



**Queensland Government**  
 Authorised by the Queensland Government, George Street, Brisbane

**Mix - Britney Spears - Hold It Against M**  
 by YouTube  
 50+ videos

**Britney Spears - ...Baby One More Time**  
 by BritneySpearsVEVO  
 124,427,539 views

**Britney Spears - Till The World Ends**  
 by BritneySpearsVEVO  
 138,367,325 views

ASIA | AUS | NZ | WA

# QLD Government unleashes 'Sun Mum' in new campaign to encourage sun safety via Junior

Thursday 19, December 2013 at 11:45 AM by Ricki

Comments (14)



A tough problem calls for tough love. That's the reasoning behind the new campaign developed by Junior to get young Queenslanders to be more sun safe.

The campaign asserts that no one is better at nagging them about sun safety than their mum, but that's not working, so she's been replaced. With Sun Mum.

[VIEW THE SPOT](#)  
[VIEW THE FIRST VIDEO](#)



[Advertise here](#)

**CB Campaign Brief**  
 Like

12,402 people like Campaign Brief.



## No Way. You will not make Australia home - English

**AusCustomsNews**  
 Subscribe 1,322

246,854

**"Go back to where you came from!"**  
 Australians on Asylum Seekers and  
 by AustralianNeoCon1  
 93,927 views

**Border Security: Australia Frontline (August 27 2014)**  
 by seriestvNRG  
 216,872 views

**NO WAY - Australiens vorbildliche Einwanderungs-Politik**  
 by Akte Europa  
 612 views

**African Americans Vs Black English People**  
 by JubriAgoro  
 195,201 views

**Australia: lo spot anti immigrazione - "Non sarà la vostra casa"**  
 by Il Grande Cocomero  
 4,116 views

**Rude Americans - Do you speak English?**  
 by youstupidhead  
 1,188,378 views

**Differences Between English and Turkish People 2**  
 by yusufofficial  
 99,552 views

**Tony Abbott turns back first boat Sept 28 2013**  
 by TheTabellarius

**"Go back to where you came from!"**  
 Australians on Asylum Seekers and  
 by AustralianNeoCon1  
 93,927 views

**Border Security: Australia Frontline (August 27 2014)**  
 by seriestvNRG  
 216,872 views

**NO WAY - Australiens vorbildliche Einwanderungs-Politik**  
 by Akte Europa  
 612 views

**African Americans Vs Black English People**  
 by JubriAgoro  
 195,201 views

**Australia: lo spot anti immigrazione - "Non sarà la vostra casa"**  
 by Il Grande Cocomero  
 4,116 views

**Rude Americans - Do you speak English?**  
 by youstupidhead  
 1,188,378 views

**Differences Between English and Turkish People 2**  
 by yusufofficial  
 99,552 views

**Tony Abbott turns back first boat Sept 28 2013**  
 by TheTabellarius