

The long game.

Why the brands scaling fastest are playing for years,
not quarters.

Acknowledgement of Country.

We acknowledge the Traditional Owners of the land on which we meet today, the Whadjuk people of the Noongar nation and pay our respects to Elders past and present.

What happens when **brand** and **performance** stop competing for the same budget?

A medium shot of Michael Scott, played by Steve Carell, in his office. He is wearing a grey suit, a light blue shirt, and a pink and blue striped tie. He has a neutral, slightly weary expression. Behind him are window blinds. To his left, a small gnome figurine is visible on a desk.

performance

brand

“Not my job, not my prob.”

performance

or

brand

performance



and

brand

The schedule.

01



**Working
smarter.**

AMANDA →



02



**Beyond
platforms.**

**KAITLYN &
STEPHANIE →**



03



**Memories
made
here.**

LUKE →



04



**Proof,
over time.**

**ONNIKA &
AMANDA →**



The schedule.

01



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Think about your own audience,
how many would actually know...

Think about your own audience,
how many would actually know...



your name?

**BRAND
AWARENESS**

Think about your own audience,
how many would actually know...



your name?

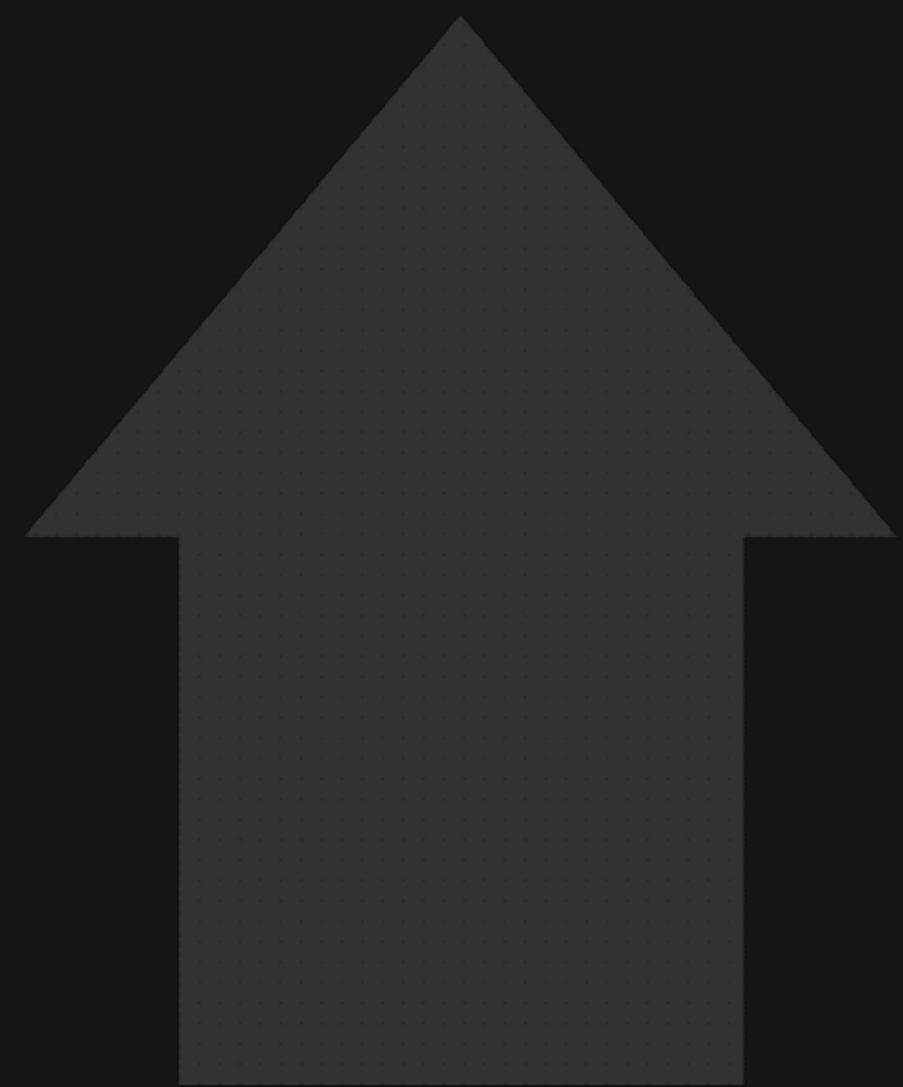
**BRAND
AWARENESS**



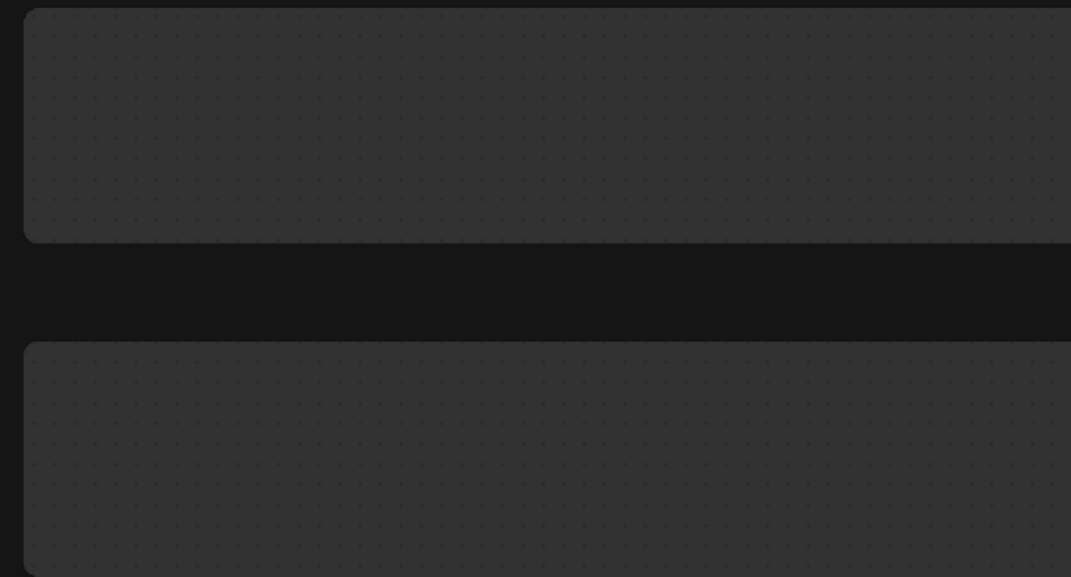
your product?

POSITIONING

Expectations are rising. **Resources aren't.**



INCREASED
business
targets



Budgets
remain
STABLE



Costs
INCREASE
YOY

The answer? **Work smarter.**

01

PROTECT

02

THINK

03

USE

The answer? **Work smarter.**

01

PROTECT

and invest
in brand.

