



**MEDIA RELEASE**  
**February 2022**

## Starlight's new TVC makes a Super Splash!

The [Starlight Children's Foundation](#) has launched a stunning new [campaign](#) in support of their fourth annual [Super Swim](#) challenge this February. The challenge aims to raise \$3 million for the charity's vital hospital services, Captain Starlight and the Starlight Express Rooms.

The campaign was generously created in collaboration with two Brisbane-based creative businesses: [Colony](#) who developed the creative concept, and [Chop Shop Post Pty Ltd](#), who provided full production and post production services with composer Mark Watson.

The campaign urges people from all walks of life to take part in the swimming challenge to raise money for sick kids, and when they do – Australia will be cheering them on.

Titled 'Cheer On', the ad invites Australians to become a Starlight Super Swim Hero by signing up to the fundraising challenge online.

Colony Creative Director Simon Buutveld said: "We set out to grab the attention of people who aren't afraid to jump in the water, no matter where they are in Australia."

The ad plays to the universal appeal and love for swimming that many Australians have. The inspiring spot and the audio that accompanies switches between the world of the swimmers and their enthusiastic audience.

Impressively, the TVC was shot on four different days, in eight different locations, across two states and captured three different sunrises – all while juggling the challenges of an east-coast weather event and the pandemic!

The stunning vision was captured with ARRI's new large-format camera and Leica lenses, allowing filmmakers to explore the immersive large format aesthetic while retaining pleasing skin tones and stunning capability for HDR workflows.

"Lav and Mike were passionate about every single shot and did a great job of communicating the seriousness of the foundation's work," said Buutveld.

National Marketing & Communications Manager, Melissa Gamble said: "Starlight has continued to be there for sick kids throughout the challenges of the past two years. Only with the help of the community taking part in challenges like Starlight's Super Swim, can we continue to deliver the happiness and positive distraction seriously ill children and their families so desperately need in times like this.

"The Colony team were incredible to work with from the outset, presenting three strong creative ideas. Coupled with Chop Shop, the team never lost sight of delivering visually stunning footage, while working on a shoestring charity budget and with tight timings," she said.



Colony Co-Founder, Matt McCarthy said: "It was a massive pleasure to be involved in this key project. Our whole team loved the process and we all had a lot of fun creating this new campaign. Our biggest goal is to see this work deliver an outstanding fundraising and awareness result for Starlight."

The cast were all volunteers with the ad also featuring Starlight ambassadors Mick Fanning OAM and Brooke Hanson OAM, who interestingly take a backseat in the commercial to the 'starring' swimmers - consisting of Starlight team members, board representatives and fundraisers. The campaign is 'powered by [Speedo](#)' who generously donated swimsuits and gear to support production.

The campaign is running across a variety of free to air and paid channels, with media generously donated through media partners secured by global media agency [Orion Worldwide](#).

The TVC has been released as part of Starlight's marketing rollout with activity across free-to-air and subscription TV, radio, digital, social and retain OOH channels to drive buzz for the Super Swim.

This is the first Super Swim TVC the children's charity has released since the campaign's inception in 2019. It is available in [full](#) or [60 seconds](#), [30 seconds](#) and [15 seconds](#) spots.

The [Super Swim](#) challenge encourages Australians around the country to dive in and make a splash for sick kids for the month of February. This year, Australia's favourite virtual swim challenge aims to raise \$3 million across February to deliver happiness to over 76,000 sick kids in hospital.

For more information about the Super Swim, or to sign up today, visit: [www.superswim.org.au](http://www.superswim.org.au)

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## Notes to Editor:

### Client: Starlight Children's Foundation

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Denise Zlotowski, Community Fundraising Manager

Georgina Barlow, Community Campaigns Lead

### Strategic Advisory: Colony

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Art Director, Simon Buutveld

Copywriter, Hannah Proberts

Client Growth and Partnerships Director, Mark Gregory

Senior Account Manager, Emma McGarrigle

Founders, Matt McCarthy, Katelyn Woolley

### Produced by: Chop Shop

Directors: Lav Bodnaruk, Michael Mier

DOP: Lav Bodnaruk

Camera: Mark Broadbent, Steve Dube, Luis Bran

Editor: Lav Bodnaruk

Sound design: Michael Mier

Colourist and VFX: Caleb De Leon

Composer: Mark Watson

Sound Design Radio: Justin Harrison

### Media Agency: Orion Media

### For more information, please contact:

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### About Starlight Children's Foundation

Starlight Children's Foundation brightens the lives of seriously ill and hospitalised children and young people by replacing pain, fear and stress with fun, joy and laughter. Since its establishment in 1988, Starlight has expanded to become the broadest reaching and reputable children's charity in Australia. There is now a Starlight Express Room in every major children's hospital across Australia and over 160 Captain Starlights nationwide. In 2021, Starlight granted over 400,000 positive Starlight experiences for children, teenagers and their families, one million Fun with Captain Starlight experiences and 425 Starlight Wishes. [www.starlight.org.au](http://www.starlight.org.au)

