

Release Date: October 2nd 2008

media release



The Gruen Transfer

98% Fat Free Entertainment!

New On DVD

SRP: \$29.95 2-Disc Set

Finally, The Gruen Transfer on DVD! Now with twice as much actual Gruen! Here are all ten episodes of this fast, funny show about advertising. It's not an exposé. It's not a satire. It's about truth in advertising.

We used to know what advertising was. It was that stuff in the margins, in the ad breaks. But in recent years, it has begun colonising every space it can. US ad wizard Mark Fenske, the guy behind the Nike campaigns, calls advertising "maybe the most powerful art form on Earth". And the Earth ain't the end of it. Not so long ago, Pizza Hut stamped its logo on a rocket to the moon. Earlier this year, Doritos announced it would beam its ads into space.

We all think we're immune to advertising, that we're smarter than the marketers, but can you honestly say you know why you buy one brand of detergent and not another? As you walk the aisles of the supermarket, how many of the purchasing choices you make are consciously your own? And if you can be persuaded, without realising, to buy the orange dishwashing liquid, what else can you be persuaded to do? Advertising: you know you're soaking in it.

Which is where The Gruen Transfer comes in. Each episode host Wil Anderson is joined by some of the best and brightest minds of the advertising industry, experts prepared to share the ideas and insights that drive them.

Regular guests Todd Sampson (Leo Burnett) and Russel Howcroft (Young and Rubicam) offer fascinating glimpses of their world as they face a series of challenges designed to show the thought processes – and, often, the brilliance - of advertising, as well as its understanding of who we are and what we want. Each episode examines the tactics used to sell a particular product: cars or chocolate or cleansers. In a segment called 'The Pitch', agencies compete to fulfill an impossible brief ('Make Brendan Nelson a winner', for example).

Special features include extended versions of the Road Safety and Bank conversations; our own Gruen ads; unseen Wil riffs; and six of our favourite, never-shown-on-TV segments, tearfully cut from the original shows. And if that's not enough, this DVD will also reduce the appearance of fine lines and wrinkles!

And it's 98% fat free!



For more information please contact:

David Gillett at ABC Video on (02) 8333 3930 Email: gillett.david@abc.net.au or

Dean Gudgeon at Roadshow Entertainment on (02) 9552 8604 Email: dean.gudgeon@roadshow.com.au