02

THINK

03

USE

The answer? **Work smarter.**

01
PROTECT

02
THINK
holistically
across the
mix.

03
USE

The answer? **Work smarter.**

01
PROTECT

02
THINK

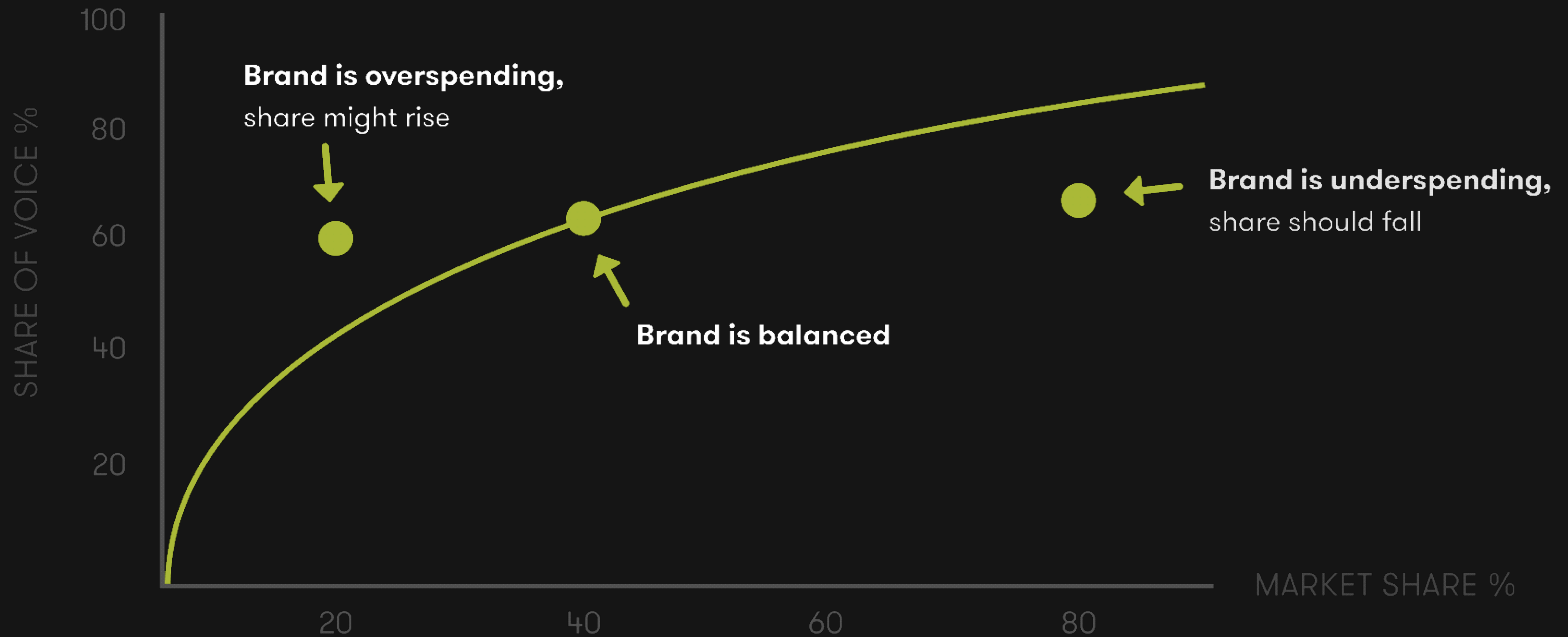
03
USE
data,
technology,
and AI.

Let's break it down.

01 PROTECT

How do we protect investment in **brand** and why's it so **critical** for long-term **growth**?

More voice. More market share.



More awareness
**creates more
opportunity.**

**It also improves
performance at
every stage that
follows.**



Larger prospecting pool



Less price sensitivity



A more qualified audience



Shorter purchase cycles



Lower cost per acquisition

02 THINK

How do we think more **holistically** about marketing and make each part of the mix **work together**?

First up: brand and performance should
not compete...

but compliment.

*Short and
long-term
don't
compete.*

-40%

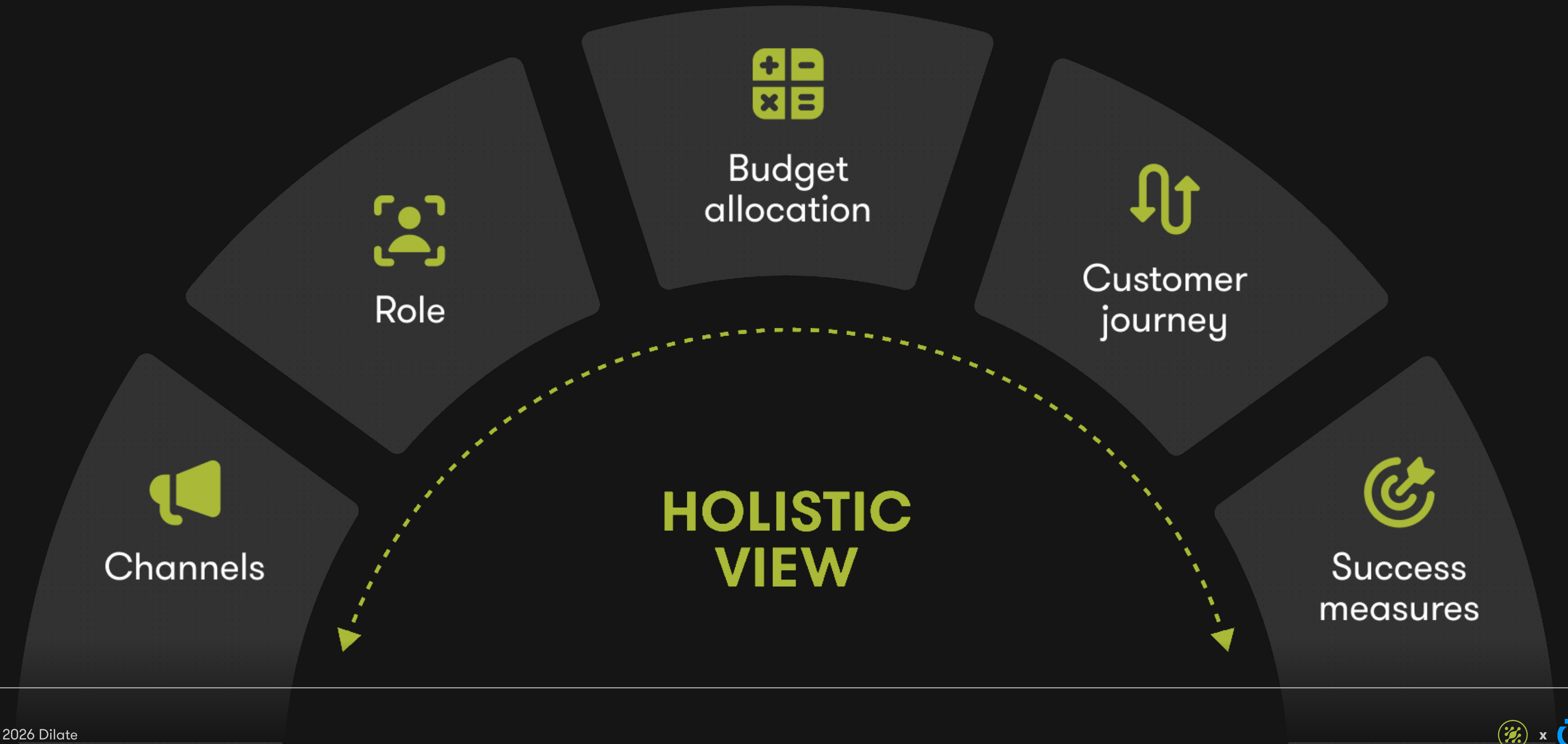
Performance
strategy

Performance
and equity

+90%

**They
multiply.**

Every element in the mix works together.



The whole picture, one page.

