



MEDIA COVERAGE
FOR
GREATER BUILDING SOCIETY
“JERRY SEINFELD”
CAMPAIGN

PRINT MEDIA
INTERNET COVERAGE

MONDAY 27 JULY 2009

The Newcastle Herald, Thursday 9 July

THE HERALD

THURSDAY, JULY 9, 2009

\$1.20 (GST inc)



BYE BYE DADDY
**FAMILY'S
TEARFUL
FAREWELL**



PICTURES, REPORTS: PAGES 4, 5



No kidding, Jerry spruiks for Greater

IT'S no joke, New York comedian Jerry Seinfeld is kicking the can for Newcastle's Greater Building Society in a new multimillion-dollar marketing campaign.

The comedy star filmed a series of ads in May for the campaign that will be launched today.

— Report, Page 14

GUILTY PLEA: Court told of woman's regret over girl fight

Brawl mum's brain snap

A WOMAN who was heard encouraging her teenage daughter to break the nose of a 14-year-old girl during a fight pleaded guilty yesterday to assault and inciting someone to commit an offence.

In a letter presented to Toronto Local Court the 30-year-old mother said she was "deeply sorry".

She admitted she "didn't handle things like I should have" and said

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The Newcastle Herald, Thursday 9 July

MEDIA MONITORS



Newcastle Herald
09/07/2009
Page: 1
General News
By: Alison Branley
Region: Newcastle NSW

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— Report, Page 14

Seinfeld goes Hunter

Building society's new face



ALISON BRANLEY

NEWCASTLE'S Greater Building Society has scored an international coup by securing Jerry Seinfeld to be the face of a multimillion-dollar marketing campaign.

Seinfeld has only represented two other organisations in his career – Microsoft and American Express – but the Greater is said to have won Seinfeld because he liked their campaign concept.

Under the deal the American comedian and television star will

appear in television, radio, print and web advertisements for the 250,000-member financial institution over the coming years.

There has been no word on how much the building society paid to secure the star except that it's somewhere "between \$10 million and \$10.5 million", the rumoured figure Seinfeld got from Microsoft.

Seinfeld was heavily involved in writing scripts for the campaign but because of his schedule the commercials were filmed just outside New York.

The small town, called Cedarhurst, was transformed to a typical Australian street with mock shopfront for the two-day shoot in May.

In the first of the series of commercials, Seinfeld sets up a stage outside a branch and entertains passers-by with his observational comedy as a segue into the benefits of banking with the Greater. The building society will launch the campaign today with the first commercial to appear on regional stations on Sunday night.

The campaign to secure Seinfeld

started in January when Greater marketers pitched their idea to the star's manager of 30 years, George Shapiro.

Greater marketing head John Dwyer said they had a shortlist of possible celebrity spokesmen but Seinfeld was at the top because his clean-cut yet cheeky style matched the brand.

"Jerry's humour is all about everyday observations and at the Greater, we have historically used real customers in our marketing, all of whom make everyday observations about their relationship with the Greater," he said.

"We didn't think in our wildest dreams he would say yes."

Mr Dwyer said Mr Shapiro loved the Greater's proposal and emailed it to Seinfeld who responded a few days later to say he also loved the idea and was on board.

Seinfeld replaces former television journalist John Church as the face of the Greater.

Seinfeld is tipped to return to television later this year with a reality program about marriage.

The Newcastle Herald, Friday 10 July



Phone: 4979 5000

THE HERALD

FRIDAY, JULY 10, 2009

\$1.20 (GST inc)



WHAT YOU SAID

RATING JERRY'S SHTICK-UP

PAGE 7



AXE FALLS AT ALL SAINTS

PAGE 3

HOME-GROWN

HUNTER'S OWN BOYS IN BLUE

SPORT

Memories of my mate Ted, the humble VC hero



VALIANT: A young Ted Kenna in his uniform.

By **TYRON BUTSON**

VICTORIA Cross holder Ted Kenna was hailed a hero for his actions in the jungles of New Guinea during World War II.

But he was also a humble man who downplayed his valour as "being the right bloke in the right place".

Close friend and former sergeant major Alf Carpenter, of Georgetown, had a quiet beer to honour his war-time mate, Australia's last VC holder from World War II who died in a Geelong nursing home, aged 90, on Wednesday.

CLOSE FRIEND: Alf Carpenter has a beer to honour his old war-time mate Ted Kenna, at his Georgetown home yesterday.

— Picture by Kitty Hill

Continued Page 4

DOWN THE DRAIN: Port council faces massive claim

\$20m at stake

PORT Stephens Council's financial future could rest on the result of a court case as the mortgagee for a Nelson Bay estate development prepares to lodge a \$10 million claim against it.

The council could be staring at potential losses of about \$20 million if it loses the case, having already



BEN SMEE
PORT STEPHENS

spent millions on drainage solutions and legal fees.

The claim is the latest chapter in a seven-year drainage dispute that has financially crippled Newcastle-

based developer Brien Cornwell, whose development company Melaleuca Estate has been forced into liquidation.

The Herald understands the mortgagee for Melaleuca, South Canterbury Finance Australia, will lodge a claim against the council for \$10 to \$12 million in the NSW Supreme

Court next week. That claim will include more than \$7 million for drainage and other legal costs Mr Cornwell has incurred, as well as substantial penalty interest.

Mr Cornwell, who would not comment to *The Herald* yesterday, has previously claimed the council could have bought into his drainage

system for \$900,000 in 2002, although the council disputes this.

The two parties have been in and out of court since, arguing about storm water run-off from the council's Seabreeze Estate onto the Melaleuca-developed Lagoons

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The Newcastle Herald, Friday 10 July



Newcastle Herald
10/07/2009
 Page: 7
 General News
 By: James Joyce
 Region: Newcastle NSW

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Stand-up TV ad coup

Jerry's shtick is for Greater good



James
Joyce

REVIEW

COMEDIAN Jerry Seinfeld once quipped that men don't care what's on TV, they only care what *else* is on TV.

If you flick around the commercial channels on Sunday night, you will find a new episode of *Seinfeld* on TV.

And, more than a decade after his much-loved self-titled sitcom ended, Seinfeld still hits the funny bone with his observational shtick.

Only now he's flogging a building society.

As *The Herald* revealed yesterday, Seinfeld has replaced former NBN newsreader John Church as the face of Newcastle's Greater Building Society.

Gone are the customer testimonials, Church's fireside chats with Greater staff and talk of home loans with free holidays.

In comes Seinfeld doing stand-up comedy on the footpath in front of a Greater branch.

The first 60-second advertisement in a series of spots recently filmed in New York can be viewed now at theherald.com.au.

