

Campaign Evaluation

Orcon Genius



“It’s Cheaper Because It’s Smarter”

Table of Contents

1.0 Introduction	3
2.0 Who Is Orcon?	3
2.1 Orcon Vision	4
3.0 What Is Orcon Genius?	5
4.0 Campaign Process.....	7
4.1 Earlier Orcon Campaigns	7
4.2 Market Positioning.....	8
4.3 Objective and Target Audience	8
4.4 Campaign Message	10
5.0 Media Channels	11
5.1 Print	11
5.2 Online advertising.....	12
5.3 Social Media.....	16
5.4 Orcon Website	18
5.5 Television.....	20
5.6 Unpaid Media	21
6.0 Campaign Evaluation.....	21
References.....	23

1.0 Introduction

The goal of an integrated marketing campaign (IMC) is to directly influence the behavior of a target audience. IMC consists of all message channels through which a consumer has contact with the brand, and makes use of all types of communication that are relevant to these consumers. IMC requires that all communication channels deliver a consistent message. (Chitty, Barker, & Shimp, 2008)

This report is a critical analysis of the Orcon Genius marketing campaign launched in July 2011 by Auckland advertising agency DraftFCB.

2.0 Who Is Orcon?

Orcon says: *“Orcon provides calling and internet services to both residential and business customers around New Zealand. We have two offices in Auckland, Northcote and Newmarket, with more than 200 Orcon evangelists led by Chief Executive Scott Bartlett.”* (About Orcon, N.D)



orcon®

Orcon Limited (known as Orcon) is a New Zealand owned telecommunications company (telco) offering Internet, fixed line telephone, voice over internet protocol (VOIP) calling, mobile phone, and various hosting services nationwide. Orcon is a subsidiary of Kordia Group Limited, a State owned broadcast and telecommunications company.

Orcon is the 4th largest internet service provider (ISP) and the 3rd largest internet wholesaler in New Zealand. Orcon employs over 250 staff and provides services to more than 100,000 businesses and homes. (Press Release - Orcon Internet, 2011)

As at 2010 Orcon was growing at about 30% per year and according to Kordia is the third largest aggregator of international bandwidth into New Zealand. The business has grown from \$25m to \$75m in three years. (Commerce Committee, 2011)

Orcon Limited was founded as Orcon Group Limited in 1995 (Company Profile, N.D) by Seeby Woodhouse, in university at the time. He started out by providing computer advice and support as well as selling cell phones and other accessories, later expanding into PC upgrade and repair services. Orcon Group were focused on the local market on Auckland's North Shore but by 1996 had expanded it's product range and sphere of operations as well as distributing throughout the Auckland region and various other parts of New Zealand.

In 1997 Orcon Group commenced as an (ISP) offering a no frills dial up connection targeting the more technically minded customer.

By 2002 Orcon Group had joined forces with software design company Digital Edge Limited and become Orcon Internet Limited. (Company History, N.D) Orcon had repositioned as a major ISP in the residential market, launching a new web portal and putting in place marketing initiatives to grow their customer base.

On 12th June 2007 Kordia purchased Orcon Internet Limited for \$24.3m, effectively taking the business nationwide.

In August 2007 Orcon took advantage of the local loop unbundling by installing equipment into the first unbundled Telecom exchange in Ponsonby. In March 2008 Orcon launched their ADSL2+ service in parts of Auckland to become the first ISP in New Zealand to provide commercial ADSL2. (Orcon Internet Limited, 2011) In April 2010 the company name was changed to Orcon Limited. (Companies Office, 2011)

2.1 Orcon Vision

“THE INTERNET IS EVERYTHING

The internet is at the heart of everything we do at Orcon – from providing broadband services to homes and businesses across the country, to a raft of hosting and domain services.

We also offer fixed-line and mobile services, to deliver a full communications solution, no matter what you need. We know innovations lead to customer benefits, and are focused on continually pushing the boundaries to deliver the latest and greatest stuff to New Zealanders. We were the first to unbundle the local loop in New Zealand, leading to more competition and better prices.

We are pretty proud of that, and also have a few more tricks up our sleeve. Our call center is based in our North Shore HQ, and filled with people who love the internet, and are knowledgeable and helpful, which is a good thing. As we say here: We are small enough to care, big enough to make a difference. We are all about the internet. The internet is everything”. (About Orcon, N.D)

3.0 What Is Orcon Genius?

Orcon says: *“Orcon Genius is the home phone and broadband modem in one. It puts your phone calls over the internet and saves you money. And it’s a super-styly modem with a really strong Wi-Fi signal that lets you hook up to the internet just about anywhere round the house”.* (Orcon Genius, N.D)



Orcon Genius is a hardware device designed and built (in conjunction with Orcon) by iinet of Australia. In Australia the same device is sold to iinet customers as BoB2. Orcon Genius is a wireless router and digital home phone in one, using VOIP technology to place phone calls instead of a traditional analog phone line, a New Zealand first. VOIP enables digital calls to be made over a standard broadband connection by sending the voice as a digital packet online. For those who would prefer to use their standard cordless phone to make calls there is also the option of the Orcon Genius Lite, which comes without a digital cordless telephone but is able to have a standard telephone plugged into it.



(Image 1: Example of a basic VOIP setup (Voip Information, N.D))

Orcon Genius also offers a smart phone charging port as well as the ability to run a network storage device or plug in and use a normal analog telephone. Standard smart services include call waiting, caller ID and voice mail, as well as the option to have your voice mail sent by email as an audio file.

None of these services nor VOIP technology are new to the New Zealand market, in fact VOIP telephony has been available for a few years now. The reasons why it hasn’t been hugely popular are due to, a lack of knowledge and understanding of the technology, the need for technical ability and equipment to set up and configure a digital telephone system, a low standard of performance and stability in New Zealand’s internet

service, and low data caps available on expensive internet plans through New Zealand's ISP's.

