

Brave New World
Wises Maps
Kinetic¹²¹
DNA Design

multi-channelmarketing

CREATIVE SHOWCASE

As the media world fragments into a zillion niches—from obscure magazines to interactive TV—marketers face a challenge: how to choose the right medium for the right message? We show-case four examples of how the multi-channel world is creating new and effective ways to reach your customers.

Multi-channel marketing

A multitude of media options calls for reversing the way you think about communication. Don't think media: think customer, customer, customer

The fragmentation of the media market into a zillion niches of digital channels, email, direct-marketing, magazines, web sites, blogs, games and mobile screens is causing headaches for traditional media and marketers. Just where do you place advertising for the greatest effect? And is advertising the right thing to do anyway? For example, MTV's latest advertising campaign is not advertising at all. It consists of a mockumentary TV show and a companion website for followers of (fictitious) air guitar guru 'Rodney'. Almost nothing in the TV slots and web site suggest it's from MTV (See article on page 36).

Of course most campaigns can't afford to drop the call-to-action! But instead of leading directly to a sale—as much direct marketing was engineered to do in the past—today's multi-channel programmes are simply the beginning of an ongoing, personalised relationship.

Steve Shearman, of multi-channel marketing firm Touchpoint and Brave New World (see their story on the next page), points to a growing trend: marketing was formerly centred around campaigns—one-off events that happened at a particular time and then finished. Now, the most successful marketing is run around multi-channel programmes based on the individual's relationship with the business.

Instead of media being at the centre of marketing, the consumer is now at the centre. Skilled marketers design the

individual customer's experience, including all the relevant points of contact, with a brand.

That's why it's important not to mistake multi-channel for online. Multi-channel is just that—many channels. And there are some surprises out there. Research by Datamail, a subsidiary of New Zealand Post, found that 20–30-year-old consumers enjoyed receiving personalised direct mail—yes, enjoyed. Perhaps it's so rare to receive an actual letter these days that a traditional piece of DM, done well, is more effective than an impersonal text-blast.

Direct mail is just one channel alternative on the rise. The long story in marketing is the fragmentation of media into email, SMS text messages, online advertising, and a new approach to traditional media like TV and radio.

Research by the US Direct Marketing Association in 2006 shows that interactive media and direct mail are set to receive the biggest increases in budgets this year. Email continues to grow, despite the epidemic of spam that blackens the industry. There's a twist here though: a 2006 'Email Trends' report from direct marketing firm Vertical Response shows better response rates come from organisations with a physical presence. In other words, email by itself is not as effective as email in a larger context, including in-store and retail.

Marketing by txt is becoming more and more accepted worldwide, largely because

voluntary codes and legislation mean spam is not a problem with mobile phones. TV and txt has become a powerful combination, not only for quick response text quizzes, but also for building relationships. Nestlé uses txt and TV to build its direct relationship with consumers, sending free samples of new products to consumers who TXT their details in.

TV interaction is set to take another leap forward with the arrival of entirely new platforms, such as IPTV (on-demand television delivered through, say, an Xbox) and Freeview, the digital service being built here for free-to-air stations.

Multi-channel strategy is particularly powerful for manufacturers and distributors, who can now have a direct voice to consumers. Take wisec.co.nz. What used to be a street map brand has turned into a medium for businesses to advertise and promote themselves directly to users. That doesn't mean that retail is any less important, but a multi-channel approach acknowledges that consumers are now at the centre, and need to be reached at their convenience, on their terms and in their comfort zone.

As fast as some things change though, others remain the same. While the means of reaching, communicating and transacting with consumers is rapidly changing, one the basic rule still applies: all great brands have a single great idea. What's yours? And how are you managing that in this multi-channel world?

The solution to a multi-channel world is of course to make use of all the channels. In the following pages we showcase four examples of channel alternatives and providers:

Brave New World — the combination of opening up online auction content and an old fashioned competition dramatically improved Turner's Car Auction sales

Wises Maps — by combining business data with the new online maps, Wises has created an entirely new medium to advertise and promote business

Kinetic¹²¹ — the new direct marketing fulfilment service from Datamail is ramping up its capacity and service offerings to help New Zealand boost DM, which is low by comparison with other markets

DNA Design — An interactive customised web site for sports coaches, helped ACC reduce costly sports injuries

txt mobile
TV
web
magazine
mobile
web
text
email
blogs

Wise move

How Wises Maps became business savvy

The problem

So you've got a great shop, a great website, a great little business. Trouble is, how would anyone know? The challenge of raising awareness and then converting it to sales is getting harder. The internet and super-fast logistics have made the world smaller and flatter; local Kiwi companies now compete against pretty much anyone with a website and post box. They might even be in Timaru.

