

# Marketing Plan for Alan Jones

## Background

From July 2002, Telstra will sponsor 2GB's Alan Jones' Breakfast program for one year. This sponsorship will provide Telstra with a cost-effective communications vehicle to promote its major products, new launches and community sponsorship.

Alan Jones is a prominent player in the media industry and hosts the highest ranking radio program in the breakfast time slot from 6am-9am. The audience is extremely loyal to Jones and they listen to and respect his opinions and use them to influence their friends and families.

Further more, talk back radio is a high involvement media with the audience listening on average 6 hours per week. This is up to 33% longer than other types of radio. Recent surveys found that 57% of radio listeners paid high attention to talk back radio, compared to 25% who paid high attention to music radio. Talk back radio stays in the foreground and develops strong relationships with their listeners. Music radio stays in the background and provides ambience.

The following details the structure of the agreement with 2GB:

Media Costs	\$1,200,000 (Payment to 2GB)
Term of Agreement	1 year
Market Coverage	Sydney Only
Time Slot	Breakfast 6am-9am
Live Reads	3 x 30 sec spots per day Monday to Friday (fixed time placement 6:43am, 7:15am, 7:57am)
Positioning Statements/Credits	7
Added Value	<ul style="list-style-type: none"> <li>▪ \$100 k credit towards 2003 NRL \$380 k sponsorship for 2003</li> <li>▪ 850 x 30 second commercials Morning, Afternoon, Drive, Evening</li> </ul>
Product Category Exclusivity	Internet, Mobile, Fixed, Pay TV
Weeks on air each year	44 weeks
Copy Writing	Included in fee

## Cost Breakdown by Business Unit

Business Unit	Total media commitment for FY02/03	Percentage of Total Spend	Alan Jones Dollar Commitment
Retail – Consumer	\$38,800,000	52.35%	\$628,200
Retail- Small Business	\$4,000,000	5.4%	\$64,800
Mobile	\$25,255,556	34.08%	\$408,960
Shops	\$6,055,560	8.17%	\$98,040
<b>TOTAL</b>	<b>\$74,111,116.00</b>	<b>100%</b>	<b>\$1,200,000</b>

## Spot Breakdown by Business Unit

Business Unit	Percentage of Total Commitment	Live Reads (660)	Bonus Spots (850) (To be allocate don a campaign basis by Optimedia)
Retail – Consumer	52.35%	345 (8 per week)	445
Retail- Small Business	5.4%	36 (1 per week)	45
Mobile	34.08%	225 (5 per week)	290
Shops	8.17%	54 (1 per week)	70
<b>TOTAL</b>	<b>100%</b>	<b>660</b>	<b>850</b>

## SWOT Analysis

<p><u>Strengths</u></p> <ul style="list-style-type: none"> <li>▪ No 1 rating breakfast radio show in Sydney.</li> <li>▪ Loyal listeners who value Jones' opinion and repeat to friends and family therefore extending the reach of the sponsorship.</li> <li>▪ Talk back radio – high involvement medium</li> <li>▪ Product category exclusivity</li> <li>▪ Good medium to reach small business market</li> </ul>	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>▪ 77% of Alan Jones's listeners are over 40 (73% are over 55). Telstra media buying audience is becoming younger with key buying demographic of 25-39.</li> <li>▪ Cynicism around live read mechanism due to cash for comment incident.</li> <li>▪ Sponsorship delivers slow reach (only 21.9% over the year) with very high frequency (91.8) – potential for message wear out.</li> <li>▪ The majority of the Alan Jones audience is already Telstra loyal.</li> </ul>
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>▪ Educate an audience that is not particularly technology savvy by taking them on a technology journey. Because the audience is already Telstra loyal, this could lead to cross-selling opportunities.</li> <li>▪ Telstra loyal audience may become Telstra advocates influencing their friends and family.</li> <li>▪ Increase positive exposure to the Telstra brand.</li> </ul>	<p><u>Threats</u></p> <ul style="list-style-type: none"> <li>▪ Ability to supply 2GB with enough new material to avoid message wear out.</li> <li>▪ Important to manage the announcement of the sponsorship to avoid any negative publicity.</li> <li>▪ Need to find the right level for messages to avoid appearing condescending to those who are more advanced on the technology journey.</li> </ul>

## Target Market/Market Segmentation

### Primary Target market:

#### 1) *Consumers*

- People aged 40+ (73% of listeners over 55)
- Residing in Sydney
- Many already Telstra loyal.

