

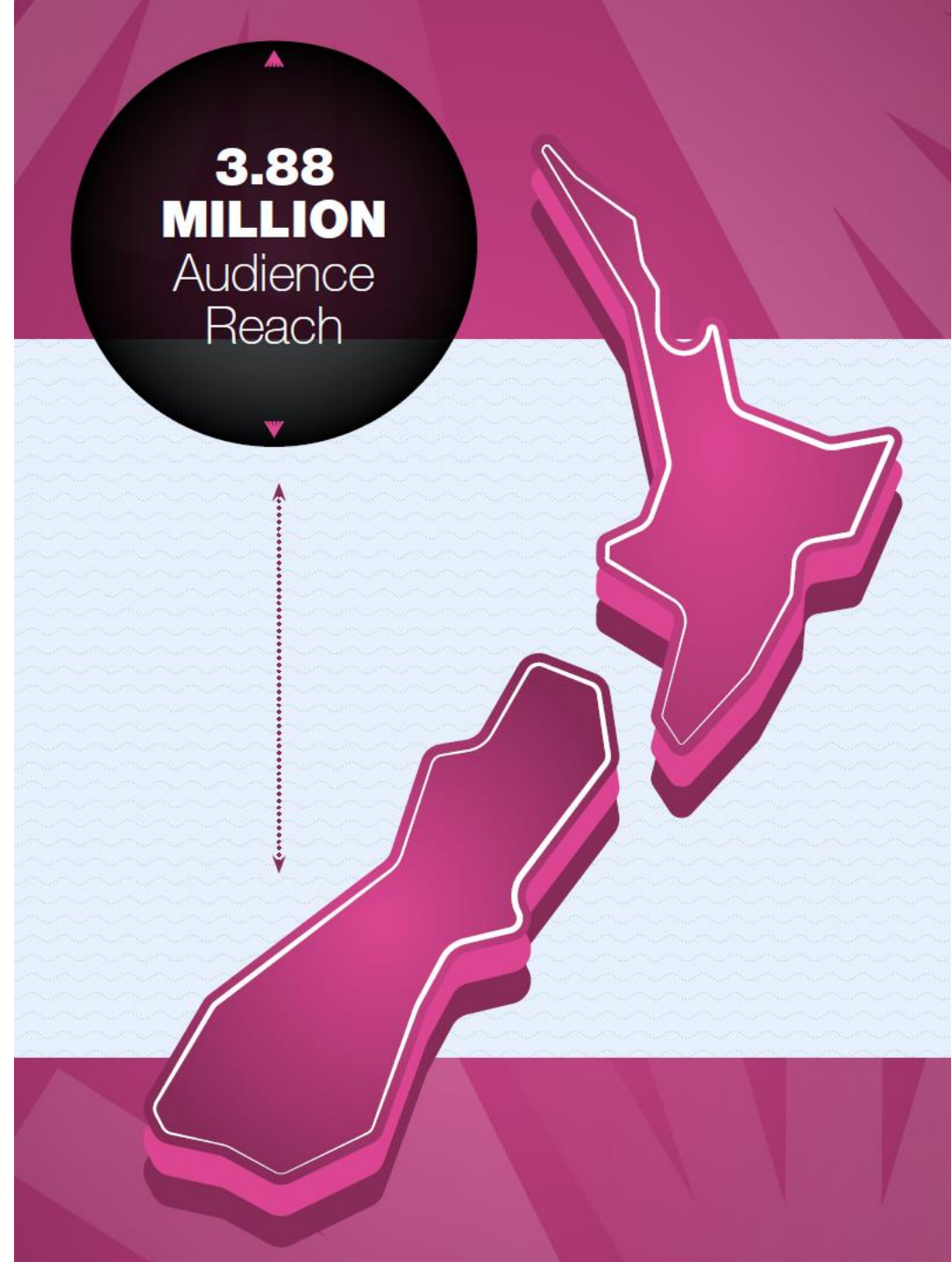


ACA welcomes New Zealand!