AWARENESS & DISCOVERY

Build awareness and reach new audiences

60% →

Screens, Out of Home, Radio, Video



Reach, Frequency, Completion Rate

CONSIDERATION

Drive consideration and engagement

30% →

Video, Audio, Display, Native, Email



CR, CTR, Soft Conversions On Site

ACTION

Convert

10% →

Search, Social, Retargeting

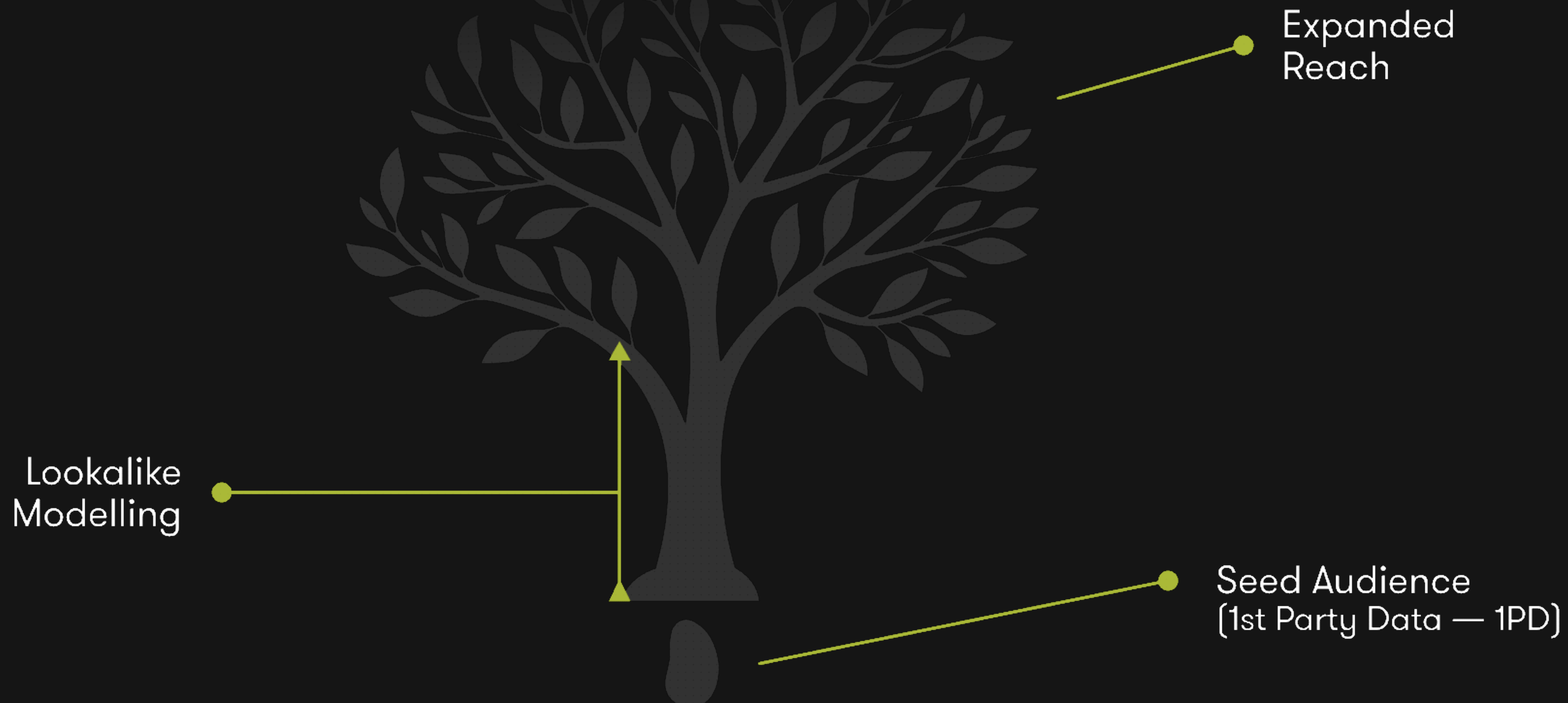


Leads, Sales, CPA

03 USE

**How has media buying evolved,
and how can we use data, tech
and AI to our advantage?**

Your existing audience, amplified.



The schedule.

01

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AMANDA →



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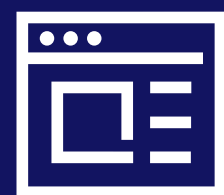
**Proof,
over time.**

**ONNIKA &
AMANDA →**



Before we jump into it, think about the last time you...

Read about
the **Freo**
Dockers



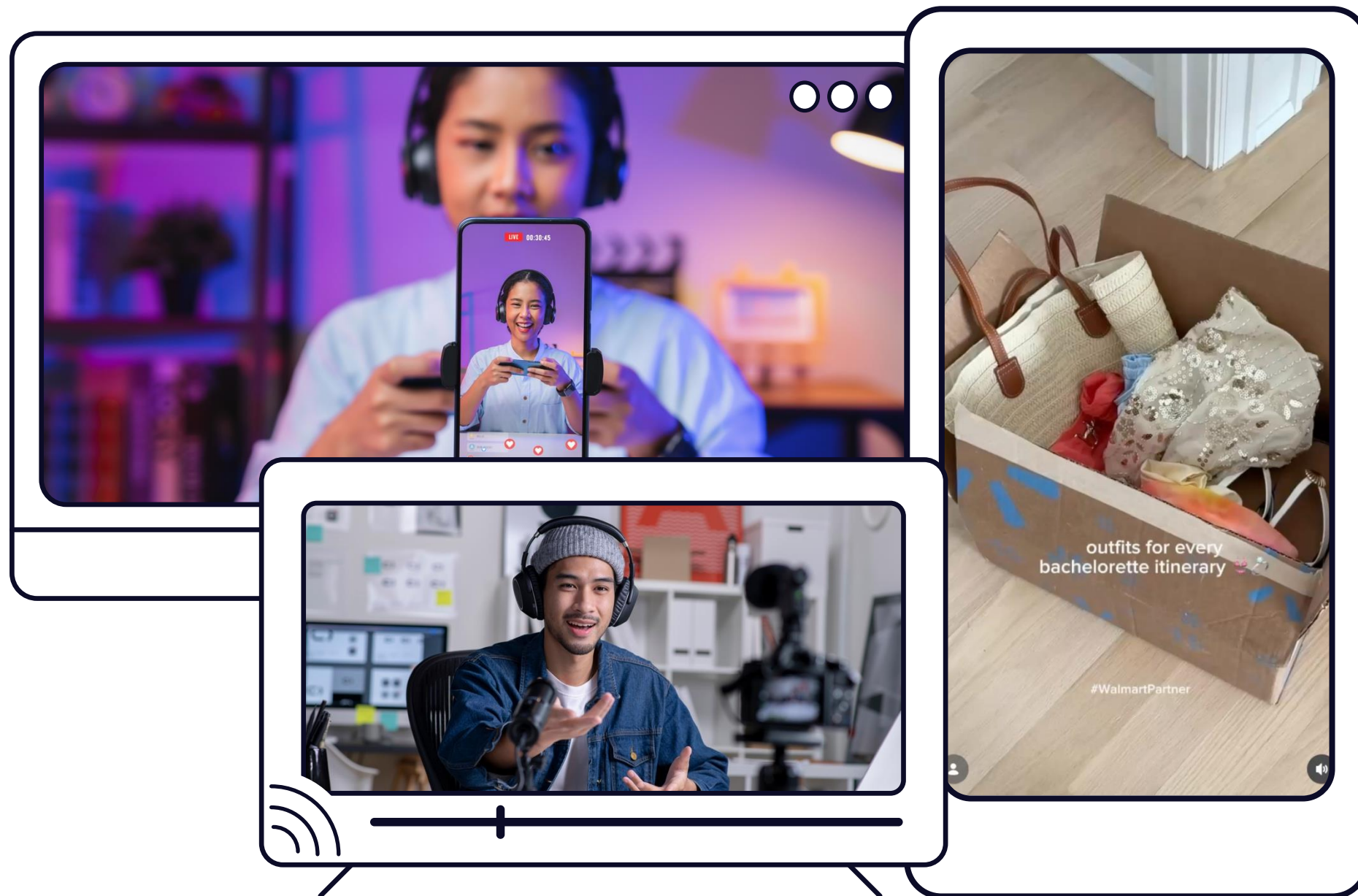
*Watched your
favourite*
TV Show



Listened to a
podcast



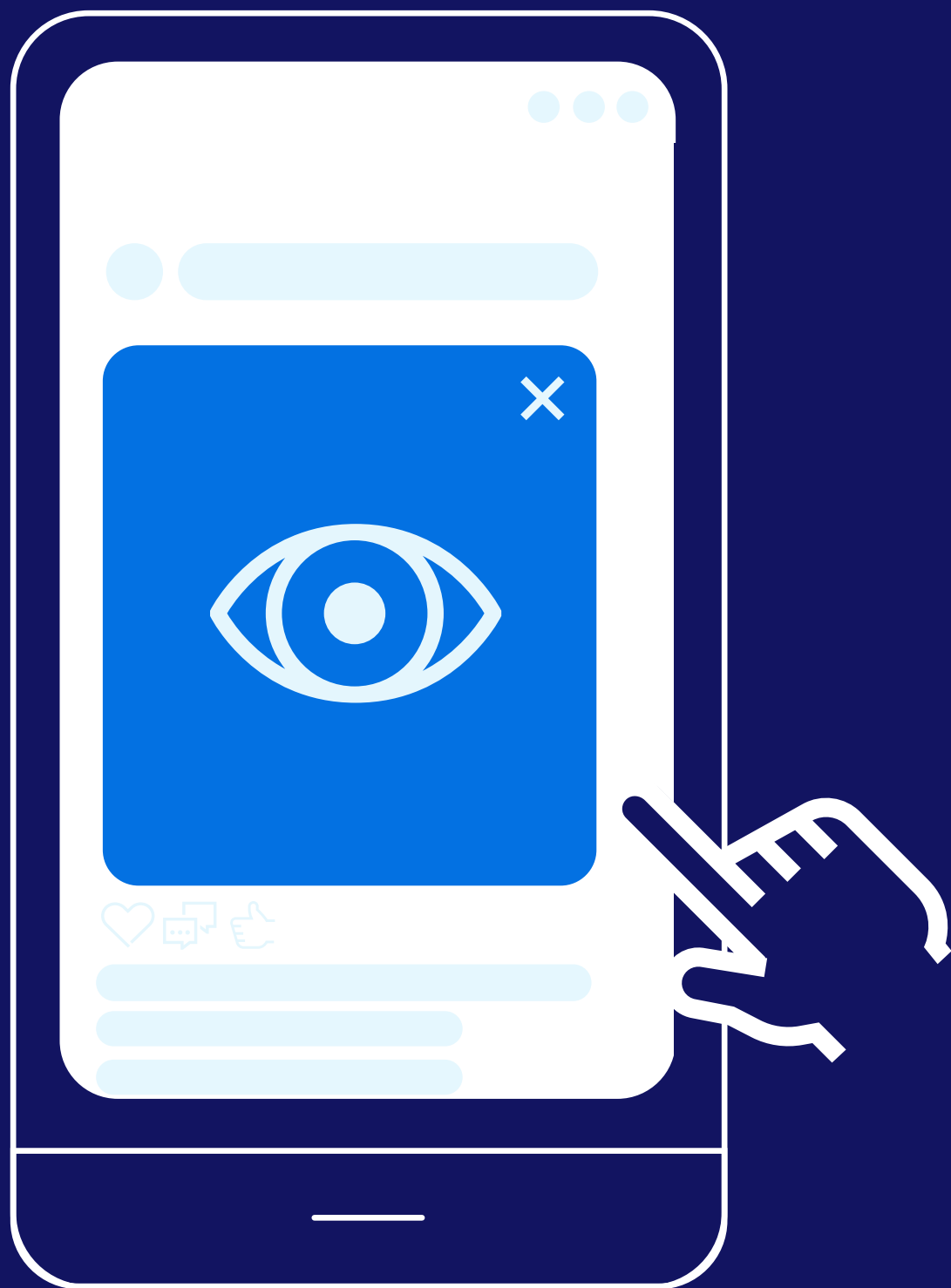
You already know how to operate across **Search** and **Social**
It's a familiar place to *start*



