



Media Release

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ANZ takes next step in building global brand **- Second series in global ad campaign again featuring Patrick Jane -**

ANZ today continued the evolution of its brand with the second instalment of its global campaign again featuring Patrick Jane, the lead character from *The Mentalist*.

The new campaign supports ANZ's super regional strategy and demonstrates how customers can progress through ANZ's insight as well as delivering solutions that help them move ahead.

Joyce Phillips, ANZ's CEO Global Wealth & Private Banking who also has responsibility for Group Marketing said: "We wanted to build on the tremendous success of the first campaign by again engaging Patrick Jane to help us show our customers how we can help make it easier to get ahead in life."

"The first campaign helped us build our profile in our key markets through Asia Pacific scoring in the top ten per cent of all ads tracked for recognition and branding. Patrick Jane personifies ANZ's brand personality and helps us show how we will use insights and practical solutions to help our customers progress," Ms Phillips said.

The original campaign scored above average on all key diagnostic measures particularly in key segments within growth markets.

The advertising campaign launched today and will run over the next 18 months with several executions supported by a significant media spend.

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