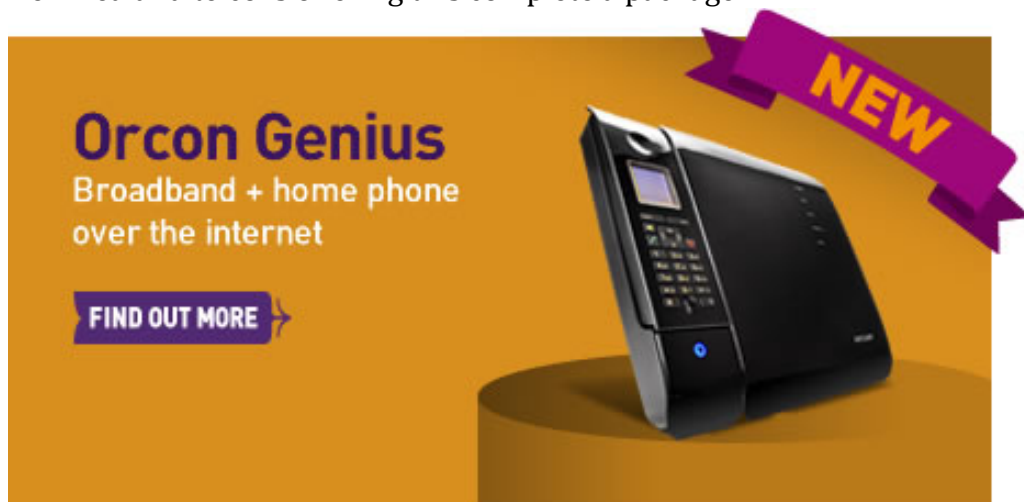
Predominantly New Zealanders have used global companies like Skype through their computers in order to make VOIP telephone calls, where it is necessary to be at a computer and logged in to be able to make or receive a call. More recently smart phones have had the ability to make VOIP calls over data networks by simply installing and configuring an app such as Skype. You are still required however to be logged in in order to use these services.

The key advantages of converting to a VOIP based telephone service is that you would no longer be required to pay for a standard phone line. You require just a naked digital subscriber line (naked DSL) connection and a VOIP service provider. You are then able to take advantage of considerably cheaper and often unlimited calling options.

With the incoming ultra fast broadband Orcon claims that Genius is future proofed as it will operate on both copper and fibre cable. *"In five years time you won't have any copper going into your home, just fibre"* (Bartlett, StopPress, 2011)

"Orcon's new Genius product takes stuff that geeks have been aware of for some time (naked broadband and VoIP providers), and packages it all up with a sexy device, tight pricing, and some TR-069 jiggery pokery. The result is a plug-and-play solution for everyone to circumvent the previously all-but-mandatory Telecom PSTN line rental. Yes, even my mum". (Ben, 2011)

Orcon's competitive advantage is that with the Orcon Genius they offer all of the hardware components of a VOIP telephone set up in one as well as the naked DSL connection and VOIP service at an affordable price. Thus bringing VOIP telephony to the mass market for the first time. No other New Zealand telco is offering this complete a package.



(Image 2: Orcon Genius web campaign, Aug 2011 (Orcon Home, N.D)

Orcon offered with Orcon Genius two \$70 base plans. 30GB of data and standard call rates or 5GB of data and unlimited national calls. Both plans offered the ability to add more data or calling to the base plan. (Orcon Home, N.D)

4.0 Campaign Process

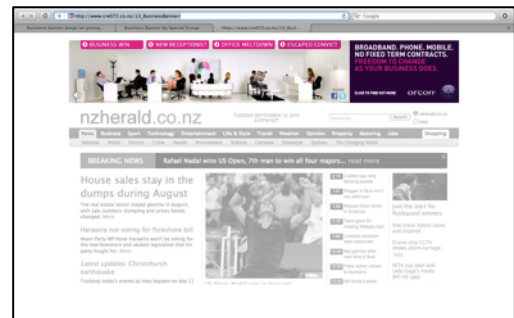
In 2002 Orcon became a major ISP in New Zealand’s residential market. As well as investing in the operational side of the business they put into place marketing initiatives to continue to grow their customer base. By 2003 Orcon had become the fourth largest ISP in New Zealand. (Company Profile, N.D)

4.1 Earlier Orcon Campaigns

Until late last year Orcon had contracted their marketing and advertising work out to advertising agency Special Group. (Fahy, StopPress, 2010) Together Special Group and Orcon used multiple media channels to promote Orcon products, including:

- Living Office Business Web Banner:

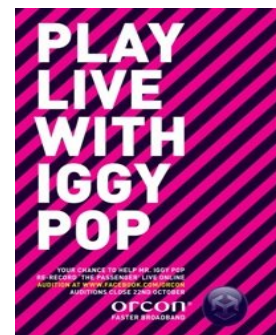
This multiple award winning interactive web banner ran on business interest sites and had Twitter and Facebook functionality. Seen here on the NZ Herald web site. (Fahy, StopPress, 2011)



(Image 3: Screen shot Living Office (Business Banner, 2010)

- Iggy Pop Campaign:

Another award winning campaign (Iggy and the Stooges, 2010) used to highlight Orcon internet speeds, featuring TV advertising and a Facebook app where a competition ran to record a version of ‘Passenger’ over the internet with Iggy Pop. \$650,000 worth of unpaid media (Orcon Broadband, 2011) ultimately made this campaign such a success.