**Conversion
Focused**



**Last Click
Thinking**



THE GAP

24%

of your consumers
time is spent inside
those platforms

What about the other 76%?



Growth doesn't come from being everywhere.
It comes from showing up **in moments that matter.**



How are you **reaching your customers** in moments like these?



Checks the news online



Cues the mood playlist



Check sports recaps from night before



Reading news about favourite sports star



Catches up on podcast episodes



Looks up recipe to cook for dinner



Watches new episode in favourite series

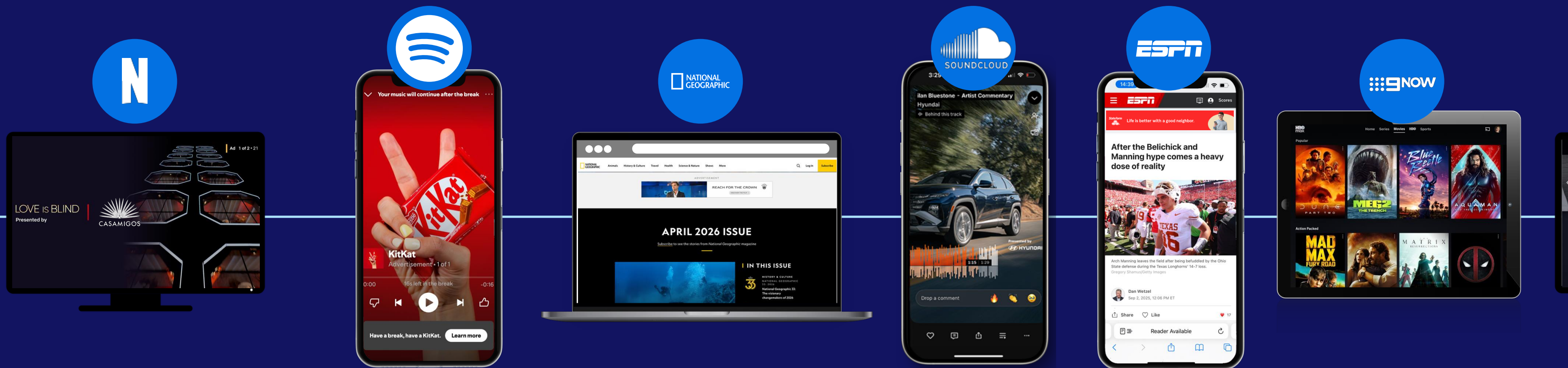
So **where** do
you find them?



The next place to reach them

What is programmatic?

Programmatic advertising uses data to reach the right person, with the right message, at the right time., wherever they are online



Traditional Media buying gives publishers the choice

The **Publisher** decides what ad your customer sees and when



Example Publisher

perthnow

Programmatic
puts the
choice back in
your hands



You decide who's worth
reaching, in real time,
impression by impression



The Result? Your investment working harder to reach the right person every time



Right Person



Right Time



Right Moment

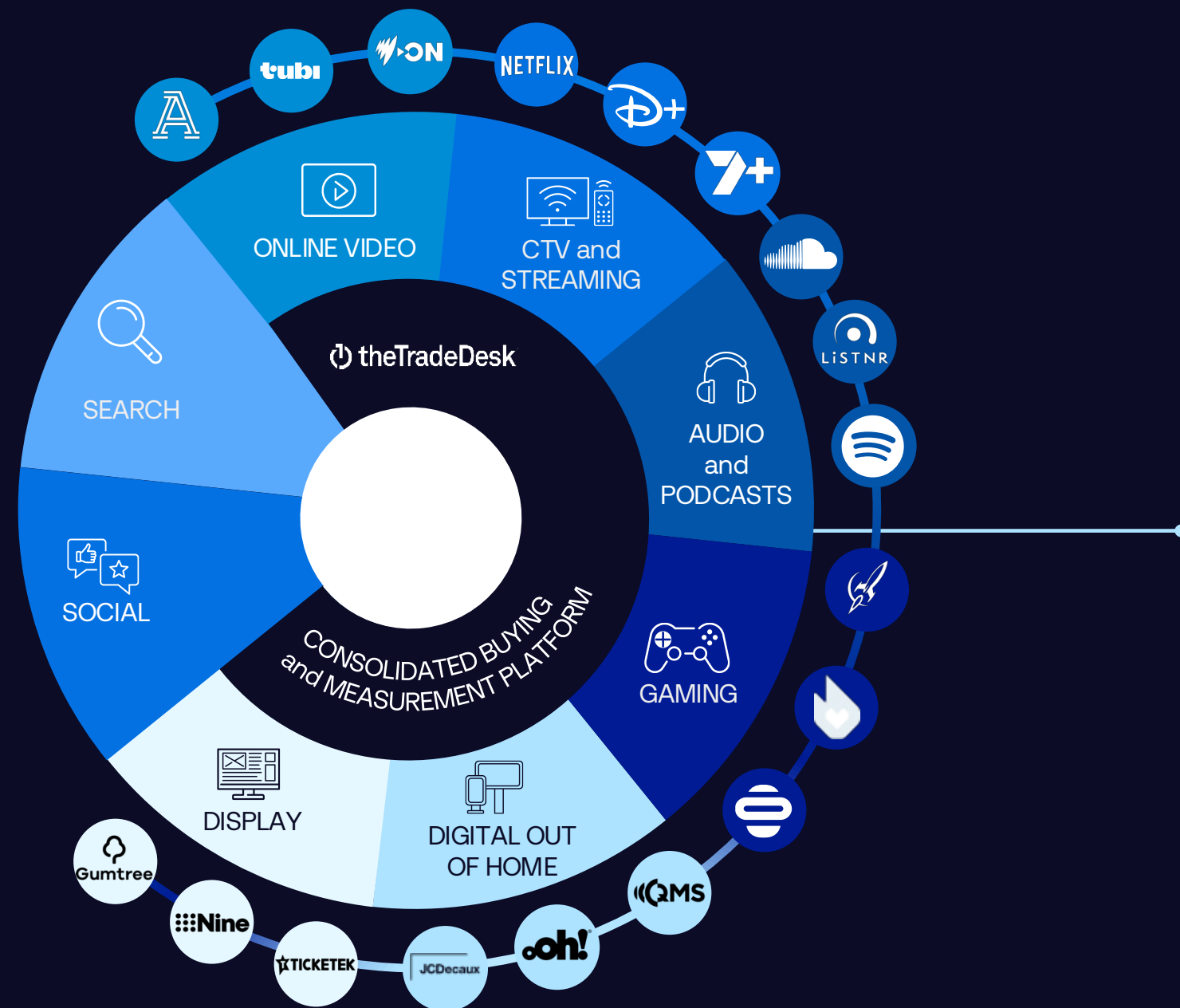


Right Message

Powered by choice, data and decisioning



The Trade Desk is your programmatic powerhouse



 theTradeDesk®

We consolidate the ecosystem to make reaching the right person easier

Connecting you to over 95% of Australians Nationwide, across premium content

That's all we do.

