



Land Sickness – there's only one cure

Online marine media company yachtandboat.com.au (Yacht and Boat) has launched a quirky marketing campaign designed to drive boating enthusiasts to its website as a cure for their 'Land Sickness'.

Comprising a series of TVCs, emailable clips, print ads and social media initiatives – all anchored by an interactive campaign website, landsickness.com.au – the Land Sickness campaign takes a satirical look at the struggle of those who'd rather be boating than putting up with the daily grind.

Yacht and Boat director Ben Gaze said the idea arose after a chance meeting with advertising industry doyen Rob Belgiovane ([BWM Advertising](#)).

"We met Rob at a seminar hosted by marine public relations specialist [Sandman PR](#) at last year's Sydney International Boat Show," Mr Gaze said.

"A boating enthusiast himself, Rob assisted us to develop a campaign that centres around dreary, everyday experiences and an imaginary 'land sickness' pandemic where the only cure is to go boating.

"After 12 months of hard work, we're very excited about its launch and hope Land Sickness truly does sweep right around the world!"

The Land Sickness campaign was written and produced by BWM creatives Dan Barrett and Matthew Ennis, with the TVCs put together in collaboration with well-known production house [FG Entertainment](#). Director Marc Furnie and producer Simon Ritch were also part of the TVC project and were able to bring the scripts to life with some deft casting, direction and sharp editing by [Toby Denneen](#).

The print advertising component of the campaign was also coordinated by BWM, with the help of photographer [Stephen Stewart](#), [Toby & Pete creative retouching and 3D](#) as well as Garry Gleeson Photography. The ads are due to start appearing in marine publications and metro newspapers around the country over the coming months.

The Land Sickness website has been set-up to display the campaign in its entirety by hosting all the TVCs, including 12 second teasers, social media integration (including [Facebook](#) and [Twitter](#)), as well as offer a wallpaper and screensaver download centre.

"From landsickness.com.au those dreaming of going boating can download inspirational wallpapers and screensavers to hopefully take them to a place they would rather be... out on the water!" Mr Gaze said.

Further information:

Yacht and Boat – Ben Gaze (02) 9999 5242 or ben.gaze@yachtandboat.com.au

www.yachtandboat.com.au (Yacht and Boat) and www.boatdeck.com.au (Boat Deck) are privately-owned Australian companies and are dedicated online destinations for yachting and boating enthusiasts. The Yacht and Boat web site contains comprehensive boating information, online classifieds, industry news, safety information and equipment, competitions, recipes and much more.

Catering to all levels from novices to the experienced mariners. Beyond providing the most affordable online classifieds in the marine industry, Yacht and Boat also sees boating as a way of life not just a commodity.