How can small New Zealand businesses utilise the latest in internet technology to prosper; and then do it without investing squillions in risky ventures?

APN InfoMedia has combined two powerful products to transform the online market. Wises, a free, online maps service and UBD, the business directory, were merged in 2006 to form a comprehensive business search engine that not just empowers the user to find a business, it also empowers the business to create its own advertising. The electronic merger, along with a

raft of updates and improvements in the past six months, presents marketers and business owners with a new medium to promote and sell through.

Trusted brand evolves

For more than 125 years, Kiwis have found their way with Wises. The rise of internet was potentially a threat to the long standing print business. It was also an opportunity; wises.co.nz is now the country's premier B2B and B2C connector.

The site is based on the latest online mapping technology called geospatial platform. This enables a multitude of data overlays on a map so every business in the country could be profiled. Network traffic is optimised through Telecom gateways—making searches faster.

The result is that Wises is gathering a substantial following—more than 300,000 unique visitors each month. In December, the site was the second-most popular travel category according to Nielsen/NetRatings¹.

Wises is unique amongst online business and mapping directories. There's a multitude of search and business sites on the web; likewise, if you're looking online for travel and maps sites there are plenty to choose from. Try to find a site that combines both and you'll find only Wises.

"It's no longer a case of having to find the business and then finding the map," says Dwayne Alexander, Wises chief executive. "Wises now provides more than 140,000 businesses to choose from directly on the map, in the area you are looking for, complete with details, maps and directions, all in one easy step."

The solution—for consumers

For consumers, Wises is now the website for all online mapping needs. Key in wises.co.nz and what you'll find is:

- enhanced searching—by street and street number, business, keyword, business category or by business explorer;

"Albrite Cleaning Services is a commercial cleaning company that targets small and large businesses. We have been a UBD advertiser for several years and have been pleased with our results. Since the launch of Wises online, we have seen our unique page views have more than quadrupled and so has visits to our website. The traffic has jumped from an average of 46 in a month to 327 in a month. We recommend Wises and UBD to anyone who wants to drive growth through internet advertising."

Rick Sowman, Managing Director of Albrite Services - 17 August 2006



PLATINUM

"A great result, our website traffic increased overnight and our advertisement views increased by a staggering 489%! We can honestly say we have customers in our store as a result of this advert! The ad design we purchased is sophisticated with interchangeable options. It offers special discounts and links to specific pages on our own website. We have been able to leverage off the Wises and UBD search engines popularity to benefit our business. This form of advertising is measurable and secures a dialogue between us and the customers who don't drive past our store every day. The Market Leader profile has been a really positive investment for Lahood, the service and support offered by APN InfoMedia to bring this to market was faultless. Thank you."

Suzanne Cunnington, Sales & Systems Administrator of Lahood Window Furnishings - 18 September 2006



MARKET LEADER

"The Market Leader profile has certainly increased our web view stats over the past few months. When Printlink had a free basic listing on Wises, we had 5 web views in June. We then signed up for the Market Leader profile and we had 568 views in October. This amazing growth happened in the space of a few months! Just goes to show that advertising on Wises yields results."

Peter Ward, General Manager of Printlink - 15 November 2006



MARKET LEADER

For more information contact Wises:
0800 506 677
WISES.CO.NZ

Follow the leaders.



When customers have your product or service in mind, make sure you're on the map. That's what some of New Zealand's largest and most successful businesses have done. The Warehouse, SkyCity Cinema, Placemakers and many more are leading by example by promoting their businesses with the wises.co.nz search engine. Create your own impactful advert on wises.co.nz in 3 easy steps, or we can build it for you. You decide.

Join the leaders and sign up now to save UP TO 25%. Go to www.wises.co.nz or call 0800 506 677 to find out more.

WISES.CO.NZ
ALL YOU NEED TO KNOW



Because asking your wife for directions is not an option.

