

VISIT YOUR OWN BACKYARD

We all know Tasmania is one of the world's hottest tourism destinations and for a limited time, we have it all to ourselves!

Let 7Tasmania, the home of Tasmania's biggest audiences, remind locals to explore their own backyard and tour this amazing state of ours.



STATEWIDE MULTI-MONTH BRANDING CAMPAIGN

Includes production of 1x 15 second TV commercial from supplied imagery in our custom campaign template.
Includes copywriting, voice and music^

MONTHLY INCLUSIONS ON AIR

- ✓ **1x 7Tasmania Peak** (1700-2300)
- ✓ **16x Sunrise** (0600-0900)
- ✓ 4x 7Two Peak (1700-2300)
- ✓ 10x 7Two Day (0600-1800)
- ✓ 8x 7Two Run of Station
- ✓ 4x 7Mate Peak (1700-2300)
- ✓ 10x 7Mate Day (0600-1800)
- ✓ 8x 7Mate Run of Station
- ✓ Share of unsold airtime

AUTHORITY TO BOOK

Name

Business

Months on air
(min. 3)

Total Investment \$650+GST/month

Signature

Date



*Source: Regional TAM Data, Total People, Consolidated 7, Survey 3 2020, 1800-2230, Sun – Sat, Commercial Share, Commercial Channels, Tasmania. ^Any additional client requests can be accommodated subject to quote over and above the package price. Package is available to book until March 2021. Unless specified otherwise, the advertisements included are placed at SCA's discretion throughout each month. Television advertisements included in this tourism package must run for at least three months without change to the creative content. The monthly allocation of television advertisements included must be broadcast during each month and cannot be cancelled or carried forward. Unless otherwise indicated in writing, the client may cancel advertising by giving 30 days' written notice. Should that notice take effect midway through a month, the cancellation takes effect 30 days from the end of the month.



BUILD YOUR BRAND WITH OUR BRANDS

Why invest in your brand?

✓ Branding improves recognition

Your brand is what your business is known by – what makes it famous. Less than 10 % of the market is looking to buy your product at any given time, but a well branded business will be stored away in the consumers' mind for when the time comes.

✓ Branding creates trust

People are more likely to purchase from a business that appears polished and legitimate. The channels you choose to promote your brand increase or decrease this trust. When you choose TV it is common to hear customers say that your business “must be doing well”.

✓ Branding generates new customers

Without a strong brand, your happy customers have nothing to tell their friends about. Good branding supports and drives word-of-mouth referrals.

✓ Branding inspires employees

If you have staff, chances are they need more than just work — they need something to work toward. When employees see you investing in your brand, they are more likely to feel that same pride in the business and work in the same direction to achieve the goals you have set



Why build your brand with 7Tasmania?

✓ TV is Australia's #1 brand builder

The average Australian spends 2:27 watching broadcast TV every day¹. While 7TWO & 7mate may be secondary channels, the graph on the right shows that more people are watching them each week than read the newspaper or listen to the radio. Plus, with full screen video and audio, TV is the most immersive medium to promote your brand with.

✓ TV delivers return on investment

TV advertising builds brand reputation like no other. Independent market analytics firm Ebiquity, found that every dollar invested in TV advertising returned \$1.74 for well known consumer goods brands².

✓ TV commercials are remembered for longer

TV retains approximately 65% of its impact from the previous week, ahead of outdoor on 28%, online video on 23% and print on 19%². Recall of your brand when promoted on TV is stronger and lasts longer than other media.

WHO'S WATCHING?



+22% Since COVID-19
Now 17,600 avg.
viewers in Tasmania

Primetime

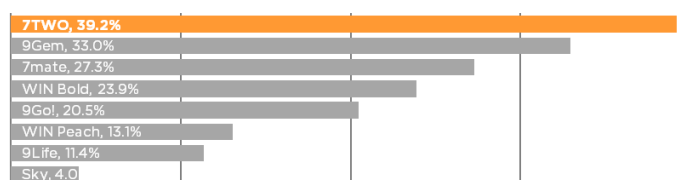
+14% Since COVID-19
Now 42,800 avg.
viewers in Tasmania



Tasmania's favourite multi-channel is 7TWO!



Launched in November 2009, the channel delivers entertainment programs catering to audiences aged 25 years and above. 7TWO offers a broad selection of programs covering a variety of genres including lifestyle, drama, adventure, reality observational-documentaries, comedy, and children's programming. Focusing on lifestyle, adventure and movies have driven this channel's audience younger. Regular programs on 7TWO include *Better Homes & Gardens*, *RSPCA Animal Rescue*, *Escape to the Country* and *Bargain Hunt*.



**#1
Multichannel
in Primetime
overall**

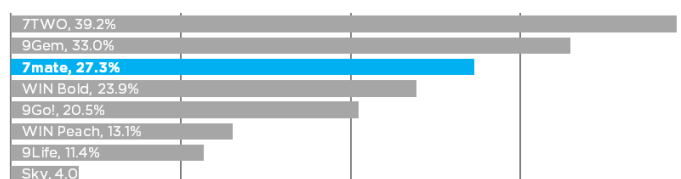
**#1
Multichannel
for Women**

**6.9%
Primetime
share**

7mate delivers more Men under 65 than any other multi-channel!



7mate is the dominant channel for men and describes itself as 'man's best friend'. Offerings include the hottest movies, a great range of sport, comedy, animation, and many top rating real life adventure programs. Popular programs on 7mate include *Full Custom Garage*, *Border Security - Australia's Front Line*, *Australian Highway Patrol*, *The Simpsons* and *Pawn Stars*.



**#1
Multichannel
for People
25-54**

**#1
Multichannel
for Men**

**4.8%
Primetime
share**