



Rabbits help BigPond multiply.

It's been voted Australia's favourite ad several times over. But there's more to the Telstra BigPond 'Great Wall of China' ad than meets the eye.

Before the ad launched, Telstra BigPond's broadband market share was in decline. To arrest this trend, BigPond knew it had to do more than offer an alternative price.

BigPond's Director of Sales and Marketing, Amanda Johnston says they instead chose a strategy that focused on the importance of a child's education. "Research showed us that this idea of giving kids the tools they need to excel in their education was very potent, and TV was the perfect medium to introduce Australia to the story of a pensive Dad and his innocent son," she said.

As BWM Executive Creative Director, Rob Belgiovane said, "The whole concept worked as well as it did because of television's great ability to tell a story succinctly and with emotion and humour. It's simply not the kind of idea that could have worked in print or online alone."

During the campaign period, from September 2005 to September 2006, Telstra's retail broadband market share increased by two full percentage points. This was achieved in an environment with over 500 internet service providers.

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To emotionally engage your audience

