



PRESS RELEASE

M&C SAATCHI SHOWS SUPPORT FOR THE ARTS WITH 'KEEP OUR FESTIVAL ALIVE' CAMPAIGN

15 May 2018, Sydney - M&C Saatchi has donated its services to create a campaign designed to drive donations for Sydney Film Festival (SFF).

Over 65 years, the Festival has become a shared experience that feels like it is owned by the film-goers. But the growing stature of the event means corporate and government funding isn't enough to sustain it. As a not-for-profit, the SFF needs a groundswell of philanthropy from its Festival-goers.

This year, SFF is asking Festival-goers to pitch in a little extra by adding a donation to their Festival purchases with a call-to-action campaign.

The zombie film has long been a beloved cinematic genre which has been resurrected for the entertaining and controversial campaign which features a seriously pissed off (and quite swearsy) zombie, Rhys Muldoon, whose pleas for donations are rudely interrupted by his deteriorating limbs.

Cam Blackley, Chief Creative Officer for M&C Saatchi, said: "Charities appeal for donations in many ways but only the Sydney Film Festival would attempt it while the presenter's body falls apart in full Dolby surround sound. We had a blast working with a great client to keep a Sydney cultural event alive and we're also dead pleased to have ticked the 'Zombie Schlock' genre off our bucket lists too."

Leigh Small, Sydney Film Festival CEO, said: "We needed a creative way to get the message out to Festival-goers about the need for individual philanthropy."

"We are so incredibly lucky to have collaborated with the best in the industry to create this fantastic campaign including seasoned advertising gurus M&C Saatchi, film production company Barefoot Communications who produced last year's Opening Night film, We Don't Need a Map, animation experts at Animal Logic, prosthetic artists from MEG, Soundfirm, Rumble and Panavision, who have all kindly donated their services and expertise."

Watch the campaign [here](#).

M&CSAATCHI

SYDNEY
FILM
FESTIVAL
6-17 JUNE 2018

CREDITS

Sydney Film Festival

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Barefoot Communications

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DOP: Dylan River

Actor: Rhys Muldoon

Makeup Effects: Makeup Effects Group

Post Production: Animal Logic

Sound: Rumble, Soundfirm

- ENDS -

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