Just Cremations, is featured at <http://www.bestadsontv.com/best/radio> along with five other advertisements from Dubai, Singapore, New Zealand and Melbourne.

The latest accolade follows global coverage of the billboard and bus back components of the campaign which earned it the label “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.

It also received coverage on Reddit (http://www.reddit.com/r/funny/comments/15ob7y/someone_explain_to_me_how_a_dude_and_his_dog/?sort=new) and many other “appearances” on blogs around the world as well as extensive activity on Twitter.

The campaign began in October 2012 on Radio 6PR, introducing the character of “Jack” and the notion of “no fuss”, whilst the billboard and bus backs followed in December and are still running.

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 want their farewell to be reflective of this.

“The approach of using Jack to speak straight to no fuss types about sorting out their own no fuss goodbye has proven a hit on the airwaves of Perth,” Mr. Ford said.

MORE

The ads are also visible (and audible) 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/>.

ENDS

For further information, please contact:

Clint Ford
Senior Consultant
Riley Mathewson Public Relations
Tel: 08 9381 2144
crf@rmp.com.au