

NEW AGL CAMPAIGN HIGHLIGHTS WAYS TO BE MORE ENERGY EFFICIENT AND SAVE MONEY

The bespoke campaign, created by SBS CulturalConnect and Identity Communications, sees AGL supporting multicultural and First Nations communities amid cost-of-living pressures.

October 10, 2024

A new campaign by AGL has seen the brand highlight ways to be more energy efficient, with a focus on reaching Australians in their preferred language, with real stories about real families.

Created by SBS Media's client solutions division, SBS CulturalConnect, in collaboration with Identity Communications, the campaign is an AGL initiative designed to help Australians better manage their energy use and to help ease cost-of-living pressures families are experiencing nationwide.

AGL worked with SBS to develop bespoke creative based on unique cultural insights, sharing the personal stories and energy-saving insights of five Australian families from First Nations, Lebanese Arabic, Chinese, Indian and Vietnamese backgrounds. Executed as 10 x 30' TVCs, including 15' cutdowns and supporting social content, the campaign delivers both cultural authenticity and humour.



Creative from the campaign AGL connecting to multicultural and First Nations communities



"Our team has loved working on this exciting first of its kind community initiative which is part of our two-year \$90 million Customer Support Package to assist customers with cost-of-living pressures," said Yasmina Pinto, Head of Brand, AGL.

"Cultural and linguistically diverse Australians and First Nations peoples make up over a quarter of the Australian population and a large portion of AGL's customer base. We felt SBS was the perfect partner to create bespoke, in-language energy literacy content that authentically resonates."

The campaign is supported by a comprehensive list of additional free in-language tips, translated by SBS and available on an AGL hosted web page, helping Australians achieve greater energy literacy.

"This is beautiful creative work that recognises and celebrates the diversity of Australia," said Kate Young, National Manager, SBS CulturalConnect. "SBS Media partnered with AGL, collaborating closely with Identity Communications, to develop a campaign that speaks directly to these diverse communities, reflecting SBS's deep connections with these audiences.

"As subject matter experts, we leveraged our insights to ensure that the campaign not only reaches but resonates authentically with target audiences. For AGL, a brand that values inclusivity and connecting with diverse customers, SBS CulturalConnect designed a tailored approach that seamlessly integrated cultural nuances into the creative strategy."

Santosh Murthy, Managing Director, Identity Communications, said: "AGL has demonstrated tremendous leadership through this initiative by going above and beyond to engage all Australians. The campaign creative incorporates cultural nuances and showcases the impact of authentic storytelling – ultimately, making a real difference to real families across Australia.

"With their ability to engage real families and its established brand among both multicultural and First Nations (NITV) audience groups, SBS was an ideal partner for co-creation and implementation of this campaign," Murthy concluded.

The campaign goes live October 10.

Note to editors: you can embed these links

King of the Grill (Arabic)- <https://vimeo.com/1017403190/839d80371d>

Karaoke Nights (Vietnamese) - <https://vimeo.com/1017402974/b544b814fe>

Washing Season (First Nations) - <https://vimeo.com/1017403258/51008cfea6>

Credits:

Brand: AGL

Media Agency: Identity Communications



Creative Agency: SBS CulturalConnect
Production Company: SBS CulturalConnect

For further information and interview requests please contact:
Nic Christensen | 0404 460 607 | nic.christensen@sbs.com.au



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