

# The Language of Love

## Return On Investment

# The Turnaround



*4 births in the world every second, 32 mobile phones sold  
4 billion people have still not made a phone call – at all*



- Length 311 meters
- 81,237 gross tons

- Suez Canal
- 300 m wide at its narrowest point



# Change is World Wide



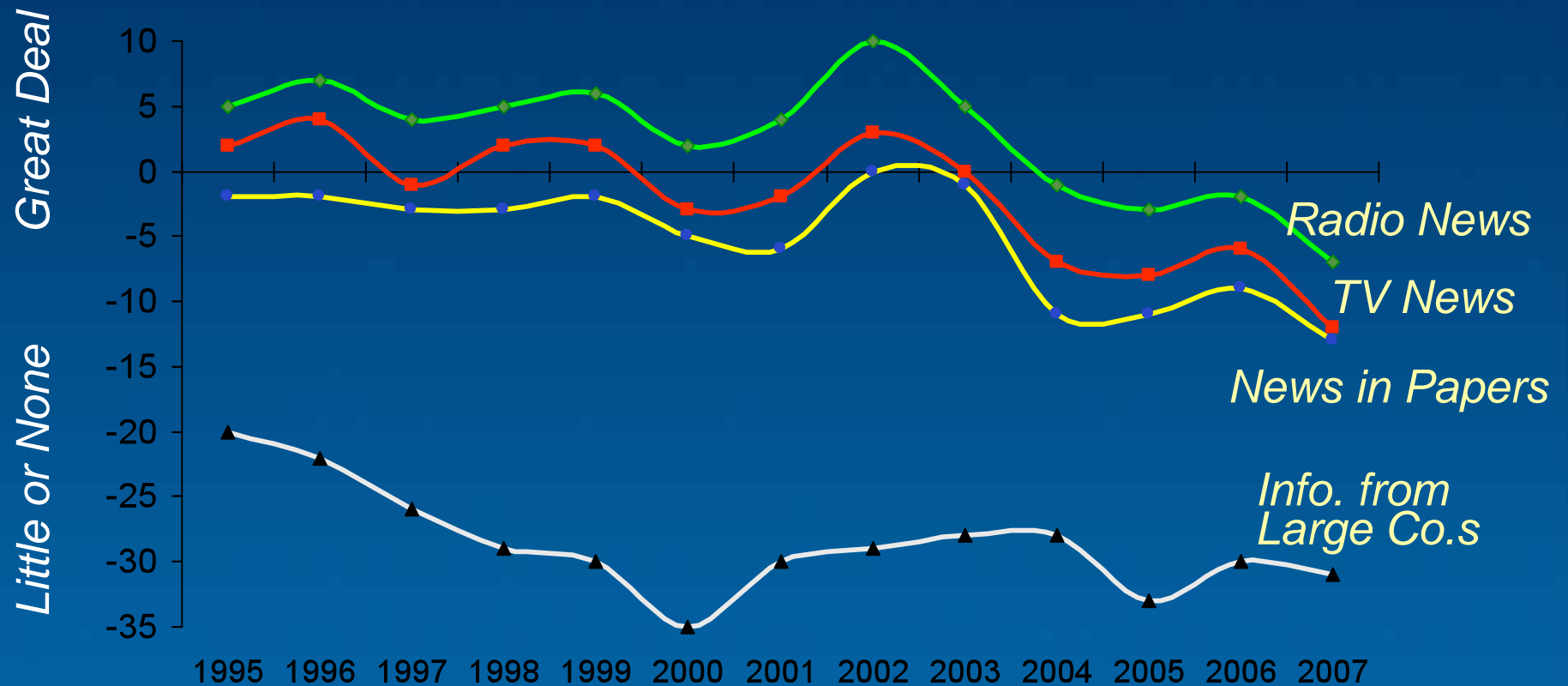
- CEO's and CFO's want measurable results
- An increasingly cluttered environment
- More channels to market- Facebook, YouTube, Second Life
- Marketing that attacks all the senses
- Increasing ways to avoid it
- Sampling is standard practice
- Rise of individualism – the 'me' generation.
- Distrust of "national"

# Institutional Scepticism



*"How much confidence do you have in ...?"*

**% Nett Great Deal/Little or None**



# Experiential Marketing



- It's where your potential customers:
  - Come face to face with you
  - Look your brand in the eye and judge its authenticity
  - Sample your brand values, check you out, see if you fit
  - They can determine your relevance
  - See if your features translate to their personal benefits

## Event Marketing Institute – viral impact of events report

- 78% of attendees told friends and family
- 90% within 2 days of the event
- 69% mentioned the sponsor
- Nearly 50% went on to purchase the sponsors product
- 98% of those exposed to a product at a positive experience will recommend the product

# Telstra Local Area Marketing



- \$19,006,697 spent and reviewed 06/07
- \$79,037,754 returned (GL, 1 year revenue)
- 152 campaigns
- Sales include – 40,630 Next G™ mobiles, 5,079 Wireless Broadband, 6,827 ADSL
- Largest campaign cost \$8,313,177 smallest \$598

**This is the language of Love**

# It's exciting



**We're on the lookout for Heroes in this Club.**

Fill up right in here today and find out how you can contribute to the success of your favourite club. Members are invited to help support the club's heroes in the club.

Memberships close in January 2008.

Matched set how many purchases of single tickets (1\* network, 1\* group) available or total amount in one month a contribution of \$30 to this our life saving club!

telstraheroes@theclub.com.au



**REAL CATS FANS**

THINK YOU'RE A REAL CATS FAN?

TAKE THE TEST NOW TO FIND OUT. You could WIN an LG 1500 mobile phone on the Next G™ network.

TEST ME

**NSW Telstra**

You don't have to be on the front line to help our NSW volunteer fire fighters. Ask our friendly staff for details.

**Telstra**

Mock your mates in Melbourne or your Pals in Perth for just 75c.

HomeLine™ Together\*  
\$69.90 per month

Line rental + Unlimited local calls\* + 75c international STD calling time

With HomeLine Together you get all of the advantages:

- 1. Calls to 1600 numbers included (to pay out for the long distance charges)
- 2. No 900 number charges
- 3. International\* available for all phones
- 4. Includes an hour of any time of the day or night emergency services calls to 112 or 000

01800 000 000

**Telstra**  
Country Wide

We're bringing Dalby closer to the Next G™ network.

Your local Telstra team is coming to <Dalby> to give you a hands-on, close-up look at the Next G™ network <Wednesday 15th November> at <Coles Shopping Centre> between <11am and 5pm>

# Next G™ Network Road Show



- Visited 150 towns with 163 shows in 84 days, 105,000 km traveled
- Over 100,000 customer experiences
- 29,435 new phones sales
- Cost \$8,313,177
- Return \$24,738,470



28<sup>th</sup> July 2008

Telstra – Chris Doody

# The Bus Trip

- Bundaberg – Wireless Bus Tour
- Dealers on a bus.
- New phones, a few beers and some pizza
- Cost \$598
- Return \$25,480



# We are not alone



**Motorola**



**Starbucks**



**Honeywell**

# Tips



- Customer first
- Understand the community
- Leverage off existing community events
- Integrate with your other activity eg; sponsorships
- Allow the customers to be involved
- Start with the end in mind – cash flow

Happy Selling

The End

Questions