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Media Release

Sellebration – 90 years of Kiwi adverts online

Remember Ches and Dale from down on the farm? Spot the Dog? Leggs pantyhose? The Rinso jingle? The Anchor family? Mr Dollar?

From brogues to broadband, New Zealand commercials since the 1920s are now online in a collection that anyone can freely view and hear.

[Sellebration](#) is an online exhibition of more than 300 cinema, radio and television commercials, collected, digitised and shared by Ngā Taonga Sound & Vision, the New Zealand audiovisual archive.

It can be found on the Ngā Taonga Sound & Vision website:
www.ngataonga.org.nz/set/sellebration

This April marks 56 years since the first television commercial was screened, but New Zealand's radio and film commercials go back much further. The earliest commercial in the *Sellebration* collection is a 1925 silent film commercial for cigarettes which would have played in cinemas and travelling film shows.

“Advertising has become part of our collective culture, and *Sellebration* is a significant cultural and educational resource for New Zealanders now and in the future,” says Ngā Taonga Sound & Vision Chief Executive Rebecca Elvy.

“It opens a window into our past, showing our changing attitudes and lifestyles – for example the way women are portrayed, or the way we spoke; the innovations like colour TV or decimal currency, or the food, products and politics our parents and grandparents grew up with,” says Ms Elvy.

“We hope that people will add their comments to the website pages, share their own memories of these advertisements and times, and add to our collective culture and knowledge.”

Sellebration's 300 or so commercials form just a small part of the 750,000 audiovisual works in the collection of Ngā Taonga Sound & Vision. The collection, which includes film, radio, television and sound recordings, spans 120 years of New Zealand stories and history.

“Ngā Taonga Sound & Vision archivists are working against time to digitally preserve these priceless records of our past so that they are not lost to future generations,” says Ms Elvy.

Media enquiries:

Sarah Moodie, Communications Manager, Ngā Taonga Sound & Vision
sarahmoodie@ngataonga.org.nz, 021 222 3004 or 04 896 4833



NGĀ TAONGA
SOUND & VISION

The New Zealand Archive of
Film, Television and Sound
Ngā Taonga Whitiāhua
Me Ngā Taonga Kōrero

Media enquiries:

Sarah Moodie
Communications Manager
sarahmoodie@ngataonga.org.nz
021 222 3004
04 896 4833

www.ngataonga.org.nz
information@ngataonga.org.nz
Freephone 0800 NGA TAONGA

Wellington Office

84 Taranaki Street
PO Box 11 449, Wellington 6142
New Zealand
04 384 7647

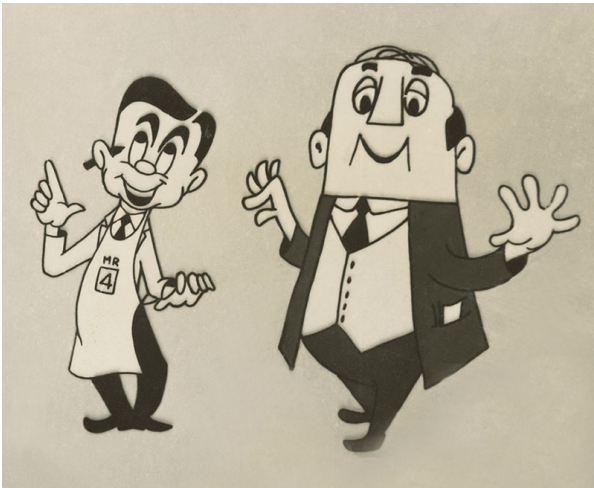
Images:



Toyota Starlet commercial – 1983 - <http://www.ngataonga.org.nz/set/item/170>



Decimal Currency commercial – Mr Dollar – 1966 - <http://www.ngataonga.org.nz/set/item/49>



Four Square – 1960s - <http://www.ngataonga.org.nz/set/item/83>



Rinso – 1950s-60s <http://www.ngataonga.org.nz/set/item/18>