

2007/08 National Marketing & Communications Activity Plan (Jan 1 – June 30)

■ = National Deployment

January 2008

Campaign Focus	Theme	Activity	Tools	Target Audience	When
Design	New Year - New Look	Awareness	Design promotion to tie in with design audit, logo development packages.	SME	Week 3
New Product	Matt Lam 1-side products	Awareness	Introduce new one sided products with a promotion focused on luxury appointment cards.	All target groups	Week 3
Valentine's Day	Fall In Love With Worldwide	Acquisition	Service promotion to expand awareness of services and offer Worldwide as a solutions provider	All target groups	Week 3
New Website	Web-Wise	Acquisition	Redefine and reposition Worldwide's web presence as a more dynamic information portal for prospects, and a search engine optimised customer acquisition and conversion tool for Centres	All target groups	Week 3
Online Prospecting	24/7 Silent Sales Rep	Acquisition	Drive traffic to the site to increase awareness and use of the website as a business tool for our customers.	Existing Lists	Week 4
Brand building	Two's Company	Awareness	PR using multi-Centre ownership to raise the profile of WOP as a business innovator	National business press	Week 4
Copywriting	Stuck For Words?	Awareness	Sales tools and collateral to support promotion of copywriting services.	All target groups	Week 4

February 2008

Campaign Focus	Theme	Activity	Tools	Target Audience	When
New Website	Web-Wise	Awareness	Continue promoting new site to all audiences	SME	Week 1
Online Prospecting	24/7 Silent Sales Rep	Acquisition	Adwords and Paid Search campaign to draw new traffic to the new site	All target groups	Week 1
New Website	Web-Wise	Awareness	Promote go-live of new site	General and Trade Media	Week 1
Getting \$ From Digital	Tourism	Acquisition	Promo to raise awareness of the power of digital and VDP as communication tool for tourism prospects	Tourism sector	Week 2
Business Matters 3	Small Business Growth	Acquisition	Announce introduction of Business Matters Guide 3	All target groups	Week 4
New Product	Ideas To Die For	Awareness	New WOP Die Library released to the Network. Gives access to the templates and dies in WOP production facilities	All target groups	Week 4

March 2008

Campaign Focus	Theme	Activity	Tools	Target Audience	When
Business Matters 3	Small Business Growth	Awareness	Introduce Business Matters guide and all sales collateral to support offline promotional activities	1. Direct mail 2. Unaddressed mail 3. POS 4. Business Matters Guide (50 per centre)	All target groups Week 1
General Awareness	Worldwide Print Organiser	Awareness	New Sales tool to help our customers to organise their print.	1. 100 branded print folders per centre 2. Sales letter	All target groups Week 2
Directory	Yellow Pages	Acquisition	National Metro Printed Directory placement	Confirmation of listings and bookings	New Customers Week 2
New Product	Premium Stationery	Awareness	Release of new premium stationery stock	1. Direct mail 2. Unaddressed mail 3. POS 4. Products Samples 5. Sales Tools (specification sheets etc)	All target groups Week 3
Online Prospecting	24/7 Silent Sales Rep	Acquisition	Adwords and Paid Search campaign to draw new traffic to the new site	1. Google Adwords 2. Banner placements	All target groups All
Directory	Sensis	Acquisition	Placement review and confirmation	Listings on all Sensis Online sites	Prospects Week 3
Brand Building	Goin' Local	Awareness	Focus on generating local PR coverage	PR material and media management	Local media Week 3