But why would one of TV's biggest comedy stars do a Greater commercial?

He doesn't need the money. In 2007, *Forbes Magazine* estimated his earnings to be \$US60 million.

The Greater says Seinfeld signed on simply because he liked its campaign concept. And it's easy to see why he might.

The simple charm of the spot plays on his modest beginnings as a stand-up comedian and trades on the folksy wisecracking style made familiar in 175 episodes of *Seinfeld*.

The ad opens with Seinfeld pushing a shopping trolley overloaded with props, sound equipment and stage lighting rig across a street, wrestling it over a kerb and past pedestrians.

A tinny stage fanfare plays on his portable CD player as the comedian sets up his gear outside a Greater branch.

His opening line, "When it comes to your money, you don't want great, you want greater," segues into a quip about why he prefers pain medication that is "maximum" strength.

"Figure out what will kill me and then back it off a little bit," he says as a hint of his old show's boppy theme music is heard.

Seinfeld's use of the American term "drug store" instead of pharmacy or chemist is lost in translation.

Kookaburra laughter mixed into the ambient sound and window-dressing of background shopfronts can't completely disguise the streetscape's generic American look.

Australian banks using American accents and humour to flog their services don't always gel.

But, in reaching for this singular star, the Greater stands a greater chance of cutting through the commercial break clutter.

The Newcastle Herald, Saturday 11 July**Customer Comment – Thursday 9 July**

Hi, I don't know how you did it but I want to be the first person to open an account with you because Jerry Seinfeld is advertising it!

I've always been a die hard Newcastle Permanent Building Society customer but in light of this yet to be released campaign, I want in and now! I watch 5 episodes of Seinfeld every night before hitting the sack... with my 12 year old who is as big a fan as me. I'll be at Stockton Branch tomorrow morning to fulfil my promise!

Regards

Debbie Kelly.

The Newcastle Herald, Saturday 11 July

H1 WEEKEND HERALD

Phone: 4979 5000

SATURDAY, JULY 11, 2009

\$2 (GST inc)



POTTER MAGIC

UNDER HARRY'S SPELL

THE FAN: PAGE 5
THE PREVIEW: PAGE 26

PLUS

Knights
READY FOR RAIDERS
SPORT

LOCAL BEAUTY

MISS WORLD HOPE

REPORT
PAGE 25



Seinfeld tells: why I made that ad

EXCLUSIVE

By NEIL JAMESON

It was never the money, that's for sure.

Jerry Seinfeld made that quite clear yesterday. In an exclusive interview with *The Herald*, the world's wealthiest comedian explained his reasons for lending his name to a new advertising campaign launched this week by regional financial institution the Greater Building Society.

In a phone call from New York, the star whose agent reputedly knocks back 50 commercial overtures a week, hinted it was more about "feel" than fiscal reward.

"We don't think about money too much these days," he said. "I like to do things because they feel right."

Jerry Seinfeld, 54, became one of the entertainment industry's biggest

Continued Page 2



APPROACH: Jerry Seinfeld says he has a soft spot for Australians.

WEST END REVIVAL

Medical precinct plan for historic museum site

City heart start

THE former Newcastle Regional Museum would be turned into a 24-hour medical precinct under an ambitious new plan to kick-start a revival of the city's dilapidated West End.

The future of the landmark Newcastle West property has been much anti-



EXCLUSIVE
JACQUI JONES

pated since Newcastle City Council sold the property last year for \$7 million to high-profile businessman

Con Constantine.

The *Herald* can reveal Mr Constantine plans to lease the site, potentially for 25 years, to the operators of the nearby Hunter Street Medical Centre, who would adapt more than

Continued Page 4



The Newcastle Herald, Saturday 11 July

MEDIA MONITORS



Newcastle Herald
11/07/2009
Page: 1
General News
By: Neil Jameson
Region: Newcastle NSW

Seinfeld tells: why I made that ad

EXCLUSIVE

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Jerry Seinfeld, 54, became one of the entertainment industry's biggest

Continued Page 2



Seinfeld shares reasons for making ad

From Page 1

earners on the back of nine smash seasons of his comedy *Seinfeld*, a show that was, famously, about nothing.

Yesterday, he suggested Australia's affection for the show might have predisposed him to the cheeky approach from a financial institution he never knew existed.

"I was down there in '98 right after the show went off the air and the response from the people I met on the street, in the restaurants, everywhere was so special I

felt kinda close to them," he told *The Herald*.

"The only thing I don't like about Earth is they put Australia a little too far away, otherwise I would love to make it part of my touring schedule."

With work commitments precluding him from filming the commercial in Australia, the shoot was done in just two days in May in the small New York town of Cedarhurst, where a main street store was converted to a branch of the Greater.

Marketing consultant John Dwyer, who proposed the idea to the

building society, said the star had been "very friendly, down to earth and a joy to work with".

"When it was all done he asked us, 'Is there anything else I can do for you?'"

The Hunter and Australia should be seeing plenty from the comic in coming months.

He is currently finishing work on season one of a new reality show for NBC called *The Marriage Ref*, which is scheduled to hit the small screen later this year.

He would like to make an all-Australian version of the show.

Weekend Australian, Saturday 11 July

MEDIA MONITORS



Weekend Australian
11/07/2009

Page: 7
General News
By: Simon Canning
Region: Australia

Seinfeld stands for Aussie Bank

Simon Canning

COMEDIAN Jerry Seinfeld is known for rejecting requests to appear in ads with the same withering humour that made him one of the world's highest-earning entertainers.

So when the marketing manager of a small Australian regional building society put Seinfeld at the top of his wish list for a celebrity endorsement, what was he thinking?

Seinfeld has only twice lent his name for endorsement — both times with two of the world's best-known brands: Microsoft and American Express.

"We figured what did we have to lose?" Greater Building Society marketing manager John Dwyer told *The Australian* yesterday.

As it turned out, nothing at all, with Seinfeld's response as astonishing as Mr Dwyer's request was audacious.

"I suggested if we want to be part of the water cooler conversation we put one of the biggest

celebrities in the world in our ads," Mr Dwyer said.

"We drew up a list and I put Jerry Seinfeld at the top of that list and sent George Shapiro, his long-time manager, an email just before Christmas.

"Three or four days later the phone rang and I thought it was a gotcha call — that someone was winding me up.

"He said Jerry liked it and the campaign had a little flavour. We were thrilled to bits. We are pinching ourselves."

The building society, which has 66 branches spread across regional NSW and southeast Queensland, could not believe its luck.

Mr Dwyer and Greater Building Society chief executive Don Magin flew to New York in April to meet Seinfeld, who offered to help write the scripts as part of the deal.

