



MEDIA RELEASE

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“SNAKES & LADDERS” CAMPAIGN TO INCREASE STATE CONFIDENCE

SA Great has recently launched a new “Snakes & Ladders” campaign that informs South Australians of the current position of strength the State finds itself in among current global economic conditions.

Developed by Adelaide Advertising Agency KWP! the campaign revolves around a Snakes & Ladders board game and demonstrates that while the economic outlook for much of the world looks uncertain, South Australia’s diverse spread of industries has placed the state in a position where things are in fact looking up.

SA Great CEO, Nikki Seymour-Smith, said the campaign was initiated in order to inform South Australians that the State is set to defy the global trend and continue to grow.

“We (South Australia) are pretty fortunate at the moment. When you compare us to other Australian states South Australia is in a strong position and the outlook remains promising over the next couple of years.” Ms Seymour-Smith said.

“The Snakes & Ladders campaign is a clever way of displaying that we are well placed to ‘weather the storm’ and there are many things to feel confident about.

“The campaign will utilise our media partnership, with advertisements appearing on television, radio, press and outdoor.”

Ms Seymour Smith said the campaign also informed South Australians about facts that many people would be unaware of.

“Facts such as Adelaide having the lowest housing prices of any mainland capital, Adelaide being Australia’s most competitive city for business and Adelaide being one of the world’s most affordable places to live all reinforce the fact that we’re in a good place,” Ms Seymour-Smith said.

“I think we often have a tendency in this state to knock ourselves, yet we should be promoting our State and letting the rest of the world know how good we actually have it here.”

To view the current campaign please visit <http://www.sagreat.com.au/media/sa-great-media-campaigns/snakes-and-ladders-campaign>

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