- Majority may not be technologically savvy.
- Tend to be more traditional rather than progressive
- May have lower income and therefore fewer dollars to spend on communications.
- Occupation: High percentage of retirees/home duties – more time to use communications products like the Internet if they can be sold on its benefits.
- Their relationship with Telstra is built on heritage and tradition.

## 2) *Small Business Owners/Managers*

### a) Traditional Small Businesses:

- 1-2 employees
- Single site
- Avg. 1 mobile, 1-2 lines
- Retailing, Manufacturing
- Low reliance on technology

### b) On the Road Businesses:

- Less than 4 employees
- Most of day spent out of home
- Avg. 1-3 mobile, 1 fixed
- Construction, Transport
- High reliance on mobile & fax, low internet penetration

### c) Home Businesses:

- Less than 2 employees
- Business run out of home
- Avg. 1 mobile, 1-2 lines
- Personal services, Business Services, Wholesale
- High reliance on technology

## Secondary Target markets:

- Shareholders
- Telstra staff
- Media

## Overall Positioning

Telstra is striving to own “Progress” and be viewed by the market as a progressive company. To achieve this positioning, Telstra needs to be viewed as a company that:

- is clever, caring and trustworthy;

- works harder for all Australians; and
- keeps Australians connected through the provision of a reliable and extensive network, continual product innovation, services that make it easier to manager their lives.
- Represents good value
- Is involved in the community at a grass roots level.

In addition, Telstra is unique in its ability to provide every communications product in one place.

## Communications Objectives

- Position Telstra as a progressive company.
- Increase awareness of Telstra's communications offering
- Increase understanding of the benefits of Telstra's total communications offering.
- Increase awareness of Telstra's involvement in the community.
- Position Telstra as the communications company of choice.

## Strategy

- Take listeners on a journey to discover the breadth and depth of Telstra's communications offering. Messages should be written with an education slant.
- Take listeners on a journey through Telstra's community involvement.
- Build on Alan Jones' credibility and the trust that he has developed with his audience to educate the less technology savvy listeners
- Highlight each of the following areas, all of which support Telstra's brand promise.

Communication Pillars					
Innovation	Network	Service	Value	Community	Telstra Facts
<b>Propositions</b>					
Telstra is working harder to be at the cutting edge of technology to provide me with innovations that are relevant to my life.	Telstra is caring for the coverage needs of all Australians. We are continually improving and expanding our network to provide a broad and reliable service that you can depend upon to remain connected – where ever you are and however you choose	Telstra is working harder to provide innovative services that make my life easier.	Telstra can tailor a communications package to suit your needs and save you time and money. Combined with Telstra's superior network, innovative product offerings and services, this makes Telstra great value.	You may be surprised at the depth of Telstra's community involvement with Australians from all walks of life.	Look for key facts/messages to counteract any negative media and perceptions about Telstra. - e.g Service levels
<b>Proof</b>					
<b>Internet:</b> Introduction to the Internet – what can I do on the Internet; what do I need; what product is best for me Telstra BigPond Broadband	<b>Phone Features:</b> Call Waiting Call Return 3-Way Chat MessageBank 1# MessageBank Combined	24 x 7 customer service Service Guarantee Movers Telstra Shops Disability Services	Packages Rewards and Relationships STD Offers ID Offers Single Bill	<b>Sponsorships:</b> Commonwealth Games Australian Ballet Australian Swimming Athletics Australia MCA Bangarra Dance Theatre Telstra Small Business Awards Telstra Women's Business Awards	
<b>Mobile:</b> SMS M-Commerce GPRS	<b>Mobile:</b> Coverage CDMA v GSM Noise Suppression	<b>Disability Services:</b> Brail Bills Large Print Bills	<b>Mobile:</b> Group Plans	<b>CSA's:</b> Child Flight Lifeline Open Family Road Safety Dial before you dig	
Foxtel				Project Equity	
<b>SME</b> Narrowband ISDN Broadband		<b>SME</b> Starters Movers			

## Key Message Grid

The nature of live reads and radio allows Telstra to alter messages on a regular basis with short notice to account for business needs. However, taking the media grid into account for FY02/03 and the overall strategy, the following messages have been identified for each month.

