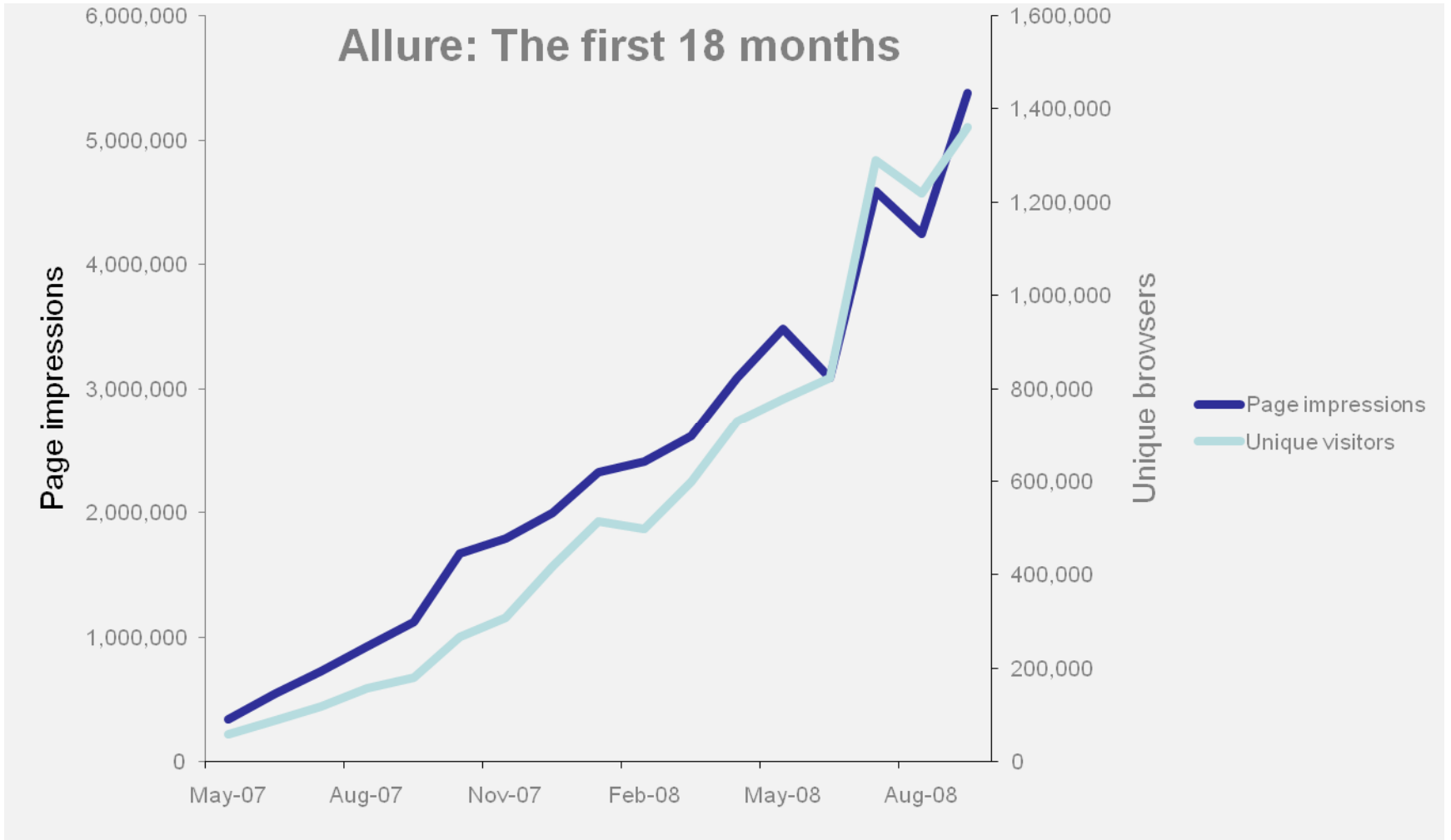




How Are Targeted Sites Changing The Online Landscape: What Are The Opportunities?

**Media consumers
have never had
greater choice**

Australians are embracing targeted sites



Obsessive content breeds fanatics

MOVIES

New Moon pulls in \$US140.7 Million Opening Weekend!

★ NOV 23 - 9:30AM BY POPSUGAR AUSTRALIA | 19 | 2 | 0 | tweet | Share

EDIT

First, it broke the midnight opening record, then it **plowed through the single day one**, now **New Moon** is estimated to round out the US weekend with **\$US140.7 million**- which will make it the third biggest film opening of all time. The cast promoted the movie tirelessly, but for this, the credit goes to their amazing and level fan base! Robert, Kristen, Taylor and all their costars now have a moment to shine as the most talked about piece of the saga. In case you haven't heard, there are thousands of photos, interviews and more out!

More than 300 "New Moon" posts in six weeks

View Slideshow

100% NEW MOON PREMIERE NIGHT: Footage from the red carpet

How can marketers capitalise on that audience?

- Tim Duggan, Marketing Director, Sound Alliance
 - Jo Gaines, NSW Sales Director, SheSpot
- Wendy Hogan, VP & Managing Director, CBS Interactive
 - Chris Janz, Managing Director, Allure Media

**Using data to drive
better
engagement**

CBS Interactive - World's premier content network

Rank	Property	% Reach
1	Google	74%
2	Microsoft	60%
3	Yahoo!	49%
4	Facebook	38%
5	Wikimedia	28%
6	AOL	22%
7	eBay	22%
8	Amazon	20%
9	Ask Network	18%
10	CBS Interactive	17%

