

# Clive Robertson fronts latest Freedom Insurance funeral plan ad campaign via MJW, Sydney

Thursday 18, August 2011 at 5:36 PM by CB



Freedom Insurance, via agency MJW Sydney, has launched a new campaign to promote its Freedom Funeral Plan featuring broadcaster Clive Robertson.

The 60" and 90" TV spots are backed by digital, print and direct mail.

[VIEW THE SPOT](#)

*Client: Freedom Insurance*

*Agency: MJW Sydney*

*Writers: Lisa Jackson and Clive Robertson*

*Art Director David Miley*

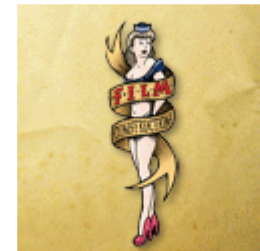
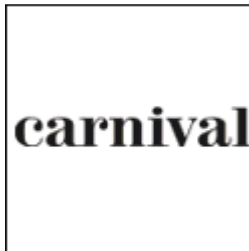
*Account Director: Linda Spina*

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## 15 Comments

**Anonymous said:**

WTF?

[August 18, 2011 6:11 PM](#)

**Anonymous said:**

This spot says as much about the state of creative advertising in the local market as anything could.

In a word, Retail.

At least it's making no pretensions, and a good thing too.

[August 18, 2011 6:35 PM](#)

**alan said:**

If I see one more bloody funeral ad on TV, I'll kill someone.

[August 19, 2011 9:55 AM](#)

**Old Man Advertising Drifter said:**

Beautiful pictures. Stunning art direction.

[August 19, 2011 11:46 AM](#)

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**Clive Performance said:**

That's what I call deadpan delivery. But at least you got Clive to smile.

[August 19, 2011 12:43 PM](#)

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**Shecky Berle said:**

Dying is easy. Comedy is hard. Comedy about dying is, well . . .

[August 20, 2011 1:59 PM](#)

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**Steve said:**

I've just about had enough of these funeral ads. This one is positively disgusting with his toy hearse and coffin on the desk. TV in Australia has got to be the worst in the world with these ads and endless reality programs. Get rid of the ads for good.

[September 1, 2011 12:06 PM](#)

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**Dianne said:**

I, too, am tired of seeing these ads for funeral insurance. Some in particular prey on the fears of the elderly and take advantage of that.

The new Clive Robertson ad hasn't been around long enough to bug me yet and I actually like the way he delivers it (props included.)

[September 1, 2011 2:05 PM](#)

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**Gloria said:**

I like this add. It's honest. Death is a fact of life. Clive Robertson's wry humour makes me laugh, deadpan face and a love ihm. I missed him when he left the ABC and was delighted to see him alive and well on TV. It is the only Ad. I s for to listen and laugh. Congratulations to the Script writer and to Freedom for choosing Clive Robertson to present it. Well done.

[October 4, 2011 3:23 PM](#)

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**smiley said:**

Only Clive could made an Ad about death amusing. I also stop to watch his ad. The only negative - the little coffin or jack trolly....if it's a prop then use it. I'm not sure Clive, does a Hearst give you "disabled parking".?

[October 10, 2011 3:26 PM](#)

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**Crepitus said:**

Good to see Clive back on the waves. Love his laconic delivery.

Who were the clowns that took him off commercial TV? His comments there were always sardonic. Probably ther idi who think Julia and the Chaser are worth TV space outside the U executive wash room

[October 13, 2011 5:15 PM](#)

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**RobboRocks said:**

Crepitus you said it - nothing was ever as fresh as watching him walking dangerously close to the edge every night c Newsworld. Side-splitting and genuinely outrageous, not like the bloody try-hards you mentioned...CLIVE, WHERE / YOU? SAVE US!

[October 24, 2011 3:27 AM](#)

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**AnonymousOne said:**

Each time i see this advertisement on television,i feel like caving someones head in with a toy hearse.

November 9, 2011 11:50 AM

[Comments \(15\)](#)

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**Andrea said:**

I here your pain, and these packages are actually insurance, it is so much cheaper to go to a funeral services provid and ask about prepaid funeral packages.

November 11, 2011 3:53 PM

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**nicola said:**

What a shame to see such a clever original man spruiking for such a rip off industry. You pay for your funeral ten tim over !!! and once you stop paying you get no credit for the thousands you've already paid  
Awful - Shame Clive !

November 15, 2011 12:35 PM

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