

Campaign Development Process



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Executive Summary

The Connected Safety Equipment (CSE) marketing campaign is focussed on successfully launching the new brand and product line into New Zealand's (NZ) safety equipment market. This campaign will enforce CSE's core brand values of 'safer, smarter, faster' working environments for NZ's forestry (including arborists) and construction industries. The campaign will achieve this by delivering 3 key campaign objectives.

- Gain an 8% market share within NZ's forestry and construction safety helmet market.
- Sell 2,500 safety helmets via retail, + 150 safety helmets during the National Agriculture Fieldays sales promotion.
- Develop product and brand awareness >80% amongst the target audience.

With the integration of multiple media channels; trade shows, radio, print advertising, online and retail stores, using creative elements specifically designed to engage with the target audience the campaign will deliver key marketing messages.

- **Safer;** system of communicating with work colleagues in demanding and dangerous working environments.
- **Smarter;** technology to allow for safer and more efficient working environments.
- **Faster;** more efficient working environments with the use of a fully integrated, cutting edge safety and communications system.

According to our own assumptions and calculations, the forestry and construction safety equipment market in NZ consists of approximately 187,500 consumers, who purchase approximately 62,500 safety helmets per year, creating an annual market potential of an estimated \$15,562,500. The 6 month marketing campaign is expected to generate \$652,350 in sales revenue and is estimated to cost \$67,720, 10.4% of revenue to undertake. (See workings in section 2.1.b)

With a particularly competitive price point and an innovative new product, CSE have the potential to become leaders in the safety helmet market in NZ. CSE also have the opportunity to expand into additional safety markets and product lines, as well as into overseas markets. This marketing campaign will set the platform with which to allow for these expansions to become a reality.



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Challenge

CSE is a NZ based start up company specialising in the design and distribution of communication and headwear protection equipment; essentially a safety helmet with an integrated headset. The company is a subsidiary of NZ Safety (A nationwide safety equipment manufacturer and retailer), but maintains independent branding and marketing strategies in order to allow for future distribution opportunities through other retailers, without the conflicts associated with displaying NZ Safety branding. Manufacturing is outsourced to China but NZ Safety manages all distribution from within NZ.

The key challenge of this marketing campaign is to successfully launch a new but not completely unique product to the NZ safety equipment market, by informing potential consumers of the safety and efficiency benefits associated with using this advanced safety product.

Key campaign objectives are to gain a market share of 8% within NZ's forestry and construction safety helmet market, sell 2,500 safety helmets via retail + 150 safety helmets during the National Agriculture Fieldays (NAF) sales promotion, and to develop product and brand awareness >80% amongst the target audience over the six month period that the marketing campaign will be running.

1.0 Product Overview

CSE's revolutionary new safety helmet is a fully integrated hardhat, ear protection and communications system, offering a multi channel two-way radio and Bluetooth connectivity.

(See appendix 1 to view product features matrix)

1.2 Pricing/Competition

A worksite communications system is not a unique proposition. In fact there are several other products available in NZ stores. The most significant competitor is industry heavy weight, Peltor, who has a range of head protection products. A Peltor (headset only) retails from \$210-\$994, and a Peltor hardhat/earmuff combo (no headset) retails from \$104-\$153 (NZ Safety Store, N.D). CSE will therefore adopt a price penetration strategy, introducing their safety helmet into the retail market at \$249. The reason that CSE are able to maintain this low price strategy is due to the product being specifically designed



to be replaced every 3 years, meeting NZ workplace safety standards (Department of Labour, 2010).

CSE's safety helmet has several points of difference:

- Is a NZ brand.
- Is a fully integrated system – Hardhat and earmuffs/headset, no separate components, has no loose or protruding parts.
- Has changeable earmuffs for hygiene.
- Price is significantly less than those offered for similar products on the market.
- Offers better features and greater value.

2.0 Campaign Fundamentals

We have identified and defined four fundamental components of a marketing campaign with which to develop our campaign strategy from; target audience, market dimensions, campaign objectives, and brand positioning. Analysis is based upon secondary research as well as our own assumptions and thinking.

