

## MEDIA RELEASE

# For things you just can't let go

## Fort Knox Self Storage brand campaign by Bengar Films

Fort Knox Self Storage, Australia's leading self-storage provider, shows that no matter how attached you might be to some possessions, they will be safe in Fort Knox's maximum security facilities.



The Fort Knox commercial *Mannequin* launches in Australia on Channel 10 today (Tuesday 5 March 2013), the first in a campaign of three ads to air during The Project, NCIS, Masterchef and The Living Room.

The first time campaign for Fort Knox is the latest work created by Bengar Films in Melbourne. Written and directed by Bengar's founder Ben Gartland and shot by John Wheeler ACS, the ads are a unique direction for the independent agency and the self-storage category.

Bengar has explored the insight of emotional attachment to prized possessions and the difficulty in letting go. They tap into this emotion and make it a no-brainer to store possessions in Fort Knox's storage facilities.

Bengar Films | Write. Produce. Direct. Post  
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2012 Midas Awards  
**Gold Midas**  
Product & Services I Film  
NAB Schools First



2012 Chicago International Film Festival Intercom Awards  
**Gold Plaque**  
Cinematography  
NAB Schools First Cooktown



2012 Chicago International Film Festival Intercom Awards  
**Gold Plaque**  
Charitable Activity  
Big Brothers Big Sisters



2012 Chicago International Film Festival Intercom Awards  
**Silver Plaque**  
Direction  
Big Brothers Big Sisters



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Telstra Supported Workforce



2013 New York Festival Film & TV Awards  
**Best Director**  
(Currently finalist)  
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**Guy Wilson, GM of Fort Knox, says:** “We asked Bengar for creative to address the top 5 reasons why people needing to store at Fort Knox. As you can imagine it isn’t the most exciting industry and can often be difficult to market and appeal to our audience. Users tend not to think of self-storage until they have an immediate need. We left Bengar alone to work their magic and hoped that they would open the viewer’s mind to where customers could use our products and services.

When we met Bengar again for their pitch, we were absolutely blown away by the storyboard they presented. It depicted a crowded courtroom scene of rowdy people having their valuable possessions sentenced to self-storage for a period of time.

The superb quality of production and attention to detail in the final product that Bengar delivered is exceptional. The experience has been fantastic and we are extremely excited about launching the campaign. We hope that viewers will appreciate all the subtle detail, thought and emotion that commercials display.”

**Ben Gartland from Bengar adds:** “We knew that the media budget was modest, which wasn’t necessarily a negative. It was just important that we created a unique advertisement experience, where audiences actually questioned what they were viewing – film or ad?

We set out to show audiences that Fort Knox understands it is sometimes difficult to part with much-loved possessions and we’ve tried to do it in a way that puts a smile on people’s faces. With Fort Knox *Mannequin* you can expect a cinematic look, non-linear storytelling and dramatic performances to create an engaging and humorous ad. It is a fine line between comedy and drama. We hope you enjoy it.”

The ad opens with a young woman unpinning a polka-dot dress from her well-loved mannequin. With the mannequin then in a car, we are unsure of where she is going or for how long. Cut to a courtroom scene where the judge addresses the anxious wife, now in the polka-dot dress and her husband.

The couple stand with the mannequin in the dock until the judge drills out his sentence. When the gavel goes down, the husband attempts to hide his excitement from his upset wife. The gallery gasps, holding their own valuable possessions -- antique dolls, surfboards and a rocking horse.

The mannequin is then driven by the “police” to maximum-security, revealing the driver is in fact the husband reassuring his wife and the maximum-security facility is a Fort Knox Self Storage location.

Bengar has identified three key segments of the market – young couples, middles and boomers. In addition to the *Mannequin* spot, the campaign also features 15-second spots exploring scenarios of a favourite *Surfboard* and a precious *Rocking Horse*.

You can view the commercials now at [www.bengarfilms.com](http://www.bengarfilms.com)

#### **Bengar Crew:**

Writer Director	Ben Gartland
Producer	Nathan Primmer
Account Director	Catherine Gunn
Director Photography	John Wheeler ACS
Camera Assistant	Ange Bibier
Production Manager	Melina Flood
Editor	Cameron McCulloch
Script editor	Michael Princi
Finishing	Method

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