Source: ComScore Worldwide December 2009





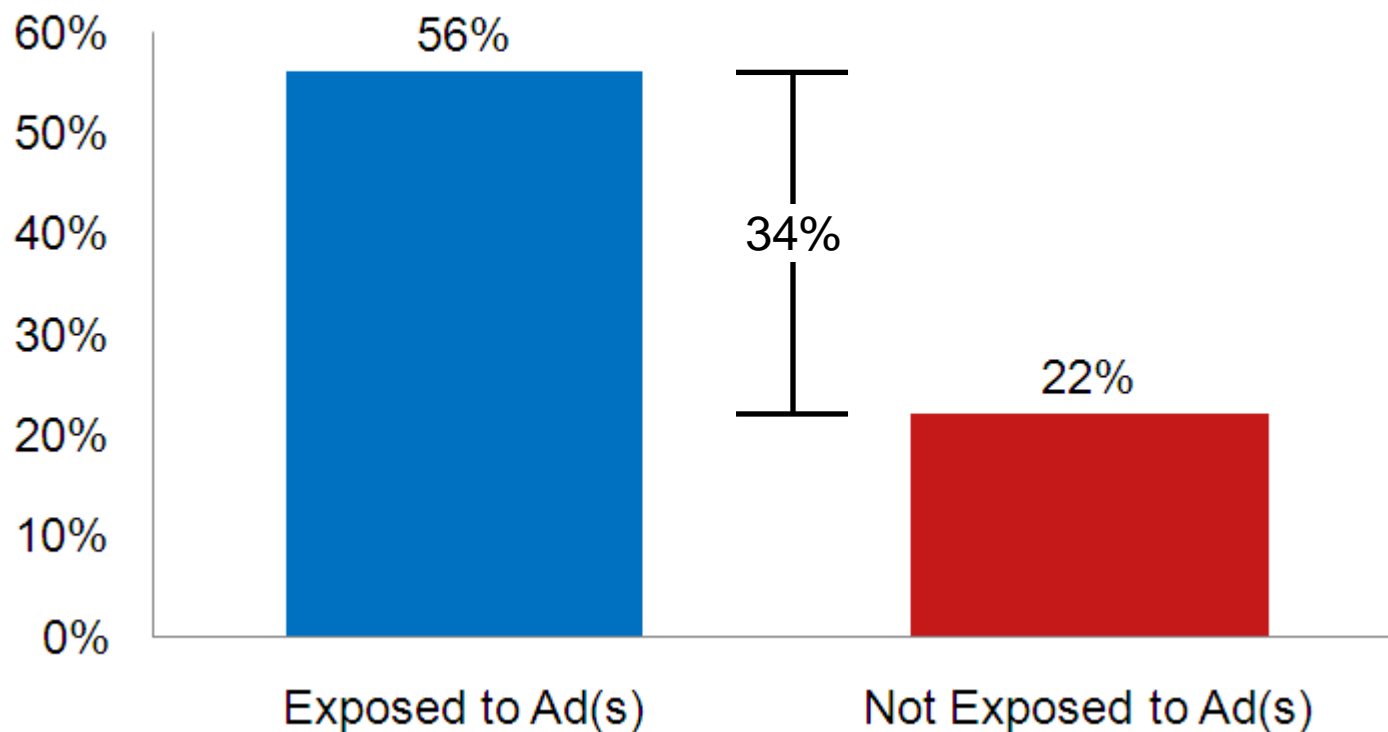
Pioneers in contextual digital marketing

- Depth of vertical content leads to data insights into audience interest in product categories
- Intention to purchase and preference for various brands indicators
- Audience influenced by advertising and peer recommendations



Exposure Drives Greater Consideration

Consideration of Wireless Carrier's Products

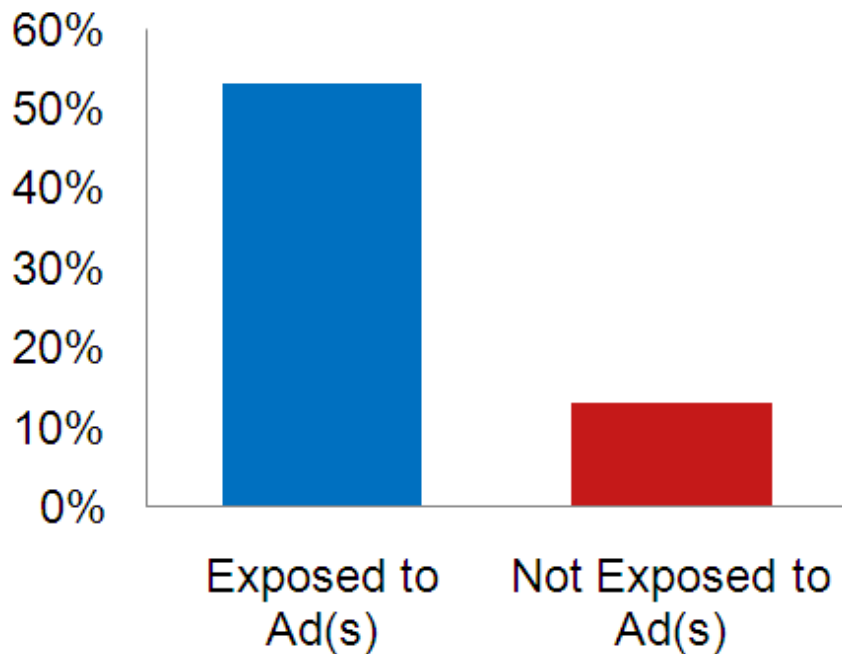




Where the User Starts, Matters

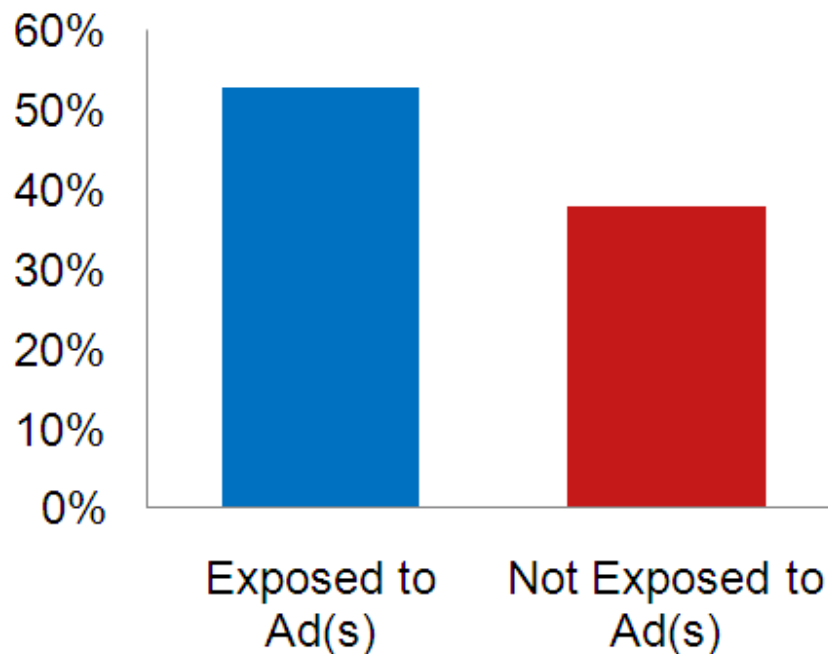
Consideration of the carrier's Products Among Users that Start on.....

