



Media Release

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ANZ launches new global brand campaign

ANZ has continued the evolution of its brand launching a new global advertising campaign which features powerful vignettes of individuals who have been pioneers in their given field and achieved extraordinary feats.

The new campaign – which incorporates ANZ’s new tagline “Your World, Your Way” – is about empowering customers to seize opportunities and shape the world they aspire to live in, and is positioned to be more relevant to the bank’s increasingly global customer base.

Those featured in the campaign include Lydia Ko – youngest ever world No.1 professional golfer, Nolan Bushnell - founder of Atari and Dr Rebecca Lee - first woman to visit the North Pole, South Pole and Mt Everest.

ANZ CEO Global Wealth Joyce Phillips said: “Our customers all have unique lives full of different experiences, opportunities and ambitions for the future – we’re here to help enable them to make those aspirations a reality.

“The campaign features a diverse range of people from all over the world. While not all are immediately recognisable, they each have an inspiring story about how they challenged the status quo to succeed in their field and make the world a better place.”

The campaign was launched in Australia and New Zealand overnight with Asia set to follow in early June, running across TV, print, outdoor and online.

To view the campaign visit <https://www.youtube.com/watch?v=LUz7kxiGFvs>

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Notes for editors:

The full list of those featured in the campaign:

- Bas Lansdorp, co-founder and CEO of Mars One
- Dianne McGrath, Australian candidate for the Mars One Mission
- Nolan Bushnell, founder of Atari
- Jessica Watson, youngest person to sail solo and unassisted around the world
- Martina Navratilova, former world No.1 tennis champion
- Marita Cheng, robotics engineer and Young Australian of the Year
- David Trubridge, sustainable lighting and furniture designer
- Dr Rebecca Lee, first woman to visit the North Pole, South Pole and Mt Everest
- Lydia Ko, youngest ever World No.1 professional golfer
- Geminoid F, ultra realistic female android
- Sir Ray Avery, medical scientist and inventor of Mondiale Lifepod