



# BIG FIBRE BOOST

**MARKETING PLAN**

14 October 2021

C H ● R U S

# New Zealand has been internetting more than ever.

NZ's bandwidth demand has been skyrocketing, from the average household on the Chorus fibre network using 500GB in June to exceeding 620GB last month. Ongoing lockdowns have seen NZ hitting record volumes on the fibre network.

The way kiwis live and work is changing and 100Mbps is not going to be enough for most households.

**That's why with your support we are boosting NZ's internet.**



## What this pack covers

This pack provides an overview of the planned Chorus activity promoting the fibre boost and includes:

- **Campaign naming**
- **Campaign phasing**
  - Detail around each phase including focus and media channels
- **High-level communications plan**
- **Leveraging the boost in your marketing**

### **NOTE:**

Plans are a work in progress and we will continue to update you as details are confirmed.

## A name that everyone can leverage

When developing the activity we wanted to ensure the naming of the upgrade met specific criteria.

- With consumer plans being boosted from 100Mbps to 300Mbps and business plans being boosted up to 500Mbps it needed to be a simple phrase that could summarise what was happening.
- It was general enough to be able to be used by us, other LFC's, RSP's and media as a shorthand to the boost.
- A term that wasn't speed specific or timebound, so we could use it again for future boosts to the network.

All our activity will use the phrase 'BIG FIBRE BOOST' and social content will be aggregated using the hashtag #bigfibreboost.

We'll be using the phrasing in other ways like 'we've boosted the network' and 'fibre is getting a boost' through various comms.

**A phrase that can be used by Chorus, other LFC's, RSP's and media.**

**BIG FIBRE BOOST**

**Creative is underway and we will share this when it is ready.**

# Our activity is spread over three phases

Aimed at building understanding around why we're upgrading, the benefits and how consumers and businesses will be able to access it and benefit.

## PHASE ONE (Sep-Dec)

NZ's internet is getting a boost

### Explaining what's happening and why

Building clarity around the boost, why we need it and how it will happen.

Announcing our ambition to get NZ into the top 10 countries in the Ookla global speed rankings through this upgrade.

*(TBC - working through details with Ookla)*

**Media: PR/social**

## PHASE TWO (Dec)

The network has been boosted

### Creating a moment in time

Create a 'big moment' to let people know the network boost has happened and may be available to them through their service provider.

**Media: PR, roadblock media - key digital, outdoor, TV**

## PHASE THREE (Feb/Mar/Apr)

Benefits of the boost

### Feel the difference

Highlight the impact of the boost, improved experience from increased speed.

Encourage Kiwis to do an Ookla speed to help get NZ into the top 10.

**Media: PR, digital, social & influencers**

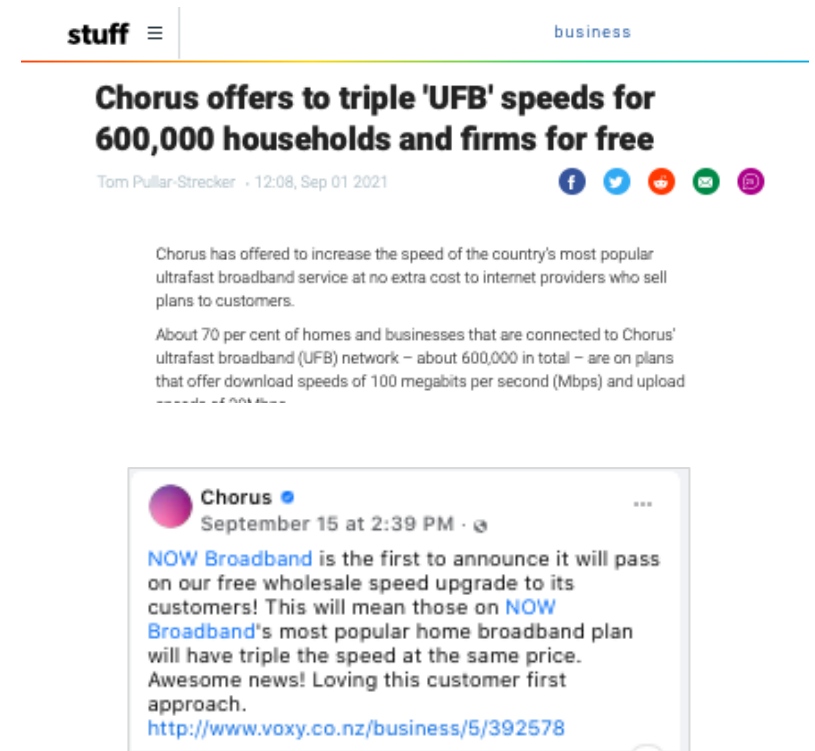
## Phase 1: Explaining what's happening and why

