



freeview™

more free tv

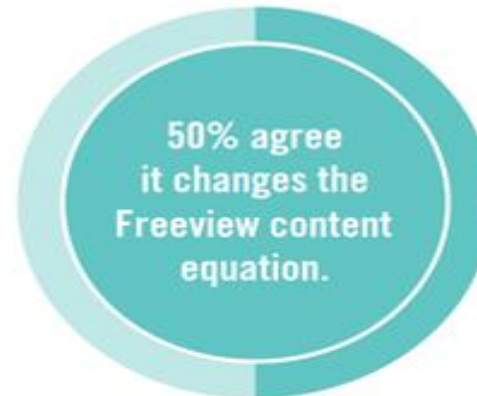
FreeviewPlus Opportunities = targeted campaign



Looking at the potential impact of FreeviewPlus®

And it is clear that FreeviewPlus® can change perceptions of our offer and brand.

"It sounds like an even better way of catching up on missed programs than is currently available to me."



"It sounds like a great alternative to SKY."

STRONGER AMONGST KEY AUDIENCES:

Sky TV (non sports) subscribers.

Younger viewers (under 35 years).

FreeviewPlus is most attractive to **younger viewers (under 35s) & non sports Sky subscribers.**

TRA research; n = 500 New Zealanders with a TV, aged 18+.

FreeviewPlus Awareness program



- Promotions on air, online and in press and instore to:-
- Increase awareness, Drive purchase in stores



TVC



Press



Digital media



Radio



Website



Retail Partners



POS



Media Launch Event



Objective

- a) Engage with key media to generate positive press for FreeviewPlus at Launch
- b) Achieve national & regional coverage for the launch of FreeviewPlus in technology & media focused publications as well as consumer-facing publications

Media Invited

100+ key journalists and industry partners



Objective

Generate positive press for FreeviewPlus to raise public awareness about and interest in FreeviewPlus

Activity

- a) FreeviewPlus Smart TV & box giveaway promotions across major nationwide & regional press
- b) Editorials across national and regional press



Retail Collateral + Training



Objective

- Inform consumers about FreeviewPlus – **what** it is, **why** get it & **how** to get it.

Activity

- A5 bi-fold pamphlet
- Posters in a range of sizes
- FreeviewPlus Demo video in-store display screens
- Staff Training for 2 x major chains



Promotional Media



a) From Launch Day

- National TVC from launch day
- Digital media placements including homepage takeovers



b) 2 weeks after Launch

- Radio commercial all stations
- Radio



Promotional Media – TVC's



Objective

Announce the launch of FreeviewPlus and the integration of live and on demand content from top New Zealand networks TVNZ, MediaWorks and Māori Television.



Execution

A key talent from each of the 3 network.







Promotional Media – Radio



Objectives

- a) Announce the launch of FreeviewPlus and highlight the game-changer that FreeviewPlus is for New Zealand free to air television.
- b) Generate 'organic' conversation about FreeviewPlus with TV giveaways.

Execution

- a) Radio commercial played out RadioWorks(shareholder) stations from July – September
- b) Ad libs / editorial on to talk about FreeviewPlus and giveaway TVs

Promotional Media – Digital

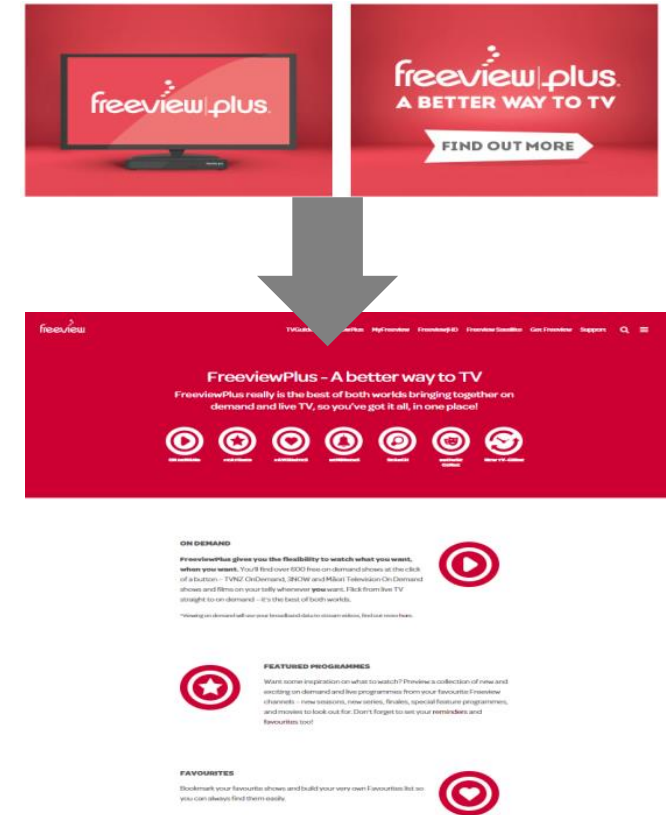


Objectives

- a) Announce the launch of FreeviewPlus and highlight the game-changer that FreeviewPlus is for New Zealand free to air television.
- b) Stimulate awareness and interest and drive traffic to www.freeviewplus.co.nz for more information.

Activity

- a) Homepage takeovers on stuff.co.nz, tv3.co.nz & tvnzod.co.nz
- b) Animated & static digital banner placements on mobile and desktop sites, with clear CTA
- c) All banners redirect to www.freeviewplus.co.nz
- d) New webpage contained all key info about FreeviewPlus and how to get it.



