



FRIDAY 9 FEBRUARY 2018

THE ABC'S NEW BRAND POSITION LAUNCHES TODAY

The ABC is excited to today launch their new brand position - **ABC, "Yours"**.

The ABC is Australia's most trusted, valued and distinctive media organisation. In the world of fake news, this has never been more important, with 82% of Australians saying they trust the information provided by the ABC.

Today, the ABC build on this reputation by making a public declaration with the launch of their new brand position, **ABC "Yours"**. The ABC is confident and courageous, daring and undaunted and now, more than ever before, are standing strong on their promise to reach out to Australians at every stage of their lives.

Director of ABC Audiences, Leisa Bacon said:

"The ABC is unique in its ability to unite the nation, facilitate the important conversations and develop the minds of our children. It is a touchstone for independence, trust and quality and the new brand position, "Yours" says just that, we are here for every Australian".

Partnering with Adam Ferrier from Thinkerbell in the early development stages, the ABC creative team set out to define and reinforce the ABC's value to all Australians and to make that pledge through a new brand position.

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The work was developed by the in-house creative team, ABC MADE, headed up by Creative Director, Diana Costantini. She said:

“Yours” might be a simple word but it certainly carries a lot of weight. It reminds us all, every day, that the work we do is for all Australians. With false facts being rife and commercials masquerading as entertainment, we wanted to find an honest expression and a unique brand position. The ABC belongs to Australia and “Yours” sums that up”.

The new brand position was tested with Australian audiences and was overwhelmingly accepted as reinforcing inclusiveness and differentiating from commercial media.

The ABC offers genuinely inclusive content, products and services that entertain, enrich and inform.

#ABCYours

For further information, please contact:

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