

Centenary Institute launches major brand campaign: 'Our nation's silent heroes - Beaches to Benches'

February 5, SYDNEY: Australian independent medical research institute, the Centenary Institute has launched its new brand campaign, 'Our nation's silent heroes - Beaches to Benches' via WPP owned creative agency 1 Kent Street.

The campaign is an articulation of Centenary Institute's overarching brand platform, 'Life Saving Research' and encourages viewers to recognise the invaluable work of its scientists in understanding disease and finding a cure for chronic illness.

Featuring Bondi Rescue's own Jesse Pollock and Centenary Institute's own scientists, Beaches to Benches highlights that some of Australia's most successful life savers work behind the scenes, swapping soft sand for science labs and bare feet for lab coats and microscopes.

Simon Collins former 1 Kent Street Executive Creative Director said:

"The creative challenge was twofold. Firstly, to find a way to broaden public perception of what 'life saving' means, and secondly, to position Centenary Institute as an organisation we should all be proud of and whose collective talents and dedication we all stand to benefit from."

The 30" spot aims to inspire audiences to support Centenary Institute's important work, and by doing so, they too can become a life saver. View the spot [here](#).

Serena Stewart Centenary Institute Fundraising and Marketing Manager said: "Young people don't like to think about illness - let alone death - however many do enjoy spending their free time at the beach. It was a dream working with the creative team at 1

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Kent Street and formulating 'Beaches to Benches'.

Our aim is to raise awareness around the incredible work of scientists at the Centenary Institute and let Australians know they have the power to help save lives through their support and donations."

Collins continued: "We needed an idea to which successive creative executions can lend new currency and new traction year after year. I'm excited at the prospect of delivering on that promise."

The TVC is supported via social, digital and print. All media materials are reliant on CSA placement.

Follow-on roll-outs of the campaign are planned with Simon Collins now of Collins Gartrell remaining as Creative Director.

About Centenary Institute

The Centenary Institute is a world-leading independent medical research institute. Its strength is in uncovering disease mechanisms and applying this knowledge to improve diagnostics and treatments for patients. The Institute aims to find cures for some of the most chronic diseases affecting today's society focussing on three key areas - cancer, inflammation and cardiovascular disease.

ENDS

Credits:

Centenary Institute

Fundraising and Marketing Manager - Serena Stewart

Media and Communications Manager - Jessica Bowditch

Marketing Manager - Karen McBrien

Creative

1 Kent Street

Director - Simon Collins

MEDIA RELEASE

Director of Photography (DOP) - Nino Tamburri

Stills photographer - Petros Ktenas

PR

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