

TELSTRA MOBILE NETWORK

WESTERN AUSTRALIA EXPANSION



THE BRIEF

Telstra is increasing its Mobile Network coverage in regional Western Australia by 22%. A Local Area Marketing campaign toolkit is needed to highlight the benefits of the larger Telstra network to existing and potential customers.

BACKGROUND

Regional Telstra customers (and presumably competitor customers) are frequently frustrated with diminished and unreliable coverage. The alleviation of this frustration should meet these objectives and expectations:

- Existing customer contract renewal
- Increased call frequency and duration
- Increased uptake of data services
- Increased sales of smartphones and tablets
- Increased uptake of pre-paid sales
- Competitor customer churn to Telstra

AGENCY REQUIREMENT

Develop a Local Area Marketing toolkit with a number of items that regional stores can select and acquire from MSM to inform their local market of the expanded, improved Telstra Mobile Network.

APPROACH

Identify the specific benefits of the expanded Telstra Mobile Network and explain the advantages to mobile phone users in regional areas.

THE BENEFITS

The Telstra Mobile Network when expanded in WA will be unsurpassed in the following key areas:

- Greater inclusion of remote area users (COVERAGE)
- Clearer calls (CLARITY)
- Fewer interruptions and drop-outs (RELIABILITY)
- Faster, more reliable Mobile Internet (DATA SPEED)

CAMPAIGN STRATEGIES, INITIAL CONCEPTS & APPLICATIONS

Two concepts have been developed to highlight and educate the benefits of the expanded network. They can be used as alternatives to each other or in concert. Applications may include but are not limited to:

- Press and Radio
- LBDs
- Outdoor media (Road signs & other where applicable)
- Store messages (placemats, POS, leaflets)
- Mobile media (bus, cabs)
- Digital media
(in store, mall media, register points in mass merchants)

CONCEPT 1

NETWORK BENEFITS

Is based on the current ATL National Mobile Network campaign, but with general reference to users in regional WA, but also tailored to specific local areas. It highlights the benefits of an enhanced Telstra Mobile Network in:

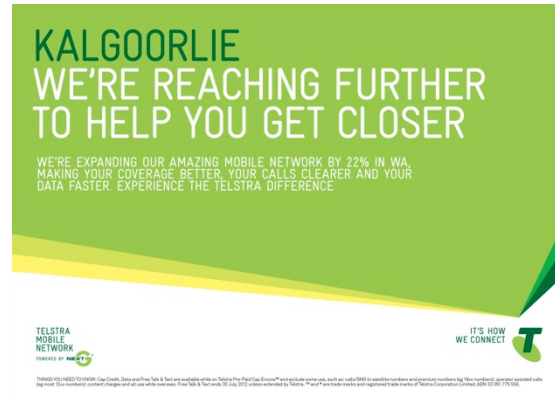
- COVERAGE
- CLARITY
- RELIABILITY
- DATA SPEED

The theme can be deployed in any regional area, and the templates tailored to any customer catchment.

CONCEPT 1

NETWORK BENEFITS

Can be customised for
the variety of applications
listed previously
(POS, press, outdoor, etc).



COVERAGE



CLARITY



RELIABILITY



DATA SPEED

CONCEPT 1

COVERAGE

An expanded Telstra network will help you get better coverage when talking to friends and family near or far.

Other network benefits are in sub-copy.

Is able to be tailored for any specific region.

KALGOORLIE
**WE'RE REACHING FURTHER
TO HELP YOU GET CLOSER**

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK BY 22% IN WA,
MAKING YOUR COVERAGE BETTER, YOUR CALLS CLEARER AND YOUR
DATA FASTER. EXPERIENCE THE TELSTRA DIFFERENCE

TELSTRA
MOBILE
NETWORK
POWERED BY **NEXTG**

IT'S HOW
WE CONNECT 

THINGS YOU NEED TO KNOW: Cap Credit, Data and Free Talk & Text are available while on Telstra Pre-Paid Cap Encore™ and exclude some use, such as: calls/SMS to satellite numbers and premium numbers (eg 19xx numbers); operator assisted calls (eg most 12xx numbers); content charges and all use while overseas. Free Talk & Text ends 30 July 2012 unless extended by Telstra. ™ and ® are trade marks and registered trade marks of Telstra Corporation Limited, ABN 33 061 775 556.

CONCEPT 1

CLARITY

An expanded Telstra network will help you get better call clarity when talking to friends and family near or far.

Other network benefits are in sub-copy.

Is able to be tailored for any specific region.



