



## Media Release

For Release: 12 February 2015

### **GAYTMs louder and prouder than ever before -ANZ launches 'The only GAYTM in the village' campaign-**

In the name of diversity, respect and inclusion ANZ will once again transform its most prominent ATMs into works of art across Sydney during the world-famous Sydney Gay and Lesbian Mardi Gras festival.

ANZ's inaugural GAYTM campaign in 2014 drew international acclaim, winning a number of awards including top honours at the Cannes Lions International Festival of Creativity.

This year, the initiative will also venture outside Sydney's borders – 'The only GAYTM in the village' campaign, launched today, will see one Australian town awarded their very own GAYTM during Mardi Gras.

Mark Hand, Chair of ANZ's Australia Division Diversity Council said: "Building an inclusive culture at ANZ is not just important to our staff, but to our customers and the communities in which we work, so we're very proud to be able to mark our ninth year of sponsorship and the second year as Principal Partner by bringing back GAYTMs.

"It's very exciting to bring a new element to the GAYTM campaign this year by involving not just Sydney but communities across Australia. It gives Australians far and wide a chance to show their support for diversity and also to celebrate Mardi Gras."

Australians can vote from today for the location they would like to see host 'The only GAYTM in the village' by visiting the GAYTM website or the ANZ Facebook page.

Once again, ANZ is donating ATM operator fees for non-ANZ cardholders from its GAYTMs during the festival to [Twenty10](#), a not-for-profit organisation working with and supporting people of diverse genders, sexes and sexualities, their families and communities. While, ATM operator fees from 'The only GAYTM in the village' will be donated to a charity near its location.

All GAYTMs will print rainbow coloured receipts and selected ATM screens in Sydney's CBD will carry messages of support for the festival.

Sydney's GAYTMs will be unveiled later this month with exciting, all-new individual designs inspired by LGBTI culture.

Further afield, ANZ New Zealand has recently revealed four GAYTMs to celebrate its partnership with Auckland's Pride Festival and Wellington's Out in the Park.

For more information on ANZ's Mardi Gras campaign visit [anz.com/gaytm](http://anz.com/gaytm) or [facebook.com/ANZAustralia](https://facebook.com/ANZAustralia)

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## **Notes for editors**

- ANZ has been a proud sponsor of Sydney gay and Lesbian Mardi Gras for nine years and became Principal Partner in 2014
- ANZ's Pride Network promotes diversity, inclusion and respect for the bank's staff and customers worldwide.
- ANZ's GAYTM campaign was the most awarded Australian campaign at Cannes International Festival of Creativity in 2014, winning seven Cannes Lions including the prestigious Grand Prix for Outdoor.
- The 2014 campaign was also awarded by B&T for Best PR Campaign and Best Social Media Campaign, it collected several ADMA AC&E awards, and has also been named 'The Best Direct campaign in the World' for 2014 by The Big Won Report.
- The campaign has a target of 20 million media impressions, this was exceeded by 200%, generating more than 62 million impressions through editorial content, media publications, the general public and celebrities. The campaign reached more than 70 countries worldwide.

The campaign was created by:

- Creative agency:  
*Whybin\TBWA\Group Melbourne*
- Creative:  
Executive Creative Director: Paul Reardon  
Creatives: Tara Ford. Daniel Pizzato  
Lead Designers: Pat Sofra. Frieda Mason  
Design & Animation: Ray Jeremiah. Ben Hall  
Programatic Animation: State Empire
- Production:  
Executive Producer: Margot Ger  
Producer: Lauren Pell  
Head of Digital Production: David Keating
- Will O'Rourke:  
Direction: The Glue Society (James Dive & Pete Baker)  
Managing Director/EP: Michael Ritchie  
Head of Projects: Josh Mullens  
Project Manager: Melanie Reardon  
Production Designer: Sam Hobbs  
3D Previsualisation: Jarrod Lamshed  
Construction Manager: Cameron Stanton
- Account Service & Planning:  
Regional Group Head: Ricci Meldrum  
Group Account Director: James Bilaver  
Account Manager: Alice McCormack
- Head of Digital: Kimberlee Wells  
Digital Planner: Paul Arena