"I asked him why he agreed to it and he said he liked Australia and he liked the sense of humour," Mr Dwyer said.



Seinfeld

Daily Advertiser, Saturday 11 July


MEDIA MONITORS



Daily Advertiser
11/07/2009
Page: 3
General News
Region: Wagga Wagga NSW

Wagga name-dropped by comedian Jerry Seinfeld

WAGGA is in the news again, this time thanks to comedian Jerry Seinfeld.

Seinfeld appears in a new ad for Newcastle institution Greater Building Society, in which he does a short comedy skit mentioning Wagga in a joke.

"Anybody here from Wagga Wagga? Don't miss me next week, I'll be in front of the laundromat," he says.

The ads are a major coup for the Newcastle company as Seinfeld has only ever appeared in two other commercials; for Microsoft and American Express.

In the commercial, Seinfeld can be seen pushing a shopping trolley loaded with sound and lighting equipment before creating a makeshift stage in front of a Greater branch.

The comedian then delivers a short skit using the name of the company in many of the jokes with enough material to create 30 unique spots.

While the ad is shot in front of a Greater branch and kookaburras can be heard in the background, the footage was actually shot in New York State.

Greater Building Society chief executive Don Magin said the bold approach had worked wonders.



Jerry Seinfeld in the Greater Building Society ad

"We thought, why don't we just ask him, he can only say no," he said.

"It was Jerry's idea to perform the stand-up outside a branch and he clearly enjoyed himself... the opportunity to just be himself."

Daily Liberal, Saturday 11 July



Daily Liberal
11/07/2009
 Page: 7
 General News
 Region: Dubbo NSW

Great Seinfeld: Jerry spruiks credit union

US comedian Jerry Seinfeld will appear on Dubbo television sets as the new face of Greater Building Society.

The first ad will be launched across the region tomorrow night.

News outlets yesterday reported that Seinfeld's decision to sign up for the adverts was stunning, as the only other two ad campaigns have been for corporate giants Microsoft and American Express.

Greater Building Society's CEO Don Magin told reporters it was a simple case of "we were bold enough to ask".

"I am delighted to announce that Jerry Seinfeld will make a return to television screens in western and north-western NSW from tomorrow night, Mr Magin said this week.

The footage was filmed in New York and Sydney, with the roads made to look like Newcastle. Road lines and street signs were replaced and there was enough footage for 15 commercials. The celebrity ad is focused on making the society appear more likeable than a bank.

"We didn't want any old celebrity and Seinfeld was on top of our list, but we never, ever expected him to say yes," Craig Eardley from Greater Building Society said.

Illawarra Mercury, Saturday 11 July



Illawarra Mercury
11/07/2009
 Page: 68
 General News
 By: Jodie Minus
 Region: Wollongong NSW

Seinfeld to front Greater ads

By JODIE MINUS

AMERICAN comedian Jerry Seinfeld has been signed as the face for the Greater Building Society's new national advertising campaign.

Seinfeld, who has previously appeared in commercials for Microsoft and American Express, was "heavily involved" in writing the new Ask a Greater Customer marketing campaign, the company said.

The television advertisements were shot in New York and Sydney and feature Seinfeld setting up stage outside a Greater branch to entertain passers-by with commentary about real life issues, which segue into the benefits of joining the building society.

Chief executive officer Don Magin said it was a coup to secure the "comedy legend" for the range of television, radio, print and web advertisements.

"I am delighted to announce that Jerry Seinfeld will make a return to television screens in the Illawarra from (tomorrow)," Mr Magin said.

"We believe that the exposure that Jerry Seinfeld will bring to the Greater will ensure that (our) benefits reach a much broader audience."

The building society, which has been operating for more than 60 years, is one of Australia's Top 500 private companies with more than 250,000 members, assets worth more



Big drawcard: Comedian Jerry Seinfeld will appear in an advertising campaign for the Greater Building Society.

than \$4 billion and the largest branch network of any Australian building society.

Seven of the Greater's 66 branches are located in the Illawarra.

Weekend Gold Coast Bulletin, Saturday 11 July

 MEDIA MONITORS



Weekend Gold Coast Bulletin

11/07/2009

Page: 5

General News

By: Leah Fineran

Region: QLD

It's no joke as fussy Seinfeld says yes to building up a little Aussie

by Leah Fineran

A GOLD Coast executive is behind an advertising coup that has led to the signing of comedian Jerry Seinfeld as the new face of the Greater Building Society.

Marketing chief John Dwyer, who lives in the Gold Coast Hinterland, said he was 'shocked but thrilled' when the popular comedian took a shine to the 'Greater' and agreed to sign on.

It was a surprise move as the star of the TV series *Seinfeld* has only agreed to be in two other advertising campaigns – with corporate giants Microsoft and American Express – and is notorious for turning down multimillion-dollar offers.

"He told us he liked our values and our sense of humour – of course I was wildly excited just to get the call," said Mr Dwyer.

"He was our first choice because he is family-oriented,



Gold Coaster John Dwyer talks with Jerry Seinfeld during the making of the TV commercial

down to earth and he is huge in Australia."

Seinfeld will appear in TV, and web advertising which will begin tomorrow night.

Seinfeld co-wrote the scripts, which show him doing an impromptu stand-up comedy act outside a Greater Building Society branch.

Mr Dwyer and CEO Don Magin meet Seinfeld to film the commercials near Long Island.

The building society has 66

branches across Australia including seven on the Gold Coast.

For fans of Seinfeld, a behind-the-scenes feature on the making of the commercials will be posted on the Greater's website from Monday morning.

Life Weekly Gold Coast, Wednesday 15 July



Life
15 - 29 July 2009
GOLD COAST
YOUR GUIDE TO GOLD COAST LIVING

INSIDE
XXXXX
XXXXXX
XXXXXX
XXXXXX
XXXXXX
XXXXXX

BANKING ON FUNNY
THE GREATER BUILDING SOCIETY BRINGS SEINFELD BACK TO TV!

Greater
Building Society

INSIDE • LOCAL NEWS • SPORT • CROSSWORD • FOOD & WINE • FASHION • SUDOKU

Life Weekly Gold Coast, Wednesday 15 July

COVER STORY

BANKING ON FUNNY

Seinfeld's comeback

COMEDIANS don't always have a long life expectancy. The door often slamming in their face just as quickly as it opened. But Jerry Seinfeld – who strode onto our screens over 20 years ago with his hit show based on everyday life in New York city – is still standing. Carving up the crowds with his stand-up routines and living off the long held cult status of his sitcom, he recently reprised his comedic talents as Barry B Benson in last year's *Bee Movie* – which he also co-wrote and produced. But the star is most well-known for his 'observational humour' that characterised a new kind of funny and made him one of the most well-respected, entertaining and philosophical comics of all time. And now, he's made his TV comeback – as the man behind The Greater campaign.