KALGOORLIE
LET US MAKE
YOU VERY CLEAR

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK BY 22% IN WA, MAKING YOUR CALLS CLEARER, YOUR COVERAGE BETTER AND YOUR DATA FASTER. EXPERIENCE THE TELSTRA DIFFERENCE

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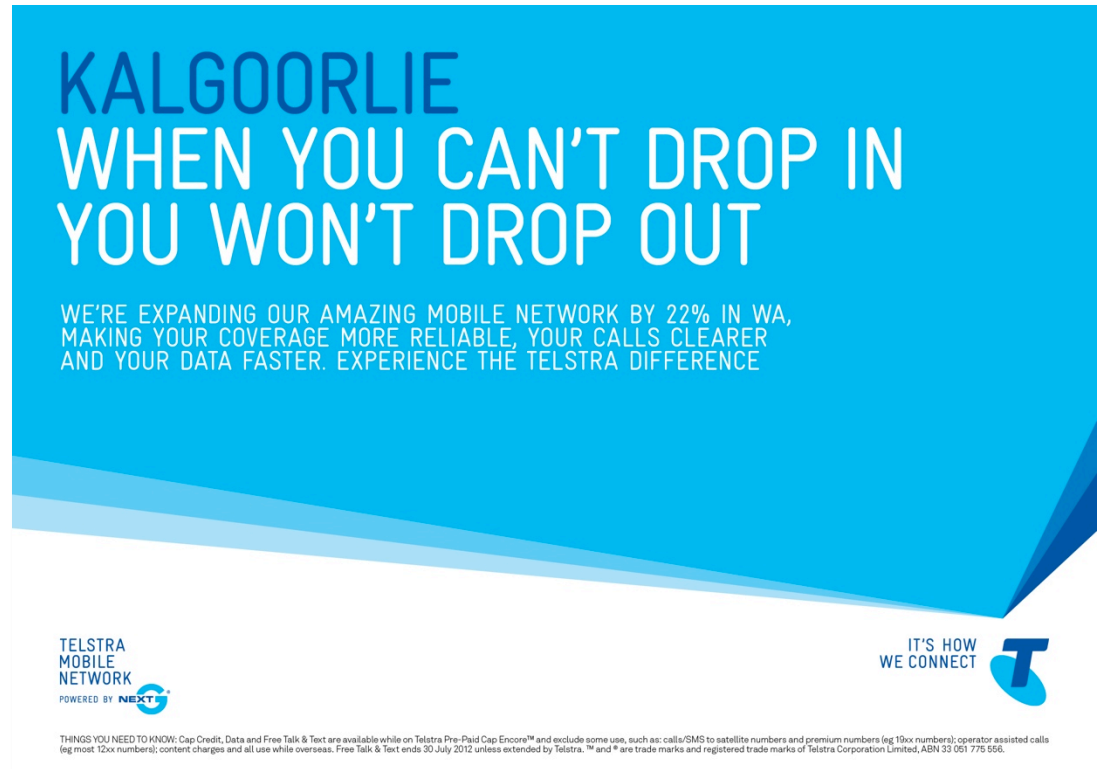
CONCEPT 1

RELIABILITY

An expanded Telstra network will help you get better call/data reliability with fewer distortions and drop-outs.


Other network benefits are in sub-copy.


Is able to be tailored for any specific region.



KALGOORLIE
WHEN YOU CAN'T DROP IN
YOU WON'T DROP OUT

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK BY 22% IN WA, MAKING YOUR COVERAGE MORE RELIABLE, YOUR CALLS CLEARER AND YOUR DATA FASTER. EXPERIENCE THE TELSTRA DIFFERENCE

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CONCEPT 1

DATA SPEED

An expanded Telstra network will help you get faster uploads and downloads from the the mobile internet

Other network benefits are in sub-copy.

Is able to be tailored for any specific region.

KALGOORLIE GET YOUR DOWNLOADS DOUBLE TIME

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK BY 22% IN WA, MAKING YOUR DATA FASTER, YOUR COVERAGE BETTER, AND YOUR CALLS CLEARER. EXPERIENCE THE TELSTRA DIFFERENCE

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CONCEPT 1

POTENTIAL APPLICATIONS



CONCEPT 1

POTENTIAL APPLICATIONS



CONCEPT 1

POTENTIAL APPLICATIONS



CONCEPT 2

USER BENEFITS

Based on identifying specific user groups within regional WA, remembering that regional need not necessarily mean inland or stationary.

This material can be implemented to provide a targeted approach to specific regions/users according to the dominant industry in the local area.

Four key user groups are identified:

- Coastal
- Agricultural/Viticultural
- Mining
- Transport

While it may appear to be a 'business' approach, it's worthwhile to point out that these are lifestyle vocations, not nine-to-five employment. Their work is a large part of their life.

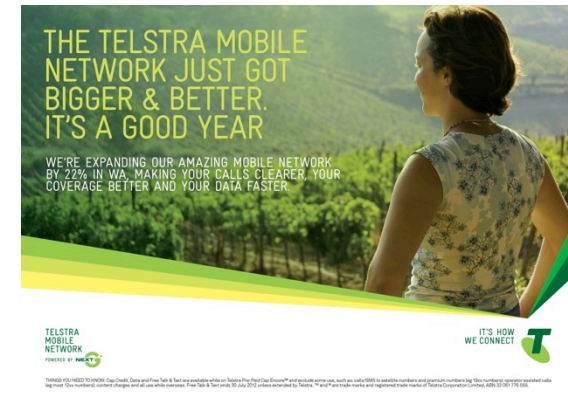
CONCEPT 2

USER BENEFITS

Can be customised for the variety of applications listed previously (POS, press, outdoor, etc).



