



First Year of DM Tracking data in New Zealand!

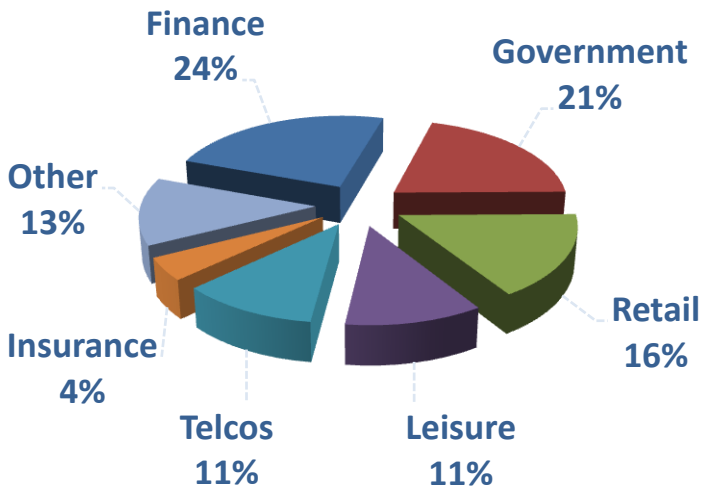
12 months worth of insights

During the first year of systematic DM tracking we have reported more than 56,000 mailers representing nearly 8,000 Direct Mail campaigns from January to December 2008, with an estimated spend of more than \$33 million.

Finance emerges as the top category, making up 24% of mailers sent throughout 2008. Key players in this category include Fisher & Paykel Finance, Westpac and American Express.

The **Government** category comes in second with 21%, and includes spend from, Genesis, Mercury and the NZ Transport Agency. **Retail** made up 16% and counts Loyalty NZ, Spotlight Stores and Farmers Trading Co Ltd as notable advertisers.

Leisure & Entertainment comes in at 11% and includes Readers Digest and Sky TV as advertisers, while **Communications** (11%) is clearly dominated by Telecom. **Insurance** is led by IAG, AA Insurance, and AA Life.



Source: mailpix January – December 2008

summer
Get[^]sorted
with a Westpac
personal loan.

- Simple application and fast approval
- Unsecured and very flexible options



Apply today at
www.westpac.co.nz or
call us on 0800 444 661.

Westpac
Making the most of life

Applications for credit are subject to Westpac's current lending criteria. The standard establishment fee of \$250 applies. Other fees may also apply. Westpac New Zealand Ltd

Example of a Westpac creative mailer inviting recipients to get themselves financially sorted for summer by applying for a personal loan. Both online and an 0800 phone line options are offered to apply.



Top Advertisers

By Direct Mail Volume (Jan - Dec 2008)

Telecom sits in the #1 spot on the list, and is well above Fisher & Paykel Finance, which comes in 2nd. Telecom's DM activity represents 10% of all tracked mailers in NZ during the year.

Rank	Advertiser	('000s)
1	Telecom Corp Of NZ Ltd	5,660
2	Fisher & Paykel Finance	3,498
3	Westpac Bank	2,122
4	Loyalty NZ Ltd	1,714
5	Reader's Digest (NZ) Ltd	1,711
6	Spotlight Stores	1,671
7	American Express Intl Inc	1,440
8	ASB Bank Ltd	1,254
9	Sky Network Television Ltd	1,252
10	Genesis Energy	1,113
11	Farmers Trading Co Ltd	1,047
12	Heart Foundation	1,034
13	GE Money	998
14	ANZ Banking Group (NZ) Ltd	935
15	Mercury Energy	923
16	NZ Transport Agency	819
17	Ezibuy Wholesale Ltd	796
18	Doubleday NZ Ltd	702
19	AA Insurance Ltd	651
20	National Bank Of NZ Ltd	648
21	Kiwibank Ltd	641
22	IAG New Zealand	569
23	Contact Energy	548
24	Magnamail (NZ) Ltd	546
25	Foundation For The Blind	506



This is a creative x-ray-like mailer inviting Telecom customers to have a mobile health check in order to make sure their mobile phone and plan are right for the way they call and text. An 0800 line is offered to conduct this check.



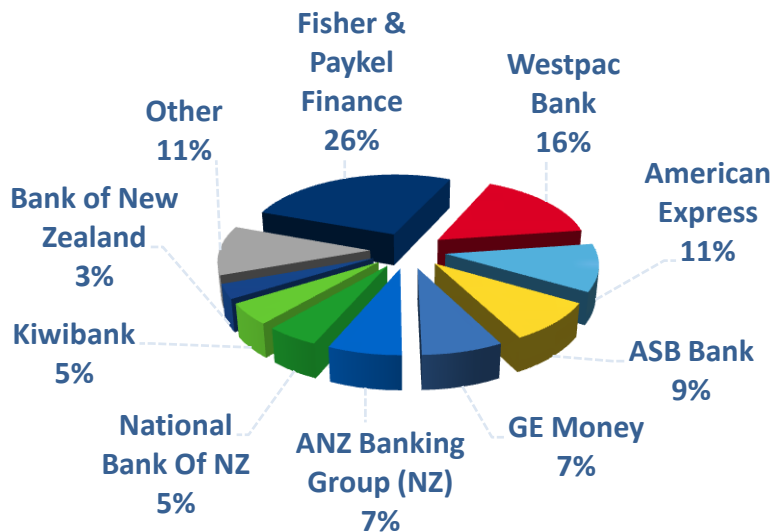
Finance Sector Review

The finance category came first representing 24% of all mailers sent in 2008. For this sector we have estimated more than 13,000 mailers and 1,200+ DM campaigns, with nearly \$8 million spent.

Fisher & Paykel, Westpac and American Express aggregate 53% of tracked mailers within this sector.

During this period, 43% of finance mailers were classified as “essential / transactional”, 43% as “customer” and only 14% were aimed at “prospect” clients.

Westpac showed the highest proportion of “essential” mailings, Fisher & Paykel did so for “customer” type mailers, and American Express led “prospect” targeted communications



This customer mailing for Qantas ANZ Visa cardholders comes in the shape of a travel documents wallet. It includes a mock up of a personally addressed boarding pass, which, when unfolded, provides an invitation on an upgrade to the platinum card which comes along with bonus frequent flyer points, complementary travel insurance and increased flexibility to redeem on Qantas and 24 other partner airlines, or to take their points shopping.



Retail Category Mailer example

This creative EZYBUY customer type of mailing combines the benefits of a personally addressed communication with a multimedia CD-Rom, and further online options. The enclosed season showcase CD-Rom offers a complete overview of four brands' collections, and online linked thumbnails at the end. By clicking on these pictures recipients of this mailer are connected to EZYBUY's website in order to get detailed information on fabrics, price, availability, sizing and fitting, and it also includes online purchasing options.



How to access the service?



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mailpix Ad-hoc

Clients who choose not to subscribe to the mailpix service can still benefit - just provide a brief of requirements and whether you're after a specific company or category, or just examples of DM creative.

You can discuss your needs with our mailpix team. please contact Ianco Babij on (09) 970 4230