Other Australian brands have used Hollywood stars to promote their campaigns before, but Seinfeld brings a level of humour and star clout,

few can compete with. Which is exactly why The Greater felt the comedian would be the perfect man to front a new series of advertising campaigns – that went to air this week.

The idea to put the funny man behind the camera again was the brainchild of John Dwyer – who has worked as The Greater's marketing consultant for over 10 years.

Dwyer, who has spent the better part of his career promoting brands, has rubbed shoulders with all the big names – from Princess Diana to Meatloaf and even produced the TV show, *Dreams Can Come True* – so he's no stranger to fame, yet still says he was gobsmacked at the nature of Seinfeld. "Jerry is one of the nicest guys I've met. With him, what you see is what you get. He's very down-to-earth and humble, stopping and signing autographs and genuinely caring about the people he met."

Setting the wheels in motion in January, Dwyer approached Seinfeld's manager and within



months was on a jet headed to New York for their 2-day filming shoot.

Although Dwyer admits at first, he wasn't entirely sure if the comedy icon would sign up to front a campaign for an Aussie brand – Seinfeld has only ever done two other TV advertising campaigns – and both were for global products. But within five days of conversing with George Shapiro (the star's manager for over 30 years who discovered him at a comedy club) the deal was signed. "George loved the idea so much he emailed our proposal to Jerry and we were ecstatic when we received notification just a few days later, that Jerry also loved the idea and had agreed to come on board."

It was The Greater's aim for Seinfeld to bring attention to their brand because of his likable personality – and it has always been their policy to use real people as a marketing strategy. After compiling a lengthy research project into which Hollywood stars command the greatest accolades with their audiences, Dwyer discovered Seinfeld came up trumps, with almost all of those surveyed (99 percent) within Australia and the US saying they loved the comic.

"He's a subscriber to over-delivery which is what our brand also represents. No other star of his level would have given us the amount of content we got from him," says Dwyer who travelled with CEO Don Magin to meet with the star in his 54th-floor apartment overlooking Central Park. And both Magin and Dwyer were impressed with the star's humility. "He gave us some great ideas and we came up with the concept in that first meeting," he says. "We wanted Jerry to be himself and so he led the creative process. He gets it. I mean some stars don't understand that the campaign has to work, but Jerry does because he understands marketing. When you meet him, it's so refreshing to find he is exactly the same person you see on his TV sitcom. No airs or graces, but rather a friendly and courteous person who genuinely seems interested in other people's opinions and views."

Seinfeld has weaved his trademark dry humour into The Greater's campaign with hopes of hitting not just the funny nerve of

their customers, but a familiar and personable element as well. "We are not just engaging the services of an entertainer for attention-grabbing purposes we have strategically sought a huge personality who embodies the same brand principles that we do."

The crew set about making arrangements to get the campaign rolling and seeking out a location. To shoot at a local branch would have been the preferred option for The Greater but Seinfeld's hectic stand-up schedule meant the star couldn't leave the US, so instead The Greater moved over there. They settled on the town of Cedarhurst, just an hour from New York city, and began creating an Australian-ised street with all the fixtures authentic – right down to the parking metres and street lights. An empty shop was turned into a Greater branch and within 48 hours, the scene was set. "We used photos as a reference to reinventing other components in the Cedarhurst streetscape. We even went as far as changing street signs, rubbish bins, bus stops and pavers."

The campaign features Seinfeld wheeling out his stand-up garb in a shopping trolley and setting up right outside The Greater branch. It wasn't long before the media caught onto filming going on behind the street blocks. And as soon as word got out Jerry Seinfeld was making a comeback to TV, CBS News arrived on the scene with a camera crew and ran a two-minute clip on the evening news with a crowd of onlookers gathered to catch a glimpse of the star. "The shoot couldn't have gone better," says Dwyer. "Jerry was a joy to work with and adds considerable 'wow' to our brand. We look forward to having a long and successful relationship with him."

Visit the Greater's website to watch exclusive behind-the-scenes footage from the "making of" the TV commercials.

John Dwyer is a marketing consultant for The Greater and owner of Coolibah Marketing. For further information go to: www.greater.com.au



Jerry Seinfeld with John Dwyer, Marketing Consultant, Greater Building Society



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Newcastle Herald Weekender, Saturday 18 July

THE NEWCASTLE HERALD JULY 18, 2009

W

weekender

HEAVY TRAFFIC
Why they go to the
drive-in in droves

DOWN TO EARTH
Buzz Aldrin's
highs and lows

AGE OF REASON
Demure, mature
Michelle Pfeiffer

SUPER SPRUIKER

Jerry Seinfeld and the Newcastle connection



Newcastle Herald Weekender cont...

COVER
STORY

OUTRAGEOUS FORTUNE

Jerry Seinfeld and a Newcastle financial institution have workshopped a situation comedy way, way out of left field. NEIL JAMESON asks the stand-up standout why . . . and how much.



Newcastle Herald Weekender cont...

Had Jerry Seinfeld possessed the super powers of his hero Superman, it would have been simple.

He could have flown faster than the speed of light to Newcastle, NSW, performed his stand-up routine on the footpath outside a suburban branch of the Greater Building Society, knocked back a few beers with the crew and been back home in time for breakfast with the wife and kids.

He's good, but he ain't that good.

Instead, he took a limo from his nine-hectare East Hampton estate, down the Montauk Highway – past the house where George Costanza suffered that cold swim, in the general direction of the Rockaway dunes from where Cosmo Kramer belted a bucket of Titleists into the Atlantic – for the relatively short journey to Cedarhurst (pop: 6000).

There, wearing a smart suit, he appeared in front of the cameras outside a mocked-up Greater branch for the day's shooting. Next day, he did it again until the crew had enough in the can for not just one television commercial, but an entire campaign. You might have caught some of it on television this week.

The king of comedy couldn't come to the 'Castle, so they took the 'Castle, or part of it, to him. They built a branch in New York.

Let's stop right there. What we're talking about here might well be the advertising catch of the year. Jerry Seinfeld, one of the world's most in-demand A-listers who has only rarely lent his name to a commercial product, blows right past the Fortune 500 list to strike a deal with a business headquartered on the corner of Beaumont and Tudor streets, Hamilton, Newcastle, NSW, Australia. Now, just take a moment to think about that.

But it doesn't stop there. Called upon to explain this phenomenon, Jerry agrees to just one interview. You guessed it – *Weekender* scores the scoop.