2.1 Target Audience

CSE's target audience consists of males and females employed in industries where the wearing of head safety equipment is a compulsory requirement. For this campaign however we will specifically target the forestry and construction industries, *two industries where employers must provide Personal Protective Equipment (PPE) for their employees. Helmets are inclusive of such protective apparel* (Department of Labour, 2011). Our target audience can be further dissected into three market segments; owners and managers, tradespeople and labourers (reached by filter effect). By identifying specific market segments we are able to refine our use of different media to engage individual segments.

- CSE's target audience represents by our calculations 187,500 consumers.
- We estimate that approximately 62,500 safety helmets are purchased for, or by our target consumers each year.

(See workings in section 2.1.b)

2.1.a Target Market Analysis

Forestry Industry

Based on research undertaken by the Department of labour (Department of Labour, 2011) the following target industry information can be identified; NZ's forestry employment is largely concentrated in the Waikato, Bay of Plenty and Gisborne/Hawkes



Bay regions. In 2009 the industry consisted of 6,000 workers, heavily weighted towards males, who accounted for 85% of workers. As at 2009 16% of workers were aged between 18-24 years, while 11.9% were aged over 55 years. A quarter of the forestry workforce is self-employed, and 62% of forestry employees are employed by a small to medium enterprise (<20 employees). Today NZ is amongst the top 20 wood suppliers in the world; by 2025 it will be one of the top five suppliers.

Construction Industry

Based on research undertaken by the Department of Labour (Department of Labour, N.D) the following target industry information can be identified; the construction industry entails businesses and workers engaged in the construction of buildings and structures including alterations, reconstruction, installation, maintenance and repairs, demolition, civil construction and land preparation. NZ's construction industry is largely concentrated in the main metropolitan areas. The industry employs approximately 180,000 workers and is heavily weighted towards males who account for 86.7% of workers. 17.9% of workers are aged between 15-24 years, and the industry has an above average number of small to medium sized businesses.

2.1.b Market Dimensions

Based upon Department of Labour figures published in the Forestry Sector Action Plan 2010-13 (Department of Labour, 2011), and the Construction Sector Plan 2010-13 (Department of Labour, N.D), we are able to make an estimate of the size of the safety helmet market in NZ, specific to our target industries. As a requirement of the Department of Labour, each helmet must be checked regularly for damage and be replaced every three years (Department of Labour, 2010).

The Department of Labour predicts that by 2014 the forestry industry will employ approximately 9,000 workers. If we take the half way point between this figure and the 2009 (6,000 workers) figure, we can assume that in 2012 there are approximately 7,500 workers employed in the Forestry industry. If we now take these 7,500 forestry workers and add them to the 180,000 construction workers in NZ, we have a market potential of 187,500 consumers. We now divide this figure by the frequency of safety helmet replacements (every 3 years) as stipulated by the Department of Labour, to give us the potential number of safety helmets sold in NZ per year; 62,500 safety helmets. By multiplying this figure by the retail price of a new CSE safety helmet (\$249), we have the approximate value of CSE's (initial) potential market in NZ; \$15,562,500.



- Target industries safety helmet market size: **187,500 consumers**
- Target industries safety helmets sold in NZ per year: **62,500 safety helmets**
- Value of target industries safety helmet market in NZ: **\$15,562,500 per year**

2.2 Campaign Objectives

The ultimate objective of the CSE marketing campaign is to gain an 8% market share within NZ's forestry and construction safety helmet market, by the end of the 6 month campaign. In achieving this objective we aim to:

- Sell 2,500 safety helmets via retail + 150 safety helmets during the NAF sales promotion.
- Develop product and brand awareness >80% amongst the target audience.

2.3 Brand Positioning

This marketing campaign will position CSE as the leader in workplace communication and safety headwear protection. The innovators in safety helmets and workplace safety.

Positioning Statement

Connected Safety Equipment: Safer, smarter, faster. Leaders in workplace communication and safety technology.

