



Press Release.

Grown-ups believe in Santa.

Following on from their highly successful and award winning stage one campaign for Melbourne's Youth Projects, Sydney agency Grown Ups have developed the next phase, Sad Sack - a hard-hitting commercial that will bring a tear to a glass eye.

It highlights the plight of some of Melbourne's young people who live a life that none of them plan or seek.

The commercial's message is delivered through a letter written by a young girl to Santa as she relays her wishes to the guy in red played by acclaimed Australian actor Max Cullen who offered his services for free.

What the girl wishes for comes as a terrible shock to Santa.

Melanie Raymond, chair of Youth Projects said "when I read the script I just knew it was a brilliant idea and so perfect for what Youth Projects wanted to convey.

And that was the view of everyone I showed it to, and they're a tough audience".

The commercial will be supported by online and social media.

Credits:

Agency: Grown-ups.

Writer: Mick Hunter.

Art Director: Grant Booker.

Production company: Playbig.

Director: Paul Goldman.

Executive Producer: Caroline David.

DOP: Russell Boyd ASC.

Talent: Max Cullen.

Editor: Sugar Supplah.

Post Production: Method Studios.

Sound: Rumble Studios.

Casting: Toni Higginbotham.

Engineer: Tone Ashton.

PR Agency: Style Counsel.

Managing Director: Effie Young.

Senior Consultant: Emma Green.