Audience Reach

3.88million

**Highest Audience Reach in
New Zealand above ALL other
media channels.**

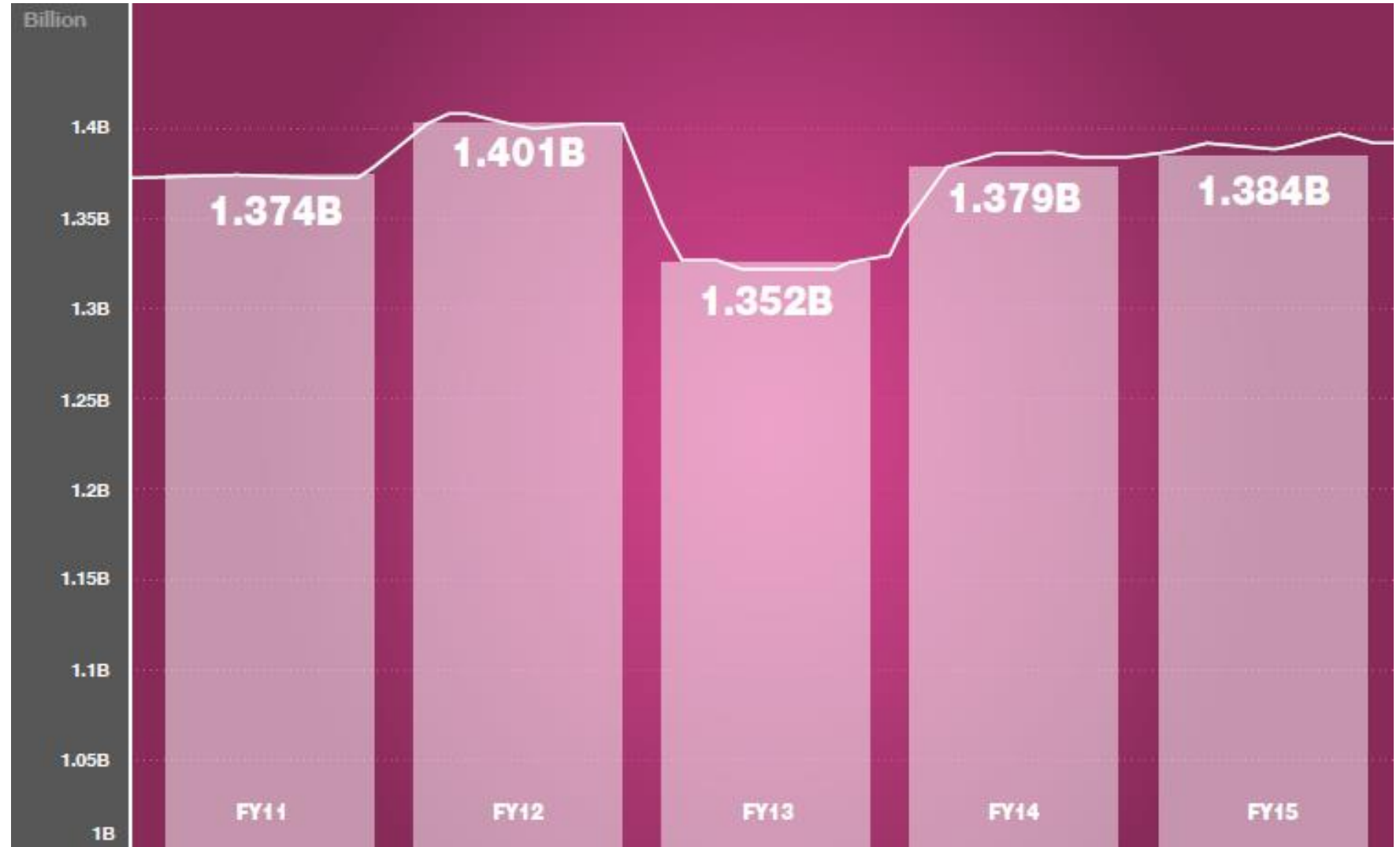


Circulation

1.384b

FY15 realised a three year high in volumes achieved.