2.4 SWOT Analysis

A SWOT analysis was conducted in order to provide details regarding the strengths and weaknesses of CSE's internal business environment and the opportunities and threats of the external environment. This strategic planning process will provide an understanding of where CSE is placed in the current NZ market and how to strategically develop a marketing campaign in relation to this analysis.

(See Appendix 2 to view SWOT analysis)

3.0 Campaign Strategy

Starting in May and continuing through until October, this marketing campaign will develop over a 6 month period, integrating both online and offline media channels. The creative elements of the campaign will carry a consistent look and feel while delivering key campaign messages, based around the 'safer, smarter, faster' brand tagline. The campaign will go through stages of building brand awareness, engaging the target audience and reminding them of the brand benefits while encouraging product trial, as well as reminding and developing brand recall. In particular the media and creative strategies are aiming to reach the market segments at owner/management level, as



these are the decision makers within the given industries. Campaign messages will however also reach and engage at the industry's tradespeople and labourer levels.

3.1 Marketing Communications Brief

This document outlines the full marketing campaign including all relevant details concerning target audience, objectives, creative elements, media channels, budget and timing. This document will be used as a formal acceptance of the campaign into fruition.

(See appendix 3 to view the Marketing Communications Brief)

3.2 Campaign Message

The campaign will deliver a clear and consistent message throughout all media channels, focussed on the product and brand's core values, of 'safer, smarter, faster' working environments.

- **Safer;** system of communicating with work colleagues in demanding and dangerous working environments.
- **Smarter;** technology to allow for safer and more efficient working environments.
- **Faster;** more efficient working environments with the use of a fully integrated, cutting edge safety and communications system.

The CSE tagline fully encapsulates what the brand represents and carries the campaign message through all media interactions.

3.3 Media Strategy

The marketing campaign will make use of both online and offline media channels with trade shows, radio, print advertising, retail stores and online space.

Trade Show

By launching the new product line at National Agriculture Fieldays, an industry specific trade show, CSE will have the opportunity to engage directly with the target audience as well as with potential retailers, where contacts can be made for future distribution agreements. The initial tradeshow launch will be targeted directly to the forestry industry market segments.

Radio

Radio advertising will be utilised, targeted to both industries, primarily to owners/managers (but may filter to the other segments), to build brand and product awareness, and advertise promotions and campaign activity. A series of nation-wide advertisements will be run throughout the course of the campaign.



Print Advertising

Advertising presence through industry trade magazines will be maintained throughout the course of the campaign. Printed advertising will build brand awareness and reinforce CSE's brand positioning while effectively reaching both industries, particularly at owner/management level, as owner/managers are more likely to receive or buy trade magazines.

Online

Encompassing the newly launched CSE website and Facebook page, online media will be used to engage with the target audience while building brand and product awareness, and developing a brand/consumer relationship. Both media channels will go live pre product launch to start to build buzz around the new product. Online media will be targeted to all market segments.

Retail Stores

The core objective of retail stores is to sell CSE products. The new product line will initially be distributed through the chain of NZ Safety stores only, adopting a price penetration strategy, later expanding to other retail outlets. Point of Sale advertising will be utilised to engage potential customers, particularly at management and tradespeople levels, but also at labourer level.

3.4 Creative Elements

Based on the discussed media channels the following creative components will deliver consistent and clear campaign messages as well as promoting campaign activities.

National Agriculture Fieldays

The CSE brand and protection headwear product will be launched at NAF, at Mystery Creek in Hamilton on the 13th-16th of June 2012. NAF is the largest tradeshow of its kind in the Southern Hemisphere, hosting over 1000 exhibitors, attracting 117,495+ visitors and specialising in the agricultural and forestry industries (Fieldays, N.D). An exhibitor site will be hosted by two CSE staff who's primary role will be to communicate the CSE message to potential customers as well as developing relationships with potential safety equipment retailers. Product demonstrations will be conducted under real noise situations and a promotional 'Fieldays only' sale price will be offered to encourage product trial.

