

Bonds' Campaign "As Worn By Us" Connects Aussies From All Walks of Life

2 min read

Chances are there's only one degree of separation between Australians when it comes to wearing *Bonds*. From newborns to 100-year-olds, rodeo riders to Olympians, and from farmers to ballet dancers, *Bonds'* latest campaign "[As Worn By Us](#)" illustrates how *Bonds* products can be found in almost every Australian's underwear or sock drawer.

"This campaign celebrates stories and connections – serving as a reminder that no matter our differences, we all have *Bonds* in common," said **Kedda Ghazarian**, Head of Marketing for *Bonds* - *Hanes Australasia*. "Bringing these connections to life took us all over the country. So many Aussies invited us into their lives and in many cases, stripped down to their undies. Seeing the authentic love out there for *Bonds* was something to behold and spectacular proof that it really is the brand 'As Worn By Us.'"

Bonds kicked off its national campaign with high-impact media across peak TV programming, catch-up TV, streaming, cinema, digital and unmissable out-of-home (OOH) advertising – driving their brand platform across the full year.

To support the campaign launch, *Bonds* captured a series of portraits across Australia as part of "[The 000-100 Project: The story of a lifetime in Bonds.](#)" Over 24 shoot days, six states and more than 8000 miles, *Bonds* captured 103 everyday people in their lived-in pieces of comfy *Bonds*, sharing unique stories and snapshots from their everyday lives. A large-scale installation at Melbourne's Parliament Train Station will feature the portraits in a gallery-style format and an iconic Melbourne tram will be wrapped with "As Worn By Us" imagery.

The campaign also includes a [full set of consecutive films](#) voiced by Australian actress Noni Hazelhurst and designed as a seemingly infinite roll call of Aussies wearing *Bonds*.



(AGE 77)