	July	August	Sept	October	Nov	Dec
Key Dates	Proj 216 Comm Games Bledisloe Cup		Fathers day NRL Finals	NRL Grand Final		Xmas
Sponsorship	Comm Games – Hero Messaging; Website; Bangarra	<ul style="list-style-type: none"> <li>Comm Games – Welcome Home</li> <li>NATSIA Awards</li> <li>Telstra Small Business Awards</li> </ul>	<ul style="list-style-type: none"> <li>Short Course Swimming Championships</li> <li>IAAF Grand Prix Final – Athletics</li> <li>World Cup – Athletics</li> <li>Ballet</li> </ul>	<ul style="list-style-type: none"> <li>Paralympian of the Year Awards</li> <li>Paralympic Week</li> <li>Telstra Business Womens Awards</li> <li>Ballet</li> </ul>		<ul style="list-style-type: none"> <li>Launch Telstra A series – Athletics</li> <li>Swimmer of the Year Awards</li> <li>Telstra World Cup – Swimming</li> <li></li> </ul>
CSA's		<ul style="list-style-type: none"> <li>Child Flight</li> </ul>	<ul style="list-style-type: none"> <li>Open Family</li> </ul>	<ul style="list-style-type: none"> <li>Life line</li> </ul>	<ul style="list-style-type: none"> <li>Child Flight</li> </ul>	<ul style="list-style-type: none"> <li>Road Safety</li> </ul>
Brand	<ul style="list-style-type: none"> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>
Consumer – Retail	<ul style="list-style-type: none"> <li>Intro to the Internet</li> <li>Narrowband</li> <li>CD Events</li> <li>1 cent Saturdays</li> </ul>	<ul style="list-style-type: none"> <li>1 cent Saturdays</li> <li>Foxtel</li> </ul>	<ul style="list-style-type: none"> <li>Broadband</li> <li>MessageBank Combined</li> <li>Packaging/Single Bill</li> </ul>	<ul style="list-style-type: none"> <li>Movers</li> <li>Phone Features</li> <li>Calling Number Display</li> <li>Packaging/Single Bill</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Tactical STD</li> <li>Narrowband</li> <li>Foxtel</li> <li>Packaging/Single Bill</li> </ul>	<ul style="list-style-type: none"> <li>Foxtel</li> <li>Broadband</li> <li>1 cent Saturdays</li> <li>Packaging/Single Bill</li> </ul>
Consumer – Mobiles	<ul style="list-style-type: none"> <li>CDMA or GSM – what's right for me</li> <li>Family Plans</li> <li>Recommend a Friend</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>GSM Noise Suppression</li> <li>Father's Day</li> <li>Options for everyone – 3 minutes free</li> </ul>	<ul style="list-style-type: none"> <li>CDMA Performance</li> <li>Packaging</li> <li>Any phone/Any Plan</li> <li>SMS</li> </ul>	<ul style="list-style-type: none"> <li>Usage Stimulation</li> <li>Any phone/Any Plan</li> <li>M-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Christmas Family Plan</li> <li>GPRS</li> </ul>	<ul style="list-style-type: none"> <li>Christmas Family Plan</li> </ul>
Consumer- Shops	Positioning	<ul style="list-style-type: none"> <li>Product range</li> </ul>	<ul style="list-style-type: none"> <li>Service</li> </ul>	<ul style="list-style-type: none"> <li>Mobiles Tactical</li> </ul>	<ul style="list-style-type: none"> <li>Christmas</li> </ul>	<ul style="list-style-type: none"> <li>Christmas</li> </ul>
SME – Retail		<ul style="list-style-type: none"> <li>Broadband</li> <li>ISDN</li> </ul>	<ul style="list-style-type: none"> <li>Narrowband</li> <li>Starters</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Movers</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Broadband</li> <li>ISDN</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Narrowband</li> </ul>

**July missed due to contract issue. To be made up in July 2003.**

SME – Mobiles	▪ Business – GSM/CDMA		▪ On-line SMS ▪ Start-ups	▪ Business Messagebank	▪ GPRS	▪
SME – Shops	▪	▪ Launch	▪ Positioning	▪ Positioning	▪ Positioning	▪ Positioning

