



## Australia Post connects all 2,655 postcodes in nationwide brand campaign

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Australia Post has launched its largest national brand campaign to date, celebrating the role it plays in connecting every community across the country - spanning all 2,655 postcodes.

Developed with Droga5 ANZ, part of Accenture Song and supported by Australia Post's agency village, the campaign recognises the cultural significance of postcodes and the communities they represent, reinforcing Australia Post's role in keeping Australians connected wherever they live.

With thousands of individual executions, each featuring a different postcode, the campaign captures authentic moments of local life - showcasing the people, places and rhythms that define communities across Australia.

Australia Post General Manager, Enterprise Brand & Retail Marketing, Aimee Dixon said postcodes have evolved far beyond their original purpose.

"Australia Post introduced the postcode system in 1967 as an administrative tool, but over time postcodes have taken on a cultural significance that goes far beyond four numbers in a box.

"Each postcode reflects the character of a community – the businesses, the food, the sporting clubs and of course, the people, that make that neighbourhood unique. This campaign is designed to remind the nation that our team deliver for every single one of these postcodes, connecting Australians with each other, and the world," Ms Dixon said.

The campaign spans every state and territory, from remote communities to densely populated urban suburbs, featuring residents and posties who know these neighbourhoods best.

Hero films, directed by Photoplay's Sarah Adamson, feature a recurring postcode sculpture, symbolising Australia Post's presence in every community.

The campaign also includes hundreds of still images captured by photographer Corey White, who travelled across Australia documenting everyday moments in local communities. These images, alongside thousands of postcode-specific digital and social assets, form a campaign designed to



reflect the diversity and authenticity of Australian life.

Droga5 ANZ Creative Director Connor Beaver added, "When we first envisioned this campaign, we were very clear that we wanted to represent all of Australia not the version you might see in a tourist brochure, but the real places and spaces that locals interact with on a daily basis.

"Sarah and Cory have done a terrific job getting under the skin of these communities, capturing real moments that we hope

resonate with the people who call these postcodes home."

"Working alongside Australia Post, and our agency village partners, BRX, Keep Left, Thinkerbelle and Wavemaker, we've built a campaign that reaches all 2655 postcodes."

The campaign is rolling out nationally across film, out of home, digital, social and localised executions, ensuring representation of communities across Australia.

Source: [Australia Post](#)