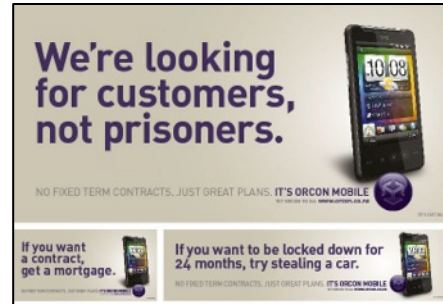


(Image 4: Street poster for Iggy Pop campaign (Elma Alt Shift, 2010)

- Orcon Mobile:

With Orcon's entry into the mobile market highlighting no contracts, they ran a campaign of simple billboards. (Orcon Mobile, 2011)

(Image 5: Billboard for Orcon mobile campaign (Orcon Mobile, 2011)



After parting ways with Special group in December 2010 Orcon appointed DraftFCB as their new advertising agency. (Fahy, StopPress, 2010) The launching of Orcon Genius was DraftFCB's first major marketing campaign for Orcon.

4.2 Market Positioning

Although Orcon is the 4th largest ISP in New Zealand it is still seen in the telecommunications world as a 'little guy' compared to Telecom, TelstraClear and Vodafone. This perception however is changing as Orcon expands from the main cities, unbundling more exchanges across the country. Orcon Genius is currently (July 2011) available to 84% of New Zealand households. (Orcon Genius Article, 2011)

With aggressive and interesting marketing campaigns (Iggy, Living Office) over the past couple of years Orcon have portrayed to consumers that they are different from the other telco's, 100% Kiwi owned, innovative, fun and more caring. "We want to have customers not prisoners." (Bartlett, TVNZ, 2010) was quoted by Orcon when launching the contract free Orcon mobile phone service in 2010.

The colourful but simplistic Orcon Genius campaign, effectively portrayed their market position as the fun, forward thinking innovators of the New Zealand telecommunications industry. And are forcing consumers to ask themselves, "Why do I not want to be a part of this?"

4.3 Objective and Target Audience

Orcon's key objective with the Orcon Genius campaign was to grow it's customer base. With just over 100,000 customers, a market share of around 5%, Orcon is still a long way behind front-runner Telecom NZ with a 54% market share. (Point Topic, 2011)

By introducing Orcon Genius in to New Zealand's very competitive telecommunications market Orcon hoped to increase it's market share of this \$4.8 billion industry (Commerce Commission, 2011) with an innovative new product that claimed to save \$40 on the average monthly household bill (Bartlett, NZ Herald, 2011) and would be available to 90% of New Zealanders by Christmas 2011. (Bartlett, StopPress, 2011)

Because broadband internet access and a telephone line are services that most New Zealand households already have (1.09 million fixed broadband and 1.9 million fixed phone lines, 2010), (Commerce Commission, 2011) Orcon's potential target market was very broad, covering any household which has an internet connection, telephone line or both, or who would like to have one or both in the future. Thus making the target market for Orcon Genius, adult New Zealanders who have an internet and telephone connection and who would like to save \$40 per month, or who don't have an internet connection or phone line but would like one.

The target market can then be split into two main segments and one smaller segment. 1) Those who have heavy internet usage but lesser calling requirements. 2) Those who like to use the phone a lot but do not require much monthly data. 3) Those who already have an analog telephone and would just like the Orcon Genius router. This smaller segment can also be split again into the two main segments.

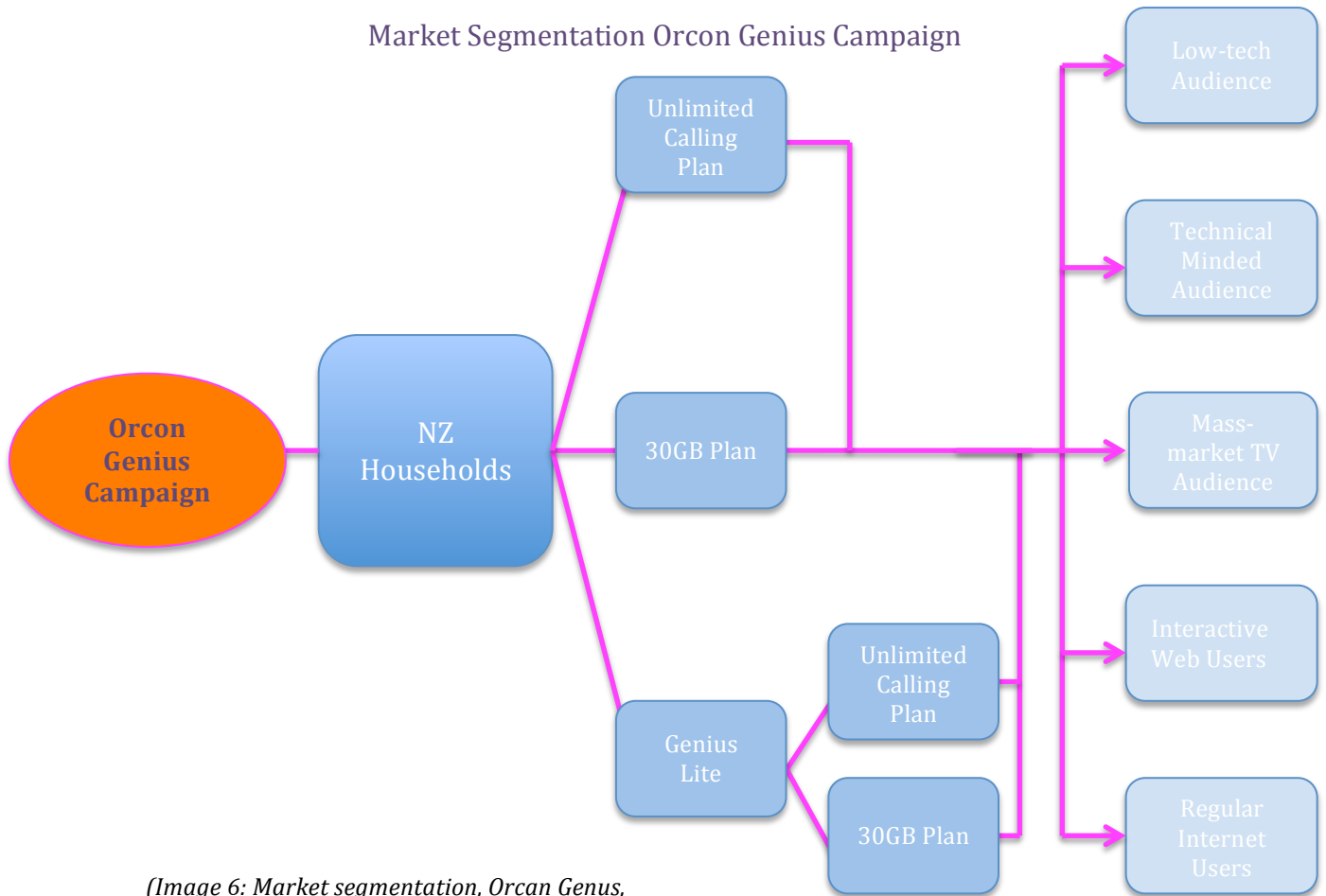
To meet the requirements of these three market segments Orcon offered two base plan options. One offering more internet data and the other offering more calling. To meet the third market segment Orcon released with Orcon Genius the Orcon Genius Light, as described earlier in section 3.0.