Awareness Page Types



Awareness page types contain content with multiple brands/products.

Consideration Page Types



Consideration page types focus on a single brand/product.



Exposed CNET Wireless Users Purchased More Products

Without Ad Campaign



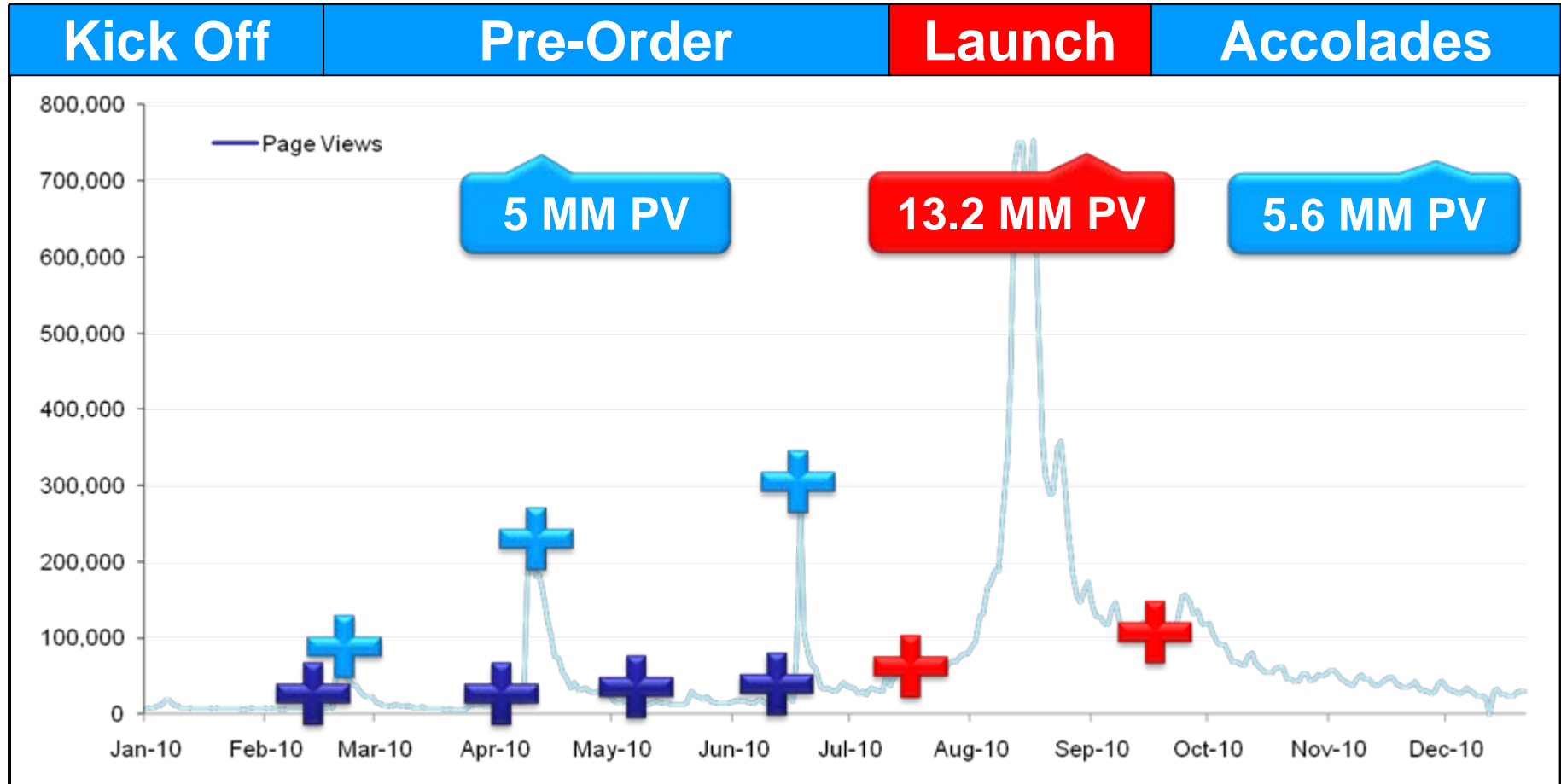
With Ad Campaign



CNET Users confirmed purchases at 2-3x higher rate than natural traffic on the wireless carrier's site



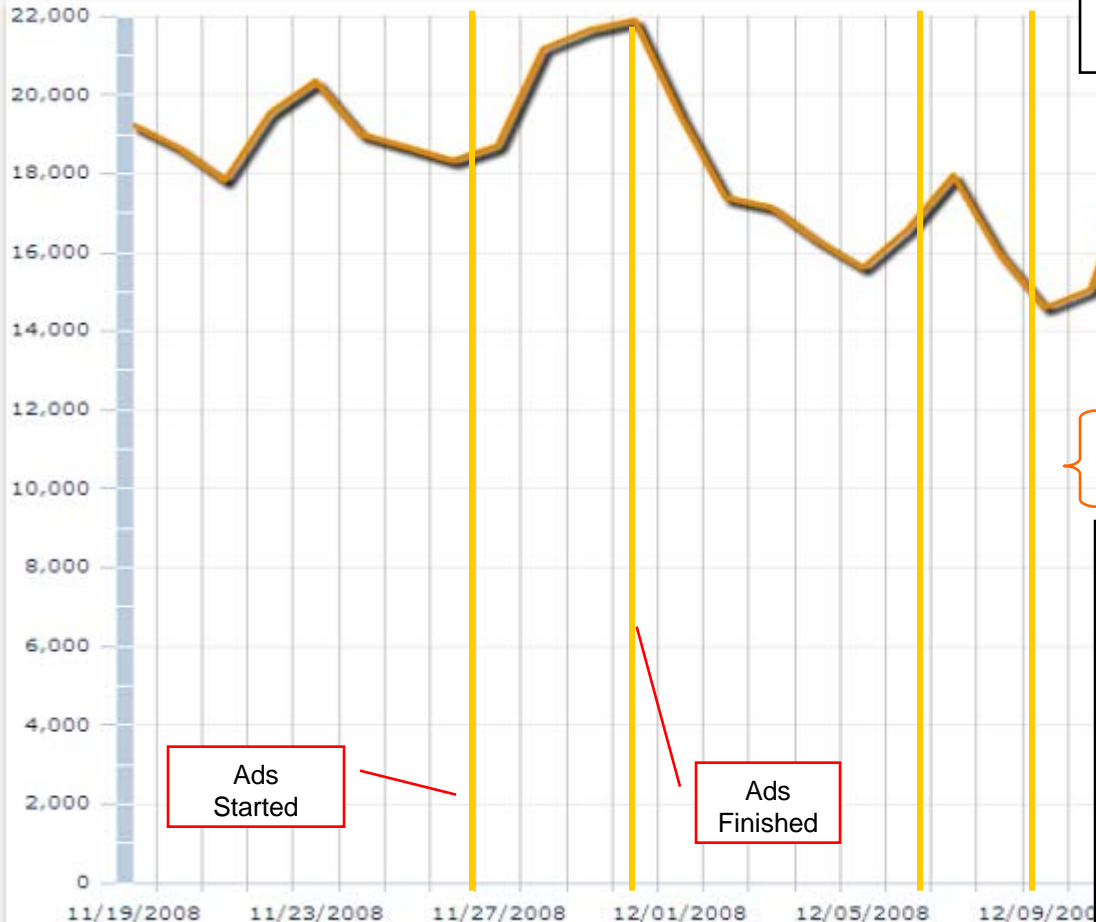
Marketing solutions for entire product lifecycle





