

South Bank shines brightest during the month of December with nearly one million visitors. Two hundred thousand of these people visit over the three days and nights of the Christmas Celebrations.

The challenge with the Golden Casket 2006 Christmas Celebrations campaign was to promote the Christmas celebrations at South Bank while avoiding predictable imagery.

A whimsical illustration featuring a stylised moon, fireworks, trees and river was created. Swirling night clouds become fireworks coloured with the corporate palette of the naming rights sponsor, Golden Casket. The result is a memorable, sophisticated take on the South Bank celebrations that also captures the atmosphere of Christmas in Brisbane.

“Tell produced a very clean, professional yet artistic look for our Christmas marketing collateral. The quality of the final product was very high and met all expectations. Tell will undoubtedly be our number one choice for any graphic design project.”

Rebecca McDonough
Marketing Coordinator,
South Bank Corporation





Golden Casket Christmas Celebrations

at South Bank
Thursday 21 - Saturday 23
December

South Bank
always creating

and celebrations of the
**Golden Casket
Christmas
Celebrations**
at South Bank
Thursday 21 - Saturday 23
December

Santa in the Sunshine State

6pm - 8pm, North of the Suncorp Piazza

Set in his own Holden Ute with six white boomers in tow, Santa is set between three trees capturing the Queensland Outback, Rainforest and City life with the annual Christmas Tree featured as the spectacular backdrop. Find Santa sitting between the trees and tell him your Christmas wish ... who's been naughty and who's been nice?



Win an Instant Scratch-Its Christmas Tree!

Email the date of the Gold Lotto \$33 Million Megadraw along with your full name, address, postcode and phone number to comp@south-bank.net.au for your chance to win one (1) of three (3) Instant Scratch-Its Christmas Trees which are decorated with Instant Scratch-Its to the value of \$40.

One entry per person and all entrants must be aged 18 years or over. Log onto www.visitsouthbank.com.au for terms and conditions. Instant Scratch-Its - There's a little thrill with every one.