We do not own any media or inventory.

Objectivity

Unbiased and transparent

Helping you create a seamless consumer experience with

8.5M+

Households in AU

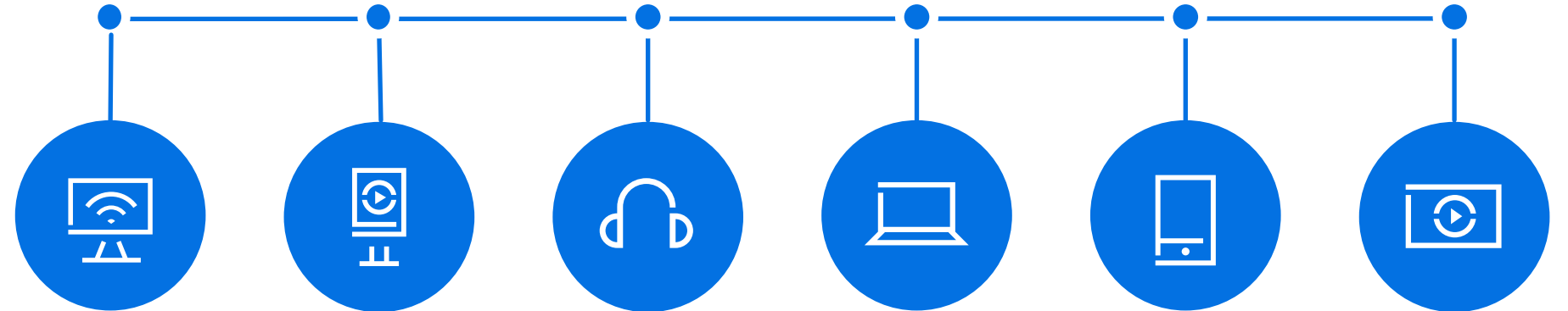
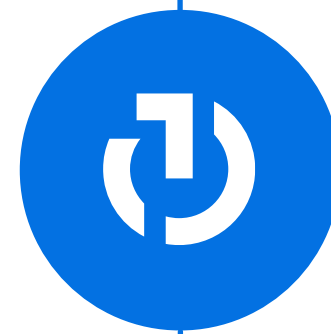
80+

Ad exchanges, SSPs,
publishers and ad networks

550B+

Ad opportunities in AU every
month across our platform

 theTradeDesk®



NETFLIX

JCDecaux

Spotify

news.com.au

KARGO

ESPN

7plus

ooh!

iHeartRADIO AUSTRALIA

SBS NEWS

yieldmo

yahoo!

9NOW

VMO

SOUNDCLOUD

9NEWS

adverty

The West Australian

10 play

QMS

acast
Makes good stories great

BuzzFeed

gumgum

The Sydney Morning Herald

We choose the right place for your ad to run – every time



Is this actually your customer?



Have they seen this enough already?

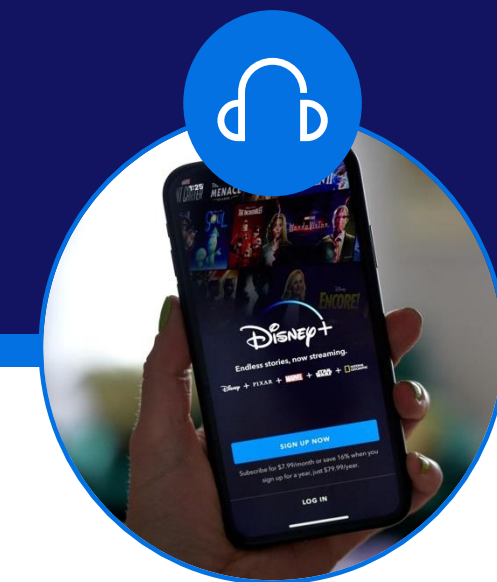


Is this a genuine quality space?

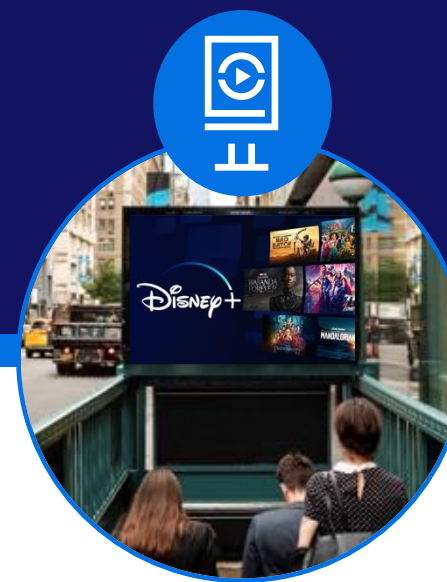
Not just any ad space. The one most likely to reach the right person, at the right moment

Only the best opportunities make the cut

To reach your customer across multiple places throughout their day



Occasion:
At the gym while
listening to a playlist



Occasion:
Commuting into
the office



Occasion:
Checking in on
daily news

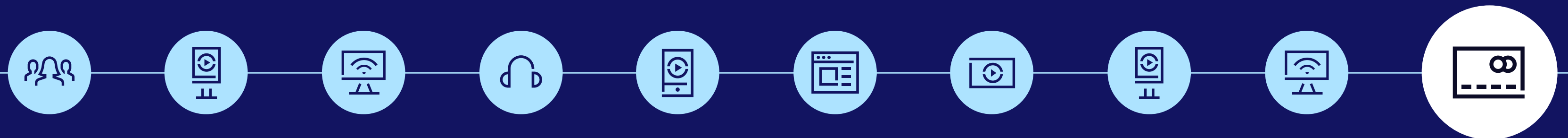


Occasion:
Researching dinner
recipes at work



Occasion:
Watching
Yellowstone on
Peacock

We exist for the **moments that matter**
so we can help you ***reach who matters most***



01

CHALLENGE

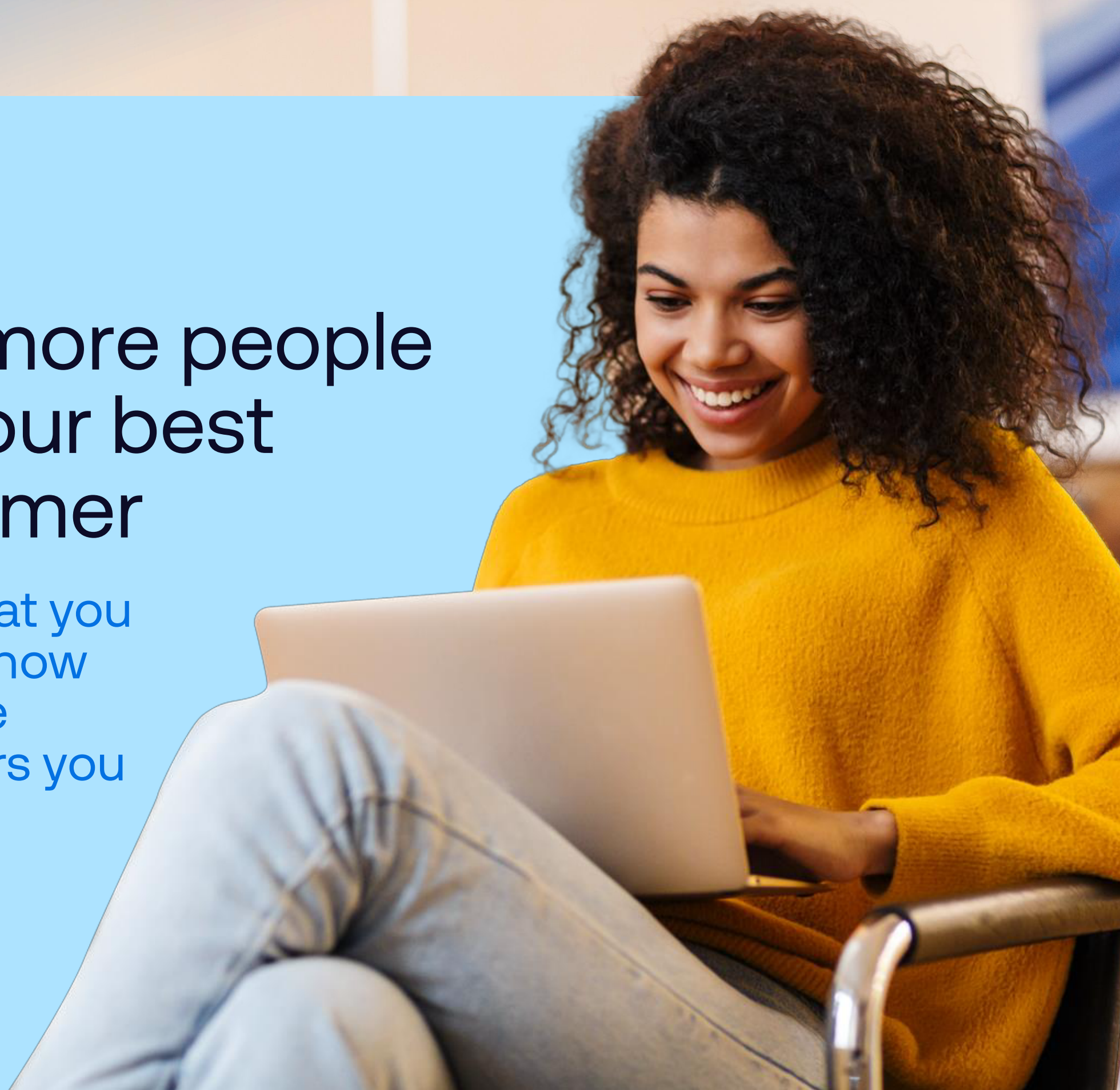
You're reaching the same people repeatedly – but your next customer is still out there



