

TELECOMMUNICATION

The telecommunication industry is a \$38 billion industry in Australia. Rising demand for mobile services has occurred at the expense of fixed-line services. Revenue derived from wireless services has increased, driven by growing mobile data consumption volumes and enhanced cellular connectivity. Even in an oppressive digitalised society, catalogues offer consumers the latest exclusive deals and up to date product development within the telecommunication sector.



68%

of Australians earning \$30,000 - \$39,999 are 68% more likely to purchase a product after viewing the catalogue for 5-9 minutes.

70%

of Australian men purchased a product they do not buy regularly.

62%

of Australian men make special trips after viewing a telecommunication catalogue.

70%

of Australian men are spending approximately 5-9 minutes reading a telecommunication catalogue.

Source: Roy Morgan Research / ~ 2,000 Quant #2 / November - December ' 18

AUSTRALIAN POPULATION

RETENTION

Research shows catalogues and letterbox media are retained for the sales period advertised, however look-book or seasonal catalogues, with stronger brand content, are kept for future reference within the home and shared amongst the household. Retailers could use this input when considering their catalogue campaigns, with 'sales' regular catalogues supported by seasonal brand books that are retained throughout the year.

2.5 WEEKS

On average catalogues are retained within the Australian home for 2.5 weeks.

SHARE-ABILITY

The share-ability of catalogue and letterbox media is an insight that was unexpected at the commencement of this research project, whether sharing gift ideas for Birthdays, Christmas or Mother's Day, Australians talk about what they see in catalogues with each other. In fact, 40% of readers share within private social media, SMS or chat groups)

4.1 M

Australians tell a friend or family member about things they've seen in a catalogue.

SECONDARY READING

4.4M Australians shared a hard copy catalogue with a family member or friend in the last seven (7) days.

1 in 3

Australians share hard copy catalogues.