BUSINESSES NOW ON THE MAP

WISES.CO.NZ
ALL YOU NEED TO KNOW

Tell your husband where to go.

BUSINESSES NOW ON THE MAP

WISES.CO.NZ
ALL YOU NEED TO KNOW

- added value for users—including clickable business category lists for obtaining products or services aligned to the home, a business, accommodation and more'
- email map to a friend—enables people to provide their friends with directions to your business.

The solution—for business

How does the new technology assist marketers? The ability to overlay detailed information means businesses can list themselves with a free basic ad or design a dynamic ad. A key advantage is the ability to customise ads to your specific business' needs, and update it at any time, for no additional cost. You may wish to feature a special promotion or a limited offer or promote a new store.

There are four types of ad at wises.co.nz and two components to each type. The four advertising types are:

- Dynamic

- Display
 - Logo
 - Detailed
- The two components are:
- Pop up box—search for the business, click on resulting map and box gives address and contact details.
 - Click through to info—in pop-up box, click info to take you to more information.

Result

The rise in traffic numbers from 2.3 to 2.7 million page impressions every month² suggest Wises strong promotion and product offering in the last six months is working. Testimonials from customers suggest as much.

Suzanne Cunnington, sales and systems administrator of Lahood Window Furnishings says the Wises listing has had a great result. "Our website traffic increased overnight and our advertisement views increased by a staggering 489 percent! We can honestly say we have customers in our store as a result of

this advert," she says. The ad design we purchased is sophisticated with interchangeable options, it offers special discounts and links to specific pages in our own website. This form of advertising is measurable and secures a dialogue between us and the customers who don't drive past our store every day. The profile has been a really positive investment for Lahood, the service and support offered by APN InfoMedia to bring this to market was faultless. Thank you."

For Tony Kenrick, managing director of AA Carriers, the new Wises site is impressive because it is built on cutting edge technology and innovation. "The growth in unique browsers in just the past year demonstrates how in touch with the market Wises really is. Given the boom in online advertising in general, it was a no-brainer for us to advertise on Wises, which is a trustworthy and reliable brand."

¹Nielsen/NetRatings Market Intelligence, Dec 2006, NZ Total Traffic Travel Category, Unique Browsers. ²Nielsen/NetRatings Market Intelligence, June–Nov 2006, NZ Total Traffic.

Turner round

Brave New World drives traffic and sales for Turners Auction

Turners Auctions sells more cars than anyone else in New Zealand. An awful lot of people didn't know that, until Brave New World helped create the Turners True Market Challenge.

Turners Auctions initially approached Brave to assist in developing a promotional campaign to drive sales from the end of October to December 2006. Turners wanted a cost-effective, yet wide-ranging campaign to introduce more secondhand car buyers to Turners, show them that the auction process is easy and increase sales.

Find the buyers

Brave took a strategic, multi-channel approach to the tactical issue of sales promotion with a three-tiered goal:

1. Make them understand

Turners had to become easy and relevant for the secondhand car buyer. It was imperative to explain quickly and simply that attending a Turners auction is neither confusing nor daunting. And demonstrate that Turners is a trustworthy company—offering independent advice, flexible finance, warranty options and most importantly, fair prices!

2. Engage on an ongoing basis

Just telling people why they should buy a car at auction wouldn't be enough. Turners had to educate, engage and give information and knowledge to back up the reasons to buy at auction. Brave also recommended that Turners offer incentives that were appropriate to various stages of the sales process.

3. Target smartly

As the target audience for this promotion was savvy bargain hunters, Brave chose savvy media

options to grab attention and persuade people to act.

Set a challenge

In terms of concept, Brave could have taken a wholly traditional route and recommended more newspaper advertising and perhaps TV ads to drive brand recognition and explain the auction process.

Instead, it took a closer look at Turners' business to find its uniqueness. Marcus Hawkins-Adams, Brave's general manager,

Brave and Turners advertised this compelling valuation service with straightforward messages that encouraged action: don't pay too much for your next car, free price check before you buy, drive a better bargain, see how much you can save.