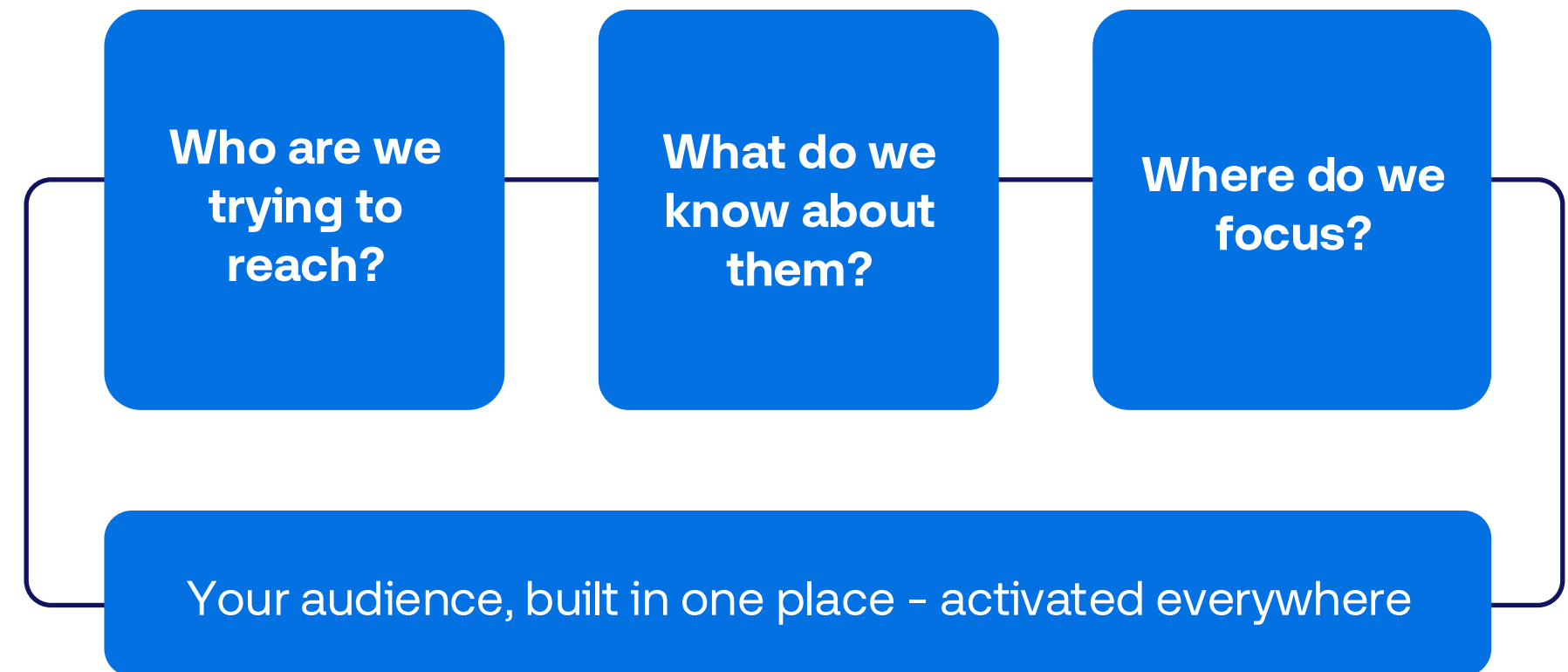
SOLUTION

Find more people like your best customer

using what you already know about the customers you have



Programmatic knows who
your ***audience*** is and follows
them everywhere



How programmatic turns into an audience strategy

MAINTAIN

Maintain a direct relationship with your existing customers



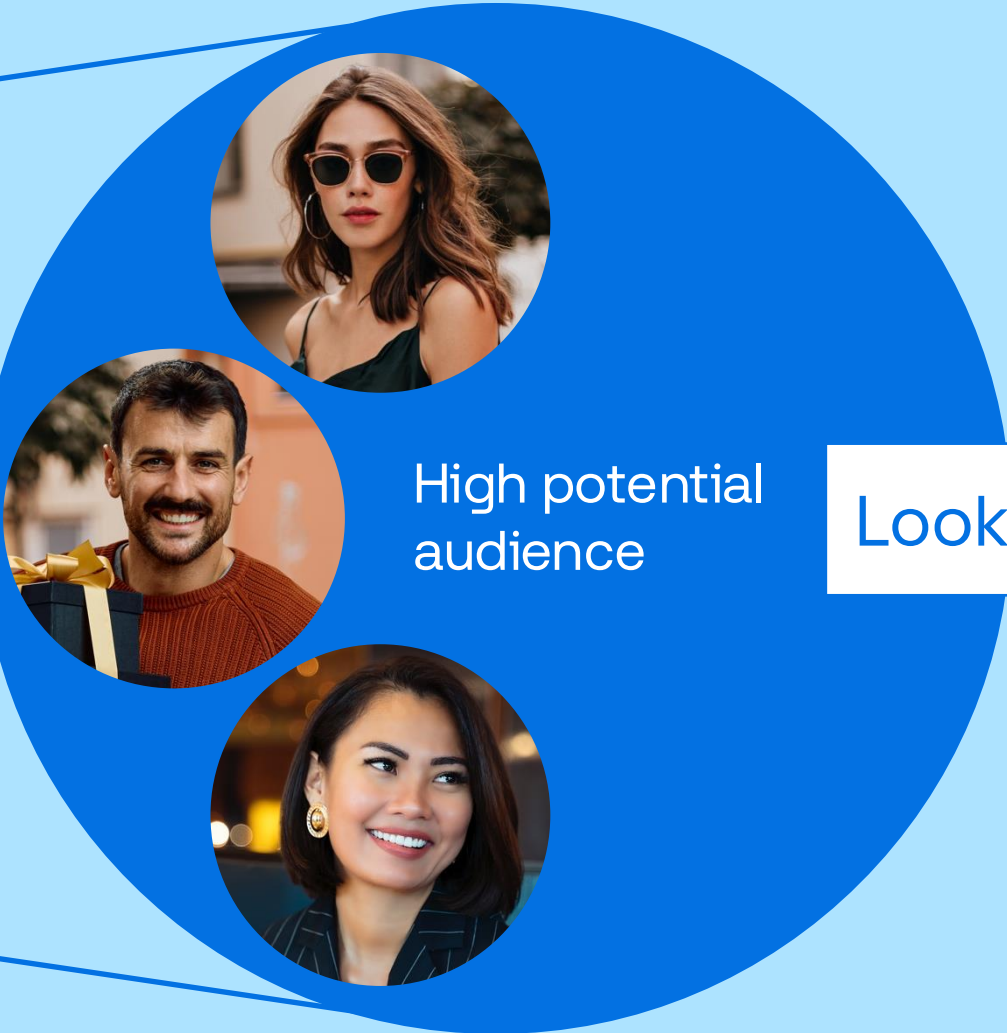
GROW

Build new connections with potential customers who are similar to your key audiences

