

MEDIA RELEASE



AUSSIE COFFEE LOVERS URGED TO LIFT THEIR GAME IN NEW CAMPAIGN FROM HARRIS, LAUNCHED IN CONJUNCTION WITH KIIS FM'S WILL & WOODY

Thursday, 31 May - **Harris Coffee Roasters** launched a major new campaign on Sunday to inspire Australians to stop taking the lazy and expensive option of café bought brews.

In partnership with ARN and its National **KIIS FM** Network Drive hosts, **Will & Woody**, the campaign calls on Aussies to learn to make great coffee themselves at home or in the office and brings to life the unpretentious, accessible Harris brand under the new line 'For The Love Of Making Coffee'.



The campaign kicks off with digital video executions, followed by on-air support across ARN culminating in a national coffee making intervention for listeners of KIIS FM's Will & Woody Drive show.

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Kicking off at the KIIS kitchen, The Harris Coffee Making Intervention means barista and coffee devotee Will McMahon can finally make a decent coffee at work. The Harris team will then go to winning offices, revamp the kitchen area with a Harris 'brew bar' and provide coffee making lessons and inspiration on the spot.

Harris and its full service creative agency, Momentum Worldwide, conducted research which found that even though Australians know that roast and ground coffee is best, and they like the idea of making coffee themselves, they don't necessarily do it, favouring café made coffee or lower quality but more convenient formats at home.

"We identified early in the creative process that for a country that prides itself on drinking great coffee, only about 1 in 4 coffees made in Australian households are freshly made from beans and ground." Harris Coffee Marketing Manager Mike Stribrny said.

"At Harris, we think of it as an essential skill for life. That's why we've partnered with Will & Woody to step in and help create a nation of coffee makers, not just coffee drinkers."

"The truth at the heart of this campaign backed by the great new Harris coffee on the shelf should make coffee lovers realise they're missing a trick if they're not making it themselves,"

Phil Watson ECD Momentum Worldwide said.

Credits

Client: Jacobs Douwe Egberts

Creative Agency: Momentum Worldwide

Media: Havas Media & ARN

About Harris

Harris Coffee Roasters is one of Australia's original coffee roasters ,and has been roasting right here in Sydney since 1883.

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About Momentum Worldwide

Advertising / Experiential / Shopper – the Total Brand Experience agency.

About ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean. The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is a HT&E company.

