

# Chorus Business Fibre ADVANTAGE Offers

## Business Fibre Marketing BONUS Credit Eligibility Criteria

The purpose of the Fibre Business Marketing Bonus Credit is to encourage more Business Max (1Gbps) Fibre and Business Hyperfibre awareness and uptake. We're offering an extra credit amount per connection on selected ADVANTAGE Offer eligible plans, pending a submitted and approved marketing plan of activity that contains messaging and channels, as outlined below.

### Key points:

- The Business Fibre Marketing BONUS Credits are available only to those customers who have signed up for the Small Business ADVANTAGE Offer and/or Business ADVANTAGE Offer via the Offers Letter.
- As per the ADVANTAGE Offers, the Business Fibre Marketing BONUS Credit will be available for any eligible sales within the ADVANTAGE Offers eligibility period of 1 July 2021 until 30 June 2022. RSPs would need to commence the marketing campaign within three months of Chorus validation. Credits are available for eligible connections ordered from the date of the start of the marketing campaign until three months after the last marketing activity of the campaign.
- We'll pay an extra credit per eligible connection where marketing of Business Fibre plans mentions "Business Fibre" (or "Fibre" when the marketing is clearly directed at businesses); and/or "Hyperfibre Business", "Hyperfibre Small Business" or "Hyperfibre" in marketing clearly directed at businesses. Refer to table below.
- Types of marketing activity may include: digital, TVC, radio, out of home (billboard/adshels) and/or door-knocking activity. (Must be predominantly in Chorus Fibre areas.)
- To qualify, evidence of the planned marketing activity would need be provided in advance for validation of the Qualifying Criteria outlined below by the Chorus Business team, plus details to enable spot checking of the marketing activity once underway.

**We would offer all RSPs who take up the ADVANTAGE OFFER the option to "boost" their credit per connection of the following plans by the amounts below:**

# Business Fibre Marketing BONUS Credit RSP Eligibility

Eligible Connections	Bitstream	Credit	Qualifying Criteria for Marketing Content
Evolve SME Max	2	\$50	Mentions "business fibre" or "fibre" when clearly targeting business customers
Small Business Fibre Max	2		
Hyperfibre Small Business 2000	2	\$100	Mentions "business hyperfibre" or "hyperfibre" when clearly targeting businesses customers
Hyperfibre Small Business 4000	2		
Hyperfibre Small Business 8000	2		
NGA Business (BS3/a)	3		Mentions "business fibre" or "fibre" when clearly targeting business customers
Hyperfibre Business 2000	3		Mentions "business hyperfibre" or "hyperfibre" when clearly targeting businesses customers
Hyperfibre Business 4000	3		
Hyperfibre Business 8000	3		

## Qualifying Channels & Regions

Digital, TV, radio, out of home (billboard/adshels) and/or door-knocking activity.  
Must be predominantly in Chorus Fibre areas.

## Applying for Business Fibre Marketing BONUS credits

It is easy to earn the Business Fibre Marketing BONUS credit with Chorus.

Just sign up to the ADVANTAGE Offers for Business Fibre and then submit your marketing plans and supporting documentation (requirements included on application form below) to this email:

[advantage@chorus.co.nz](mailto:advantage@chorus.co.nz)

We will come back to you within 5 working days to confirm your eligibility.

# Business Fibre Marketing BONUS Credit RSP Application

Please check which type(s) of marketing activity you will be undertaking for qualification towards Business Fibre Marketing Credit

## Out of Home (Billboard/Adshels) Advertising

Business Fibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Business Hyperfibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Please attach artwork, dimensions, and site details.

## Television Advertising

Business Fibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Business Hyperfibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Please attach TV media schedules with channels and dates/time in market, as well as artwork/scripts, and any other relevant materials.

## Radio Advertising

Business Fibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Business Hyperfibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Please attach Radio schedules/spot lists with stations and dates/time in market, as well as scripts, and any other relevant materials.

## Online Marketing

Business Fibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Business Hyperfibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Please attach digital media schedules outlining sites, SEO, and/or tools utilised, as well as a copy of the banners/copy that will run across digital channels

## Door to Door Marketing Activity

Business Fibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Business Hyperfibre Focus  Date Start: \_\_\_\_\_ Date End: \_\_\_\_\_

Please attached content and script for the D2D team, along with D2D staff details, planned areas of D2D, and frequency levels.

Retail Service Provider: \_\_\_\_\_

Application Date: \_\_\_\_\_

Role: \_\_\_\_\_

Signature: \_\_\_\_\_

CHORUS USE: \_\_\_\_\_