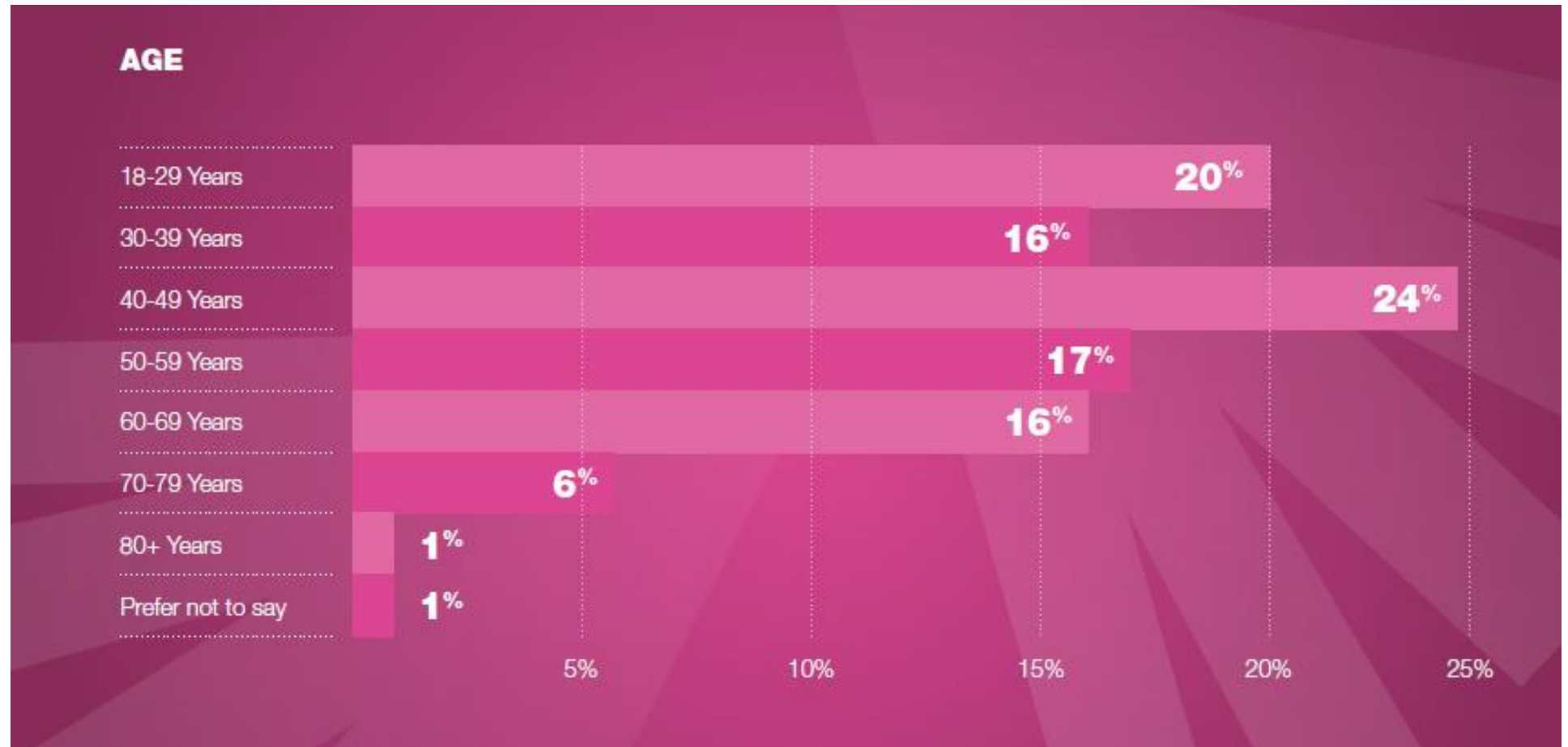
Retailers continue to support catalogue and letterbox marketing.



Readership

18.6%

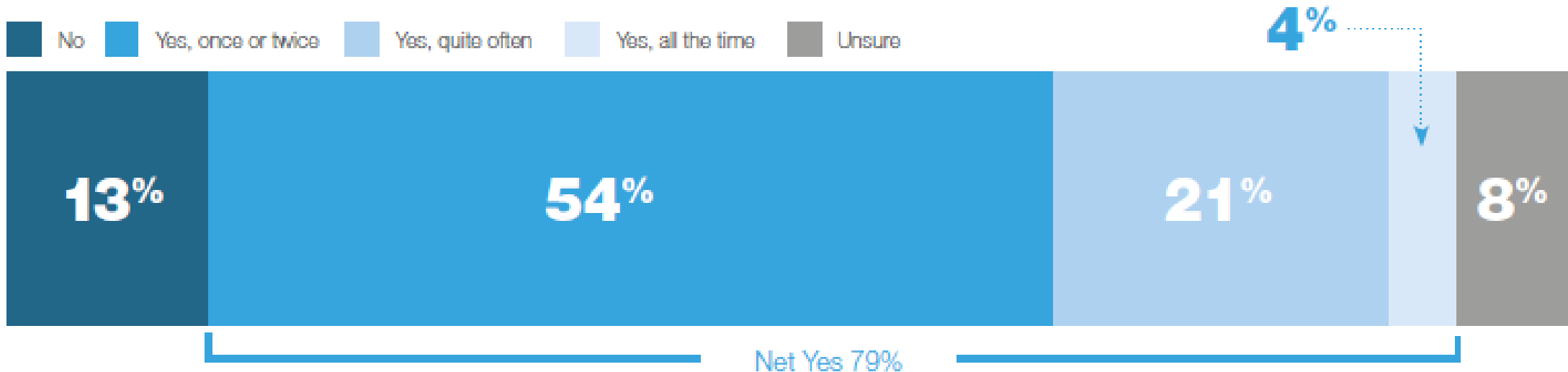
Strong Readership across all segments, gender and age.



