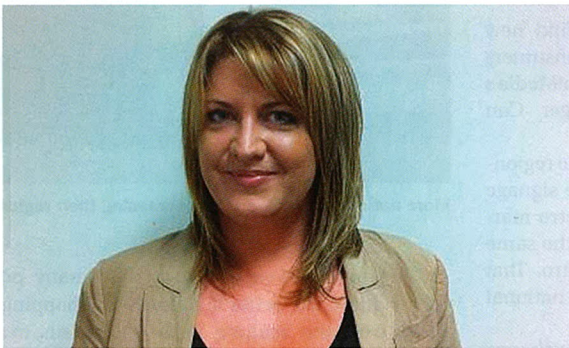


Does regional provide more bang for your buck?

ATTRACTED BY LOWER LIVING COSTS AND AN IDYLIC WAY OF LIFE, YOUNG FAMILIES ARE MOVING INTO RURAL AREAS. ADVERTISERS HAVE BEEN QUICK TO FOLLOW THE MONEY. NINE OF THE TOP TEN REGIONAL ADVERTISERS INCREASED AD SPEND LAST YEAR. WHAT DO REGIONAL MARKETS OFFER BRANDS COMPARED TO METRO MARKETS?



**JANE WALSH - MARKETING MANAGER,
PERSONAL INSURANCE DIVISION, SUNCORP GROUP**

The attraction of regional TV is primarily the audience it can deliver. Australians living in markets serviced by regional TV represent key opportunities for business growth. Our brands are just as relevant if not more so in regional markets where the family car is often the main means of transport.

We think it's pertinent that the majority of the increasing number of Australians moving to these new favoured destinations are attracted by a lower cost of living and greater affordability of housing. They're tending to start families at a younger age than in metro areas. We find from a category perspective regional markets tend to be less cluttered, therefore offer us cleaner space in which to talk to both potential and existing customers.

The added bonus of lower advertising costs for the audience ensures that regional TV is a key component of most of our campaigns. Quite often television is the most efficient medium in these markets, which is usually not the case in metropolitan markets.

Overall, in delivering our marketing outcomes, we have found regional TV to be very effective and cost-efficient. We see the medium continuing to be a key component of our marketing strategies.



**ANTHONY SHINER - GENERAL MANAGER,
OPTUS COUNTRY**

Our philosophy is about being the challenger of the status quo, and this is demonstrated in our current regional media and marketing strategy. For us, regional media isn't a value for money option in the sense that it's cheaper - it's value for money in the sense that there is a huge opportunity which up until recently, hasn't had legitimate choice in our sector.

Through our mobile network expansion and the NBN, regional Australia is increasing its appetite for technology products; which means that the cut through is higher and that our ability to connect with customers with a fresh message is also much stronger. Understanding this, the overall target market is large and dispersed suggesting cheaper cost per media piece being offset by smaller scale of customer touches.

What we have seen in our regional focus is that consumers and small business in regional Australia are looking to advertising as an education and information medium on which they base their decisions - probably more so than in metropolitan areas.

We have seen a real change in regional advertising as the market evolves to suit this more educated consumer - away from the scatter-gun approach to a tailored, campaign-driven development of messages.