

Media release

Domain gets your perfect match

Domain launches autumn campaign

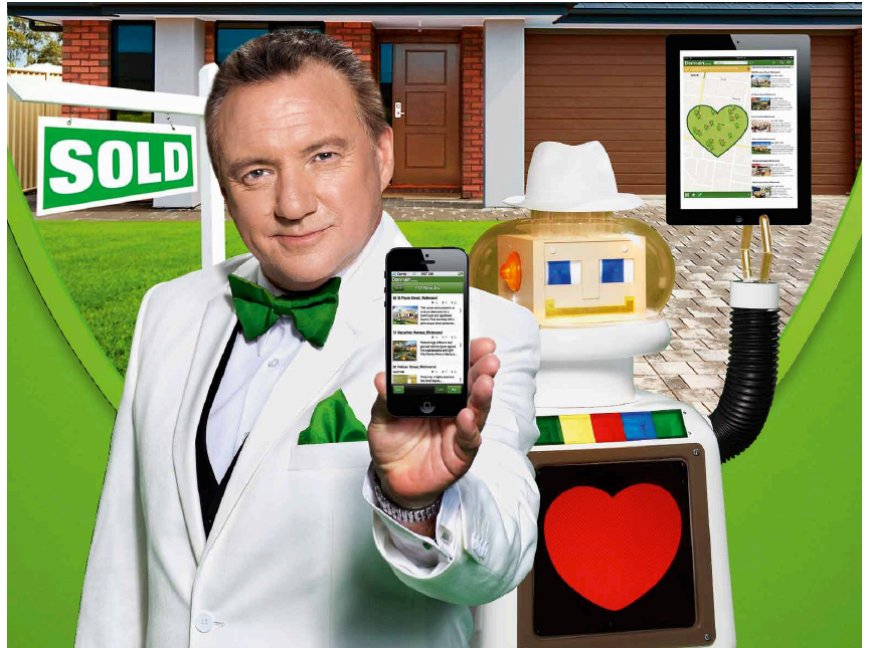
Thursday, 24 January 2013: Domain's autumn multi-platform campaign has launched highlighting how Domain can get you your perfect property match.

The campaign brings back Greg Evans, host of the eighties matchmaking television show "Perfect Match", and the iconic Dexter, the robot who calculated the compatibility scores of the hopeful contestants.

The campaign will run with TVCs featuring Greg and Dexter on free-to-air and pay TV nationally, as well as across print, radio, OOH and digital.

"We have had a bit of fun with this campaign, mostly at Dexter's expense – the contrasts of the clunky old robot have helped bring Domain's latest mobile innovations to life," said Matt Siddons, Marketing Director, Real Estate for Fairfax Marketplaces.

"Our message to buyers is that by using the tools offered by Domain they are more likely to secure their perfect match."



The campaign is the work of Whybin/TBWA and Managing Director, Peter Fitzhardinge said, "After 25 years, Domain is bringing back Australia's favourite match-making couple Greg and Dexter. This time they're trying their hand at property match-making but unfortunately for Dexter, Greg finds the advanced tools of the Domain Property App a little more useful than his trusty sidekick from the 80s."

The TVC can be seen at: <http://www.domain.com.au/dominate>

Advertising agency: Whybin/TBWA

Media agency: Carat

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For further information or to arrange an interview contact:

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About Domain

Domain is one of Australia's leading real estate destinations and offers an integrated multi-platform solution that spans online, print and mobile for the real estate industry, as well as homebuyers, sellers and renters. With the most suburb specific details, a world-leading 'radar' search functionality, convenient home alerts, sold property listings, sales histories and Australia's leading property search mobile apps, Domain offers the easiest and most informative search experience. Domain is available through more than 200 metropolitan, regional and community newspapers, domain.com.au and through an extensive suite of mobile apps.

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