

There's only one symbol to look for: New Industry Super Australia campaign launches

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Australians are being encouraged to look for the iconic Industry SuperFund symbol when choosing a quality and on average, outperforming super fund, in a new campaign launched by Industry Super Australia.

The campaign seeks to increase the reliance on and confidence in the Industry SuperFund symbol as a determinant when choosing a super fund, building on the community sentiment post Royal Commission that has seen a wave of Australians turn their back on retail super funds in favour of industry funds.

With industry super funds' consistent outperformance, the campaign positions the Industry SuperFund symbol as a determinant of quality funds – which on average outperform retail funds – making it easier for consumers to choose a fund that is high quality.

The imagery features everyday Australians creating the symbol, with the key message that *'There's only one thing to look for. Choose a super fund with this symbol.'*

The campaign builds on Industry SuperFunds' well-known *'Compare the Pair'* campaign, which helps consumers do the maths simply and quickly when comparing super funds, boosting awareness about what to consider when choosing a super fund.

The campaign comprises two 15 second TVCs running nationally across free-to-air TV, with strong large format/transit outdoor presence and digital activity. The key message will also be integrated across broadcast sponsorships through the AFL and Channel 7 News.

It launched on Sunday 25 August. Industry Super Australia's Director of Marketing is Alana Burnside, and the creative agency is The Shannon Company.

You can view the new campaign [here](#).

Comments attributable to Industry Super Australia Chief Executive Bernie Dean

"We know that people don't spend a lot of time thinking about their super. This new campaign will give consumers confidence that all they need to look for is the Industry SuperFund symbol."

"For decades industry super funds have on average outperformed retail sectors, delivering high returns and low fees for members. This campaign makes it easier for consumers to choose a good fund."

"Our message is simple: There's only one symbol you need to look for."

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1

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