

# Media Release

8 February 19



## SBS brings audiences a world of difference

SBS has unveiled its new brand position, ***a world of difference***, encouraging all Australians to embrace and celebrate difference, and reinforcing SBS's commitment to contributing to an inclusive society.

**Jane Palfreyman, Director of Marketing, SBS** said: "As we've grown up as a nation, so too has SBS, speaking to and representing all Australians. Along the way, we've become one of the most trusted Australian brands and an ingrained part of this country's culture.

"Our new brand identity reflects SBS's evolution while beautifully articulating our fierce dedication to go beyond simply showcasing diversity to celebrating our collective differences. We want to live in the skin, walk in the shoes of others, because we believe it actually makes for better entertainment."

The new creative direction takes a more inclusive approach to addressing audiences, making SBS's diverse content offering instantly recognisable across television, radio and online. A fresh look and feel features a visual system of subtly moving layers combined with a colour palette inspired by the natural world.

The new SBS brand identity will roll out across the network tomorrow, just in time for ***Eurovision-Australia Decides***, which will broadcast live **Saturday 9 February, 7.30pm AEST** from the Gold Coast.

A marketing campaign will introduce the new SBS brand position to audiences, reflecting SBS's proud heritage and encouraging Australians to explore the world through great entertainment.

Featuring Janice Petersen from SBS World News, sports commentator Lucy Zelić and Destination Flavour's Adam Liaw, the campaign highlights the network's distinctive offering across news, sport, drama, documentaries, food and languages. It will run across SBS's owned channels including television, online and social platforms.

The updated brand was developed and created internally by SBS.

### View the campaign:

[SBS a world of difference](#)

[SBS drama](#)

### Credits:

Director of Marketing: Jane Palfreyman  
Head of Creative: Joel Noble  
Head of Group Marketing: Uma Oldham

### Special Broadcasting Service

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[sbs.com.au](http://sbs.com.au)

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Head of Publicity: Jo'an Papadopoulos  
Creative Manager/Art Director: Kurtis Richmond  
Creative Managers: Matt Coe, Oliver Holme, Derek Best  
Head of Presentation & Promotions Planning: Chris Page  
Lead Producer: Carley Edmonds  
Project Executive Producer: Dillon Hicks  
Channel Producers: Kirsty Turner, Kate Fenwick, Lara Parker  
Motion Design Lead: Danny Jenkins  
Designers: Jesse Dalton, Daniel Evans, Tim Haywood, Brad Chandler, Jason Morice, Juris Malasenkos, Sebastian Phillips, Ben Draisma, Vanessa Meagher, Madeline Dudley, Monica Silvio,  
Production Coordinators: Brianna Lawrence, Samuel Wright, Lucy Fuggle, Marika Burdick, Jessica Higgins  
Creatives: Gen Graham, Jamie Benterman, Ben Rudman, Stephen Houteaus, Adrian Chiarella  
Director: Gen Graham  
Shoot Producer: Jo McNulty-Clark  
DOP: Sam Collins  
1st AD: Darin Berlin  
Publicity: Navjot Kaur, Eva Pitarides  
Style Department: Ali Carey, Alex Van Os, Leah Giblin (Assist), Amy Wonka (Assist)  
Hair & Makeup: Rina Mico, Leah Taylor, Tina Hessel, Karina Farrugia, Steven Chau and Bek Russell  
Audio & Mastering: Bruce Dale, Jeremy Wilmont, Alyn Mykas, Andrew Garcia  
Promo Producers: Joe Kenny, Tamzin Langsford, Benjamin Jones

External Agency Strategy: Joy  
Tone of Voice: The Definery - Greg Logan  
External Agency Design: VANDAL  
Creative Director - Richard Swan  
Executive Producer: Anna Greensmith  
Senior VFX Producer - Sarah Dicks  
Lead Designer - Darrin Hanley  
Senior Designers - Robert Dinnerville, Pete Nisnic, Gary Nicholson

Music Composition by Song Zu Sydney  
Music Director: Ramesh Sathiah  
Composer: Michael Edwards  
Music Producer: Katrina Aquilia/Meg Drummond

## **ENDS**

### **About us:**

As Australia's most diverse broadcaster, SBS holds a unique place in the Australian media landscape, inspiring all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to a cohesive society.

Today, SBS is a modern, multiplatform media organisation with four distinctive TV channels watched by more than 13 million Australians each month; an extensive radio service providing 68 communities with programs in their own language; and an innovative online presence. Visit [sbs.com.au/aboutus](http://sbs.com.au/aboutus)

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