



## Fact Sheet

### QANTAS – ‘FEELS LIKE HOME’ CAMPAIGN SERIES TWO

#### OVERVIEW:

- On Friday 6<sup>th</sup> November 2015 Qantas will progressively unveil the second series in the Feels Like Home brand campaign first launched on 9<sup>th</sup> November 2014. The films will be released via email to Qantas Frequent Flyers on the 6<sup>th</sup>, via digital channels on the 7<sup>th</sup> and television from 8<sup>th</sup> November, 2015.
- The second campaign is an evolution of the first and continues to speak to the heart of what Qantas does – bringing people home. For many Australians the home coming feeling begins as soon as they step on board.
- The second series follows the story of the Shelper family as they come together for a family celebration. The real stories of different members of the family are told as they reunite with their loved ones for a celebration lunch on the verandah of the family home.
- Filmed in New York, Los Angeles, Brisbane, Sydney, regional Victoria and Longreach the series also highlights the reach of Qantas’ international, domestic and regional network and features Qantas employees.
- Four 60 second videos have been created around each of the homecoming stories, together with a longer two minute montage. These will be screened on broadcast free to air and Pay TV, digital and complimented by out of home, cinema and print advertising.
- This campaign is more than a series of advertisements. The stories provide content and a platform to engage across all our communication channels; from our social media, welcome aboard messages, newsletters to Frequent Flyer members as well as editorial opportunities with our TV and print partners.

#### THE STORIES:

- The longer 120 second film tells the whole story of the Shelper’s reunion, while the four 60 second films tell the story from the perspective of the siblings who are traveling home – Kath, Christy, Anna and Brendan – being reunited with their parents and brother Phil.



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- **Tony and Pat Shelper** are both active and fit and they maintain a comfortable home near the water. We see them preparing the house for the arrival of their now extended family.
- **Kath** is a film producer who often finds herself in remote areas of Australia as she looks for stories and locations.
- **Christy** is married to DJ and has two children, Flint who is three and Toto who just turned one. Toto is the first granddaughter in the family. DJ can't make it to the family get together this year because of work, so we see him farewelling Christy and the kids as they fly to the family reunion.
- **Anna** is married to Dom and they have two boys, Samson who is seven and Harvey who is nine. They live on a property outside Melbourne and take their family dog with them to the family gathering.
- **Brendan** is Tony and Pat's youngest child. Eight years ago, Brendan moved overseas and has built a successful event management company. He's decided to surprise everyone by showing up after telling them he can't make it back for the special lunch.
- **Phil** is married to Kate and they have two boys – Erik, four and Curtis, two. They live in NSW and pick Kath up at the airport. They haven't seen each other for a while so the kids are very excited to see their Aunty.

### THE SONG AND MUSIC – FEELS LIKE HOME:

- The homecoming stories are again told against the musical backdrop of Randy Newman's song, *Feels Like Home* sung by young Australian singer, Martha Marlow.
- Martha is a third generation, self-taught Australian musician and song writer from a respected musical family (her mother is a jazz singer and her father a double bass player). Martha has recently played alongside Clare Bowditch, Katie Noonan and Thirsty Merc.

### FILMING:

People featured:



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- We used real families and Qantas employees in the series of films, we did not have models or actors portraying characters or playing roles.
- We held a wide casting call looking for real Australians that had families who were spread out across Australia as well as internationally. We also asked crew and employees to be involved and you see a number feature in the films.
- The Shelper family were chosen as many of the siblings live in different parts of Australia and Brendan live overseas and travels frequently for work.

### **Locations:**

- We shot in New York, Los Angeles, Brisbane, Sydney, regional Victoria, and Longreach.

### **Logistics:**

- We spoke with each member of the Shelper family to discuss when they last time came together and what plans they had in place to catch up again.
- We then worked with the family to develop the celebration lunch and brought everyone together for it, including the surprise visit by Brendan.

### **Timing:**

- It was a 10 day shoot over 3 weeks followed by 5 weeks in post-production.

### **CREDITS:**

- Creative Agency: Lawrence Creative Strategy
- Executive Creative Director & Copywriter: Neil Lawrence
- Creative Director: Chris Dewey
- Client Service Directors: Adrienne Nixon, Jennifer Clarke
- Agency Producer: George Saada
- Production: Exit Films



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- Director: Mark Molloy
- Producer: Karen Sproul
- DOP: Chayse Irvin
- 2<sup>nd</sup> Unit DOP: Sam Chiplin
- Editors: The Editors: Bernard Garry, David Whittaker & Jessica Mutascio
- Post Production: Alt VFX
- Colourist: Ben Eagleton
- Music: Mark Rivett
- Composer: Randy Newman
- Vocal Artist: Martha Marlow

### LINKS:

- Link to the 2 minute Feels Like Home film: <https://www.youtube.com/watch?v=ldQQiTJ1KN0>