Your core customer



First Party Data:
e.g email addresses, pixel

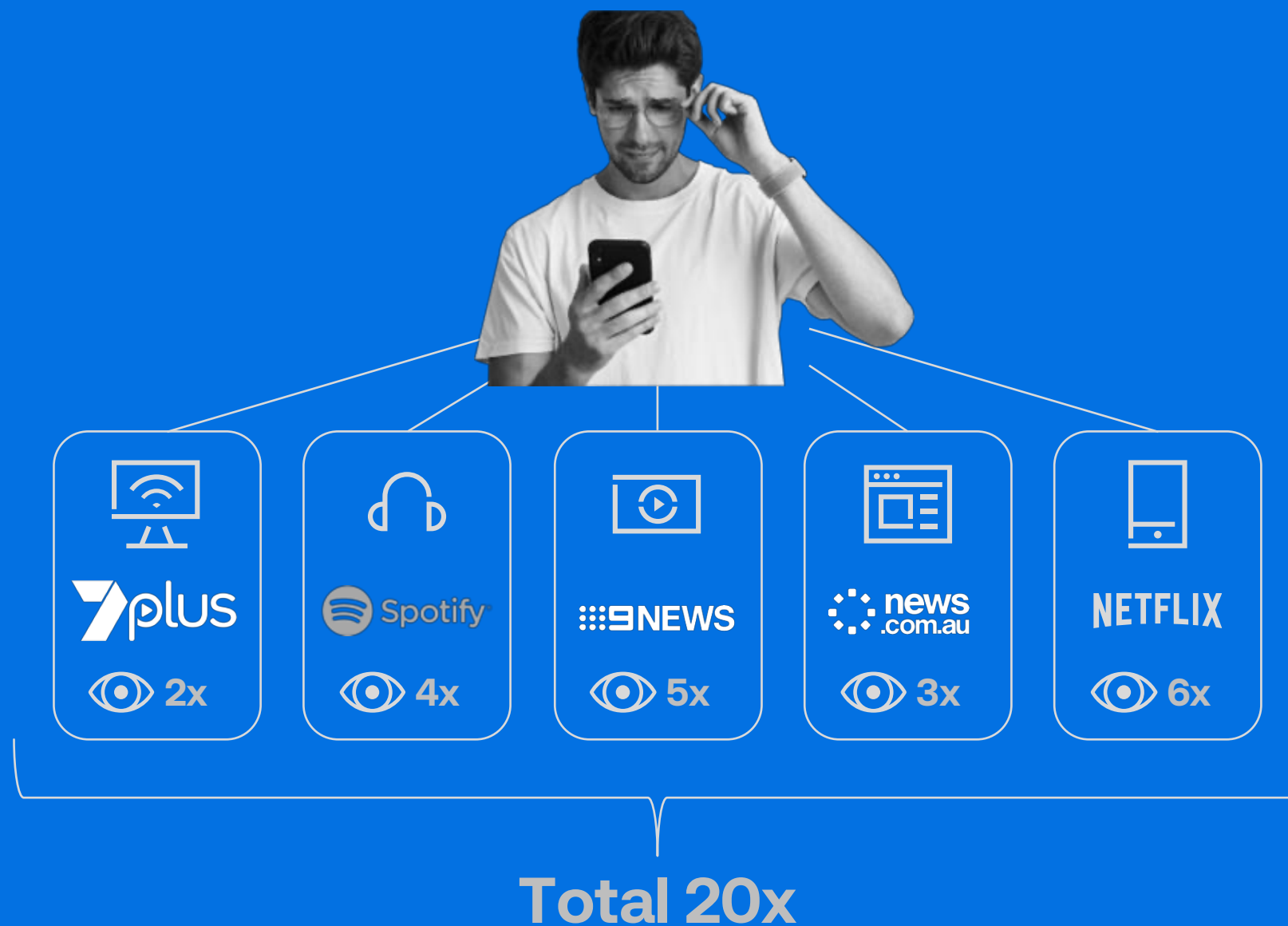


High potential audience

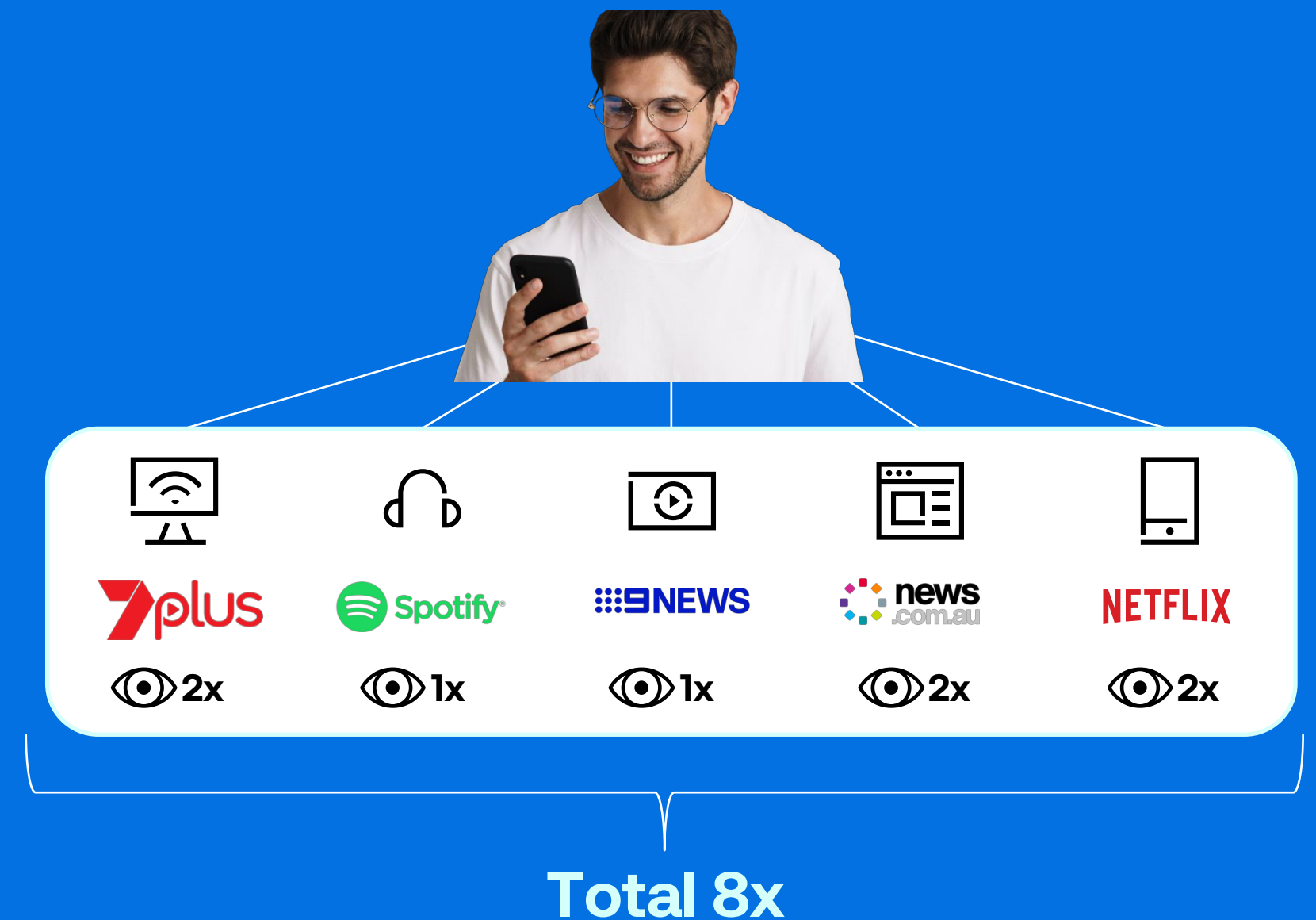
Lookalike + 3PD

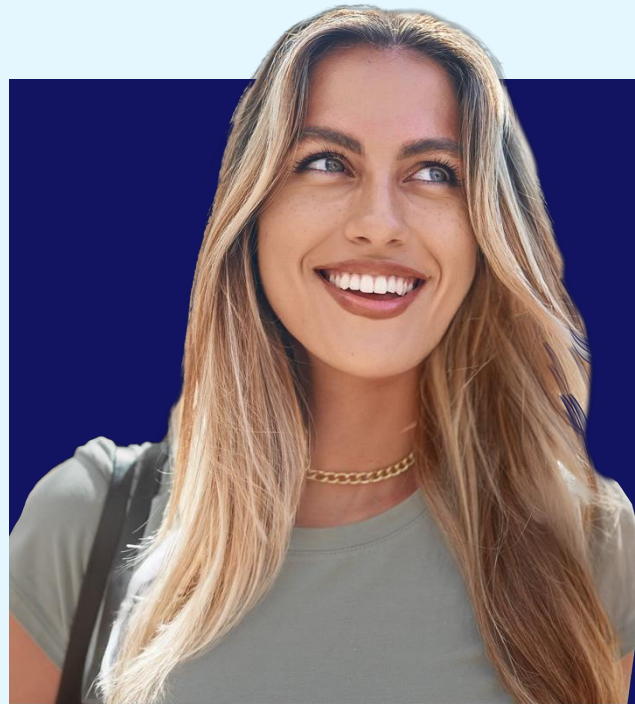
Here's how we make sure you're **not reaching** the same person over and over – *frequency management*