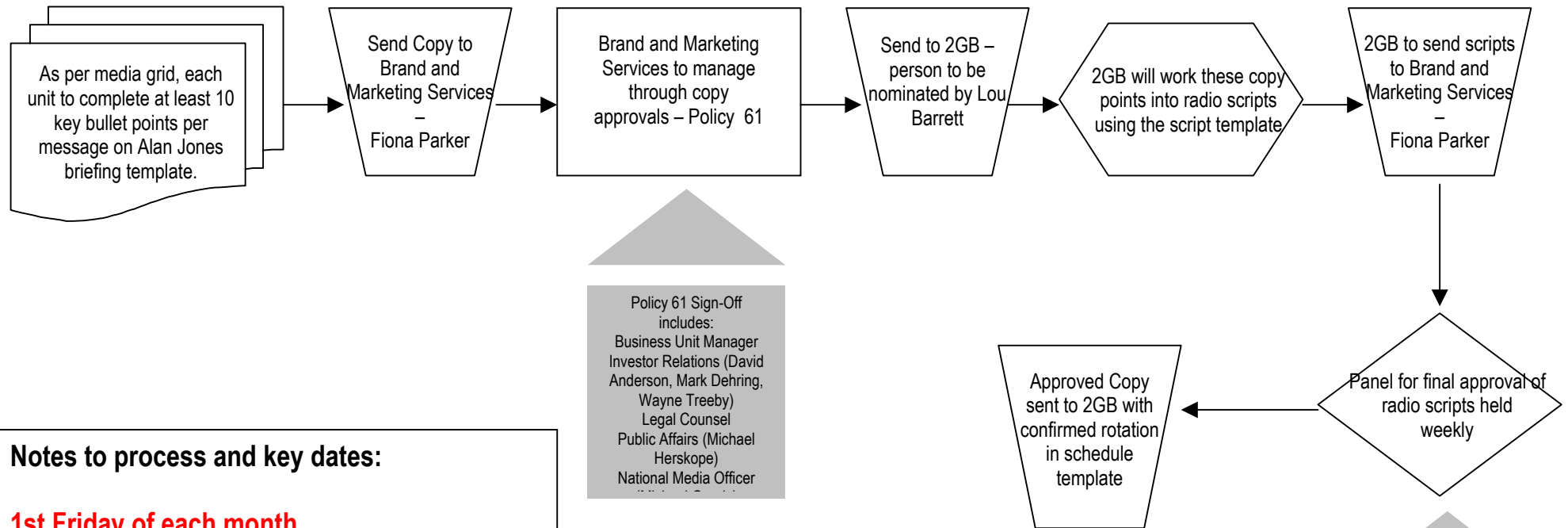


	January	February	March	April	May	June
Key Dates		Valentines Day	NRL Kick Off	Easter Anzac Day	Mothers' Day	End of Financial Year
Sponsorship		<ul style="list-style-type: none"> <li>To be completed in conjunction with development of sponsorship calendar</li> </ul>	<ul style="list-style-type: none"> <li>To be completed in conjunction with development of sponsorship calendar</li> </ul>	<ul style="list-style-type: none"> <li>To be completed in conjunction with development of sponsorship calendar</li> </ul>	<ul style="list-style-type: none"> <li>To be completed in conjunction with development of sponsorship calendar</li> </ul>	<ul style="list-style-type: none"> <li>To be completed in conjunction with development of sponsorship calendar</li> </ul>
CSA's		<ul style="list-style-type: none"> <li>Child Flight</li> </ul>	<ul style="list-style-type: none"> <li>Life Line</li> </ul>	<ul style="list-style-type: none"> <li>Road Safety</li> </ul>	<ul style="list-style-type: none"> <li>Child Flight</li> </ul>	<ul style="list-style-type: none"> <li>Open Family</li> </ul>
Brand		<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>	<ul style="list-style-type: none"> <li>Brand Campaign – vision for the future, Network Performance, Innovation</li> <li>Telstra Facts</li> <li>Disability Services</li> </ul>
Consumer – Retail		<ul style="list-style-type: none"> <li>Intro to the Internet</li> <li>Narrowband</li> <li>Movers</li> <li>Packaging/Single Bill</li> </ul>	<ul style="list-style-type: none"> <li>Broadband</li> <li>Launch of 1#</li> <li>Foxtel</li> <li>1 cent Saturdays</li> <li>Packaging/Single Bill</li> </ul>	<ul style="list-style-type: none"> <li>1#</li> <li>Phone Features</li> <li>Calling Number Display</li> <li>1 Cent Saturdays</li> <li>Packaging/Single Bill</li> </ul>	<ul style="list-style-type: none"> <li>IDD Event</li> <li>Tactical STD</li> <li>Broadband</li> <li>MessageBank Combined</li> <li>Packaging/Single Bill</li> </ul>	<ul style="list-style-type: none"> <li>Foxtel</li> <li>Broadband</li> <li>Movers</li> <li>Packaging/Single Bill</li> </ul>
Consumer – Mobiles		<ul style="list-style-type: none"> <li>Drop Call Guarantee</li> <li>Recommend a friend – Valentines Day</li> <li>Pre-Paid – Back to School</li> </ul>	<ul style="list-style-type: none"> <li>CDMA or GSM – what's right for me</li> <li>Packaging</li> <li>Any phone/Any Plan</li> <li>SMS</li> </ul>	<ul style="list-style-type: none"> <li>GSM Noise Suppression</li> <li>Any phone/Any Plan</li> <li>M-Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Pre-paid – Get your Granny Mobile</li> <li>CDMA Performance</li> <li>GPRS</li> </ul>	<ul style="list-style-type: none"> <li>Pre-paid Stock take sale</li> </ul>
Consumer- Shops		<ul style="list-style-type: none"> <li>Product range</li> </ul>	<ul style="list-style-type: none"> <li>Service</li> </ul>	<ul style="list-style-type: none"> <li>Product Range</li> </ul>	<ul style="list-style-type: none"> <li>Service</li> </ul>	<ul style="list-style-type: none"> <li>End of Financial Year</li> </ul>