These messages appeared in various media to both drive response and build credibility. Press and radio ads featured either a Txt4Info text code or the website address as the call to action. Google AdWords drove visitors to the site. Ads were placed on NZHerald.co.nz in both the motoring

In just over two months, the Turners True Market Challenge recorded 86,000 price checks. Much more importantly, Turners car sales were up 20 per cent over that time period.

says, "Turners Auctions really does sell more cars than any organisation in New Zealand—all makes and models at fair, honest prices—with solid sales data to prove their claims. It's this information that was transformed into the Turners True Market Challenge, giving the New Zealand public free access to Turners sales data from the past 18 months."

To convey the information, Brave and Touchpoint developed a system to enable people to select a car make and model by text or via the website (turnerschallenge.co.nz) and receive the actual prices paid for that car at Turners Auctions. This was the first time that the car-buying public of New Zealand had access to the real prices that real people had paid for real cars.

section and national news section. Brave even advertised Turners on Trade Me—reaching active car buyers as they shopped.

To further increase response, all advertising featured a prize offer—take the Turners True Market Challenge and you'll be in the daily draw to win \$100 in free petrol.

Once involved with the Challenge, participants were invited to receive weekly auction alert emails informing them of upcoming auctions at their local Turners branch. These emails also served to educate recipients about Turners Finance, Turners Certified (their comprehensive inspection service) and Turners Live (their online viewing and bidding system).

And finally, the True Market Challenge website and auction alert emails promoted the grand prize

of a \$10,000 trip for two to Melbourne to enjoy the Grand Prix and the city's shopping. To enter this draw, participants had to attend a Turners Auction and register to bid onsite.

What a success!

In just over two months, the Turners True Market Challenge recorded 86,000 price checks. Much more importantly, Turners car sales were up 20 percent over that time period.

Turners Auctions general manager marketing, Todd Hunter, says, "The True Market Challenge has been a huge hit with Kiwi car buyers and sellers alike. The service has introduced thousands of new customers to the benefits of car auctions—more than 80 percent of those using the service were new to Turners."

Brave's use of both traditional and digital media worked together to produce these results—the radio campaign was very effective, especially when one of the Turners' team promoted the service via a live interview. Google

AdWords generated 33,000 click throughs to the Challenge. And Turners banners drove 20,000 click throughs from Trade Me to www.turnerschallenge.co.nz.

Hawkins-Adams stated, "People really responded to this availability of free, proprietary information that was so easy to access and clearly offered value to customers in the car buying process. Turners is now the good guy in the secondhand car industry because they've shown themselves to be transparent and trustworthy."

Hunter says, "Brave's creative approach to using our data was truly brave—giving consumers the opportunity to access honest, useful information in a number of convenient ways."

The campaign was initially set to run for two months as a pure sales promotion, but as it's been so successful, Turners has kept the service going—giving consumers the information they need to buy the right car at the right price.



For more information contact Brave New World:
 Marcus Hawkins-Adams
 09 353-7831
 www.bravenewworld.co.nz



Turners Auctions, 2006. Creative: Brave New World

Rediscovering DM

Kinetic¹²¹ has a new old message: direct marketing works

Here's one for a dinner party conversation: kids love direct mail (DM). No, really! When Datamail, a division of New Zealand Post, commissioned AC Nielsen to research the topic, it was surprised to find that the people with the most positive attitude to direct mail are the much sought-after 15–34 age group.

David Allen, General Manager of Document Solutions for Datamail Group, already knew that. "When my sons in their 20s get a DM piece, particularly from the retailers where they shop, they're blown away by the fact that these people have taken the time out to build a personal relationship with them. They take an email for granted, but a piece of personalised mail is more emotive."

And it's more than just warm fuzzies. The same piece of research shows that 80 percent of people say they have visited a store or made an enquiry after receiving a direct mail piece.

Allen believes the DM industry is immature and poised for "incredible growth". In the past,

a lack of reliable data has held back companies from trying personalised DM campaigns. As companies invest in good data management, marketers are gaining the confidence to move towards one-to-one communication—an ideal that customers already expect from the companies they buy from.

It's already underway. NZ Post reports a 5 percent increase in direct mail campaign volume for 2006, which is offsetting the slow but steady decline of essential postal mail such as bills and statements.

The trend is echoed overseas. Research from Epsilon shows that 75 percent of marketing executives are decreasing mass-marketing in favour of more targeted marketing, and 34 percent of marketing budgets are being allocated for interactive, digital media.

