



Marathon looks to hit the ground running with television ads

by Gemma Patterson

FOR the first time, the Gold Coast Airport Marathon has its own fully-scripted TV commercial.

Morning joggers were surprised to see cameras looming as they passed the Miami foreshore as the sun rose yesterday.

Gold Coast models Rachael Keith and Jason Theaker led a group of about 40 extras during the 6am shoot.

Surfers, council workers, a life-guard and even a businessman reading *The Bulletin* took part in the shoot.

Marathon general manager Cameron Hart said the storyline for the 60-second and 30-second commercials was simple.

"The focus behind it all is that the couple are enjoying a run, preparing for the Gold Coast Marathon," he said.

"As they're running along on a typical sunny Gold Coast morning, people from all walks of life see them, get inspired and join in.

"We chose Miami as the location because it's the southern turnaround point in the marathon, plus it's a great parkland that showcases some of the best elements of the Gold Coast."

In its 29th year, the July 1 marathon has grown from hundreds of participants to thousands, with 14,500 expected this year including 2000 Japanese, 500 New Zealanders and 100 Americans.

Mr Hart said the growth of the event warranted a professional television campaign.

"In the past we've usually used file footage of the marathon. This is the first time we've filmed a fully-scripted commercial," he said.

"It's indicative that the event has matured and deserves a dedicated TV promotion."

The marathon is only set to grow with the recent runway extension at Gold Coast Airport.

"The airport's first international flight on June 28 is going from Tokyo to the Gold Coast because there's 200 people flying here for the marathon," said Mr Hart.

Once edited, the ads will air on NBN and WIN television from late May through June. Organisers claim they will be seen by up to two million viewers from Rockhampton down to north of Sydney.

A month after the event, an hour-long documentary will be shown on the small screen.

But it doesn't stop there – Japan will also film a documentary on a model running the marathon.

Mr Hart said people could still start training now for shorter events, like *The Gold Coast Bulletin* 7.5km walk.



Rachael Keith and Jason Theaker (yellow tops) lead the pack during filming for a television ad yesterday

● Picture: David Clark