Although we have defined three clear market segments, marketing to each of these three segments requires no difference from marketing to another, as the marketing message is the same. Orcon Genius was a mass-market campaign targeting almost every household in the country. However not every household can be reached by a marketer in the same way. For this reason Orcon needed to dissect these three market segments once more. This time into specific audience types by way of which media channel will best reach a specific audience.

I have identified these specific audiences by their relationship to technology as apposed to a blanket demographic (age, sex, location) approach, which is irrelevant in this case.

Based on the media channels used in the Orcon Genius campaign we can define five clear audience types, although there will be quite significant audience crossovers. 1) Mass-market TV audience, 2) Low-tech audience, 3) Technical minded audience, 4) Regular Internet users and 5) Interactive web users.

Each of the media channels used in the Orcon Genius campaign were targeted to one or more of these market segments.



(Image 6: Market segmentation, Orcon Genius, integrated marketing campaign)

4.4 Campaign Message

Orcon's key message in the Orcon Genius campaign is summarized in their slogan "It's cheaper because it's smarter". This slogan was used throughout the entire campaign, in all media channels and picks up on the essence of both sides on their campaign message. Cheaper internet access and phone calls, and smarter hardware and technology that is simple and easy.

Orcon is communicating a message to their audience that will be pleasing to all stakeholders. You don't need to pay for a traditional telephone line anymore and you shouldn't have to pay exuberant prices for limited monthly data. With Orcon Genius's smart plug and play technology your home phone and wireless modem are in one.

5.0 Media Channels

When targeting a marketing campaign to a mass-market audience it can be difficult to identify one media channel that will efficiently and economically achieve the desired market penetration. Marketers must identify specific media channels with which to target specific segments of that mass-market, thus creating an integrated marketing campaign.

Orcon managed to achieve this with their Orcon Genius campaign by using a mix of multiple online and offline media channels each targeting specific segments of the market.

The campaign message was clear and consistent throughout all media channels adopting the slogan “It’s cheaper because it’s smarter”. The same colour and graphic scheme was used throughout offering limited information but directing consumers to the Orcon website for further details.

The pre-launch advertisements made use of suggestive statements and claims such as “It’s the way all phones will be in the future” and “And see why your Telco is history” to create a buzz around the product as well as suggesting that consumers current providers were behind the times.

Once Orcon Genius was launched advertising included details of the plan inclusions and prices but still maintained the same campaign message and theme, including the campaign slogan.

5.1 Print

Orcon Genius was featured in full-page adverts in the NZ Herald and the Herald on Sunday leading up to the product launch and two and a half weeks following the launch date. The adverts were used to build excitement and anticipation for the new product as well as explaining in simple terms what Orcon Genius was and how it could help you.

Adverts were published in the NZ Herald on the 18th, 27th and 30th of July and in the Herald on Sunday on the 17th of July and the 7th of August.

(Image 7: Orcon Genius ad, NZ Herald)



The NZ Herald is New Zealand’s most read newspaper with almost 600,000 readers and was the only daily newspaper in the country to record circulation increases over the past 12 months (from February 2011), with a 7% increase. The Herald on Sunday saw a 2.2% increase to 379,000 readers. (NZ Herald, 2011)

NZ Herald advertising was targeted to the “low-tech audience”. This audience understands and uses the internet, but chooses the daily newspaper as it’s preferred source of current news and information. By advertising in New Zealand’s most subscribed daily news paper Orcon Genius could most effectively reached this market segment.

By taking out a full-page ad it not only catches the attention of readers, but also gives the perception that ‘this is a big deal’. With the bright colours but simplistic style it imbeds a non-complicated, simple image of a very technical product. More information about the product was provided with this advertising as the low-tech audience would require more details and convincing before investigating further. The Orcon website was also listed to engage readers into taking the next step and viewing Orcon Genius online.

5.2 Online advertising

Various forms of online advertising were used leading up to and throughout the Orcon Genius campaign.