When he phones us from New York, duty dictates that we ask him the obvious: How much? It's a question we'd already put to the Greater's marketing people. They weren't saying what it cost to recruit the world's wealthiest comedian, but here's a few clues: in 2008 Bill Gates was said to have paid him \$US10 million to work his magic for Microsoft, we're told the comic recently knocked back twice that to appear for another multinational, and his fans know he passed on an offer of \$US10 million an episode to do just one more series of his mega-grossing *Seinfeld* which raked in almost \$US270 million in its final season alone. The Greater's marketing man, John Dwyer, is more than ready for the question and, whipping the old "commercial in confidence" swatter from his belt, puts it out of its misery.

"Let's just say we didn't pay anything like Microsoft," he laughs.

As Elaine Benes would have said: "Get out of here!"



COMIC RELIEF: The Greater's marketing man, John Dwyer, and none other than Jerry Seinfeld on set in Cedarhurst, Long Island.

"Why did Jerry Seinfeld accept our offer? Because we were bold enough to ask."

So, it couldn't have been about the money, could it? But, we still have to ask Jerry. We tread softly.

Weekender: "This might be just a wild guess on our part, but we're thinking you did it for a whole lot less than the Microsoft campaign."

Jerry: "We don't think about money too much these days. I like to do things because they feel right."

We'd been tipped off he was courteous by nature and we're hoping that his natural goodwill has been topped up by the fact that Jerry's New York Mets have just snapped a disastrous losing streak by beating the Dodgers 5-4 the previous night.

Jerry (laughing): "You're really up to date. The internet is a wonderful thing. That's what I was doing last night – I was up watching that game on TV."

Back to business. In his dealings with the Seinfeld team, John Dwyer drew the impression that the financial consideration was not top of the list.

"I think he was taken by the creative. We invited Jerry to be Jerry. He liked the proposal because it allowed him to be himself. My guess is that some of the big approaches set out telling him what they want him to do. That's not his go. He had a large input in the scripting. And who is going to say 'no thanks' to Jerry Seinfeld if he offers to help you out with the script?"

"That's normally what I do," the comedian confirms.

Allowing Jerry to be master of his domain, doing stand-up on Cedarhurst Avenue, was irresistible.

There he was with microphone and familiar stool cracking up the locals with his trademark observational humour while the cameras rolled.

According to the man himself, the Aussies had a flying start. Jerry harboured a positive take on all things Australian.

"I have a very warm feeling about Australia," he tells *Weekender*. "I was down there in '98 right after the show went off the air and the response from the people I met on the street, in the restaurants, everywhere was so special I felt kinda close to them."

"The only thing I don't like about Earth is they put Australia a little too far away, otherwise I would love to make it part of my touring schedule."

As far as coups go, this one was right up there. With no disrespect to anybody, the facts speak for themselves.

The Greater is a top 500 Australian outfit, a mutual with \$4 billion in assets owned by its members.



The tale of the Greater and the great comic goes back to last year when the business opened discussions about a new campaign. Dwyer, the brains behind the society's concept of a free holiday for home borrowers, suggested they go for a big name – shoot for the stars.

"We decided that having a celebrity was going to be good, providing we found the right person, somebody who would be in synch with the brand," he explains. ►

Newcastle Herald Weekender cont...

COVER STORY



CREDITS DUE: Jerry Seinfeld harns it up for the Greater ad shoot in downtown Cedarhurst, USA. Opposite page, the *Seinfeld* cast.

"We came up with a short-list and Jerry's name was right up there.

"The research showed he was perfect."

Dwyer contacted Seinfeld's Los Angeles-based agent Christian Carino and manager George Shapiro who spoke to their client. Back in Australia, everybody knew it was a long-shot.

But then, Shapiro got back to them with the news: "Jerry would be pleased to do it."

As the comedian confirms, here was an opportunity for him to reconnect with his Australian audience.

"It's hard for me to get there, so I thought, 'Hey, this is a great way I can do some of my stuff for my friends in Australia, and the Greater seemed like such a nice business, everybody associated with them was nice.'"

Dwyer: "We're still pinching ourselves. We had him on the top of the list but, in reality, we thought he was untouchable. Talk about right place, right time."

In comedy and marketing, timing is everything. With his new reality show, *The Marriage Ref* in production, and organising the *Seinfeld* cast reunion for HBO's *Curb Your Enthusiasm*, Jerry was busier than Larry the Cook during rush-hour at Monk's Cafe.

Shapiro told Dwyer: "Look, if you're going to do this, it's going to have to happen in America."

Having finessed the details via a meeting with Carino, the Greater's negotiators flew to New York, met with the Seinfeld team in his suite of offices 55 floors above the streets of Manhattan, and closed the deal.

Realising Jerry wasn't coming to Australia

any time soon, the Australians, including Greater chief Don Magin, followed up their New York meeting with a four-hour drive to catch the comedian's live act.

Location research settled on four possibles in New York state, each within driving distance of Jerry's home. Ultimately, they chose Cedarhurst because its main drag looked most like the main street in a typical Australian suburb.

In an abandoned health food shop, next door to the local Haagen-Dazs ice-cream

closed for two days and 132 Nassau County police officers, led by Detective Michael Bitsko, on hand to see things ran smoothly.

"The people were lovely, so helpful," Dwyer says. "They virtually closed the town for us."

If the Australians bore any trepidation about working with a big star, Seinfeld's agent had already put them at ease.

Dwyer: "He [Carino] said to us early in the piece: 'If you manage to pull this off you're going to find Jerry and his people the nicest folks to deal with.'"

"It's hard for me to get there, so I thought, 'Hey, this is a great way I can do some of my stuff for my friends in Australia'."

parlour and across the road from Vandelay Industries (not really, we made that bit up), set builders got busy constructing a replica of a Greater branch, complete with ATM. May 11 and 12 were scheduled as the shooting dates.

There would be some cosmetic adjustments: the colour of the road marker paint was Australianised, the US-style parking meters removed and local traffic signs covered up or altered, cars parked on the street had to be pointing in the right direction. To achieve these results the US crew worked off photos of Australian streetscapes.

When Mayor Andrew J. Parise learned the greatest living Jewish comedian was shooting a commercial in his strongly Orthodox Jewish community, he arranged to have the town

He was right. On landing for the session Jerry strolled over to say hello to a bunch of Cedarhurst schoolkids including Avi Schwartzblatt who offered the plaster cast on his broken arm for the comedian to sign.

It seems everybody in town was happy to bask in the glow, including a local columnist who billed himself as The Legendary Danny Odoul of the *5 towns Jewish Times* and tacked on to the funny side of Jerry fronting at a faux branch.

