

111a Union Street  
McMahons Point NSW  
Australia 2060  
T 612 8404 3700  
F 612 8404 3750  
www.ursaclemenger.com.au

**URSA**CLEMENGER

MEDIA RELEASE 7/4/11

**NEW WAYSIDE CHAPEL “LOVE OVER HATE” CAMPAIGN.**

**WAYSIDE SEEKS COMPASSION FOR THE ADULT BY SHOWING THE VULNERABILITY OF THE CHILD.**

UrsaClemenger has produced a new multi-media campaign for The Wayside Chapel.

The centrepiece is a 30 second TVC featuring challenging imagery of a small boy being tattooed with the words 'hate', 'violence', 'cruelty', 'abuse' and 'neglect' and represents the often dark and violent pasts of the marginalised adults who seek Wayside's help.

Wayside's CEO, The Reverend Graham Long said, 'We used a child in this ad because for every person who falls by the wayside, there is a story of vulnerability and struggle. The image of an abused child is difficult to watch but it is a deep insight into the social forces that produce alienation, mental illness and social dysfunction.'

Richard Wylie from UrsaClemenger said, "Our long association with The Wayside Chapel has shown us that everybody comes into the world an innocent child. It's what happens next that defines the future. A dysfunctional home life, parents with substance addiction issues, being the victim of violence or sexual abuse... that's what sets a path to the wayside".

Taking several months and many favours to complete, this latest instalment in the 'Love over Hate' campaign builds on Wayside's reputation as a non-judgemental haven where even society's most desperate are met with unconditional love and support.

Adding to the power of the film is the worldwide Kings of Leon hit, "Use Somebody"; the rights for the song generously donated by the band for 12 months. The voiceover was performed by David Wenham: long-time patron of Wayside.

Apart from financial support, UrsaClemenger hopes the video will also generate greater acceptance of this sometimes-controversial institution that works at the very edge of society, rather than at a safe distance from it.

The campaign launches on Sunday 10<sup>th</sup> April on Free to Air and Pay TV. The video can also be seen on [thewaysidechapel.com](http://thewaysidechapel.com).

**ENDS**

Please Note: Due to the usage restrictions, the Kings of Leon version can only be viewed on [thewaysidechapel.com](http://thewaysidechapel.com) website. Please do not embed this video on any external sites. Instead, please guide viewers to <http://www.thewaysidechapel.com>

Thankyou for your understanding.

For more information please call:

**Denis Mamo:** Executive Creative Director at UrsaClemenger on 02 8404 3729 or 0419 991 627

**Graham Long:** Pastor/CEO, The Wayside Chapel on 0414 375 529

**URL:** <http://www.thewaysidechapel.com>

**FOR CREDITS PLEASE SEE NEXT PAGE:**

## The Wayside Chapel: “Love over Hate” credits

<b>Client</b>	The Wayside Chapel	thewaysidechapel.com
<b>Marketing Manager</b>	Katrina Mathieson	Katrina.mathieson@thewaysidechapel.com
<b>Agency</b>	UrsaClemenger	ursaclemenger.com.au
<b>Executive Creative Director</b>	Denis Mamo	denis.mamo@ursaclemenger.com.au
<b>Art Director</b>	Helen Shortis	
<b>Copywriter</b>	Geoff Fischer	
<b>Agency Producer</b>	Chris Ford	
<b>Director</b>	Richard Gibson	
<b>Production Company</b>	Luscious International	
<b>Producers</b>	Andrew Morris, Lucas Jenner	
<b>Post production</b>	Heckler. Frame Set and Match.	
<b>Sound</b>	Nylon Studios. Take 2 Audio.	
<b>Music</b>	Kings Of Leon. Uncanny Valley.	
<b>Strategy</b>	Richard Wylie	
<b>Account Director</b>	Kim Bolton	
<b>Digital</b>	Suede	
<b>PR</b>	Mango	
<b>Media</b>	Mitchells	

### About UrsaClemenger

UrsaClemenger is Australia’s leading advertising agency with a focus on health and wellness. Based in Sydney, UrsaClemenger was formed in 2010, the result of a merger between Ursa, CJB and Renard and is owned by The Clemenger Group.

UrsaClemenger creates award-winning ideas that aim to improve the lives of all Australians. Areas of expertise include consumer, trade, direct & digital marketing, strategic and channel planning and of course, outstanding creative ideas across all disciplines.

Clients include:

Abbott (Humira, Physioteins, Zanidip, Zanextra), Actelion (Tracleer), Astra Zeneca: (Crestor, Atacand, Brilinta, Nexium), ACSA , Boehringer (Bisolvon, Dulcolax, Buscopan), iNova (Aldara), GSK (Nicabate, Cartia, Zovirax, Beconase, Panandol Expert, Breathe Right, Oral Care), J&J Pacific, J&J Medical, Novartis (Onbrez, Gilenya), Novartis Animal Health (Sentinel, Henkel), Dept Nursing & Midwives, Merck Serono: (Fertility, Saizen), Merial (Ivomec, Eprinex, Eclipse, Ivomectin), John Deere, Targus, HRI, Metabolic Cereals, Vision Australia, Wayside Chapel, NSW Maritime, CSL, Roche (Xeloda), BI (Sifron) Alcon