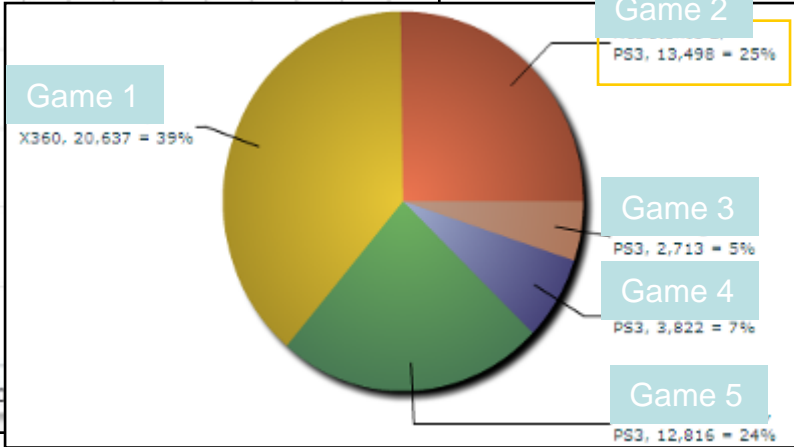
Daily Momentum around Release Date

Daily Momentum



This graph is showing the direct effects of advertising on traffic to the game space, and how this drives competitive mindshare between releases around the same time.

Follow up Interactive Skin



**Becoming part of
the conversation
in trusted social
communities**



Understanding what motivates social communities to take action

- Objective: Communicate to mums that Smart Rinse is a fun and easy way to help keep childrens teeth clean
- Kids health is No1 priority for mums – Create event to encourage families to be happy and healthy
- Facilitate product trial and interaction between users – distribute samples to mums in target demo
- Recommendation included reach and relationship elements

HAPPY HEALTH WEEK

kidspot.com.au

HOME MARKET BUYSELL RESPOST SOCIAL SARAH'S PAGE SAVINGS & SPECIALS ADVERTISE WITH US

All | Directory | Forum

Search

Directory Pregnancy Baby Toddler Preschool School Tools Recipes Community Lifestyle

HAPPY HEALTH WEEK

This week on Kidspot: It's Happy Health Week!

Welcome to Happy Health Week! This week Kidspot have got together with Listerine® Smart Rinse® to share our fun + smart ideas to look after kids' teeth, growing bodies and budding brains. Try a few of our healthy suggestions:

- Discover new like trials families love
- Learn more about healthy lunch box snacks
- Shop for the best teeth cleaning products for kids

RECOMMENDED

- New NAN Toddler milks. Daily Vitamins and active probiotics to support little busy bodies. Find out more.
- Try HUGO® Nappies.
- Keep your baby's skin drier.
- Best protection against leaks.

ADD AN AD

- Avocados available all year around
- Have nonunsaturated (good) fats
- Click here for great recipe ideas
- Children's parties made easy
- Relax & enjoy your child's party
- Book the perfect party road

Removes the germs kids miss when brushing

Unleash the SMART RINSE™ tornado on germs

But I love gum! How? Because... THERE'S ALWAYS SOMEWHERE FOR ME TO KEEP ALL MY GOODIES.

Learn more

Birthday parties made easy with Kidspot

Planning, party games, party food & more

Search!

Browse Tools

Click on a link below

- Activity Finder
- Baby Name Finder
- Colicnet Page
- Due Date Calculator
- Games
- Ovulation Calculator
- Pregnancy Journal
- Pregnancy Calendar
- Private School Finder
- Education

Topics A to Z

Click on a link below

- Baby
- Baby care
- Back to School
- Birth
- Birthday Parties
- Christmas
- Conception
- Easter
- Education

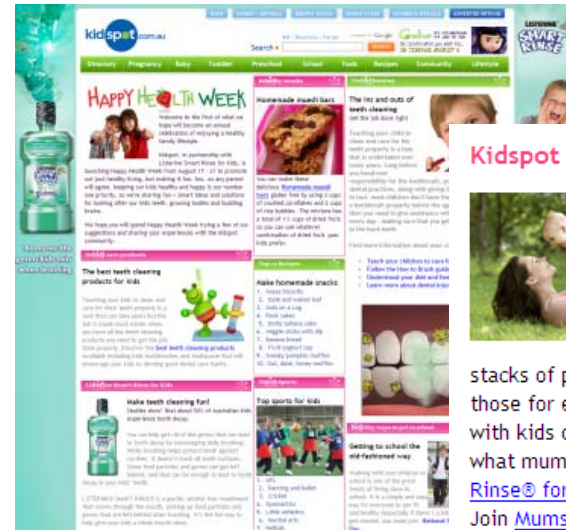


One-to-one – “Trusted Social Communities”

- *98% audience participation.
- *Mum blogs viewed 4k times.
- *Total reach estimate: 150k.



