

MEDIA RELEASE
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Michael Hill confesses 'We're for Love' to an audience of millions

Michael Hill International will launch its new look **'We're for Love'** brand platform this Sunday 1st February in Australia, New Zealand, Canada and the United States when it will air two new commercials during the Super Bowl XLIX.

The Super Bowl is a massive media event in the United States and around the world, the commercials will air during the game in Canada and the Chicago area where the majority of Michael Hill's North American stores are based. Viewers in New Zealand and Australia will be treated to the first television viewing using the new global creative platform **'We're for Love'** on Sunday night (local time) 1st February, when the ad airs on all the major networks.

The jewellery retailer has partnered with one of the world's leading creative agencies, Colenso BBDO to create their new look brand platform. Michael Hill International's Chief Marketing Officer, Joe Talcott, said "the company is very excited about their new creative direction". "This is an exciting new creative direction for the company which was founded in 1979 by Sir Michael Hill in Whangarei, New Zealand. **'We're for Love'** uses beautiful, poignant and thought-provoking stories of real love, told by the people behind them, to encourage people to think about the nature of love. We feel these people represent a cross section of individuals who we do business with every day in New Zealand, Australia, United States and Canada".

"We've taken a really different approach with this campaign and are very proud of what Michael Hill and Colenso have achieved. Colenso have taken our brand DNA and brought it to life in a visual and emotional experience". The creation of the campaign involved talking to over 1,200 real people on the streets of New York and out of those, 30 were selected to appear in the campaign, they were asked about their experiences in love and "what would you do for love?" These real people, expressing real love, in whatever form that may take, have been included in the campaign. It is designed to engage and provoke emotional responses, set against a backdrop of beautiful imagery and music.

Mr Talcott said "We are advocates of love, in all its forms. Every piece of jewellery we sell is an expression of love and our goal is to help people create more love in the world. We believe everyone regardless of age, sex, and relationship status will find something that resonates with them."

Nick Worthington, Creative Chairman, Colenso BBDO said.

"Love is one of the few universal truths, so rather than travel the world to explore the subject of love we went to the city that the world travels to - New York. While we were there we walked the streets chatting with people about love and interviewed more than 1,200 people. Most of their stories were deeply moving - and they were all very real and very honest".

"The decision to invest in air time during the highly anticipated NFL Super Bowl XLIX" says Mr Talcott, "was made to get the Michael Hill brand in front of as many people as possible, in two of the company's key markets: USA and Canada.



The TV commercials will be supported by catalogues, online content, outdoor advertising, cinema, social media, in store signage and will appear in all Michael Hill International global markets.

Michael Hill International's financial results released in August 2014, showed the largest annual revenue for the Group. The Group recorded a 9.9% increase in total revenue of \$483.9 million in the 12 months ended 30 June, up from \$440.2 million in 2013.

The Group currently has over 280 stores globally employing about 2400 staff in a variety of roles.

Click the link below to view our television ad playing in the Super Bowl - Chicago:

US: <http://youtu.be/DII9FLIdQ9M>

Click the link below to view our television ad playing in the Super Bowl – Canada:

CANADA: <http://youtu.be/0puDW-cfg-U>

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ABOUT MICHAEL HILL INTERNATIONAL

Michael Hill International (MHJ) was founded by Sir Michael Hill in 1979 when he opened his first store in Whangarei, New Zealand. The company's global headquarters are located in Brisbane Australia. Michael Hill Group currently has 284 stores across New Zealand, Australia, Canada and the US.

Michael Hill remains one of the few jewellery retailers with an in-house team of master craftsmen – dedicated to creating future heirlooms and keepsakes while continuously perfecting their craft.

For more than 30 years MHJ has shared its vision locally and globally with customers in New Zealand, Australia, Canada and the United States, and earned the reputation for quality jewellery along the way.

MHJ thoughtfully sources materials from leading designers and diamond suppliers. The Michael Hill Diamond Promise and International Lifetime Diamond Warranty has been created to resolve any issues and ensure its products will stand the test of time. All our diamonds and diamond jewellery are from legitimate sources. All diamonds are purchased under the Kimberly Process which was instigated in 2003 to help combat the trade in conflict diamonds.

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New Zealand: www.michaelhill.co.nz

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Canada: www.michaelhill.ca

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