COASTAL



AGRI/VITICULTURAL



MINING



TRANSPORT

CONCEPT 2

COASTAL

Identifies the user in the coastal fishing industry. Better communications mean better contact with loved ones and business partners



THE BIGGER, BETTER TELSTRA MOBILE NETWORK WILL KEEP YOU ON THE LINE

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK BY 22% IN WA, MAKING YOUR CALLS CLEARER, YOUR COVERAGE BETTER AND YOUR DATA FASTER.

TELSTRA MOBILE NETWORK
POWERED BY 

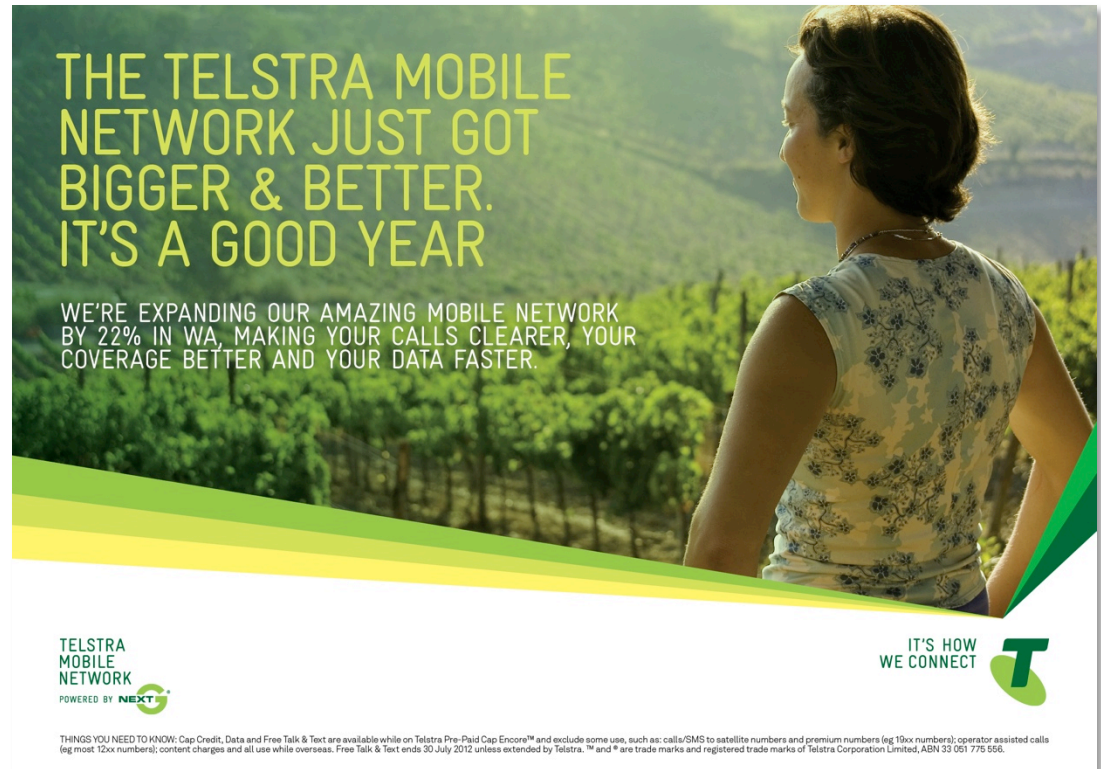
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CONCEPT 2

AGRI/VITICULTURAL

Identifies the user in the viticultural industry. Better communications mean better contact with loved ones and business partners



THE TELSTRA MOBILE NETWORK JUST GOT BIGGER & BETTER. IT'S A GOOD YEAR

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK BY 22% IN WA, MAKING YOUR CALLS CLEARER, YOUR COVERAGE BETTER AND YOUR DATA FASTER.

TELSTRA MOBILE NETWORK
POWERED BY **NEXTG**

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CONCEPT 2

MINING

Identifies the user in the mining industry. Better communications mean better contact from remote areas with loved ones, and employers, contractors, etc.



**THE TELSTRA MOBILE NETWORK
JUST GOT 22% BIGGER.
EUREKA!**

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK IN WA, MAKING YOUR CALLS CLEARER, YOUR COVERAGE BETTER AND YOUR DATA FASTER.

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CONCEPT 2

TRANSPORT

Identifies the user in the transport industry. Better communications mean better contact from remote areas with loved ones, and employers, contractors, etc.



THE BIGGER, BETTER
TELSTRA MOBILE
NETWORK HELPS
CLOSE THE DISTANCE

WE'RE EXPANDING OUR AMAZING MOBILE NETWORK
BY 22% IN WA, MAKING YOUR COVERAGE BETTER,
YOUR CALLS CLEARER, AND YOUR DATA FASTER.

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POTENTIAL APPLICATIONS



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QUESTIONS & CONCLUSIONS