1. Ads featuring product



Kidspot Social road testers



Mum's Say
Join Kidspot Social's Mum's Say group to receive free products to road test and review! We've got

stacks of products coming in, including those for expectant mums through to mums with kids of all ages. You can check out what mums thought of [Listerine® Smart Rinse® for Kids](#), our latest review product. Join [Mums Say](#) today to be on the list for our next review!

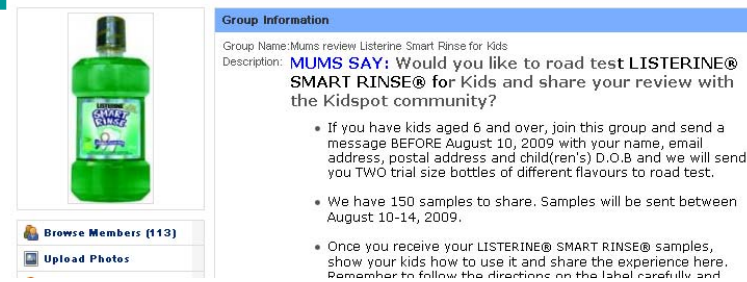
2. Editorial featuring product



3. Build engagement & word of mouth



Health – Mums review Listerine Smart Rinse for Kids



4. Product to consumer



5. Trial, then talk.....

gussie - 9:23 AM on Tue-18-Aug-2009
8 yr old son loves the Berry flavour! He cannot not decide which is his favourite, he loves both the Mint and Berry. I can see Kid's Listerine will be a regular item on our shopping list.

cassp - 1:01 PM on Tue-18-Aug-2009

Hi, we received ours yesterday, and the kids are now very keen to do their teeth. My 7 year old son decided this term he didnt need to clean his teeth anymore, but thanks to Smart Rinse brushing is now back in favour again. Both the kids love both flavours, although my daughter prefers the berry. Will definately be buying this from now on.



“Strangers with Experience”

Honda Odyssey

We are looking at purchasing a new car in a few months and the Honda Odyssey looks like the car we need. Does anyone have one and what do you dislike and love about it?

Is it hard to park?


Does it feel like a large car? I have only ever driven small cars and it a bit scared of anything bigger than my pulsar. lol

Is it good on fuel?

Expensive to maintain and service?

Can you fit a pram and groceries in the back?

Am I correct in thinking that it has 5 anchor points?

Any feed back is appreciated. 

PANADOL OR NUROFEN??

Posted 9:13 PM on Sun-12-Jul-2009

my nearly 3yr old daughter had a really bad cold last week so i gave her the recommended dose of panadol plus sum vicks rubbed on her chest and back, warmly dressed and she went to bed. she woke up the next morning to have the cold only getting worse so i went to the chemist and got some nurofen. i gave her the recommended dose and it certainly did the trick. she felt so much better and the drippy nose had dried up..i am aware it contains ibuprofen but not aware of its side effects, if any..
your thoughts or views on either:(or other paracetomal u'v used
thanx

Cook Well Convection Oven - it's a legend!

I'd like to share with you all the best appliance I have ever purchased. Its a Cook Well convection oven that I bought from Homeart for \$78. The salesperson told me she used hers every day and I though yeh right! Well since I've bought mine I can say I have done the same. It's cooked countless roasts, steak, sausages, bacon, eggs, chips, pies and cakes and never once have I not been happy with the outcome. The oven in the wall never gets a look in anymore! Easy to clean and its just amazing the amount of fat that comes out of food. Absolutely legendary. It is a must have in any kitchen.



Join the conversation to build brand affinity

- Objective: Connect with women in their world trialing social media in an unobtrusive but relevant way
- Campaign: Join an existing conversation - \$\$ saving tips - started by mums on Kidspot Social and stoke it becoming relevant and a true partner in their crusade
- Make the company relevant and part of the fun— offering \$499 shopping sprees to tie in to the group and reward mums for their contributions





Share the exercise with the broader group

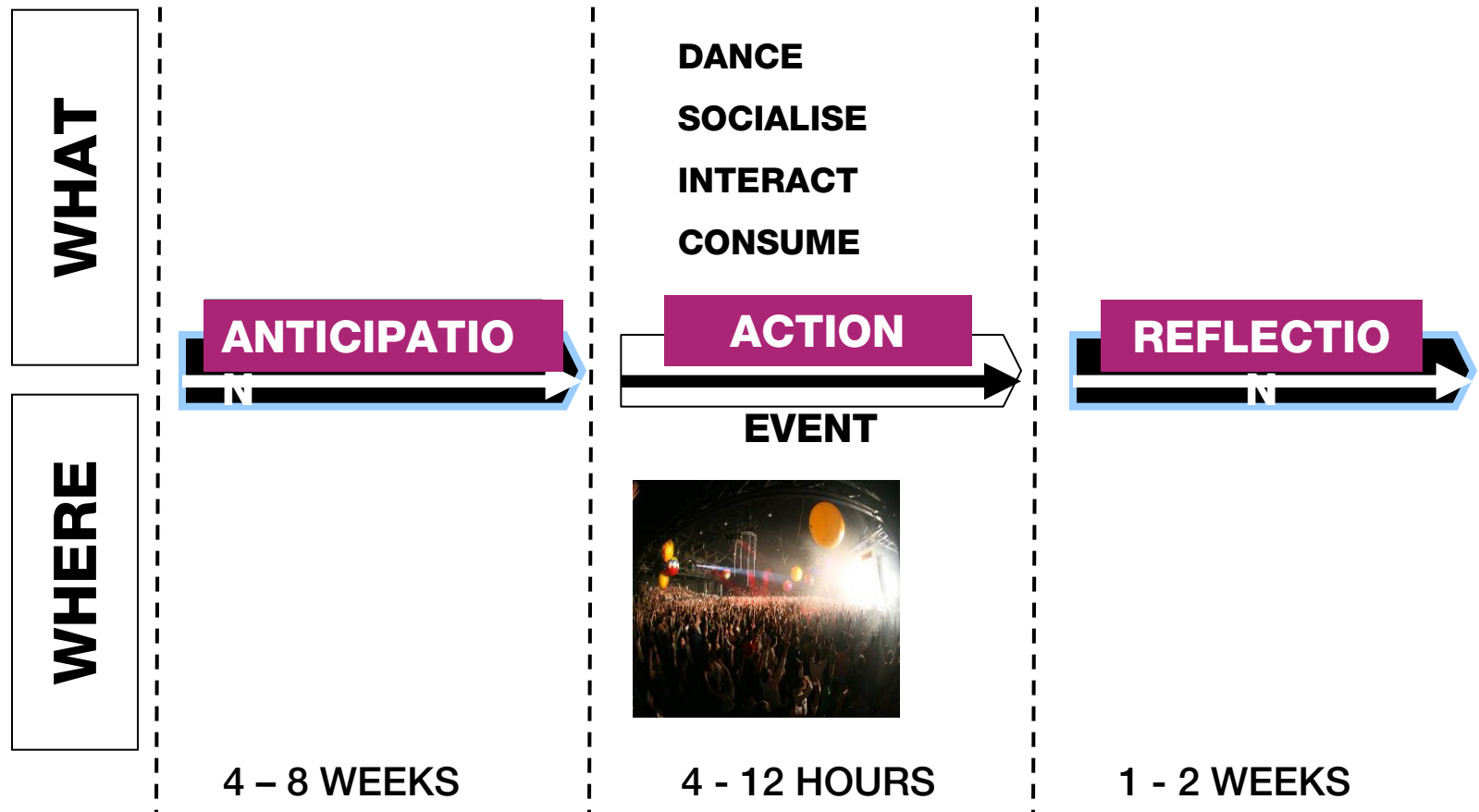
- The resulting content also featured (and still does!) on Kidspot Family Budget.
- These tips were viewed over 20,000 times.
- “Online mums tackling the Global Financial Crisis” tip by tip was such a compelling story that it made the 5 o’clock news!!
- Commonwealth Bank is not only part of the conversation but is the hero in it!



