

# CHORUS

RSP Announcement: Fibre Bonus Kicker Offer May-June 2021

# Bonus Credit Offer: May-June 2021

Following RSP consultation Chorus is pleased to confirm a Bonus Credit window is running from 1 May 2021 to 30 June 2021.

This pack provides an overview of our latest offer and is designed to be read in conjunction with the formal terms contained in our Mix It Up Offer Letter (available on [www.sp.chorus.co.nz](http://www.sp.chorus.co.nz)).

Please reach out to your Chorus account representative if you have any queries.



2 March 2021

FIBRE BONUS KICKER OFFER MAY-JUNE 2021

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# Chorus Incentive Calendar 2020/21

		2021					
		Jan	Feb	Mar	Apr	May	Jun
In market		Core Mix It Up offer					
			Bonus Credit RSP selects 60-days				
Confirmed						Bonus Credit Extension (Slide 4)	



# Bonus Credit Fibre Connection Offer

Bonus credits offered on offnet fibre-capable or copper broadband addresses in late adoption areas

**Bonus Credit payments are additional to the Mix it Up offer credits (see slide 7)**

<b>Offer Period</b>	1 May 2021–30 June 2021
<b>Key details:</b>	<p><u>To be eligible, RSPs need to:</u></p> <ol style="list-style-type: none"><li>1. Sign up to our “Mix It Up” offer <b>by 1 April 2021</b> via your Chorus Account Manager</li><li>2. <b>Agree to actively promote fibre</b> during this period either Above the Line with special consumer incentives or direct marketing to addresses on our target list (slide 5)</li><li>3. <b>Share marketing plans</b> with us by completing a prescribed table (slide 9), Chorus reserves the right to ask for a new plan and/or cap the amount of credits payable if it feels the scale of activity proposed is unreasonably low</li></ol>

**Targeted addresses as defined by Chorus which converts to fibre 30Mbps+:**

Connection Type		Credit amount
From ( <i>on targeted list</i> )	To	
Copper (includes Offnet for $1 \leq 6$ months)	New fibre Connect	\$50
Copper hotspots		\$150
Offnet $\geq 6$ months		\$450



# Marketing Activity for Fibre

In order for Chorus to offer RSP incentive payments of any magnitude we need to ensure these deliver an incremental uplift in fibre connections. To help us do that, we're asking for a minimum level of marketing effort.

In order to be eligible for bonus credits **RSPs must commit to** undertake fibre marketing activity to connect addresses on our target list. Participating RSPs must agree to submit to Chorus:

1. An agreed marketing plan for the bonus credit period (using the table supplied in appendix A) at least two weeks prior – it is recommended RSPs provide their plans earlier than this to allow rework if required\*,
2. Confirmation that the planned activity has been implemented (within a week of commencement) and provide copies of the assets used (i.e. retrospective not upfront) ^

\*Chorus reserves the right to cap bonus credits if it believes the scale of activity is not at an appropriate level using an objective calculation applied consistently across the industry.

^Chorus reserves the right to withhold bonus payments entirely if we believe assets used do not promote fibre offer.

Full terms and conditions are available in the Legal Offer Letter.



# Eligible Bonus Credit Address List

- The list will be updated on or around the **10<sup>th</sup> business day** of each month for all RSPs who have signed Chorus' mix it up letter of offer
- Addresses will be added but not deleted from the list during the campaign period
- Will clearly notate whether each address is "offnet", "copper" or "copper hotspot" and the amount of bonus credit applicable
- Bonus credits will apply to any connections to a 30M/50M, 100M, Consumer Max plans, and our new Hyperfibre 2000 and Hyperfibre 4000 plans
- All addresses will have been cleansed by Chorus and NZ Post on a best endeavours basis, Chorus accepts no liability for the accuracy of this list



# Cumulative credits with Mix it Up and Bonus Credit

Earn up to \$800 by connecting target addresses to fibre between 1 May-30 June 2021

New fibre connection from:	Mix it Up credits once highest % threshold is met on					*Bonus credit for addresses specified on targeted list	Total (cumulative) credits MiU + Targeted address* conversions to				
	30Mb plans	100Mb plans	Consumer Max \$65/\$85/\$100	Hyperfibre Home 2G	Hyperfibre Home 4G		30Mb plans	100Mb plans	Consumer Max	Hyperfibre Home 2G	Hyperfibre Home 4G
Offnet ≥ 6 months (*on list)						\$450*	\$450	\$500	\$600	\$700	\$800
Copper Hotspot (*on list)	\$0	\$50	\$100	\$200	\$300	\$150*	\$150	\$200	\$300	\$400	\$500
Copper Or Offnet for 1 ≤ 6 months (*on list)						\$50*	\$50	\$100	\$200	\$300	\$400
Offnet < 1 month	\$0					\$0	\$0				

# Next steps

1. Sign up to our “Mix It Up” offer by **1 April 2021** via your Account Manager
2. Commit to supporting this offer with **marketing targeting the addresses provided** or **ATL promoting fibre** – please share plans two week’s prior to commencing
3. Convert addresses on **specified Chorus’ targeted list** to a Chorus Fibre plan



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# Appendix A: Marketing Activity Template

RSPs please submit to Chorus at least two weeks prior to your 60-day bonus credit period commencing

Style category	Brief Overview of plan	List activity <i>(please be specific – add/delete lines as required)</i>	Describe activity <i>(include key messaging)</i>	Scale of activity	Start date	End date	How might Chorus validate this has occurred at the promised scale?
Above the line (ATL)		ATL Activity 1	e.g. NZ herald homepage takeover	e.g. # of TARPs			
		ATL Activity 2	e.g. radio				
		ATL Activity 2	e.g. TVC				
Customer offers			e.g. \$100 joining credit				
Direct Marketing		Direct Activity 1	e.g. eDM	i.e. 50k			