Introducing Kinetic¹²¹

What's Datamail's role in this? When Datamail acquired Moore Gallagher last year, the

combined entity became one of New Zealand's largest direct marketing companies. In a survey of its DM customers, a growing unease was identified. Would such a large company be able to meet the individual, strategic direct marketing needs of its clients, or would they be lost among dozens of other clients? Allen says the feedback from key customers and prospects led the Datamail Group to create a completely new business unit: Kinetic¹²¹.

While both Datamail and Moore Gallagher expertly handle the vast amounts of data and materials needed for essential mail, Allen acknowledges the need for a more strategic company to deal with direct marketing campaigns. Kinetic¹²¹ is an autonomous business unit within Datamail, with its own unique, flexible, strategy-oriented culture and structure.

"Everything that exists in the essential mail world doesn't exist in this space," he says. "The formal engagement process, the rules around



Datamail is so confident in the growth of direct marketing it has launched a dedicated DM business—Kinetic¹²¹

how we do things—they don't apply to the same degree in Kinetic¹²¹. And that's incredibly challenging for a business like ours."

Allen says Kinetic's work will be equally divided between direct clients and agencies, which again calls for flexibility. He says Kinetic people are able to balance strategic thinking that challenges the norm with executive thinking that simply does a fantastic job with existing strategy. And executing is something Datamail has become very good at. "You can have the best strategy in the world but unless you're delivering prompt turnaround and quotes, it won't work. The whole of DM needs to operate in real time."

Westpac gets complex

One of the more complex jobs is Westpac, which uses direct mail to invite its rural customers to the Mystery Creek Field Days. "Every year it gets more complicated," says Direct Client Executive Kevin Tregunno. Last

year, the advertising agency asked us to print 6,000 customized letters (each with one of 120 different signatures) and then bundle them with tickets to the field days and a blanket-sized tarpaulin. "We've got it covered" was the tagline. Complicating matters was the need to cut the tickets to size and then tie each ticket with string to the tarpaulin. The entire bundle was placed in a branded box, shrink-wrapped and addressed ready for NZ Post to deliver.

"It took 15 staff four days to fulfill. We performed random checks for quality assurance, checking on things like the cutting of the tickets and that the names were associated with correct signatures and of course with the right addresses."

Tregunno says the exercise, while complicated, is not difficult. "We've got systems to handle any level of complexity."

Westpac marketing manager Jyl Mareroa says, "Producing this pack was no easy task. Datamail got it out on time and looking fantastic.

It was a great result all round."

Allen is confident Kinetic¹²¹ will not only continue this kind of strategic work, but exceed the standards set in the past, paving the way for innovative marketing campaigns that truly engage the multi-channel customer. With direct mail set to take off in New Zealand one of Kinetic's strengths is our ability to draw on the significant resources of the Datamail Group which currently handles campaign and essential mail work for Loyalty NZ (Fly Buys), BNZ's GlobalPlus card, AA Rewards, the Wine Society, Nestlé and Lancôme, among others says Allen.

For more information contact Kinetic¹²¹:

David Allen

04 568-8200

021 484-167

visit www.kinetic121.co.nz



Kinetic¹²¹ bundled 6,000 letters with 120 alternative signatures and a shrink-wrapped tarpaulin with tickets and string—in just four days.



Game on

How DNA Design helped ACC reduce its client base

New Zealanders are pretty good at sport—and we're not too bad at injuring ourselves on the game either. In 2005 there were 354,000 sports injuries, costing the ACC \$242 million in support payments.

ACC's Injury Prevention team is constantly looking for ways to reduce the hundreds of thousands of injuries emergency department doctors' piece together every year. A key effort is educating, encouraging, and supporting coaches with injury prevention resources and tools. A huge number of coaches are volunteers, and without this support, would struggle to effectively manage injury prevention. For ACC, targeting the development of coaches created access to the players—an approach that has proven effective.

But awareness of injury prevention among coaches has not been enough to effect change. ACC also needed to find ways to drive action.

The Problem

The Smart Tips Wallet Cards is a tool set

created to bridge that gap. The cards are a series of compact sheets featuring training tips and safety messages that coaches can incorporate into their training. But the cards have one major weakness—they are a one size-fits-all tool. Coaches report that the cards were 'kind of useful'. Also, they applied to a small number of sports. ACC found cost of production and distribution were barriers to uptake.

