



DESIGNED TO HELP

Media Alert 5th August, 2013

NEW TV Ad Unveils First Glimpse of Sunbeam's New Direction

Last night Sunbeam launched the first ad in its new campaign, as well as their new positioning – Designed by you.

Commenting on the launch of the new campaign, John Turnbull, Sunbeam General Manager, Marketing, said: "Sunbeam has a long and rich history of investing in consumer insights and understanding. Our new ads tell the story of how we use these learnings to develop products based on what consumers really want and need".

The first advertisement which features the award winning EM7000 Cafe Series® Espresso Machine, emphasizes the product's patented temperature sensing steam wand and how it helps consumer's make their perfect coffee every time.....no surprises!

"We think we've made some lovely warm, charming ads that capture the spirit of our business and our approach to engineering - they are pretty entertaining as well!" said Turnbull. "This is an exciting time at Sunbeam with plenty more change planned".

The television campaign launched on Sunday night can also be seen here: http://youtu.be/MA_h2XyLWpA

Ends//

For Sunbeam product information and stockists call **1300 881 861** or visit www.sunbeam.com.au

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