- Yahoo! Homepage:

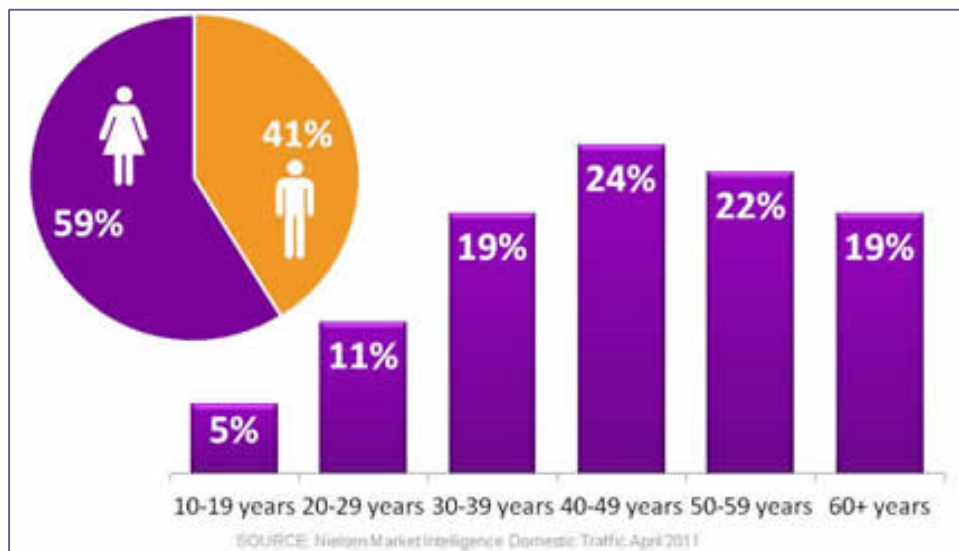
Orcon ran a visual impact display on the Yahoo! homepage with a homepage takeover on the 25th of July 2011.



(Image 8: Screen shot homepage takeover, Yahoo! NZ (Yahoo! NZ, 2011))

Yahoo! New Zealand’s homepage has been the number one homepage for New Zealanders for the last 14 months and in April 2011 attracted a monthly audience 13% larger than the nearest competitor's homepage. The Yahoo! NZ Home Page grew by 55% year-on-year. (Yahoo! NZ, N.D)

From 2001 to date (Jan-Apr) the Yahoo! NZ Homepage reached 5.5 million unique browsers a month on average and receives almost 48 million page views per month. (Yahoo! NZ, N.D)



(Image 9: Showing Yahoo! New Zealand audience April 2011 (Yahoo! NZ, N.D)

60% of Yahoo! NZ Homepage’s audience are aged 25-54 years and 56% are aged 18-49 years with a female skew of 59:41 gender split.

84% are the main or equal grocery shopper for their household. They have high household incomes and are likely to be homeowners with 40% having children aged 0-17 in the household. Almost half (49%) spend more than 10 hours per week on the internet. (Yahoo! NZ, N.D)

The Yahoo! NZ homepage takeover was targeted to the ‘regular internet users’ audience, but more importantly to Xtra (Telecom NZ) users. As Xtra mail is run through Yahoo! NZ any Xtra customer checking their mail online would have been reached directly via this homepage advertising, giving Orcon the opportunity to convert Xtra customers.

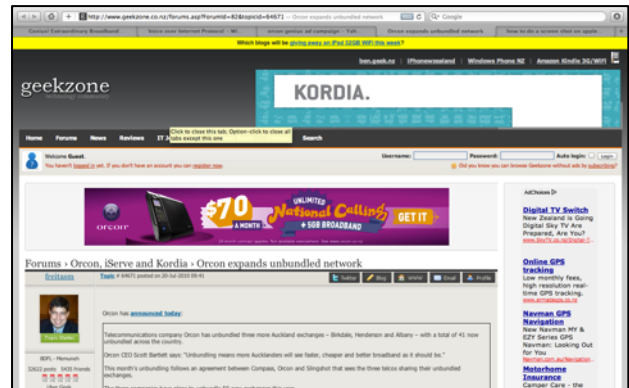
The homepage takeover was featured 5 days after the product launch meaning that many consumers may have seen some Orcon Genius advertising through other media channels and may already have been familiar with the campaign, but may not have taken much notice. For these consumers the campaign was now directed specifically to them, with a higher likelihood of engaging action. The same theme and style as the print advertising was maintained and the Orcon Genius slogan was again used, but the ad had now come to life with animation and linked back to the Orcon website.

- Geekzone Home Page:

Orcon ran web banner advertisements for Genius on the Geekzone website, featuring on the home page as well as Orcon related forum pages.



(Image 10: Screen shot Geekzone homepage banner (Geekzone, N.D)

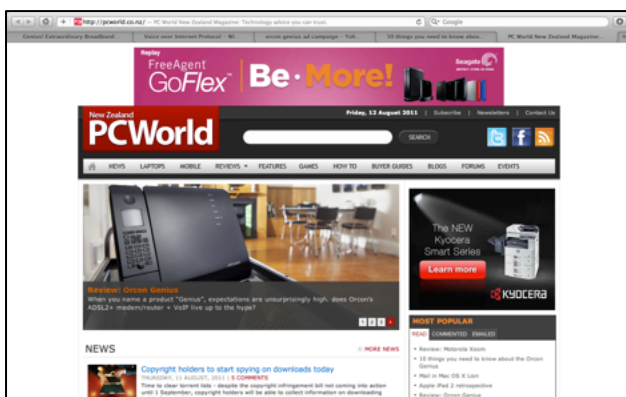


(Image 11: Screen shot Geekzone banner (Forum - Orcon, N.D)

Geekzone is New Zealand's largest technology website, publishing news, articles and reviews as well as hosting some of the busiest tech forums in the country. The audience tends to be a mix of technology leaders and early adopters but also inquisitive members of the general public looking for advice and solutions to problems. The age spread of readers is predominantly from the mid 20's to mid 40's, the audience is mostly male due to the nature of the content but this is slowly changing to a more balanced mix. Geekzone is ranked as the number one website in New Zealand in the IT Media category. (Advertise on Geekzone, N.D)

- PC World Web Site:

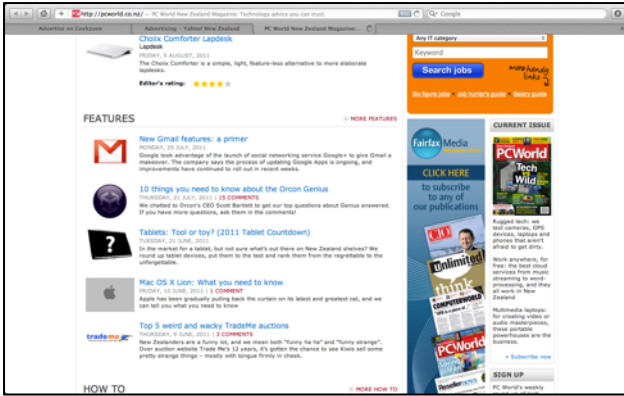
Orcon ran web advertising for Genius on the PC World website on pages relating to or covering Orcon Genius stories, as well as being reviewed and covered in feature stories. On the 12th August 2011 Orcon Genius featured on PC World's homepage banner promoting one of these stories.



(Image 12: Screen shot PC World homepage (PC World Homepage, N.D)



(Image 13: Screen shot PC World review (Orcon Genius Review, 2011)



(Image 14: Screen shot PC World feature (PC World Homepage, N.D)



(Image 15: Screen shot PC World ad (Feature Orcon Genius, 2011)

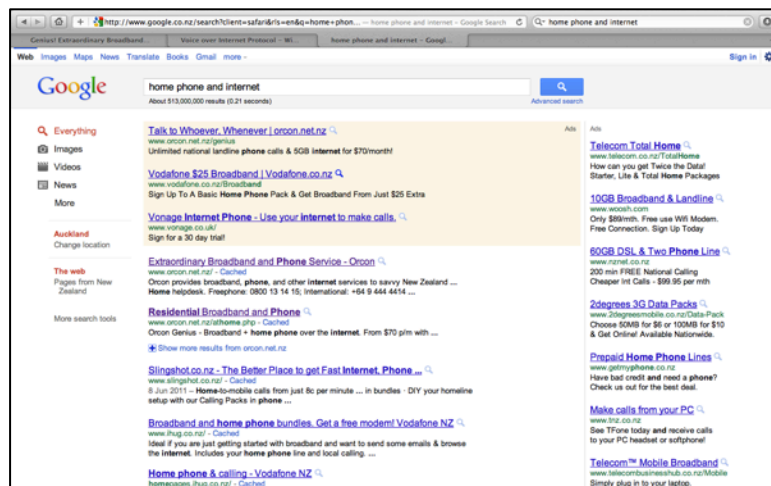
PC World's audience ranges from consumers to small business people. Web content includes technology news, reviews, instructive tutorials, informed opinion, comprehensive buyers guides and the Press F1 computing help forum. (Ad Centre, N.D)

PC World received 577,000 page impressions and 285,249 unique browsers, September 2010. (Ad Centre, N.D)

- Google Adwords:

Orcon runs various adword campaigns on Google ranking the majority of the time in the top five ads in related searches.

Adwords work well in directing consumers through searched keywords to pre-defined website. With a well planned adword campaign website visibility and traffic can be significantly increased in a short period of time.



(Image 16: Screen shot of Google search engine with Orcon Genius ad ranked #1, key words home+phone+internet (Google Search, N.D)

Both the Geekzone and PC World advertising were targeted to the “technical minded audience”. Both websites are very popular with in-the-know internet and technology users as well as with generally interested

technology consumers. This market segment is more likely to understand the technology behind Orcon Genius as well as appreciating the potential benefits.

With Orcon Genius being featured in stories, product reviews and on user forums consumers were given another resource with which to research Orcon Genius where they would be able to find non-biased information and feed back from other consumers who had already used Orcon Genius or who knew something about it.

For regular followers of these two websites who trusted the opinions and views of the website writers, by seeing Orcon Genius featured and advertised within the site it may have given the product some credibility and handed some of that trust over to Orcon.

As with other media channels the same style and colour scheme was maintained as well as the animated effects, which would in particular have appealed to this market segment. All advertising also linked back to the Orcon website.

5.3 Social Media

- Facebook:

Orcon's Facebook (FB) page has over 5000 fans and has been used as a direct link to customers by way of an online support and forum where customers can ask help questions and have them answered by Orcon techs or other Orcon users. Orcon posts regular updates on new deals and products as well as uploading product images and posting related industry links.

Leading up to the Orcon Genius launch, information and images were posted to create a buzz of excitement around the new product. Orcon Genius details were first posted on the 13th of July 2011.

Regular activity keeps Orcon's FB page interesting and creates customer interaction thus promoting the FB page throughout the FB community.



(Image 17: Screen shot of Orcon's FB page (Facebook, N.D) Cy Messenger | BSNS6374 | Aug 2011 | 16

Facebook is the worlds most popular social networking site with over 750 million active users and over 250 million of them connecting through mobile devices (July 2011). FB is available in 95 countries, 50% of FB users connect daily and the average user has 130 friends. (Statistics - Facebook, N.D)

As a marketing medium FB offers the ability to build an individual business page as well as advertising that can be targeted to a specific audience by location, age and interests. (Facebook Adverts, N.D)

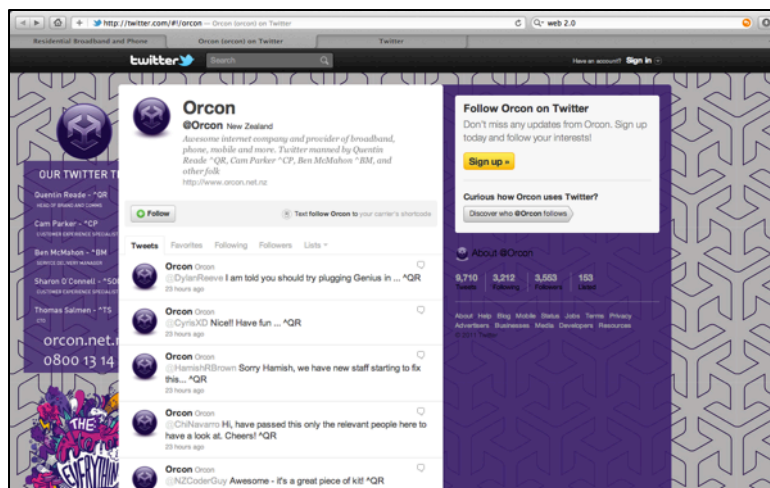
FB buttons can be attached to a website or other digital advertising, creating a direct link to a FB page and further increasing business exposure and interaction.