Focused on building awareness and understanding of the boost, through providing clarity around what it means, why it's good for Kiwis and how it will happen.

We have started off slow but will be ramping up with activity from mid-October, and connecting everything by using #bigfibreboost

### Key activity:

- **Oct/Nov** – Social campaign focused on highlighting NZ's rise in data usage and changing internet behaviour.
- **Late Oct** - Announcing our ambition to get NZ into the top 10 countries in the Ookla global speed rankings through this boost.
- **Nov** – weekly PR and native using key stakeholders discussing why this is good for Kiwis.
- **Late Nov** - Using media partners to harness real-time data to show the scale of our national usage.



If you choose to do an announcement about the boost, we will cross-promote all announcements on our social channels.

## Phase 2 : Creating a moment in time

Once the Chorus part of the boost is complete in early December we plan to let people know that it has happened through high-impact media placements.

We'll ensure that we are making it clear to end-users that this is the completion of the Chorus network component of the boost, but they will need some indication on how to check if their specific connection has been boosted. When we share creative we'll work with you collectively to develop the right CTA, as we want to ensure we are not driving any unnecessary traffic to your contact centres off the back of this.

Our media activity and creative is still in development but it will likely include:

### Media channels

- **TV** – 15 sec TV spot running across FTA TV and VOD.
- **High-impact digital** – desktop and mobile placements on premium sites
- **Outdoor** – key outdoor placements in Chorus fibre areas.
- **PR** – aiming for media coverage of the boost, we'll be looking for earned media but will also utilise partnerships to drive coverage.
- **Social and owned channels** – updates across all our owned channels.

## Phase 3: Feel the difference

Allowing time for the boost to be passed on to consumers and businesses by retail service providers, in February we will kick off activity to demonstrate the benefit of the upgrade.

### This has two parts

- **The personal benefit** – using influencers, activities and case studies to highlight the benefit of the boost.
- **National benefit** – through a competition we will be encouraging people to do a speed on their boosted plans. With the purpose being to help NZ reach the top 10 of the Ookla global speed rankings.