Radio advertising

Prior to the June product launch radio advertising will be used in promoting CSE's presence at 2012's NAF, as well as advertising the product launch sales promotion offer. Radio advertising will be used again to promote the product's retail launch into NZ



Safety stores in July, and again into the expanded retail store portfolio in October. Nation-wide radio broadcasters 'The Rock' and 'Newstalk ZB' will be the primary stations used for advertising, both offering significant reach to the 25-54 year old demographic, reaching 290,800 listeners weekly in the main centres/regions of Auckland, Wellington, Christchurch, Waikato and Dunedin (The Radio Bureau, 2011). Advertising will air during the times of driving to and from work as well as mid-morning and mid-afternoon, targeting in particular business owners and managers in the construction and forestry industries, while in the office or travelling to and from work.

(See appendix 4 to view a sample radio advertisement)

Trade Magazine Advertising

In May 2012, prior to the product launch CSE will advertise in 'Trade NZ' and 'NZ Logger Magazine' promoting its product launch at NFA, as well as the launch sales promotion. CSE will continue to advertise in 'Trade NZ' and 'NZ Logger Magazine, as well as NZ Construction News and Build Magazine, targeting the forestry and construction industries throughout the course of the campaign. June will see printed advertising promoting products entering NZ Safety stores. Advertising in August will continue to build brand and product awareness as well as improving brand recall. October will see advertising promoting CSE's expansion into other retail outlets, further raising brand awareness and developing brand recall.

(See appendix 5 to view a sample printed advertisement)

Website

The CSE website will be primarily information focussed but will also offer the option to purchase products online. The website will be simple, clean and easy to navigate. Promotions will be able to be advertised here as well as providing contact details, general company information, product information, retail stockists, an industry news blog and an image gallery. Customers will be able to engage with CSE by registering to receive news feeds, any promotional offers and product advancements and innovations. The website will also be linked to the CSE Facebook page. The website will particularly be aimed at reaching owners/managers and tradespeople levels.

Facebook

The Facebook page will integrate with the website and will engage directly with the target audience, offering a forum for product questions, feedback and general industry discussion. Any future product launches and promotions may be delivered via Facebook. Facebook will be particularly targeted at tradespeople and labourer levels, being the predominant product users.

(See appendix 6 to view a sample Facebook page)



Point of Sale Advertising

Point of sale advertising will be utilised in store, with product info cards, posters and product displays. This advertising will engage consumers in store, build brand awareness and encourage product trial, as well as improving product recall. Advertising will be timed for July when products are launched into NZ safety stores, and again in October when the retail portfolio is expanded.

(See appendix 7 to view a sample point of sale advertisement)

3.5 Promotion Strategy

CSE will run a sales promotion during the NAF product launch in June where a sale price of \$199 (20% discount) per unit will be adopted. This promotional offer will be limited to the four days of NAF, after which time the retail price of \$249 per unit will be adopted for the retail launch. This sales promotion offers great value for money and will encourage potential customers to trial the new product, as well as offering an opportunity to price test the market.

4.0 Campaign Management

The CSE marketing campaign consists of three key components. Budget, campaign timing and the measuring of the campaign objectives.

4.1 Campaign Budget and Timing

The CSE marketing campaign will commence in May 2012 with the new website going live along with the Facebook page and the first run of trade magazine advertising. The campaign message will be delivered over multiple medias finishing in October 2012 with the expansion of the retail portfolio.

CSE's protective headwear will retail at \$249 per unit and will be offered at a promotional price of \$199 per unit at the NAF product launch. The total revenue objective for the campaign is \$652,350. The total cost of the 6 month campaign is budgeted to be \$67,720, representing 10.4% of the total revenue. With CSE being a start up brand and product, significant financial resources have been committed to this marketing strategy, which represents a higher than typical revenue/marketing spend ratio.

(See appendix 8 to view the Budget and Timing Matrix)



4.2 Measurement of Objectives

CSE's campaign objectives are clear, concise and relatively simple to measure.

- The market share can be calculated by taking the total number of CSE safety helmets sold at the end of the 6 month campaign, and dividing that into half of the total estimated number of safety helmets that are sold per year in NZ. If this figure is 8% or greater, then the market share objective will have been achieved.
- By analysing internal sales figures, the results can be measured against the sales objectives. If more than 2,500 units are sold at retail and 150 during the NAF sales promotion then the sales objectives will be achieved.
- By conducting market research at the end of the campaign the level of brand/product awareness can be determined and measured against the objective level. If the awareness level is greater than 80% then this objective will have been achieved.