"What kind of meshuganeh decides to film a commercial at a bank without free coffee?" scolds Danny. "So, I snuck him over to Cap One ... then headed next door to Oh Nuts for some raisinettes and off we went to sit on the bench outside and devour our nosh. Jerry told

Newcastle Herald Weekender cont...



me that much had changed on The Avenue since the last time he had visited back in the 1980s."

And you wonder where Jerry gets his material?

CBS News sent Emmy Award-winning journalist Scott Rapoport out to cover the appearance of "comic royalty" in a village where one local told him that it was cool because "nothing ever happens in Cedarhurst". Rapoport popped the mic under John Dwyer's nose and asked the Australian the more-than-\$64 question: "How much did Jerry cost?"

"Ten dollars fifty and lunch money as well," he quipped.

On the pavement, Jerry was warming up the crowd with his observational take on Australiana.

"I have 72 shows next week out the back of Bourke. Good seats currently available... in fact, all seats."

In chatting to the comedian, *Weekender* ruminates about this curious match – international A-lister who (we're told) fields 50 approaches a week via his agent and knocks all of them back, finds amid the mail this overture from an incredibly worthy but relatively modest suitor from the other side of the world.

In New York, where the damage of the global financial crisis lies all around and trust is a commodity in short supply, it is indeed kismet.

Jerry: "Well, that's the sort of thing that I like. I feel more comfortable in these kind of situations than I do with the bigger guys. I

didn't know about them [the Greater] before, but I've been investigating it and it's quite a remarkable relationship they have with their customers."

Weekender: "Is there a salient lesson here, Jerry? Maybe if New Yorkers had invested their money with the Greater rather than Bernie Madoff the world would be a better place today?"

Jerry (laughing): "That is absolutely for sure."

Meanwhile, John Church, whose agency still retains a significant stake in the Greater's marketing activity, is dining out on having been the warm-up act for Jerry Seinfeld.

"I told them I'd do it for half the dough," he jokes. "I guess if you've got to pass on the

baton, it might as well be to comic royalty."

With his company involved at the back end of the deal, Church has an educated view of where the credit should fall.

"It was very much John Dwyer's baby," he says. "He's a great believer in the wow factor. But [executive officer] Don Magin deserves credit. He could have said no. Instead, he ran with the idea."

At the campaign launch, Magin offers the best answer as to why the comic king hooked his star to their business.

"Why did Jerry Seinfeld accept our offer? Because we were bold enough to ask."

Hopefully, their customers will be laughing all the way to the b... building society.

THE BOLD AND THE BOUNTIFUL

"If awareness is a measurement of success, this one's got very high awareness."

Todd Sampson, CEO of Leo Burnett, Sydney, and panellist on ABC TV's *The Gruen Transfer*, has been gauging reactions to the Greater's Seinfeld coup. Referring to the national news coverage, he suggests: "The value of the PR alone will start to reap returns on the cost of attracting such a high-profile star."

"My understanding is that this [the Greater] is a business that's been operating in Australia for 60 years, but we'd barely heard of them. Now, everybody's talking about them."

Sampson says the practice of international stars doing campaigns outside their own countries is not new and can be very cost-effective.

"Lots of US stars including Woody Allen and Mel Gibson have done one-offs in places like Japan," he says.

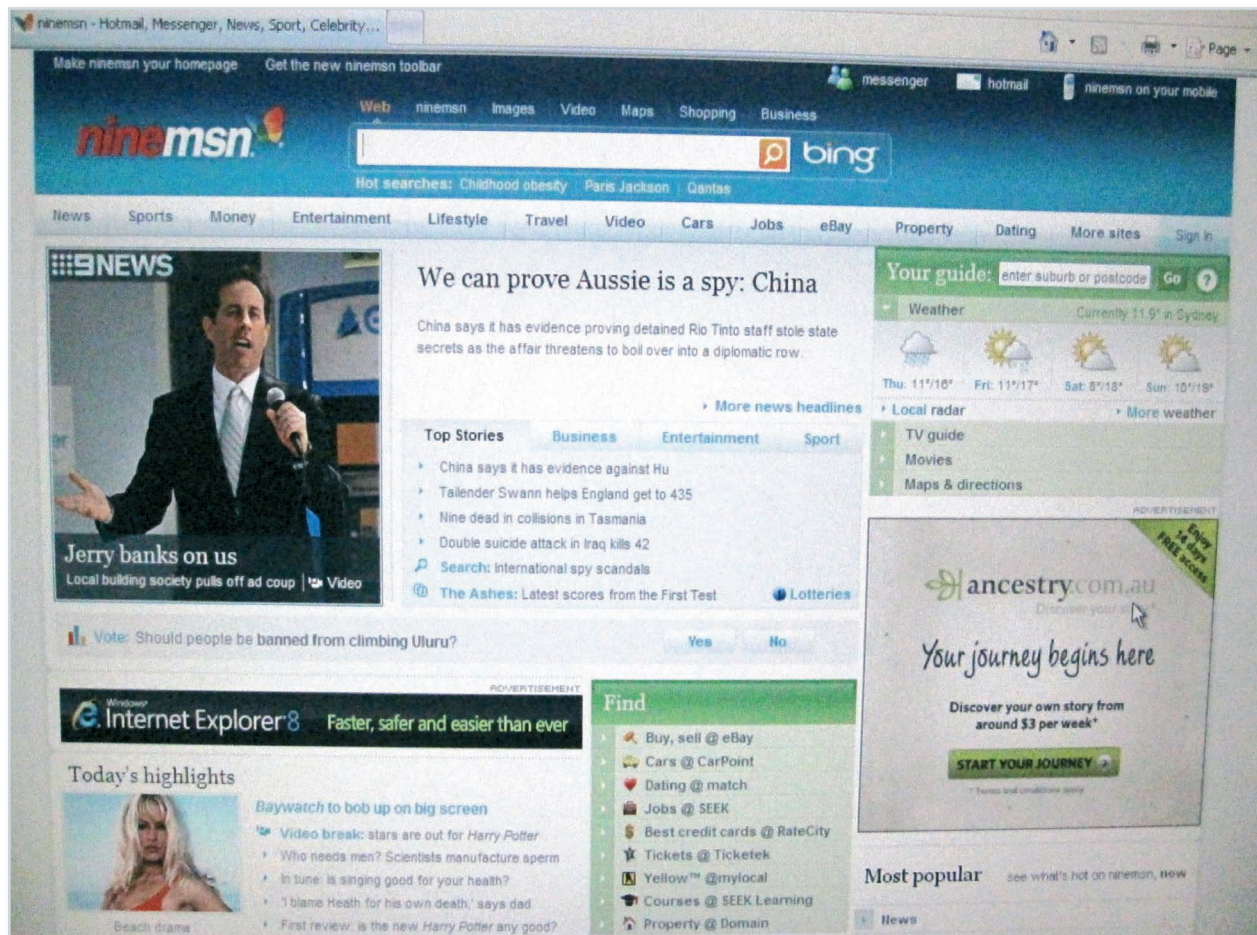
With the client paying for regional rather than global rights, the talent cost is much lower than, say, what Microsoft would have had to pay for its international campaign featuring Jerry Seinfeld (pictured above).