PURCHASES MADE DUE TO UNADDRESSED MAIL

79% of consumers have purchased something after seeing it advertised through unaddressed mail.

After seeing something advertised in unaddressed mail, 54% have bought something 'once or twice', 21% have bought something 'quite often' and 4% buy something 'all the time'.



The role of COUPONS

CASE STUDIES – COLRUYT



Loyalty Card Memberships

50K  1M

Reduced annual paper usage by

665M  Pages

Produced 

€360M

in revenue growth

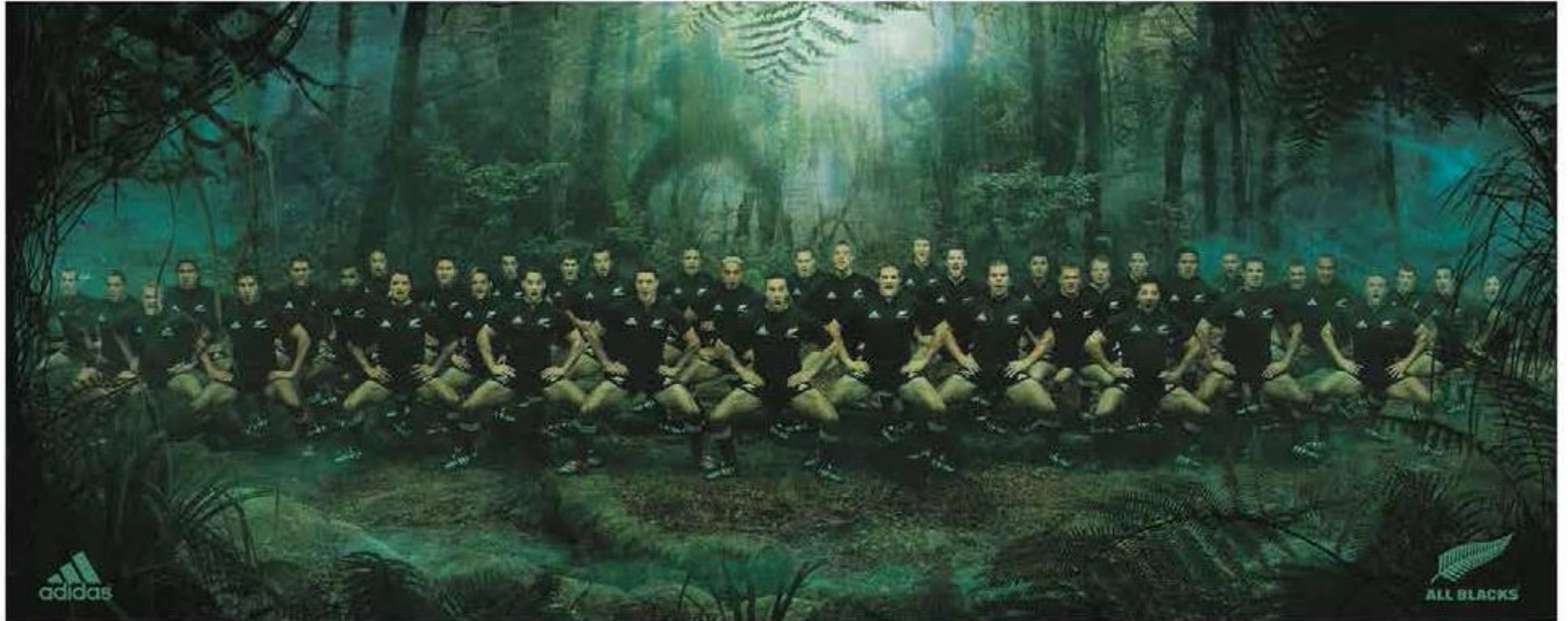
Understanding the power of coupons, Colruyt, understood that coupon books were junk mail unless they had meaning to the customer. Using their loyalty program data they began personalizing their coupon catalogues.

They benchmarked success of the campaign on loyalty program activity. Before the campaign they had 50,000 loyalty card holders. It is now well over 1 million.

More critically Colruyt's revenue rose by over 360 million EUROS since implementing personalized technologies within their marketing mix.



The role of CREATIVITY



THE PHOTON CONTAINS THE BLINDS OF THE 2004 ALL BLACKS, WHICH HAS BEEN HEAT TREATED TO BE COMPLIANT WITH THE AUSTRALASIAN PROCESS TO ENSURE ABSOLUTE STABILITY AND SAFETY.



Thank you and welcome to

Dr. Violet Lazarevic

ACRS Monash Business School