

# Telstra integrates in the fast lane

## Awwwards case study

**OBJECTIVES:** Educate Internet users about the benefits of broadband and encourage existing dial-up users to become Telstra Broadband subscribers.

**STRATEGY:** Integrated brand awareness campaign across the four major portals.

**RESULTS:** Response rates and sales conversions increased due to banners and media strategy.

TELSTRA wanted to spread the word about its broadband service and increase subscriber numbers, so instead of using just one Internet portal, it approached the top four in Australia.

Telstra employed Optimedia

in Melbourne and Sydney, which created the media strategy for the campaign which launched in the fourth quarter of last year. The campaign featured on Telstra's own Web pages as well as News Interactive, F2, Ninemsn and Yahoo.

Optimedia did all the planning and buying and OneMedia translated the concepts into dynamic and engaging creative.

"Telstra Bigpond Broadband wanted to demonstrate the core benefits of having a broadband Internet connection over a standard dial-up, which still account for over 90% of the market in Australia," Yahoo senior marketing manager Sally Kiernan said.

Optimedia selected the Internet as the marketing medium

because of the flexibility of ad units through the use of rich media such as Flash or DHTML.

"Over the Web, Telstra was able to demonstrate creatively to users the key selling points of broadband by showing the download speed of files on broadband compared with dial-up in a creative solution."

The media placements focused on relevant and integrated areas that would demonstrate a discernable difference in the mind of the consumer.

Optimedia chose placements within environments such as Yahoo movie trailer media frames, since a broadband connection would significantly enhance that user's experience on the Web.

The ad units were highly tar-

geted at medium to heavy Internet users in multimedia areas of the Web and were able to drive targeted traffic back to the Telstra Bigpond Broadband page and the online 'Internet Demonstration' area, where users could experience the benefits of broadband first-hand through interactive sound, video and downloaded demonstrations.

A Telstra spokesperson said the campaign had been a huge success.

"The integrated approach, incorporating dynamic creative, key word optimisation and standard size banners significantly increased response rates and conversion to sale for Telstra Bigpond Broadband," the spokesperson said.

In the end it's all about

Customer acquisition,  
retention, relationship  
+ the ability to interact.

**BMC**  
M E D I A

Visit [www.bmcmedia.com](http://www.bmcmedia.com)



Telstra used integrated media.

This case study could be entered in the Most Innovative Online Media Strategy category at this year's Awwwards. Entries close Sept 12. [www.awwwards.com](http://www.awwwards.com) or T: (02) 9281 8788.

# Internet measurement needs standards

Brett Rolfe believes the Internet industry needs to give clients standards that they can use as effective benchmarks.



**BRETT ROLFE**  
Internet Measurement

THE Australian Web Measurement Standards and Guidelines released in July this year are an important step towards normalising the Internet as a commercial medium.

By developing comparable measures to offline media, they provide support to both media buyers and advertisers, who are now able to view online as merely another part of their media mix.

However the guidelines neglect to address the ways in which these measurement tools can be used to add value to marketing spend.

Measurement is just one small part of the machinery that drives a successful online campaign.

It is time we place measurement in the context of surrounding elements, and in doing so identify areas where best practice

standards for the industry should be developed: standards that set a level of expectation within the client community; standards that set a benchmark for agencies, technology providers and publishers.

The next step for industry bodies, or for best practice organisations within the industry, is to start developing a framework of common understanding across the whole online campaign process.

This framework would form guidelines for activity within agencies and publishers. It could then be communicated to clients; setting expectations and encouraging spend.

Internet measurement is at the core of a set of processes that allow detailed analysis of campaign performance and provide tools to improve performance over time.

To get the most out of activities in the online medium, all parties—clients, publishers, technology providers and agencies—need to have a common understanding of these processes.

## Step 1: Define goals

In defining goals, it is important to set levels of realistic expectation for the achievement of a range of marketing objectives.

This allows clients to understand what types of goals are measurable and achievable using the medium.

A greater awareness of the need to define goals for a campaign in this way also leads to accountability being built into the campaign.

## Step 2: Segment activity

In order to provide detailed analysis against goals, it is necessary to segment the activity within a campaign. The more granular the segmentation, the greater the learnings from the campaign will be.

## Step 3: Allocate spend

As most goals stipulate success within financial constraints, the next step is to allocate the cost of the campaign against these various segments. Depending on the goals, this may just be media spend, or it may be necessary to allocate creative and agency costs as well.

## Step 4: Measuring activity

Once the campaign has been segmented, and spend has been allocated according to these segments, the format for measurement becomes straightforward.

It is at this point that the measurement standards defined by the Initiative come into play. Use of standardised definitions across all campaign activity will ensure meaningful data for analysis.

## Step 5: Analyse performance

Successful analysis of a campaign requires meaningful activity segmentation, accurate measurement data, and statistical analysis technology and methodology.

This is one of the key areas in which agencies can differentiate themselves—the deployment of proprietary analysis tools to achieve the best results for their clients.

## Step 6: Optimise the campaign

On the basis of this analysis, decisions can be made as to how the campaign could be improved. These optimisation steps primarily involve manipulation of the

creative or the media.

## Step 7: Using learnings

Having optimised throughout a campaign, it is important not to lose the valuable experience gained for future activity.

In short, getting the most out of online advertising is about more than measuring traffic and 'opportunities to see'.

It is about placing that measurement within a process aimed at gaining meaningful learnings about business goals and campaign performance, and to act on those learnings.

The Web measurement standards were an inoffensive industry consensus. As an industry, we need standards that we can strive to meet. Clients need standards that they can use as effective, discriminating benchmarks. Let's take the first step towards those standards and push the envelope on how we can best work with our clients.

Brett Rolfe is director of strategy at digital communications company Beyond Interactive.

E: [broffe@beyondinteractive.com.au](mailto:broffe@beyondinteractive.com.au)

# CLOSING SOON

Final call for entries for the 2002 Internet awwwards

The deadline is 5pm, Thursday 12 September. See [awwwards.com](http://awwwards.com) for details and to enter.

