



LOCKIE LEONARD SERIES 2 WINS BEST CROSS PLATFORM AIMIA AWARD

Goalpost Pictures Australia and TEQUILA\ have won the AIMIA Award for Best Cross Platform for the television series Lockie Leonard 2.

The Australian Interactive Media Industry Association (AIMIA) is Australia's peak industry body for digital and interactive content, honoured the winners of its 17th Annual AIMIA awards recently.

The television series of Lockie Leonard 2, based on Tim Winton's acclaimed books, was produced by Goalpost's Kylie du Fresne and broadcast on the Nine Network and the cross platform campaign produced by TEQUILA\'s Pete Gately.

Goalpost Pictures and TEQUILA\'s content team, JAM\, worked together in the TV show's scripting stage to create cross platform entertainment and drive audience participation between TV and online. This included 90 mins of online video content encompassing an interactive Whodunit series, MSI: Angelus, and the character Egg's Pirate Podcasts, deepening the audience's engagement with the series.

Audience participation was incentivised by giving viewers a chance to be in an episode of Lockie Leonard 2 via the Crash the Show competition. Episodes were shot so that user-generated content could be added into the show during post, leading to winners appearing in the show next to their favourite characters.

The online campaign spread across multiple entry points - Facebook, MySpace, Twitter, iTunes and ninemsn, creating a rich playground for fans to explore and download content.

"The cross platform component to this second series of Lockie Leonard was part of our creative, financing and production process from day one as we knew we had a terrific opportunity, in partnership with TEQUILA\, to really extend our audience reach and engagement. Cross platform is a critical consideration in our production decisions at Goalpost Pictures Australia, across all our projects," Kylie du Fresne said.

The AIMIA Awards, affectionately known as the 'Amys', continue to grow with 26 categories represented in 2011 ranging from retail to government, social media and education.

To find out more information on the winning entries of the Annual AIMIA Awards, visit: www.aimia.com.au/home/awards/17th-aimia-award-winners or to view the Lockie Series 2 case study video, visit: http://awardlook.com/AIMIA_Awards/Lockie_Leonard

Goalpost Pictures Australia (www.goalpostpictures.com) is one of Australia's leading independent production companies with credits including Scorched - a major television and cross platform event that won the 2009 Digital Emmy Award – and the award winning series Lockie Leonard, both with the Nine Network, the 2007 Sundance hit Clubland directed by Cherie Nowlan, and The Eternity Man with director Julien Temple. The telemovie drama Panic at Rock Island will screen in 2011 on the Nine Network and production of the major new feature film, The Sapphires, begins in July.

TEQUILA\ Australia is a multi-award winning creative and strategic agency that has worked on numerous TV and film campaigns, including the first series of Underbelly, and Golden Compass, the second most visited movie website ever. TEQUILA\ was named Digital Agency of the Year 2010 by Campaign Magazine – Asia Pacific.

Media enquiries:

Tracey Mair

TM Publicity

For Goalpost Pictures Australia

Ph: 0419 221 493