Promotional Media – Digital



Sample 300 x 600 animated banners shown here; simple colour swipes creates a clean look and use of contrasting bright hues used create excitement..



Additional launch support



Contact Centre & EmailSupport

- New enquiry process
- FreeviewPlustraining
- Contact Suite reporting updated to capture FreeviewPlus queries and feedback.

Manufacturers

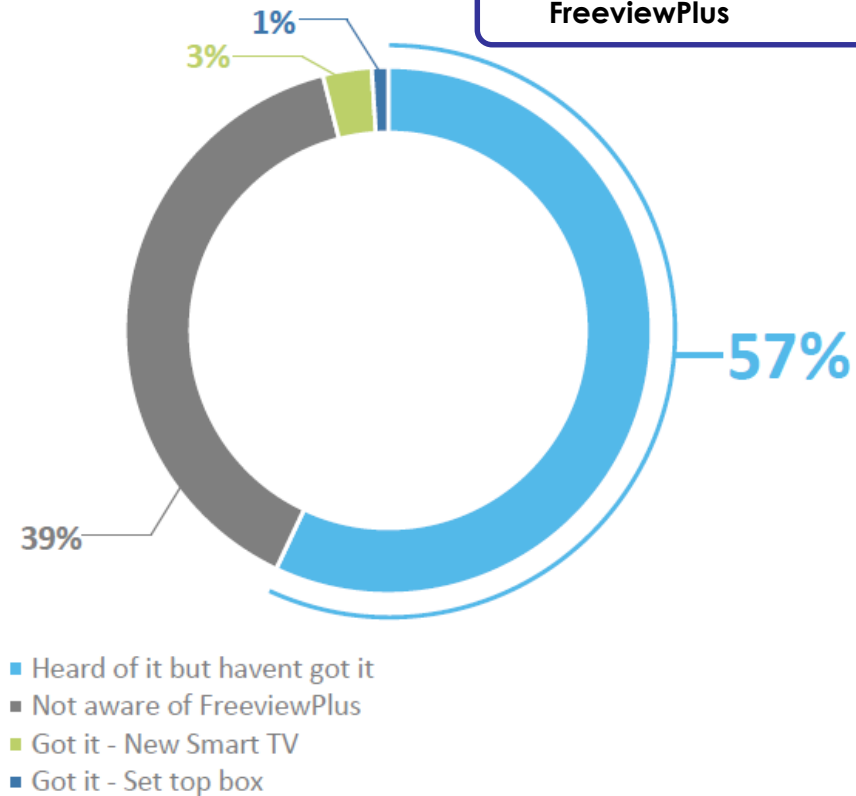
- Samsung & Panasonic products labeled FreeviewPlus
- AerialBox T2100 and T2200 POS and with FreeviewPlus packaging
- LG & Sony POS with “Get FreeviewPlus Ready” feature page .

Result = FreeviewPlus Awareness

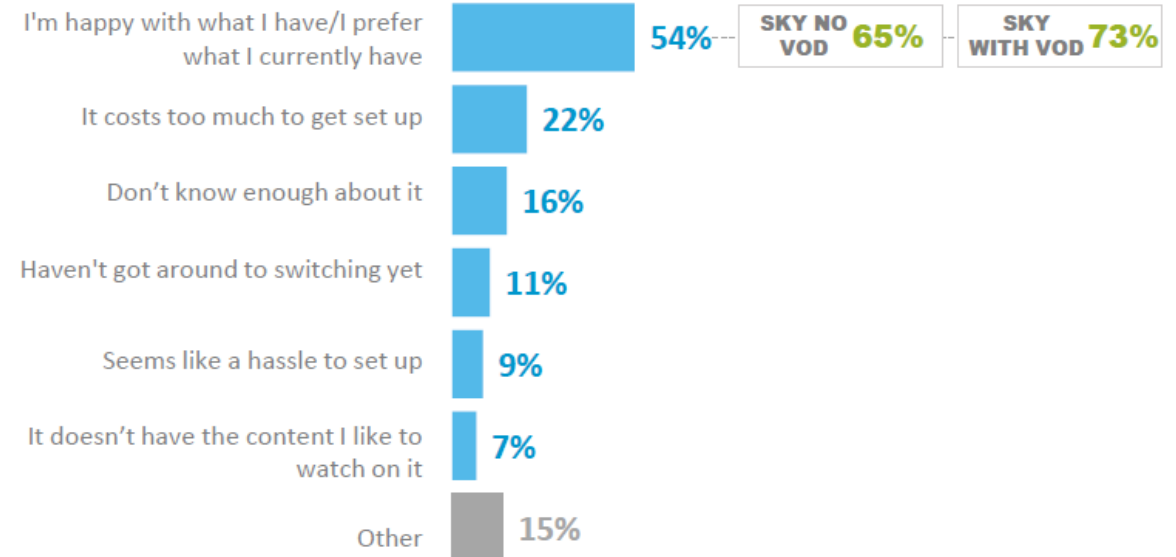


- 3 months after Launch
- 61% Aware of FreeviewPlus

AWARENESS OF FREEVIEWPLUS



OF THOSE WHO DON'T HAVE IT, WHY NOT?



XX% SIGNIFICANTLY LOWER THAN TOTAL

XX% SIGNIFICANTLY HIGHER THAN TOTAL



Q2) Before today had you heard of FreeviewPlus? n=589 Q3) Have you got FreeviewPlus? n=589 Q4) Why don't you have FreeviewPlus? n=337 Base Size: Total respondents n=589