By developing the marketing campaign over the six month campaign period, offering multiple creative elements and regular engagement there is limited chance of campaign wearout. The campaign will remain fresh and sharp, holding consumer interest and attention.

Conclusion

Connected Safety Equipment enters the NZ safety market with a significant price point advantage, yet without sacrificing features or quality. Their affiliation with NZ safety offers the opportunity to take advantage of an already well-established consumer base and network of retail outlets.

The key and overall campaign objective of gaining an 8% market share of the forestry and construction safety helmet market will only be met if this marketing campaign is implemented as discussed in this report. Of this belief we are confident.

CSE has great potential to expand further into the NZ safety market by entering into such industries as factory and manufacturing, wharves, mining, fire service and rescue service, as well as into other communication and safety equipment lines (product variations). Ultimately however the greatest expansion potential for CSE lies in the possibility of exporting products into international markets, creating 'safer, smarter, faster' working environments not only in NZ but around the world.



References

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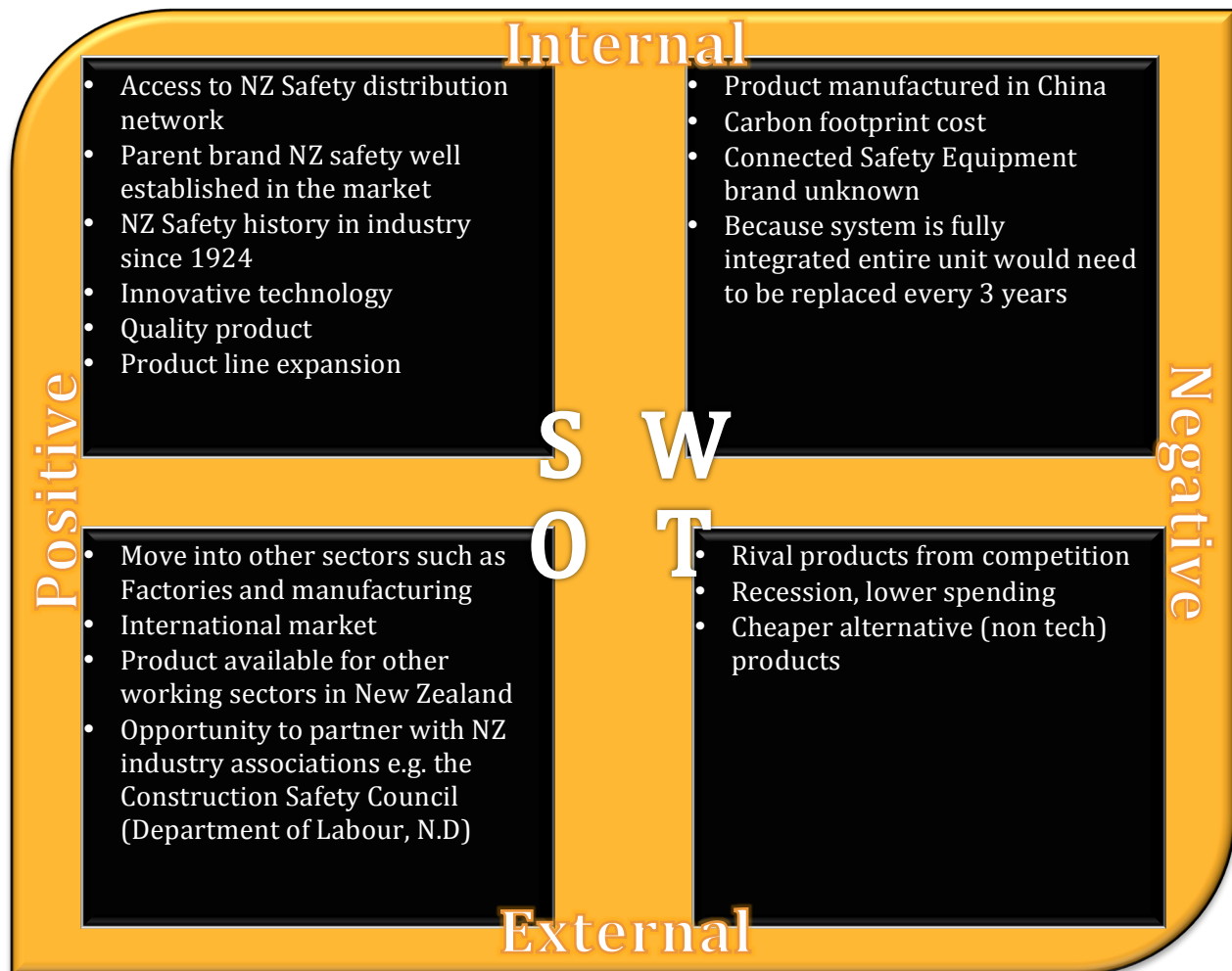
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Appendices

