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www.stockland.com

STOCKLAND RETURNS FORGOTTEN AUSSIE REINDEER TO FAME IN SPIRITED NEW CHRISTMAS CAMPAIGN

Stockland has once again challenged conventional Christmas marketing with its newest creative campaign for the festive season, launching the heartwarming animated film 'The Story of Dunder'.

The campaign focuses on the much loved but forgotten reindeer from Down Under – Dunder – and celebrates the Australian Christmas spirit which means something a little different to everyone. But that's exactly what makes our spirit what it is – we invite others in, make our own traditions and embrace the many ways Australians celebrate the season.

Ben Allen, GM Customer and Group Marketing at Stockland, said: "We wanted to celebrate the unique Australian Christmas spirit that makes us all so proud to live in this country. That's the spirit that Dunder embodies."

In the heartwarming animated film, we learn of a forgotten Christmas tale – 'The Story of Dunder'. It all begins with Santa on his pacific routine when he suddenly collides with an ibis, losing all his presents. Luckily for Saint Nick, in his midst is an Aussie reindeer, who saves the night with the help of Stockland and a kind security guard.

Mr Allen continued: "We know that Christmas is a special time of year for our customers and we are proud to be a small part of their celebrations whether it's buying the prawns or turkey, searching for the perfect gift or taking the time to capture a traditional photo with Santa. We hope our centres can be a place that epitomises the Christmas spirit and that Dunder brings joy to our customers as they prepare for their Christmas celebrations."

Dunder will also make her debut appearance in centres in December, featured on the limited-edition wrapping paper found at Stockland gift wrapping stations, where all proceeds will be donated to a local charity of the centre's choosing.

"We have more than 375,000 customers visiting Stockland centres daily and are committed to creating an experience as convenient and curated as possible for each one of them, particularly during busy times like Christmas," Mr Allen said.

Each Stockland centre will share in the spirit of Christmas by coming to life across November and December with a hive of activity including the Super Sale Weekend on 29 and 30 November, local community events such as Paws and Claws and of course, visits from Santa himself.

Customers will also have a chance to win some of Santa's lost presents from the animated film, with \$20,000 in Stockland gift cards to be won. To enter the contest, customers can snap a photo of themselves shopping at any Stockland centre or share a photo of a Stockland store receipt. For more information or to upload a photo, visit www.stockland.com.au/snapsendwin*

In the spirit of Christmas, Stockland will also be donating \$50,000 to charity partners including \$35,000 to the Foundation for Rural and Regional Renewal, and \$5,000 to each of its CARE Foundation partners Redkite, R U OK? and ReachOut.

Mr Allen added: “We hope others may also be inspired this Christmas and make an effort to support and include those who need it this season.”

For customers looking for shopping inspiration, Stockland has a number of gift guides listed on their website which can be viewed at www.stockland.com.au/christmas.

The story of the video

In the heart-warming animated film, we hear a little known Christmas story – the time that Santa’s most obscure reindeer saved Christmas (with the help of Stockland, of course).

The film opens on Santa’s ranch with all the reindeer in their stables. Santa pays special attention to Rudolph and you get an idea of their special bond.

The scene cuts to Christmas night with Santa on his sled, flying with his reindeer through the sky. Suddenly, an ibis pops up and shocked Santa swerves to avoid it, sending all the presents into the sky and the sleigh to the ground.

Santa sits on the ground, unsure with how to proceed. Our unlikely hero Dunder emerges with an idea, and her and Santa run off to a Stockland in an attempt to restock the presents. We see Santa, Dunder, the Stockland security guard and even the ibis running around to fill Santa’s sleigh back up.

The story ends with a family leaving out carrots for the reindeer, when the little boy runs out with a lamington on a plate for the little Aussie reindeer Dunder.

Matt Ennis, Creative Director at Host Havas, said: “A Visit from St. Nicholas’ was created by Edmund Clarence Stedman almost 200 years ago. In the earliest known printing of the poem, the name given to Santa's seventh reindeer was ‘Dunder’. Over the years, thanks to movies, songs and pop culture, Dunder was replaced with Donner, or even Dunder.”

Mr Ennis continued: “Christmas is a time for thinking about someone you haven’t in a while, so we thought it fitting to give this forgotten reindeer the spotlight.”

The campaign will be supported through owned channels, cinema, social, digital, print, radio and in-centre display advertising.

The story of Dunder can be viewed at www.stockland.com.au/christmas and on Stockland’s YouTube channel www.youtube.com/stockland.

* SNAP, SEND & WIN Competition. Terms and Conditions apply, see www.stockland.com.au/snapsendwin for full information. Competition closes at 11:59pm AEST on Saturday 30 November 2019. Authorised until NSW Permit LTPS/19/39941.

ENDS

Notes to the editor: Agency and creative credits

Creative agency: Host/Havas

Executive Creative Director: Jon Austin
Creative Director: Matt Ennis
Senior Copywriter: Anthony Campagna
Senior Art Director: Jari Kennedy
Copywriter: Joe Ranallo
Art Director: Fernanda Gil-Pier and Manuel Rey

Design: Meng Zhang
Head of Account Management: Jo Thomasson
Account Director: Max Bennett
Senior Broadcast Producer: Stephanie Cameron
Chief Strategy Officer: Olly Taylor
Senior Planner: Alyce Cowan

Production: Mighty Nice

Director: Darren Price
2D Animation Director: Bonnie Forsyth
Art Director: Softly Dunstan
Head of Studio: Jeremy Howdin
Head of Production: Tina Braham
Producer: Samantha Daley
Junior Producer: Diana Angelus
Storyboards: Bonnie Forsyth
Character Designer: Marie Thorhauge, Jason Pamment
Environment Designers: Yori Narpati, Alexandre Belbari

Animators 2D: Bonnie Forsyth, Michael Chen, Jarrod Prince, Ella Rousseau, Audrey Villafana, Alea Trinajstic

Animation Lead 3D: Duncan MacLaren

Animator: Michael Chen

Modelling & Surfacing: Grea Petch, Will Brand, Tristan Lock, Trent Rogan, Andrew Kimberlev, Billy Harrison, Akhil Mittal, Karen Etherington,

Rigging: Jason Dobra, Tessa Eden

Lighting: Trent Rogan, Mat McCosker, Billy Harrison

Composite: Chris Angelus, Tobias Frei, Fiona Lu, Mathieu Carlot

Print: Jamie Phillips, Leanne Lee

Music Production: Song Zu

Music: Haydn Walker

Sound Design: Abigail Sie

Media agency: Ikon Communication

Production agency: Wellcom Worldwide

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About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia's largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au