



In the beginning...

To get in contact with passers by on the streets, Optus launched their "We hear you" campaign and website with the help of a few feathered, furry and funny friends.

Fibreglass reproductions were mounted upon various props to effect the promotional placements who were Lizzy the Ostrich, The Raconi Bros and Wazza the Wombat.

George the Elephant was reproduced via vacuum formed ABS plastic convincingly 'displaced' within a convincing food vending machine (complete with bulging front glass panel).

Wazza's platen of dirt could be suction cup affixed to glass shopfronts etc. He looked like he had burrowed out into thin air.

