

MEDIA RELEASE
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‘Give ‘em the Finger’ **Lockwood campaign by Bengar**

Iconic Australian brand Lockwood aims to change our perception of the humble front door lock in an entertaining campaign by Bengar in Melbourne. Introducing Lockwood’s new Keyless Entry technology...

Business Manager Marketing, Nick Penny: “People seem to think that the home front door lock is just a piece of hardware that opens and closes a door -- we aim to change that. We want to show audiences how Lockwood Keyless Entry products can integrate into their lives with convenience.”



Director Ben Gartland: “Everyone has a story to tell of being locked out of their house or losing their keys, so we decided to explore territory where Lockwood Keyless entry saves the day with a simple action – using the finger. With ‘Give em the finger, we say no to lockouts, no to carrying keys, and no to unwanted guests.”



In three humorous scenarios, Bengar explore the embarrassment of being locked out on rubbish-day, changing the pin code on prickly in-laws and how to get out of a weird key party situation.

Gartland says: “To enhance the storytelling nature of these precarious situations, we were lucky enough to track down Will Ferrell’s *Anchorman* inspiration Mort Crim, to voice our Lockwood stories. He loved the idea which was really exciting.”



The campaign airs in Australia starting this Saturday 25 October on Channel 10 and 7.

The campaign can be viewed here:

The Lock Out	http://www.bengarfilms.com/commercials/lockwood-lock-out.html
The Pin Change	http://www.bengarfilms.com/commercials/lockwood-pin-change.html
The Key Party	http://www.bengarfilms.com/commercials/lockwood-key-party.html

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