**How context
amplifies
your message**

Engagement

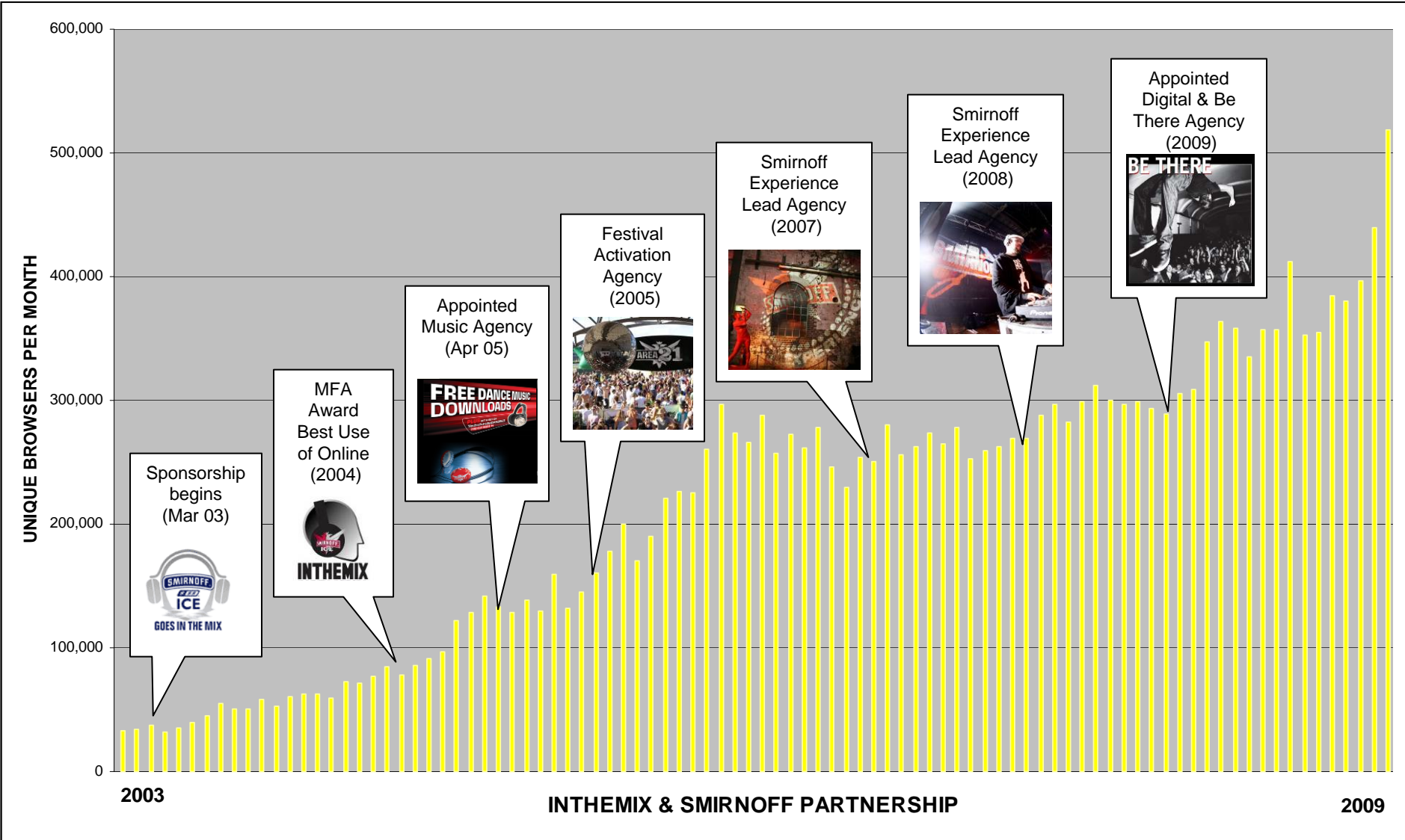
A CONSUMERS' EVENT INTERACTION CYCLE MOVES THROUGH THREE PHASES.