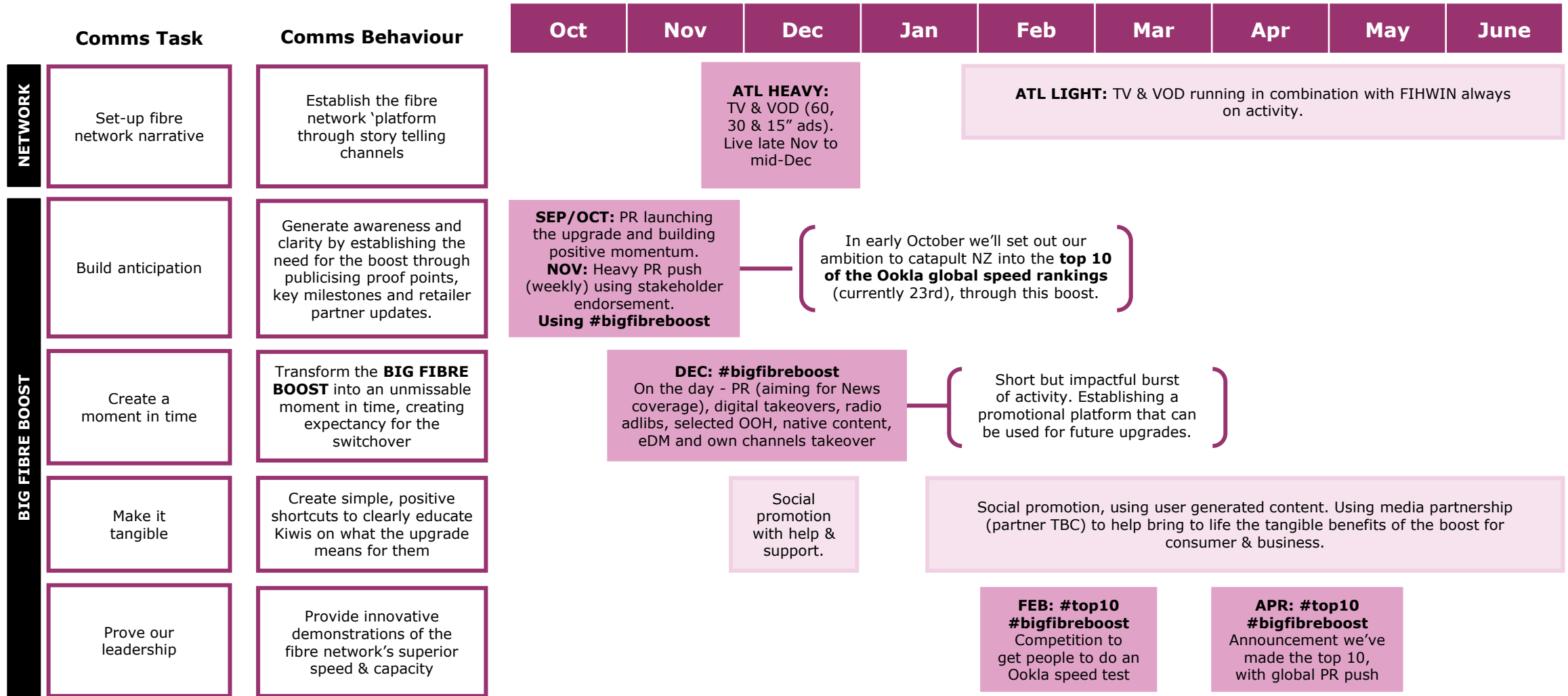
**How can we get kiwis to do a speed test?**

Is there some direct comms you do that can help get the word out? We'd love to see how we can partner with you.

**Let's chat.**



# High-level communications plan



# Leveraging the boost

Some of you have voiced concerns around how to market the boost with regard to speed claims. We can confirm that we will be overclocking the plan to allow for the required overhead, so you should be able to claim that this is a true 300Mbps plan.

You can also leverage the awareness Chorus has created around the boost to help identify that this is a boosted product without having to anchor it in speed.

Ultra Fast Broadband FIBRE ?	<input type="radio"/>	<b>\$94</b> PER MONTH. INCLUDES YOUR CHOICE OF SAMSUNG JOINING REWARD. When you also join for power on a 24 month plan	Unlimited Data <b>BOOSTED FIBRE PLAN</b>
	<input type="radio"/>	<b>\$119</b> PER MONTH. INCLUDES YOUR CHOICE OF FIBREMAX SAMSUNG JOINING REWARD. When you also join for power on a 24 month plan	Unlimited Data ↓ Max Mbps ↑ Max Mbps

### Unlimited

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Experience fibre broadband with no data limits and never worry about going over your cap again.

**BIG FIBRE BOOST**

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- Standard installation included and free modem rental available

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**\$100 joining credit on a 12 month term**

# \$79

/month

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### Unlimited

- ✓ Boosted fibre plan
- ✓ Home phone line can be added
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- ✓ VDSL or ADSL (if applicable)
- ✓ Amazon Prime Video on us for a year when you signup for 12 months

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