

Messages on Hold puts you in election hot seat

PerthNow | July 15, 2010 8:22AM | 1 comment

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IMAGINE being in the running for the country's top job?

Well Messages on Hold has turned that into reality with a clever marketing campaign that puts you in the running to be elected Australia's next Prime Minister in this year's upcoming election.

The promotions company has today kickstarted the election fun by releasing a viral video that puts your name into a carefully compiled package that pits you against candidates Julia Gillard and Tony Abbott.

Executive chairman Kym Illman recruited 6PR's Howard Sattler and celebrity agent Max Markson to appear in the video, which can be viewed at www.australia2010.com.au.

More than 400 man hours went into the creation of the video, which faced a couple of hurdles after Kevin Rudd was ousted by Ms Gillard and the original domain name – election2010.com.au – was taken by the Electoral Commission.



MARKETING: Messages on Hold executive chairman Kym Illman has released a viral video that puts you in the running to be Australia's next Prime Minister. PICTURE: Kerris Berrington
Source: PerthNow

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The video, created to market Perth-based Messages on Hold, follows a similar viral video – WorldsGreatestBusinessMind.com – which has been viewed more than 7 million times.