SME – Retail		<ul style="list-style-type: none"> <li>Inbound Plus</li> <li>Narrowband</li> <li>ISDN</li> </ul>	<ul style="list-style-type: none"> <li>Broadband</li> <li>Starters</li> </ul>	<ul style="list-style-type: none"> <li>Movers</li> <li>Single Bill/Rewards</li> </ul>	<ul style="list-style-type: none"> <li>Broadband</li> <li>ISDN</li> <li>Fixed &amp; Mobile Intra-account calling</li> </ul>	<ul style="list-style-type: none"> <li>Narrowband</li> </ul>
SME – Mobiles		<ul style="list-style-type: none"> <li>Business Drop Call Guarantee</li> </ul>	<ul style="list-style-type: none"> <li>Business Groups</li> <li>On-line SMS</li> </ul>	<ul style="list-style-type: none"> <li>Business Messagebank</li> </ul>	<ul style="list-style-type: none"> <li>GSM/CDMA</li> </ul>	<ul style="list-style-type: none"> <li>GPRS</li> </ul>
SME – Shops		<ul style="list-style-type: none"> <li>Positioning</li> </ul>	<ul style="list-style-type: none"> <li>Positioning</li> </ul>	<ul style="list-style-type: none"> <li>Positioning</li> </ul>	<ul style="list-style-type: none"> <li>Positioning</li> </ul>	<ul style="list-style-type: none"> <li>End of Financial Year</li> </ul>

Alan Jones Off-Air

# Implementation and Processes/Monitoring

The process of implementing the key messages has been diagrammatically developed as seen below:



**Notes to process and key dates:**

**1st Friday of each month**

- Receive all copy points from various units
- Brand and Marketing Services to run copy through approvals

**•2nd Friday of each month:**

- Send Approved Monthly Copy Points to 2GB to work into radio scripts

**3rd Friday of each month**

Prepared by

Panel to include:  
 Tarnya Dunning  
 Virginia Murphy  
 Michael Herskope  
 Michael Grealy  
 Megan Keleher  
 Colin Currie  
 Mark Reinke  
 Peta Stratford-George  
 Fiona Parker

## Appendix – Templates

- Alan Jones Briefing Template
- Script Template
- Schedule Template

## Alan Jones Briefing Template

### Overview Details

Product Name:	
Campaign Manager:	
Phone Number:	
On-Air Timing:	
Are there any times when this message must not be aired:	

### Key Message

What is the single-minded proposition that you would like listeners to take out?	
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### Proof Points

What makes the key proposition believable? Detail about 10 points that you would like included in the live read.	<ul style="list-style-type: none"><li>▪</li></ul>
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### Call to Action

Detail any call to action – FOH, website etc	
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### Any other information

Any other relevant information	
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Email completed template to Fiona Parker.  
If you have any queries, please call Fiona Parker on 03 9203 7768.

## Alan Jones Script Template

### Overview Details

Product Name:	
Script Number:	Telstra {Insert Number}
Date Written:	

### Script

Email completed script to Fiona Parker at [fiona.parker@team.telstra.com](mailto:fiona.parker@team.telstra.com)  
If you have any queries, please call Fiona Parker on 03 9203 7768.