sound alliance

Smirnoff and Inthemix



INTHEMIX & SMIRNOFF PARTNERSHIP

2009

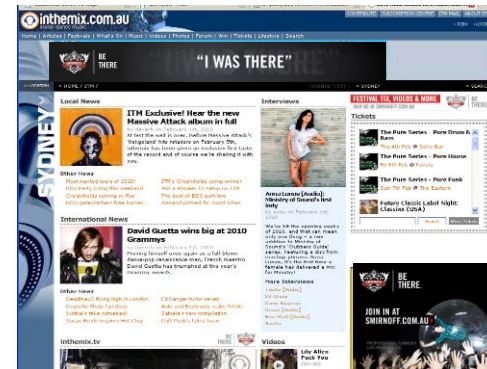
Recent activity on Inthemix



EDM'S TO ITM DATABASE



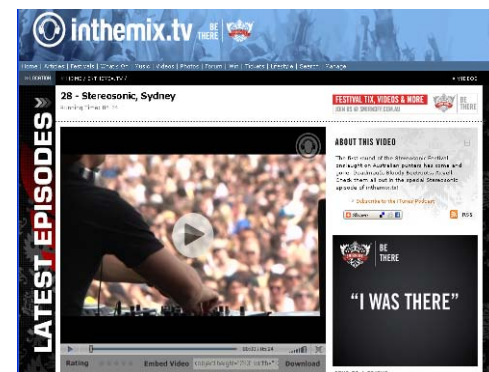
CONTENT HUB ON INTHEMIX



HOMEPAGE & NEWSLETTER SPONSOR

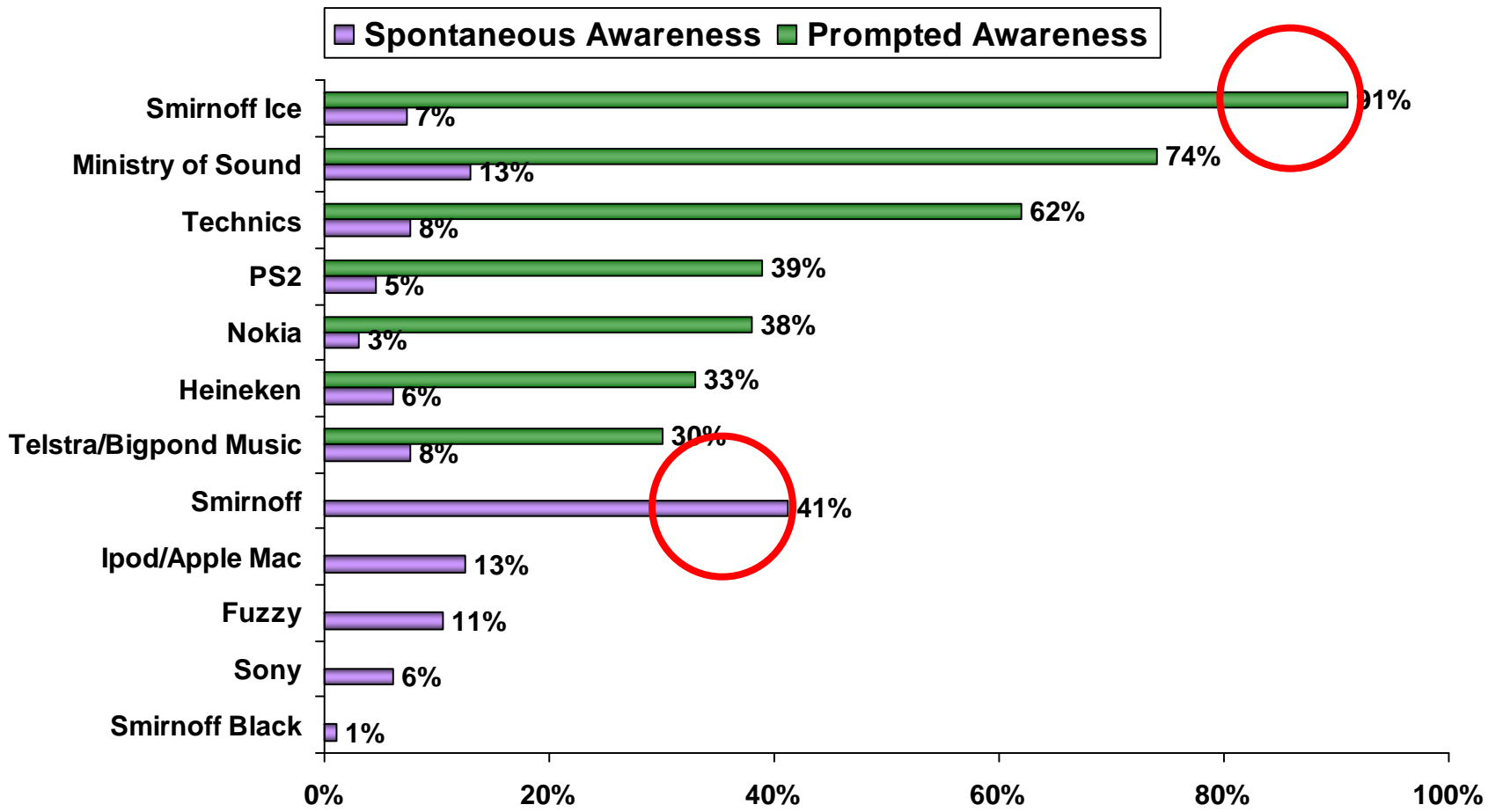


FESTIVAL GUIDE SPONSOR



INTHEMIX TV SPONSOR

Brand Recall



VIRTUALLY UNIVERSAL AWARENESS

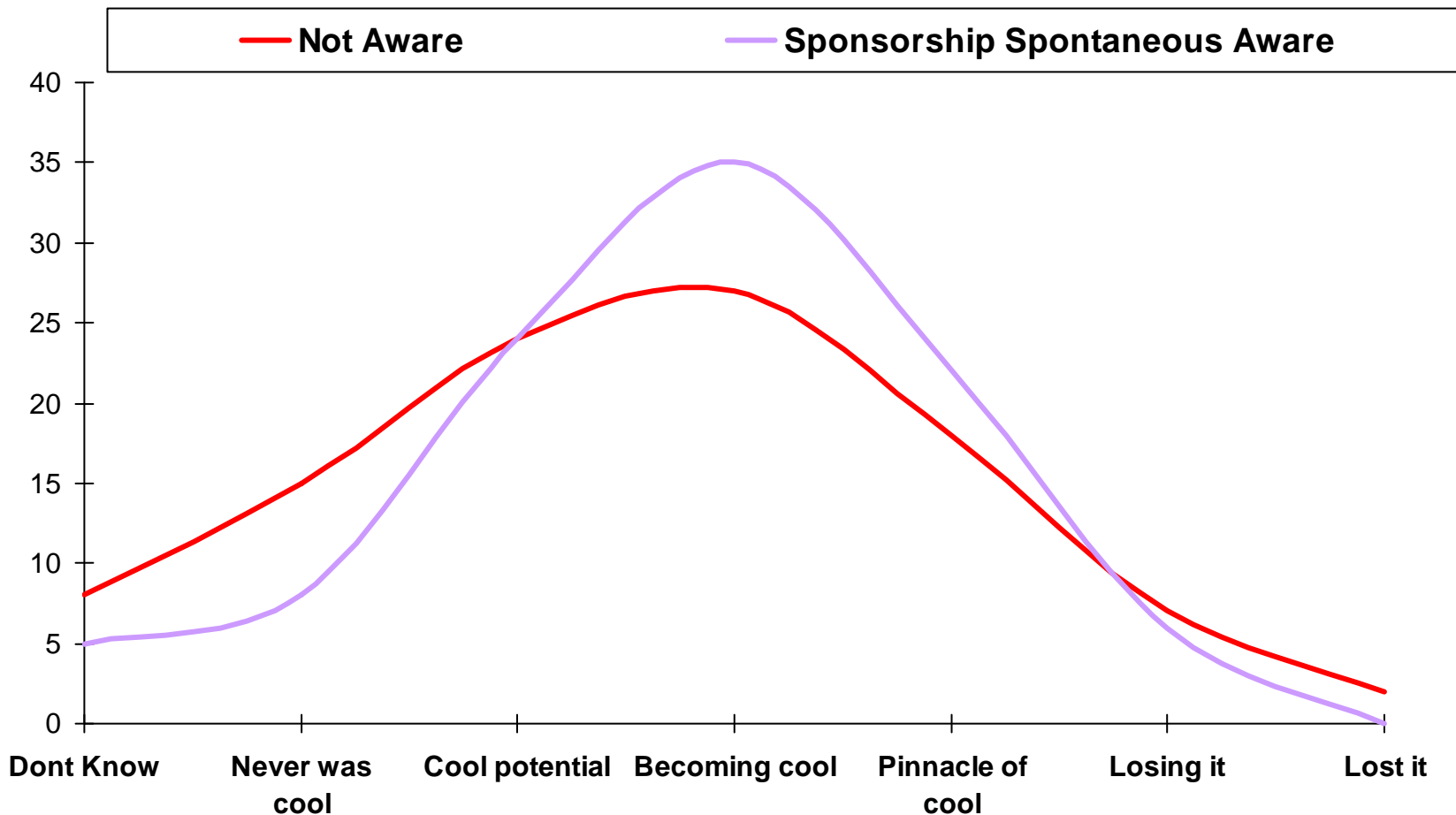
ITM Users: Drinking Behaviour

Source: TNS Tracking Data
 Quarter 1 F05
 *
 outliers deleted

	Smirnoff RTD Nett Male 18-29	
	TNS Tracker <i>n= 300</i>	ITM Sample <i>n=496*</i>
Ever Tried	50%	81%
Drunk Past 4 Weeks	8%	46%
Drunk P4W - On	6%	39%
Drunk P4W - Off	6%	34%
Average # Drinks	7.8	11.5*

Significantly higher incidence of consumption and volume

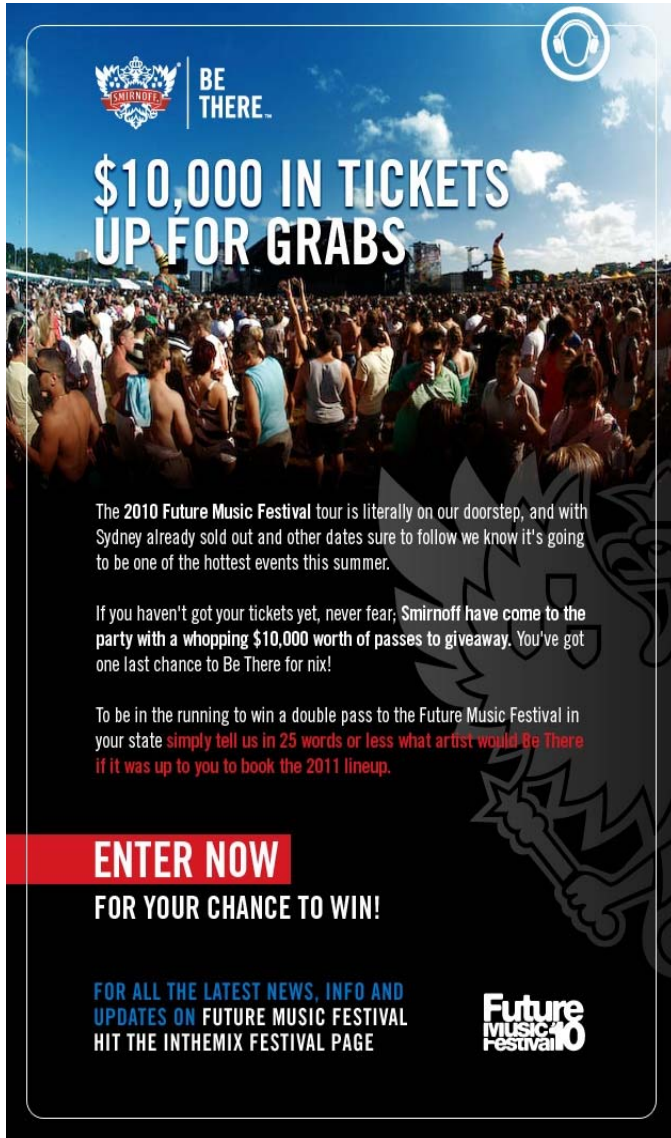
Cool Wave by Sponsorship Awareness



Total sample 18-29 : n=990

Significant cool shift for Smirnoff Ice associated with ITM.

Earned Respect



SMIRNOFF BE THERE.

\$10,000 IN TICKETS UP FOR GRABS

The 2010 Future Music Festival tour is literally on our doorstep, and with Sydney already sold out and other dates sure to follow we know it's going to be one of the hottest events this summer.

If you haven't got your tickets yet, never fear, Smirnoff have come to the party with a whopping \$10,000 worth of passes to giveaway. You've got one last chance to Be There for nix!

To be in the running to win a double pass to the Future Music Festival in your state simply tell us in 25 words or less what artist would Be There if it was up to you to book the 2011 lineup.

ENTER NOW
FOR YOUR CHANCE TO WIN!

FOR ALL THE LATEST NEWS, INFO AND UPDATES ON FUTURE MUSIC FESTIVAL HIT THE INTHEMIX FESTIVAL PAGE

Future Music Festival 10

Example: Smirnoff EDM Cut-Through

Relatively standard comp but 4500+ entries

Over 50% opt-in rate

Audience highly charged and connected with brand

Earned results