

SKOOT MEDIA

“Reaching people where they Work & Play”

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FOR IMMEDIATE RELEASE

CONTACT

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M8 Testimonial

M8 Telecom is a telecommunications provider to the Australian market. As a fairly new player in a highly competitive market, M8 not only needed to make a big splash in the marketplace to gain awareness, but also needed to show the competition that they were serious.

That's why, when a black-tie function attended by the CEO's of both Telstra and Optus, the Number 1 and 2 in the marketplace recently took place, M8 enlisted Skoot Media to be there.

Using eight bikes riding in teams of two, the Skoot Media squad ensured that the M8 presence was felt. While teams cruised all the road to the event venue, one M8 bike was permanently stationed at the entrance to the hall. Accompanied by promotional staff dressed in M8 gear, no one attending the event missed the M8 message.

Robert Melhem, MD of M8 Communications, said "Our objective was to let the big boys know that we mean business. With the presence of M8 via Skoot Media at the function, they certainly know we're here to stay."

Although M8 enlisted the help of Skoot Media for a very specific purpose, they discovered an added advantage. "The bikes were so prominent on the night that the general public now know who we are. We're a small company, but plan to grow. And Skoot Media certainly puts our name right in front of our potential customers."



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Vodafone

When Vodafone launched their new "3 minutes for \$3 to the UK and USA" deal, they used conventional advertising methods. However, with a high population of ex-pats in Sydney, they also realised that taking the message straight to the target market would be a cost-effective and efficient way to sell their deal.

And so, they enlisted Skoot Media.

Because Skoot can specifically target certain markets and literally drive up to their doorstep, Vodafone knew that this was the most effective way of getting their message across. And so, Skoot engaged 8 bikes carrying the "3 minutes for \$3" message and sent them to certain areas at specific times. As Vodafone has a very specific type of customer i.e. young and active, and because Skoot have researched behavioural and demographical patterns, they knew exactly where to go - and when.

The Eastern and inner city suburbs and the lower North Shore of Sydney were targeted heavily during morning and evening periods, to catch the target market on their way to or from work. They visited city streets during their lunchtime. And, they frequented the café scenes at night time.

Skoot promotional staff handed out leaflets detailing the Vodafone offer, also allowing the trained men and women to verbally detail the benefits of the 3 minute/\$3 deal.

Not surprisingly, Vodafone were thrilled with the Skoot campaign - and, even more thrilled at how cost effective it turned out to be. "We had a terrific response to the campaign." Said Vodafone Marketing Manager, David Sweet. "Our offer was hugely successful. While we did use conventional advertising methods as well as Skoot Media, we know we our message got to a lot of the right people."

"We'll definitely be using Skoot again."



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PETex

As a pet food home delivery service, PETex couldn't miss the chance of the year - the RSPCA-sponsored "Million Paws Walk", featuring hundreds of dogs and dog owners taking part in this money-raising event in Sydney's largest park. But, they knew that they weren't the only pet services company who would want to be vying for pet owners attention.

So, how were they going to make their presence felt above the competition?

PETex decided to enlist the help of Skoot Media. Six riders encircled the roads of the park and were able to go to areas which cars couldn't. The speaker system on the Skooters allowed the song "Who Let The Dogs Out?" to be played, and the promo staff also parked their scooters in prominent walking positions, handing out flyers to dog walkers participating.

It was a terrific success.

"We couldn't have asked for more." Says Ian Minter of PETex. "everyone noticed the name PETex, and the flyers certainly did the trick. As a result, our website traffic increased 1000% the following day, resulting in new customers."



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P&O CRUISES.

It seemed for one week that Sydney had been overtaken by P&O Cruises. You see, P&O had decided to use an exciting new vehicle - literally - to spread the "Half Time Cruises" message across the city.

Skoot Media rallied 8 scooters proclaiming "P&O Half Time Cruises", dressed their promotional staff/riders in referee jerseys, baseball caps and whistles and send them onto the streets of Sydney with leaflets to hand out. "The bikes would go to specific areas at specific times." says Kellie Collins, marketing and communications manager of P&O. " It was novel and fun and it got a great response."

In fact, P&O offices were swamped with phone calls requesting more information about their winter break cruises. This was because the Skoot promotional staff were able to specifically target their hand-outs - to people in the city CDB at lunchtime, young professionals outside nightclubs on Friday evenings and tired workers making their way home at night.

"It was a really cost effective way of delivering hand-outs as well as being flexible. It allowed us to be tactical instead of just having an image based campaign."

We plan to use Skoot Media again.

