



Media Release

For Release: 6 January 2015

ANZ launches tennis campaign featuring world number 1, Novak Djokovic

ANZ today launched a new marketing campaign across the Asia Pacific region which coincides with its sixth-year of sponsorship of the Australian Open and third-year of sponsorship of the Shanghai Rolex Masters.

The new campaign '*Your Game, Your Way*' is about creating your own unique path to success, whatever your skills or situation and will be headlined by world number one tennis player Novak Djokovic who exemplifies playing to your own strengths, your own way.

Novak Djokovic said: "I am very excited about this partnership with ANZ. It has enabled me to help show how tennis can have an impact on people's lives in many different ways. I've been playing tennis since I was four years old, but my story is just one of many. This game goes far beyond centre court so it's an honour to be part of these incredible stories of others playing this great game."

Joyce Phillips, ANZ Group Managing Director, Marketing and Innovation and CEO Global Wealth said: "This new marketing campaign recognises our long-term support of tennis across the Asia Pacific region, and we're excited to have Novak on board to help us share such inspiring stories in the game of tennis."

The campaign features Novak Djokovic and three unique stories about people who have created opportunities to succeed through the game of tennis. It will run across TV, digital, outdoor, print and radio including three television commercials:

- **Michael Chang** – the youngest player to win a main-draw match at the US Open in 1987 and the youngest to reach an ATP Tour semi-final. He was also the youngest ever French Open champion in 1989 aged 17, and then became the youngest to be ranked in the top five. "I had my fair share of critics, people saying it's ridiculous for you to turn professional," Michael said. "Not being tall enough, not being strong enough. Even not very many Asians play tennis. When you have a passion for something you don't let those comments get in the way."
- **Anna** – at just eight years old has a clear talent for tennis, but living on a farm outside Gunnedah in north eastern New South Wales means she has to travel further than most for tennis practice. She travels around 250km a week just to attend tennis classes. Anna's father Jamie says: "She's not frightened to have a go at something she's never done before. Anna looks for opportunities and when those opportunities come she certainly grabs them with both hands."
- **Duck Hee** - a 16-year old tennis player from South Korea who is quickly gaining attention as he climbs the international tennis rankings. He earned his first ATP ranking point in 2013 aged 15 and by early 2014 was ranked 6th in the International Tennis Federation's junior boys category. Lee is also hearing impaired. "Being deaf is challenging and troublesome, but I try not to worry about it and concentrate on training," Lee said. "When I first played tennis I thought it was too hard and I didn't want to play. I now feel like I can play better because I can concentrate more than other players."

For media enquiries contact:

Emily Kinnear
Media Relations Manager
Tel: +61-3-8654 3540 or +61 478 401 280
Email: Emily.Kinnear@anz.com

Note to Editors:

The campaign was created by:

- Agency: Octagon
- Strategy and Creative Lead: Adam Hodge
- Talent Management Lead: Ben Hartman
- Account Service Lead: Fleur Massey
- Production: Milk Money
- Director: Ethan McLean
- Media: pHD

Link to campaign website: <http://yourworld.anz.com/sponsorships/your-game-your-way/>