The FB website is rated #7 in the world for total traffic and has a penetration rate of 17% in the South Pacific region. (Facebook Adverts, N.D)

- Twitter:

Orcon have over 3,500 followers on Twitter (Twitter, N.D) all of whom can be communicated with in real-time by way of tweets. Twitter like FB is used by Orcon to release product information to customers and to offer direct, real time support.

Orcon used tweets to create excitement for Orcon Genius' pre launch and to announce it's launch as well as offering ongoing support.



(Image 18: Screen shot of Orcon's Twitter page (Twitter, N.D)

Twitter is a microblogging service with over 200 million users worldwide (2011). A real-time information network that connects people via a PC or a mobile device to the latest information about what they find interesting. (Twitter, 2011)

Twitter is ranked in the ten most visited websites worldwide and in 2009 was ranked as the third most used social network based on their count of 6 million unique monthly visitors and 55 million monthly visits. (Twitter, 2011)

Twitter's demographic are mainly older adults with only 11% of users being between 12yrs and 17yrs, and there are a slightly larger percentage of women users than men. (Twitter, 2011)

Twitter connects businesses to customers in real-time. Businesses use Twitter to quickly share information with people interested in their products and services. Businesses can gather real-time market intelligence and feedback, and build relationships with customers. Twitter offers businesses the ability to reach an engaged audience. (About Twitter, N.D)

Twitter buttons can be attached to a website or other digital advertising, creating a direct link to a twitter blog further increasing business exposure and interaction.

Facebook and Twitter were used by Orcon to target the “interactive web users” audience. This market segment are also regular internet users so were able to be reached via multiple channels. Some of this segment may have been Orcon customers already so by regularly posting to Facebook and Twitter and engaging their current customers directly Orcon were able to keep in touch. By acting as a support service, answering questions and receiving feedback Orcon was also visible to friends of friends, potentially gaining further followers and possible customers.

By being an interactive part of the social media world Orcon is reaffirming it's market position as the fun and innovative telco who is comfortable when on a personal level with their customers.

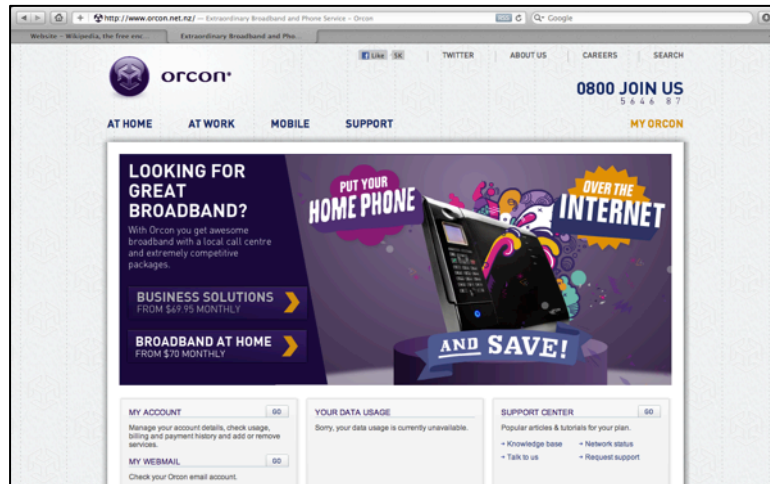
The Orcon website has reciprocal links to both their Facebook and Twitter pages.

5.4 Orcon Website

Orcon used their website www.orcon.net.nz to promote Orcon Genius with an animated banner on the homepage.

The website is clean, simple and easy to navigate offering consumers product information and service details to support the other marketing channels.

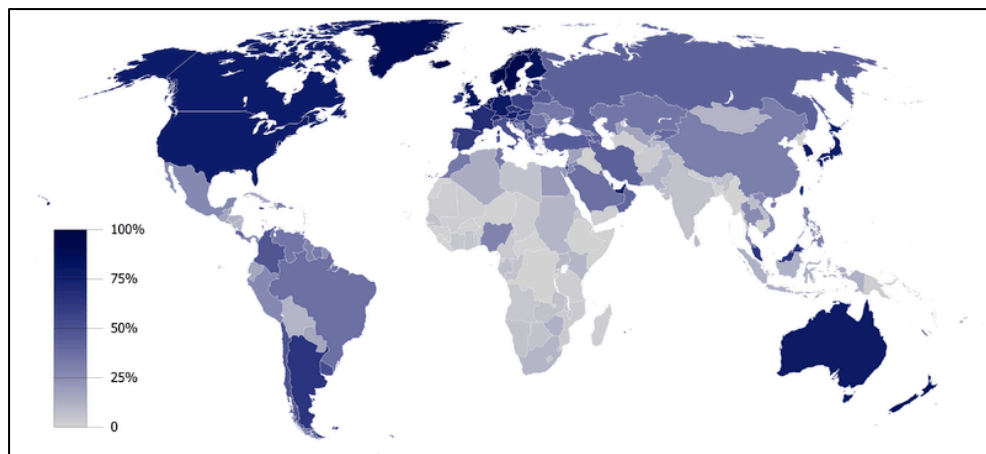
All marketing channels used in the Orcon Genius campaign link or direct consumers to the Orcon website. From there, once consumers are happy with the product they have the ability to sign up online for the deal.



