



**Media release
March 30, 2006**

OzKleen offers \$15,000 for TV Ad

Rather than employing big wig advertisers to bring its brand to life, Queensland company OzKleen is inviting budding filmmakers and ad makers across Australia to create an advert suitable for national television, for a cash prize of \$15,000 plus sponsor prizes.

Through the OzKleen TV Ad Challenge 2007, OzKleen is throwing its advertising challenge to the public and inviting creative minds to produce a television advert to bring the OzKleen brand personality – quality, dynamic, powerful and quirky – to life.

OzKleen, a 100 per cent Australian owned and operated household cleaning products company, will award the winning entrant \$15,000 cash, and air their advert on national television as part of its next ad campaign.

OzKleen Managing Director Tom Quinn said the biggest obstacle in metamorphosing from an emerging artist into a fully fledged working artist often came down to cash, so OzKleen hoped the cash prize would provide the right kickstart to a career.

“This challenge will be a launch pad for a new film career, not just because the cash prize will provide start-up capital, but because of the heightened profile they will gain as the competition’s winner,” Mr Quinn said.

“Meantime, the scriptwriting, casting, production and editing experience involved in making the OzKleen ad will boost your confidence and test your skills, and the final product will make a valuable addition to your portfolio.

“We want to see something unique, creative, savvy and clever and we have faith that our applicants will deliver.”

The competition is also being run in the United Kingdom, where OzKleen’s products are sold nation-wide as a leading household brand. Two UK universities have even incorporated the competition into their film study curriculum as an example of a real-life advertising client scenario.

“We wanted to encourage our customers to engage with our products in a fun and creative way, and to have the opportunity to win cash to support them in future creative endeavours,” Mr Quinn said.

“We expect the OzKleen TV Ad Challenge to stir hundreds of creative minds across the country into an advertising frenzy, as they strive for the opportunity to see their advert screened nationally and to receive the cash and prizes.”

The entry deadline is 15 October 2007, providing entrants with plenty of time to fine tune their advert and even seek feedback from OzKleen during their “work in progress”.

The adverts can focus on one or more of OzKleen’s range and must include:

- 1) OzKleen’s unique selling point statement – “SHOCK! OzKleen products actually work!”
- 2) Product visuals and brand (where possible cross-promotion of other OzKleen products).

Adverts must abide by national advertising guidelines and should be in quality, finished DVD format, containing both a 15 and 30 second version suitable for TV screening. Once received, OzKleen will own full copyright of submitted adverts.

Interested entrants should email greer.quinn@telstra.com with “OzKleen TV Ad Challenge 2007” in the subject heading to receive an application form.

**For media interviews, please contact Greer Quinn
Email: greer.quinn@telstra.com or Mobile: 0433 753 557.**

About OzKleen

OzKleen is a proudly 100 per cent owned and operated Australian company, based in Ormeau, Queensland. Exported around the world, OzKleen is Australia's premier eco-friendly cleaning range, containing no chlorine, ammonia or phosphates. The OzKleen range covers the whole house: Shower Power, Grease Monkey, Carpet Power, Prewash Power, Power Wipes and Power Cloths. For further information on OzKleen, go to www.ozkleen.com.au.