"There is the possibility that the star overshadows the brand. The risk is that all people will be talking about is Jerry Seinfeld and not the content of the commercial," Sampson says.

But on brand awareness alone, he offers, the campaign might already be a winner.



ninemsn.com.au, Thursday 9 July



ninemsn.com.au, Thursday 9 July

Seinfeld stands up for Aussie building society

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Seinfeld stands up for Aussie building society

17:30 AEST Thu Jul 9 2009

By Sean Cusick, ninemsn

An Australian regional building society has pulled off a major coup by convincing comedy legend Jerry Seinfeld to appear in their commercials.

The Newcastle-based Greater Building Society admitted they were totally surprised when multi-millionaire Seinfeld agreed to film a series of new ads spruiking their services.

You can see the first two commercials [here](#) and [here](#).

But the company said they were careful to avoid having their high-profile spokesperson backfire in the local market after the Commonwealth Bank was widely panned over a commercial featuring *Transformers* director Michael Bay produced last year.

"We knew we weren't going to go down that track," chief executive Don Magin told ninemsn.

"We gave Jerry a good idea of what we were looking for, so we didn't end up with ads like the Commonwealth.

"We didn't see that there was any great value of creating something quirky that no one could relate to.

"Jerry's humour is all about everyday situations, which translates equally well for the Australian environment."

The commercials were filmed in the small New York township of Cedarhurst, which was transformed to look like a regional Australian community over two days in May.

Seinfeld assembles a makeshift stand-up stage and cracks jokes to curious passers-by.

Local landmarks including Wagga Wagga feature in his routine.

"We put forward a proposal that attracted him," Mr Magin said.

"It was Jerry's idea to perform the stand-up outside a branch, and he clearly enjoyed ... the opportunity to just be himself."

The former sitcom star has only spruiked two companies in the past.

He also played himself in commercials for global giants American Express and Microsoft, the latter appearing

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Newcastle Greater Building Society secures Jerry Seinfeld for ad campaign – entertainment – LIVENEWS.com.au

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Newcastle Greater Building Society secures Jerry Seinfeld for ad campaign

LiveNews | Jesse Perez

A small regional building society has hit the marketing jackpot after securing comedy megastar Jerry Seinfeld, who will feature in an upcoming advertising campaign to support the company.

When Newcastle's Greater Building Society took the plunge and contacted Seinfeld's manager with the hope of landing him for their advertising campaign, they didn't think in their "wildest dreams" he would say yes.

But after the message came back that he would agree to do the spot, the company was over the moon.

Seinfeld has been famously reluctant to do advertising for companies – lending his particular brand of comedy to only two corporations to date: Microsoft and American Express.

While the Greater Building Society doesn't have the prestige of those two brands, Seinfeld agreed to do the spots because he was fond of the creative concept.

In the first run of ads, Seinfeld will be seen setting up a stage outside a store location and directing his observational comedy at passers by, and also spruiking the benefits of doing business with the company.

It's unsure however how much Seinfeld was paid to do the spots, and could be anywhere from \$10.50 to \$10 million – the fee he was famously paid to do the Microsoft spots.



Seinfeld teams with... Building Society?!

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dynamicbusiness.com, Thursday 9 July



The screenshot shows the homepage of dynamicbusiness.com. The main navigation bar includes links for HOME, STARTING, MANAGING, and GROWING, with sub-links for Finance, Technology, Entrepreneurs, Sales / Marketing, Staff, Legal, Export, Franchising, and Retail. A search bar and a 'Contact Us' link are also present. The featured article is titled 'Jerry Seinfeld new face of Greater Building Society' by Jessica Stanic, dated Thursday, 9 July 2009. The article text is as follows:

Full Article

Jerry Seinfeld new face of Greater Building Society

By [Jessica Stanic](#) on Thursday, 9 July 2009 [One Comment](#)

Comedian Jerry Seinfeld is set to be the new face of the Greater Building Society, as the star of a new marketing campaign for the company.

As one of Australia's top 500 private companies, the Greater Building Society is set to build its profile, signing the comedy legend and actor to star in its new multi-year "As a Greater Customer" marketing campaign.

Chief executive officer Don Magin said the deal will see Seinfeld appear in a range of television, radio, print and web advertisements as well as other marketing materials.

In the first of the series of TV commercials, Seinfeld sets up a "back to basics" stage outside a Greater branch to entertain passers-by with commentary about real life issues as a segue into the benefits the Greater offers to its customers.

Magin said the campaign built on the Greater's previous, highly successful, customer testimonial campaigns.

"As a mutual organisation, we exist for our members and provide them with competitive rates, low fees, innovative rewards and outstanding service," he said.

"We believe that the exposure that Jerry Seinfeld will bring to the Greater will ensure that these benefits reach a much broader audience."

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"We believe that the exposure that Jerry Seinfeld will bring to the Greater will ensure that these benefits reach a much broader audience."

bandt.com.au, Thursday 9 July



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Greater Building Society has signed Seinfeld, creator of the eponymous TV show, to star in a new multi-year marketing campaign in a range of television, radio, print and web ads.

In the first of the series of TV commercials, Seinfeld set up a basic stage outside a Greater branch to entertain passers-by with jokes about real life issues that segue into the benefits Greater can offer to its customers.

Greater's head of marketing John Dwyer told *B&T Today*: "Greater is very much a regional building society, and that is why this is such a big coup. Last year we decided we wanted to go down the celebrity path, but not just to label someone, but to find someone who fitted with our advertising, which is a little cheeky to differentiate it from the major banks."

Dwyer refused to comment on how much the building society had paid Seinfeld for his services, but said it was nowhere near the \$10 million reported in a newspaper.

The ads were filmed in both New York and Sydney, with the Seinfeld bits filmed in the States. Ad agency Loud worked with Greater Building Society to create the ads.

"Greater has a principal of integrity and doing things the right way, and doing things with a sense of humour, and as a personality with the same sense of humour, no one fits that as much as Jerry Seinfeld," Dwyer added.

The ad was shot over two days in New York and Dwyer estimates it now has enough footage with Seinfeld to make 20-25 different commercials featuring the comedian.

In his career, Seinfeld has only ever appeared in ads for two other organisations - Microsoft and American Express.