Appendix 1 – CSE Safety Helmet Features Matrix

Product Features		
		
<ul style="list-style-type: none"> • Internal aerial • 5km outdoor range • External environment microphone for added safety (so you can hear what is going on around you with your ear protection on) • Multiple sizes and colours • Strong and reliable construction to AS/NZS 1801:1997 standards (OSH, 1999) • A total head protection system 	<ul style="list-style-type: none"> • Headset speaker built into earmuff cup • Directional microphone built into earmuff shell • Control panel on earmuff (menu toggle wheel, push to talk for radio, answer call, volume control) • In ear voice menus • Advanced sound filter and cancelation • Replaceable earmuff for hygiene 	<ul style="list-style-type: none"> • 2x AAA batteries • No loose cables, fully enclosed wiring

Appendix 2 – SWOT Analysis applied to CSE



Appendix 3 – Business Communication Brief, Connected Safety Equipment

Business Communications Brief

COMMS MANAGER:	Cy Messenger	PROJECT NAME:	Connected Safety Equipment
MKTG MANAGER:	Rima Cooper	TOTAL BUDGET:	\$67,720
BRIEF STATUS:	Awaiting approval	PURCHASE ORDER:	
BRIEF DATE:	4 th April 2012	LAUNCH DATE:	1 st May 2012

APPROVED BY: (physical signature required)	DATE APPROVED:
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WHY ARE WE DOING THIS?

The overall objective of this marketing campaign is to gain an 8% market share within NZ's forestry and construction safety helmet market, over the six month campaign period.

What are the business objectives for the initiative?

To sell 2,500 safety helmets via retail and 150 during the NAF sales promotion.

To develop brand awareness of >80% amongst the target audience.

What are the timings for this initiative?

The campaign will commence on the 1st May 2012 and continue through until the 31st October 2012.

How will we be measuring success for this initiative?

Analysis of internal sales figures measured against national market sales.

Detailed analysis of sales figures will be measured against sales objectives.

By conducting market research to measure brand awareness amongst the target audience.

WHA ARE WE DOING?

What is the proposition?

Connected Safety Equipment (CSE) is offering a game changing product into the NZ market, creating safer and more efficient working environments (Arborist, Forestry and Construction industries) by incorporating smart technology into standard safety equipment. By using CSE's new fully integrated safety headwear, on site communication will be made easier and safer while creating an environment where workers will be able to deliver higher, more efficient productivity.

How does the proposition look from a customer's perspective?

The latest in innovation and technology with huge industry benefits at a very competitive price.



WHA ARE WE DOING?

What does it enable customers to do/feel?

To feel more confident about the safety of their working environment, and as though they are in tune with the current tech savvy times.

How do we explain the proposition in customer terms so they understand it?

Providing the latest safety hardhat that allows you to safely communicate with work colleagues in full working conditions, anywhere on site. As well as offering the ability to take a phone call. All with no loose cables and no protruding aerial or microphone.

If you had one sentence to explain what we are doing – what would it be?

With smart technology we are creating a working environment that is safer to work in, while facilitating faster, more efficient productivity.

