

Media Release

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Christian Super joins the 'You Tube' generation with animated message

Christian Super has joined the You Tube generation by creating an animated video to get the co-contribution message across to the younger generation.

Creative Director Phil Watson of 'One Whale', a Sydney based animation and graphics company who created the short video, said that with social media becoming more and more important, organisations like Christian Super needed to look at fresh new ways to get their message across.

"Not many young people would read an e-mail about superannuation, but plenty would jump at the chance to watch a short animation," said Phil. "That's why we came up with this fresh approach to engaging members. With people spending more time online, its great to see Christian Super using innovative methods to get their message heard," he said.

The animation features two characters, one to represent an 18-25 year old person who may have started work for the first time and the other one representing the 'government' who give away 'free' money in the form of co-contribution to those who qualify.

"The initial response to our call centre has been very encouraging" said CEO, Peter Murphy. "We need to look at new methods of communicating about superannuation across all areas of our membership base, especially to those who use social media. In the case of the co-contributions scheme, it is particularly in the interests of those in the 18-25 age bracket to know about the scheme so that if they qualify, they can benefit," he said.

The animation can be seen on Christian Super's You Tube channel at:
<http://www.youtube.com/christiansuperAU>

For more information, visit the Christian Super web site.
www.christiansuper.com.au

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