

Media Release

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Online marketing conference aims to challenge advertisers

According to Nielsen Media Research online advertising revenue in NZ jumped a massive 470% to \$17.9 million dollars per annum to March 2005 ⁽¹⁾.

Sounds impressive? Compare this with Australia, who spent \$423 million (NZ) dollars on online advertising in 2004 ⁽²⁾ and it would appear that comparatively Kiwi marketers are still under utilising online advertising. In fact online makes up less than 1% of total ad spend in New Zealand verses 4% of total ad spend in Australia.

Michael Te Young, General Manager, Facilitate Digital NZ, believes that while progress is being made we still have a long way to go to maximise the effectiveness of online advertising.

"When you consider the fact that over one million New Zealanders access the internet more than once a day but online advertising attracts less than 1% of the ad spend ⁽³⁾ you have to ask, 'can we do better?' I believe we most certainly can."

So what can be done to ensure that marketers are making the most of the internet as an advertising medium? Te Young believes that improving the online knowledge and skill set of marketers and planners will make a huge difference, allowing them to plan, implement and manage more effective online campaigns.

And it seems that the industry agrees, with CAANZ, ANZA and the Marketing Association teaming up with Facilitate Digital to launch 'Successful Online Advertising – The Essentials', an in-depth one day conference aimed at arming agencies, marketers, and online publishers with the latest strategic perspectives and tactical know-how to plan and implement successful and measure advertising campaigns online.

'Successful Online Advertising – The Essentials' will start by covering off future trends in digital marketing, including convergence and integration of digital media into everyday communications. Sessions are then split into two tracks, display advertising and search advertising where the planning process, implementation and tracking and optimisation of successful online campaigns will be investigated in detail.

The highly practical agenda will be combined with lively panel discussions and expert speakers such as Alistair Jamison - Media Director Starcom, Chris Myers – Manager Global Online Sales Air New Zealand Limited and Michael Lane – National Interactive Director Universal McCann to provide attendees with a first rate event that will definitely help get online advertising back onto the media plans of New Zealand advertisers.

'Success Online Advertising – The Essentials' takes place on the 23rd of August between 9.00am and 4.30pm at the Langham Hotel, Auckland. For further information or to register please visit www.facilitatedigital.com/conference.

Interview opportunities:

Michael Te Young, General Manager NZ, Facilitate Digital Pty Ltd
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Or for more information please contact:

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About Facilitate Digital:

Facilitate Digital provides marketing support products and services to some of the worlds leading media and advertising agencies, their clients and publishers of online content. The Facilitate customer footprint extends across key Asian markets including Australia, Singapore, Hong Kong and New Zealand.

Our core strengths of advanced digital technology, the most knowledgeable people and the ability to customise against specific requirements have secured our position as the digital technology partner of choice.

Our clients include Optimedia, Universal McCann, Sensis and Zenith Media.

Providing marketing data integration capabilities and customised analysis and reporting, Facilitate technology brings flexibility, simplicity and transparency to the digital marketing process.

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Sources:

- 1.) Nielsen Media Research AdQuest, 12 month figures to March 2005
- 2.) Audit Bureau of Verification Services, Online Advertising Expenditure Report, 11th April 2005
- 3.) Roy Morgan, Single Source NZ Data, April 2004 to March 2005