What are the things that we must tell the customer:

By law, the entire safety helmet must be replaced every three years (Department of Labour, 2010).

Changeable earmuffs are recommended to be replaced every 3 months.

What is the point of difference between this and what a competitor offers?

Fully integrated head and ear protection and communications system with no loose cabling or protruding components.

Significantly lower retail price than competitor products

Do we have any learning's from previous campaigns that are similar?

The safety equipment industry does not seem to be heavily marketed in NZ. There may be an opportunity here to gain rapid market share by initiating an effective marketing campaign.

WHO ARE WE TARGETING?

Who is the target customer for this communication?

Male and females employed in industries where the wearing of head safety equipment is a compulsory requirement. For this campaign we will specifically target the forestry (inclusive of the Arborist industry) and construction industries. Our target audience is further dissected into three market segments; owners and managers, tradespeople and labourers.

How many target customers are there?

CSE's target audience represents by our calculations 187,500 consumers.

We estimate that approximately 62,500 safety helmets are purchased for, or by our target consumers each year.



WHO ARE WE TARGETING?

What other communications have these customers received recently or been exposed to?

There is very limited marketing of safety equipment New Zealand. No real innovative, game changing products. Most exposure has come from point of sale advertising in store, and via retail websites.

Are there any opportunities with this campaign for testing major variables?

The NAF promotional offers the opportunity to test the market regarding a pricing strategy, with a low introduction price. Is there movement in acceptable retail entry pricing strategy?

Is the brand message of 'safer working environments, smarter safety technology and faster working efficiency relevant to the target industries?

CAMPAIGN SPECIFICS

What are the terms and conditions associated with the proposition or offer?

The \$199 promotional launch offer is only available at National Agriculture Fieldays, Mystery Creek, 2012.

What call to action is there?

Advertising activities are pulling potential customers to the CSE website in order to find out more about the product. 'go to www.cbe.co.nz to see where'.

Pre launch print advertising is persuading potential consumers to 'buy at Fieldays'.

Point of sale advertising is encouraging potential customers to trial the new product 'available here'.

What role will our distribution channels play?

Initially products will only be available through NZ Safety stores. Products will be promoted with point of sale advertising.

From October products will be available through a wide range of safety stores throughout New Zealand.

Are there specific branding requirements that we need to consider?

Although Connected Safety Equipment is a sub brand of NZ Safety, the new brand will be marketed independently to allow for distribution through a wider range of retail outlets.

What is the campaign size?

The campaign will be a nationwide effort with the potential of expanding to overseas markets.

CAMPAIGN SPECIFICS

What is the budget available?

The total campaign budget is \$67,720 over a six month period.
National Agriculture Fielddays - \$7,500
Radio - \$15,000
Trade Magazines - \$14,000
Website - \$10,500
Facebook - \$720
Point of Sale - \$20,000

APPROVALS – RASCI

(Responsible, Accountable, Supportive, Consulted, Informed)

R	<p><i>Directly accountable for the work</i></p> <p><i>Ensures everything is done to the point of approval</i></p> <p><i>Under no circumstances should there be more than one 'R'</i></p>	Rima Cooper (Agency)
A	<p><i>Final sign-off before action is taken – action cannot be taken before approval.</i></p> <p><i>Ensures strategic appropriateness of proposed action. Some initiatives may need more than one 'A' however they should never be more than two</i></p>	Cy Messenger (Agency)
S	<p><i>Working resource</i></p> <p><i>Manages and facilitates the interactions with the agencies</i></p>	Agency design team Connected Safety Equipment
C	<p><i>A specialist with expertise to contribute to the quality of the decision</i></p> <p><i>Adds value but does not approve</i></p> <p><i>Input needs to be obtained but not necessarily used</i></p>	Connected Safety Equipment Management Agency Management
I	<p><i>People who need to know about decisions made but do not need to be involved in the decision making process</i></p> <p><i>Advised after decision is made</i></p>	Agency Manager

Appendix 4 – Sample Radio Advertisement

The theme and humour of this advertisement is based around a classic Bill T James skit from his famous TV series. Many business owners and managers may recognise this connection, assisting in product and brand recall by associating CSE with a famous NZ comedian.