(Image 19: Screen shot of Orcon's website homepage (Orcon Home, N.D))

With the globalization of and universal access to the internet, a businesses personal website has become their single most important marketing tool in it's ability to create online presence. Other forms of online marketing and in many cases offline marketing often direct consumers to a businesses website.

There are now almost 2 billion internet users globally and 3.6 million internet users in New Zealand. (List of Countries By Number of Internet Subscriptions, 2011)



(Image 20: Internet penetration (% of population 2009)
(List of Countries By Number of Internet Subscriptions, 2011)

The Orcon website was the hub of the Orcon Genius campaign. With the overall web presence, strong rankings in Google searches and online media coverage of Orcon Genius, the “regular web users” were reached by multiple online channels.

The Orcon Genius web page as well as the homepage ad maintained the campaign message, look and feel. By providing plan and product information as well as answering frequently asked questions Orcon made it possible for potential customers to make an informed decision and then order Orcon Genius online.

5.5 Television

Orcon ran a 3 week television (TV) advertising campaign to promote the launch of Orcon Genius. The 30 second commercial chronicles the time line of technology leading up to Orcon Genius. The commercial was fun and quirky and followed the same style and colour scheme as the online and press marketing.



(Image 21: TV commercial campaign for Orcon Genius. (Stoppres, 2011) Can be viewed at http://www.youtube.com/watch?v=Nc7jwaRnQ68&feature=player_embedded)

TV advertising is the most expensive marketing media channel to utilize but is the most effective in reaching a mass-market audience.

In New Zealand TV has almost 100% coverage broadcasting 24 hours a day, with TVNZ having a 70% audience share. (Mass Media, 2000)

In 2008 the average New Zealander watched over 3 hours of TV per day, up 8.6% on the previous year. Almost 4 million New Zealanders watched TV in 2008 and on average 35.6% of the population (over 5yrs old) was watching TV during the peak times of 6pm – 10:30pm. Almost 2.5 million people tune into TV at some point during each evening. (Television Viewing In NZ)

With TV advertising Orcon was targeting the “mass-market audience. Although this is the most difficult market segment to reach, TV is the most effective media channel with which to engage such a large and diverse audience.

By using the campaign slogan “It’s cheaper because it’s smarter” as well as pointing out that technology has made life easier and cheaper Orcon again maintained a consistent campaign message and overall theme. The Orcon website as well as the 0800 number appeared in the advert offering further information and details as well as an alternative method of contact.

With a minimalistic, to the point but fun advert Orcon’s market position was again perceived as the telco that is more fun and a little different from the rest.

5.6 Unpaid Media

With Orcon being a well established and widely known brand, as well as a major player in the telecommunications industry, it attracts regular media attention.

Orcon Genius was a brand new product and a New Zealand first making it news worthy. The Orcon Genius story was covered by major news medias (NZ Herald, stuff.co.nz, tvnz.co.nz, Yahoo News) and was reviewed and featured in the major New Zealand tech magazines and websites (pcworld.co.nz, techday.co.nz, geekzone.co.nz).



(Image 22: Screen shot NZ Herald's website (Techmology News, 2011)



(Image 23: Screenshot Techday website (Netguide, 2011)

This sort of media can be negative or positive but is an invaluable form of free exposure. Many questions can be answered about a product and its technology on a non-biased level adding credibility to a marketing campaign. On the other hand negative information or reviews can harm a marketing campaign or even the brand.

6.0 Campaign Evaluation

DraftFCB are a well established advertising agency with awarding winning experience in marketing campaigns and this shows in a well planned and constructed integrated marketing campaign with Orcon Genius.

As the campaign is still running it is impossible to say how well it will do in achieving its market share goal. However every media channel used conveyed a consistent message, look and feel reaching specific market segments as well as effectively penetrating the mass-market audience early on.

“Orcon's new Genius service and modem/phone launched yesterday, and according to Orcon, it's already immensely popular. Orcon had its busiest web/phone sales day ever yesterday, and some 80% of those ordering Genius were new subscribers” (Bartlett, PC World, 2011)

Integration between the media channels was effectively achieved with the Orcon website being used as the campaign hub with all media channels on and off-line directing consumers to it for further information and/or ordering Orcon Genius.

The use of a quirky slogan to convey the essence of the campaign message, and the colourful, casual style of the overall campaign did well to ease any concerns consumers may have had over the ‘scary technology’ aspect of Orcon genius, as well as portraying Orcon’s market position was very clever.

Use of the 0800 number as an alternative contact option, with the print advertising was important as there are still consumers who would prefer to speak to a real person.

By introducing the idea that *“Within five years, every single phone in the country will operate using this technology”* (Bartlett, StopPress, 2011) Orcon have portrayed to consumers that they will need to move to VOIP technology within a relatively short period of time. By doing this Orcon have set an industry benchmark thus future proofing their product.

Overall I believe that the Orcon Genius marketing campaign was very well put together and received, with little room for improvement. However, due to the fact that this campaign was aimed towards mass-media penetration I feel that there could have been a higher level of market saturation with advertising. The TV campaign ran for only three weeks and the print campaign for a similar period, potentially due to budget. It seemed as though Orcon just fell off map, leaving only web advertising running after this period.

The use of strategically placed static marketing such as billboard and bus shelter advertising in key areas, for a longer period of time could have aided in keeping Orcon at ‘top of mind’ amongst consumers.

Orcon Genius was launched with a bang, gaining solid early support but required further market presence in order to really change the behavior of the mass-market audience.

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