ACC approached DNA Design, one of New Zealand's leading design consultancies, with the challenge to bring flexibility to Smart Tips by taking it online.

Replicating Smart Tips information on a web site would have been a simple solution—but flawed. To address the real problem, DNA needed to allow coaches to customise information for their sport and personalise the cards for their coaching style. ACC needed to adapt a great print concept and add the kind of value only a new media solution could.

The solution

The Smart Tips interactive web site (acc.co.nz/smarttips) allows users to choose from one of 24 sports. They can then add personalised information such as timetables, notes, team selections and contact details to the pre-defined stretching tips, creating a complete resource for their team. The information is presented over two A4 pages with folding guides and can be printed to take offline or taken away as a PDF for saving or emailing.

Spreading the voice of Smart Tips improved the ACC/coach relationship. This method also made Smart Tips an effective tool as the community that needs the resource now controls it.

The result

Almost 2,500 people have made use of the tool in first six months. With advertising limited to a small run of online banners, much of the update was driven from existing users of sports

information on the acc.co.nz website, and strong word-of-mouth support. The distribution of tip-sheets has increased.

The hugely positive feedback from users has outlined the demand for tips and has allowed ACC to work with a greater number of sports. In addition, the success of the tool was used to guide another Smart Tips online interactive—targeting workplace safety.

The DNA way

The work with ACC is one of many multi-channel programmes put together by DNA. In the process we have developed an approach that rejects the idea of developing simply a 'campaign' or an 'overhaul' focus to new media projects. Instead we've developed Relationship Design, an approach to unlocking the latent potential in new media channels.

Relationship Design explores the ideal ways for our clients and their customers to interact, identifying what's important to both

the organisation and the customer. We have people who understand the value of New Media for a business; those who understand the value that a well-conceived brand strategy can have; and people who understand what business's requirements are. Together they facilitate Relationship Design.

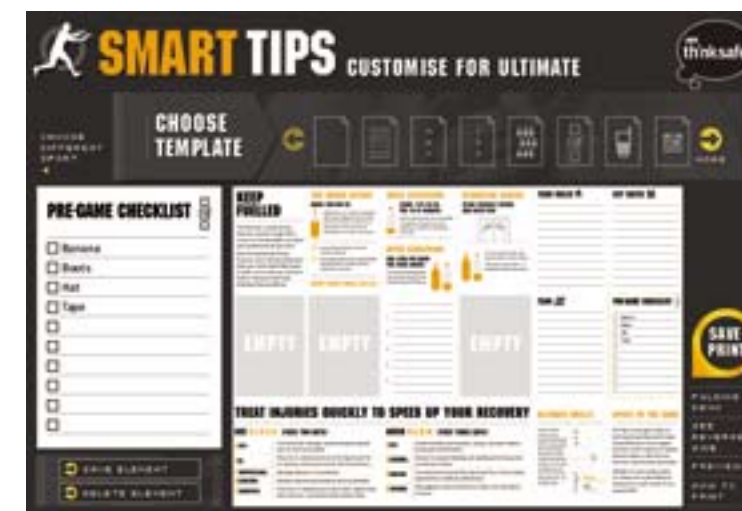
Most importantly, Relationship Design provides a context to new media delivery that aligns every tactic to the strategy. That doesn't mean campaigns and overhauls don't occur, but it does ensure that every effort delivers a sustainable relationship outcome. The pressure eases on developing complex, but short-term developments and creates space for delivering more effective solutions.

Establishing what everyone in 'the relationship' wants is not a new idea. Call it user research, business analysis, goal definition ... whatever, but taking the time to digest that research, taking it on board, and actually figuring ways for everyone to be satisfied, is

where Relationship Design comes in. Aligning what organisations and their customers want requires real commitment—it's not always easy, it's almost always challenging, but the results are real and sustainable.

For ACC Injury Prevention, it meant not just reaching for the first and easiest idea; putting the cards online, but rethinking how the web could empower coaches to 'own' the problem and become part of ACC's solution. The value of success is literally measured in fewer broken bones.

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Three easy pieces: DNA turned one-sized to customised for coaches