



Media Release

March 2011

Caesarstone Australia Launches New Television Campaign

Caesarstone Australia is delighted to announce the launch of its new 2011 television advertising campaign which will go to air on Foxtel, Sunday 13th March.

Celebrating 10 years in the Australian market; Caesarstone the market leading brand of quartz surfaces in Australia, has continued its incredible growth and evolution remaining at the forefront of new colour and product development and importantly generating increased demand for both its brand and its valued customers.

“We understand that kitchens and bathrooms are a significant investment for most consumers and also that our homes are increasingly ‘self expressive’, a reflection of our personalities and how we want to live as families and or individuals. Consumers are increasingly going to great lengths to research all aspects of their new kitchen or bathroom, from colour and material selection to the functionality and longevity considerations. People today are very aware and they expect premium products to last the test of time and be well supported by a reputable company. At the end of the day, the kitchen bench top is probably the most used surface in any home. This is why we are seeing more and more people looking for brands like ours that they can trust.” Says Andrew Dixon, Sales and Marketing Manager for Caesarstone.

“Caesarstone’s new “Design your dream with Caesarstone” television commercial draws upon on the inspiration and evolution of ideas taking shape in our minds over a period of time, as we dream about what our future kitchen or bathroom could be. At Caesarstone we are here to help people realize their dreams.”

A preview of the “Design your dream with Caesarstone” campaign is available here

www.caesarstone.com.au

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