April 2008

Campaign Focus	Theme	Activity	Tools	Target Audience	When
New Product	Showcase	Awareness	Product Showcase reviewing recent products, announcing new ideas and discussing needs and ideas	1. Direct mail 2. Unaddressed mail 3. POS 4. Products Samples 5. Sales Tools (specification sheets etc)	All target groups Week 1
Design Award	Recognise and Reward Design Skills	Awareness	Launch of WOP National Design Award. High profile Christmas Card design competition in association with major design magazine. Open to any designer/agency to create a design which could feature in 2008 Worldwide Christmas campaign.	1. Magazine promo (Desktop) 2. POS 3. Unaddressed mail 4. Direct Mail (national deployment via list) 5. eMarketing and banner promo 6. PR	Design industry Week 1
Event Promo	National Sec's Day	Acquisition	Campaign to support National Secretary's Day. Narrowcasting opportunity focusing on office administrators – guerrilla marketing activity	1. Awareness centred around coffee-based redemption	Office Administrators Week 3
Brand Building	Green	Awareness	Green Stamp national roll-out lobby	PR material and media management	General Media Week 3
Getting \$ From Digital	CBD	Acquisition	Promo to raise awareness of the power of digital and VDP as communication tool for CBD-based prospects	1. Sales letter 2. Postcard/promoter 3. eMarketing campaign template	CBD Week 4
Online Prospecting	24/7 Silent Sales Rep	Acquisition	Adwords and Paid Search campaign to draw new traffic to the new site	1. Google Adwords 2. Banner placements	All target groups All

May 2008

Campaign Focus	Theme	Activity	Tools	Target Audience	When	
General Awareness	Better Business Bulletin	Awareness	Introduction of a new quarterly client newsletter packed with tips, ideas and ways to tell prospects and customers how to use print communication as a powerful business development tool	1. Printed newsletter Direct Mailed to 4000 customers 2. 500 overs per centre	Existing customers Prospects	Week 2
Financial Sector promo	08/09 Fin Yr Calendars	Awareness	Creation of branded templates for Centres to market to prospects and customers	1. Calendar templates 2. Unaddressed mail	Finance Industry	Week 2
New Product	420gsm	Awareness	Roll-out of 420gsm across full range of relevant products	1. Sales Letters 2. DM and UM tools 3. POS 4. Products Samples 5. Specification Sheets	All target groups	Week 3
Getting \$ From Digital	Food/Bev Industry	Acquisition	Promo to raise awareness of the power of digital and VDP as communication tool for Food/Bev sector prospects	1. Sales letter 2. Postcard/promoter 3. eMarketing campaign template	Food/Bev companies	Week 4
Online Prospecting	24/7 Silent Sales Rep	Acquisition	Adwords and Paid Search campaign to draw new traffic to the new site	1. Google Adwords 2. Banner placements	All target groups	All

June 2008

Campaign Focus	Theme	Activity	Tools	Target Audience	When	
Brand Building	OPM	Awareness	Raising awareness of OPM	PR material and media management	All media	Week 1
Getting \$ From Digital	Prof Services	Acquisition	Promo to raise awareness of the power of digital and VDP as communication tool for Professional Services sector prospects	1. Sales letter 2. Postcard/promoter 3. eMarketing campaign template	Professional Services	Week 2
General Awareness	Fin Yr End	Awareness/ Acquisition	Campaign to capture budget financial year end budget remnants	1. Sales letter 2. Postcard/promoter 3. eMarketing campaign template	All target groups	Week 3
Online Prospecting	24/7 Silent Sales Rep	Acquisition	Adwords and Paid Search campaign to draw new traffic to the new site	1. Google Adwords 2. Banner placements	All target groups	All
New Product	Recycled	Awareness	Production Dept –dependant launch of WOP recycled range	1. Sales Letters 2. DM and UM tools 3. POS 4. Products Samples 5. Specification Sheets	All target groups	Week 4

Other Tools

- New Worldwide Stationery – letterhead, business cards, with comps
- 08/09 Product Guide – design/concept work to begin May 2008
- 2009 Calendars - 250 calendars per Centre

February 2008
September 2008
September 2008

Ongoing Activity

- 1300 Service - Ongoing hosting of service. Review of alternate service providers required
- Maintenance cost for Centre changes etc needs to be factored into 08/09 budget