The Greater Building Society has 66 branches, with two in Sydney, 57 in regional NSW and seven in south-east Queensland.

To view 60 second TVC "Maximum" click here <http://www.youtube.com/watch?v=2YkAPKqKvR4>

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Jerry Seinfeld in ad campaign for Greater Building Society

6 tweets From The Herald in Newcastle

retweet NEWCASTLE'S Greater Building Society has scored an international coup by securing Jerry Seinfeld to be the face of a multimillion-dollar marketing campaign.

Seinfeld has only represented two other organisations in his career Microsoft and American Express but the Greater is said to have won Seinfeld because he liked their campaign concept.

Under the deal the American comedian and television star will appear in television, radio, print and web advertisements for the 250,000-member financial institution over the coming years.

There has been no word on how much the building society paid to secure the star except that it's somewhere "between \$10.50 and \$10million", the rumoured figure Seinfeld got from Microsoft.

Seinfeld was heavily involved in writing scripts for the campaign but because of his schedule the commercials were filmed just outside New York.

The small town, called Cedarhurst, was transformed to a typical Australian street with mock shopfront for the two-day shoot in May.

In the first of the series of commercials, Seinfeld sets up a stage outside a branch and entertains passers-by with his observational comedy as a segue into the benefits of banking with the Greater. The building society will launch the campaign today with the first commercial to appear on regional stations on Sunday night.

The campaign to secure Seinfeld started in January when Greater marketers pitched their idea to the star's manager of 30 years, George Shapiro.

Greater marketing head John Dwyer said they had a shortlist of possible celebrity spokesmen but Seinfeld was at the top because his clean-cut yet cheeky style matched the brand.

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The ad about nothing

Well done to the Greater Building Society for their clever upcoming marketing campaign featuring Jerry Seinfeld.

I heard their guy from the Greater Building Society interviewed on the radio this morning (sorry sir, didn't catch the name – nice interview though – I will just respectfully call you "sir"). He explained that the TV ad won't be aired in metropolitan cities such as Sydney, because their target market is regional centres (their head office is in Hamilton – Newcastle).

But do not despair – the ad can be seen on You Tube.

Apparently they did not have to pay full freight for Seinfeld to do the ads – apparently he has some 50 odd Porsches and is not in it for the cash.

What I like about this institution (and I am not using "institution" as a pejorative sir) – is their focus. They seem to emphasise their regional focus and community involvement etc. That is, they have a clear sense of purpose and what marketers call a "compelling value proposition" – a reason for customers to choose them. They are the guys down the road, part of your own community who will look after you etc.

This I fear is in contrast with other players in financial services who seem to want to be all things to all people – and as I have said before, that approach in the lending game sees you ending up cutting your own throat on pricing and lowering your credit standards.

So if you need a little Friday cheer up – have a look at Jerry doing stand-up for the Novocastrians.



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Comments from The Herald website

As Kenny Bania would say: "That's gold Jerry, GOLD". What a great story. I hope the King of Comedy does another tour down here in the not too distant future.

Posted by Jordo, 11/07/2009 9:26:48 AM

Love it love it love it love it. Well done to the Greater's campaign management firm, whomever they are! And 'greater' value for money - apparently they gleaned enough material for up to 30 ads...you could be enjoying Jerry for some time people!

Posted by Kacey, 10/07/2009 12:11:59 PM

I think these ads are great for a laugh! A huge step up from those boring John Church ads which wore out the "mute" button on my tv remote.

Posted by Summer, 10/07/2009 12:38:18 PM

I think the Greater is on a winner, i would rather take financial advice from Seinfeld than a financial adviser, like they got it right. Unless Crammer tells me not too!

Posted by John, 10/07/2009 12:41:37 PM

A bold campaign from a bold marketing team at the greater.

Posted by Robandnathrule, 10/07/2009 2:43:40 PM

Love Jerry Seinfeld. Welcome back to the TV screen. Much needed laughs for us all.

Posted by JS Fan, 10/07/2009 2:46:44 PM

If that isn't best practice marketing than I wouldn't know it!

Posted by Dont disagree, 10/07/2009 3:41:45 PM

I'm pretty sure thousands of us marketers in all industries have gone green with envy over the Greater's coup. I have. Hats off to their creative agency and the Greater for thinking outside the box and cutting through the clutter. They've managed to retain their local underdog status with a big ring act. Brilliant

Posted by Marketeer, 10/07/2009 4:02:26 PM

Love it. Love it. Love it. The marketing person behind this is a real guru. What a coup. I wish Greater all the best. Clever thinking.

Posted by The Mare, 10/07/2009 11:13:09 PM

Comments from Youtube website

sirbargearse

It's good to see a world famous star do something totally unexpected. It's so predictable sometimes to see these A lister's just doing A lister material. Brad Pitt in the Snatch was the last time I was surprised such as this.

smk20008 (5 days ago) Show Hide

I've been a customer of The Greater for over 20 years - they've only ever used their customers and staff for their TV ads - this is HUGE!!

Mrjohn1 (4 days ago) Show Hide

Wow!!

*The best & most ingenious ad campaign in Australian history I reckon!!
Go Greater & Go Jerry - what a team!!!*

ChaosAD187 (5 days ago) Show Hide

Seinfeld Rules. Banks Suck.

TaloyahJade (5 days ago) Show Hide

I love the random kookaburra noise.

If I saw Jerry Seinfeld standing on a sidewalk here in Australia, I would be like so happy

JoshuaMLB (4 days ago) Show Hide

I would deffinatly try to 1. shake his hand 2. get an autograph.... and if his body guards havent stopped me yet... then i dunno what else i would do... lol

KrasHHH001 (5 days ago) Show Hide

LOL! points to jerry for taking the punt on an aussie minnow. His stocks went up with me.

AbeFrellman (4 days ago) Show Hide

Nice work. Next time get them to fly you to Newcastle. It's a nice enough place, great beaches, good seafood & great wineries just up the road. Shoot, the Greater will probably even throw in a free holiday.

Comments from Live Wire News website**NitroPrincess | Thursday, 9 July 2009 6:12 PM**

LOVE Jerry! Very impressed that MY building society has managed to score such an icon. Anyone who says otherwise is just sad and OBVIOUSLY has no sense of humour..go Jerry! Go GBS. im proud to be part of Greater.

O Siris | Thursday, 9 July 2009 2:12 PM

LOVE THE SEIN!

Comments from TV Tonight website**Chace says: July 10, 2009 at 3:24 pm**

Have seen the Jerry ads on YouTube. They are great, just hilarious. Can't believe they got Jerry Seinfeld – awesome!

Camo says: July 10, 2009 at 11:52 am

Wagga Wagga - lol funny!