00>05 *Noises of construction site (jack hammer, hammer, bulldozer), Voice yelling from a distance and muffled: "Hey Jack, after you've done with digging the trench, can you start with the..." (hammer) Voice inside digger cab "Ay.... I can't hear you?"*

05>10 *Voice (little bit louder barely comprehensible): "I said... after you've done with the trench, can you start on the p..." (jack hammer). Voice inside digger cab "What... I can't hear you, hang on I'll take my helmet off"*

10>15 *Voice little clearer: "I said!... when your finished here start on the porch" Voice in Digger Cab: "Umm... are you sure?" Voice: "just hurry up, you've wasted enough company time"*

15>20 *Voice in Cab: "ok...you're the boss", (smashing sound of metal and glass), Voice in the Cab "and there.... all done" Voice: "What have you done? I said the porch not the Porsche"*

20>25 *Announcer: With Connected Safety Equipment you can avoid costly mistakes like this and get on with the job. CSE safety helmets will clear the clutter and increase work productivity. Two way channel communication, 5 kilometre range, answer your cell phone, noise cancelling and of course our helmets meet New Zealand safety standards.*

25>30 *Voice: Try a CSE safety helmet for yourself at our promotional launch, National Agriculture Fieldays, Hamilton, 13th-16th of June and grab yourself a bargain. Get a CSE safety helmet and experience cutting edge technology made to last. Connected Safety Equipment - safer, smarter, faster. Visit www.cse.co.nz*



Appendix 5 – Sample Printed Advertisement, Trade Magazines May 2012



Connected Safety Equipment
safer, smarter, faster

“In Stores Soon”

go to WWW.CSE.CO.NZ to see where

Be the first to experience the future in communications and safety head protection.
Fully integrated two-way radio and Bluetooth connectivity.
Available in stores in July.

\$199

“PROMOTION” Buy at Fieldays 2012, Mystery Creek, Hamilton and pay the promotional price of only \$199 (inc) each. Look out for the Connected Safety Equipment exhibition.
“Promotional price available at National Agricultural Fieldays only”.



Appendix 6 – Sample Facebook Page



Appendix 7 – Point Of Sale Advertising, Sample Information Card



The image shows a sample point-of-sale advertising card for 'Connected Safety Equipment'. The card has a yellow background. At the top left, it says 'Available Here' in a large, bold, white font. To the right of this text is a yellow hard hat with a communication device. Below 'Available Here' is a rounded rectangular box containing the brand name 'Connected Safety Equipment' in bold black text, a small logo of a yellow square with a red signal icon, and the tagline 'safer, smarter, faster' in a smaller, italicized font. Below this box, the text 'the latest in protection and communication technology' is written in a cursive font. A bulleted list of features is on the left side: 'Two-way radio', 'Bluetooth connectivity', 'Internal aerial', '5km range', 'Fully weather proof', and 'Replaceable earmuff'. To the right of the list is a cluster of five hard hats in various colors (red, green, purple, blue, and yellow). At the bottom of the card, the tagline 'safer, smarter, faster' is repeated in a large, bold, white font.

Available Here

Connected Safety Equipment
safer, smarter, faster

the latest in protection and communication technology

- Two-way radio
- Bluetooth connectivity
- Internal aerial
- 5km range
- Fully weather proof
- Replaceable earmuff

safer, smarter, faster



Appendix 8 – Timing & Budget Matrix

Commence 2012	May	June	July	August	Sept	October	Totals
National Agriculture Fieldays		\$7,500					\$7,500
Radio		\$5,000	\$5,000			\$5,000	\$15,000
Trade Magazines	\$2,000	\$4,000		\$4,000		\$4,000	\$14,000
Website	\$10,000	\$100	\$100	\$100	\$100	\$100	\$10,500
Facebook	\$120	\$120	\$120	\$120	\$120	\$120	\$720
Point of Sale			\$10,000			\$10,000	\$20,000
						Total	\$67,720