Without a connected view



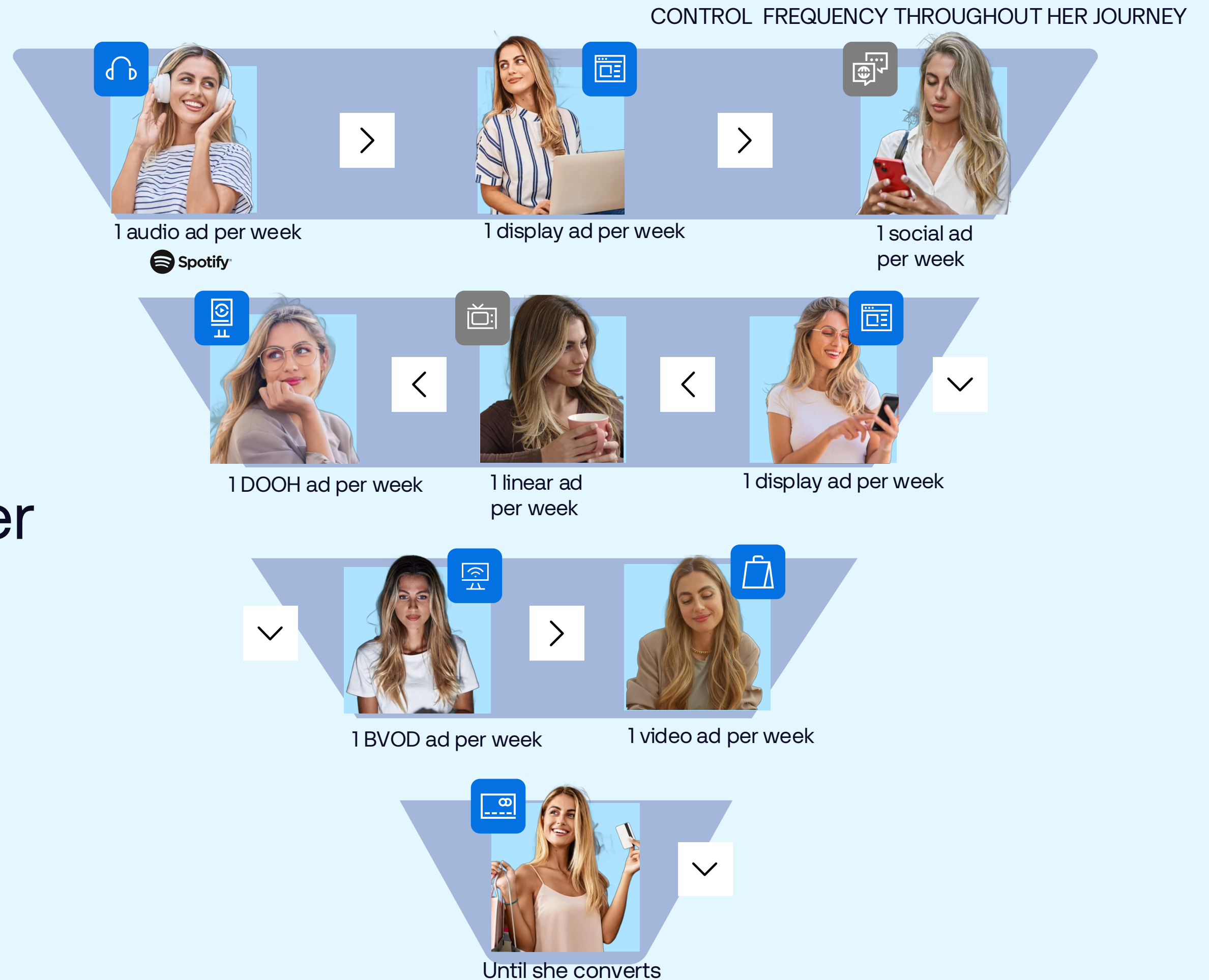
Programmatic media buying delivers **control & cost efficiency**





Ideal Buyer

We can control her customer experience throughout her purchase journey

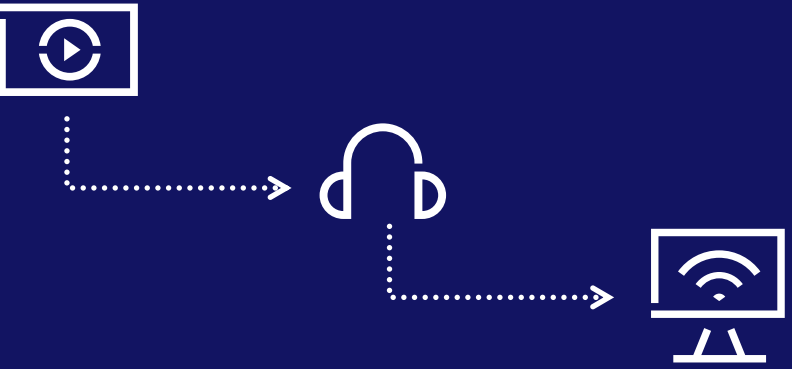


Move the story forward. Reach further while you do it.

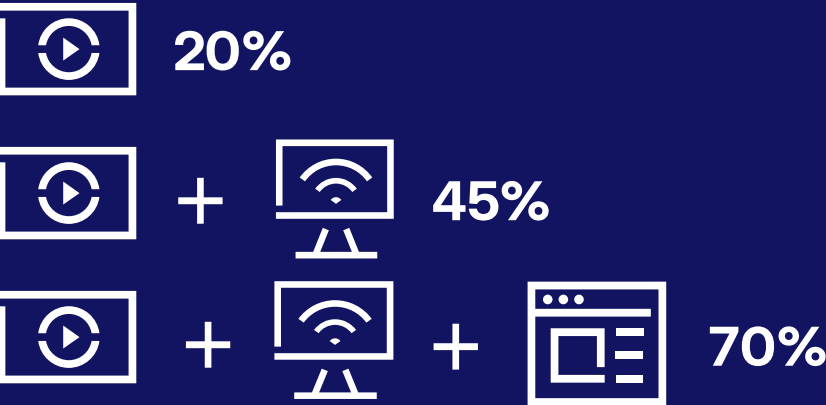
Audience Targeting

Retarget audience and expose to additional channels to drive efficiencies.

Tell your story with sequential messaging



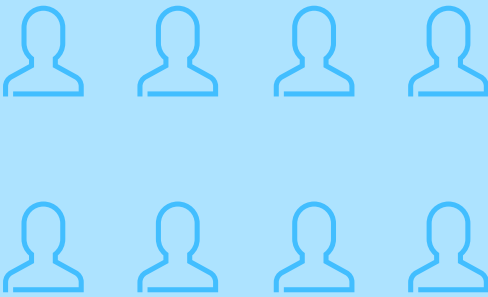
Increase exposure with multi-channel retargeting



Audience Suppression

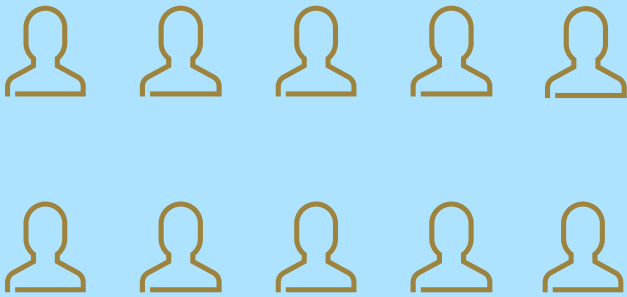
Drive incremental reach by suppressing ads to those who've already seen them

SUPPRESS



Audience who have watched your ads on CTV

INCREMENTAL



Suppress them on other channels for incrementality

This is what
reaching who
matters most
actually looks like

Same audience.
Different moments.
Less ad fatigue.
More brand impact.



02

CHALLENGE

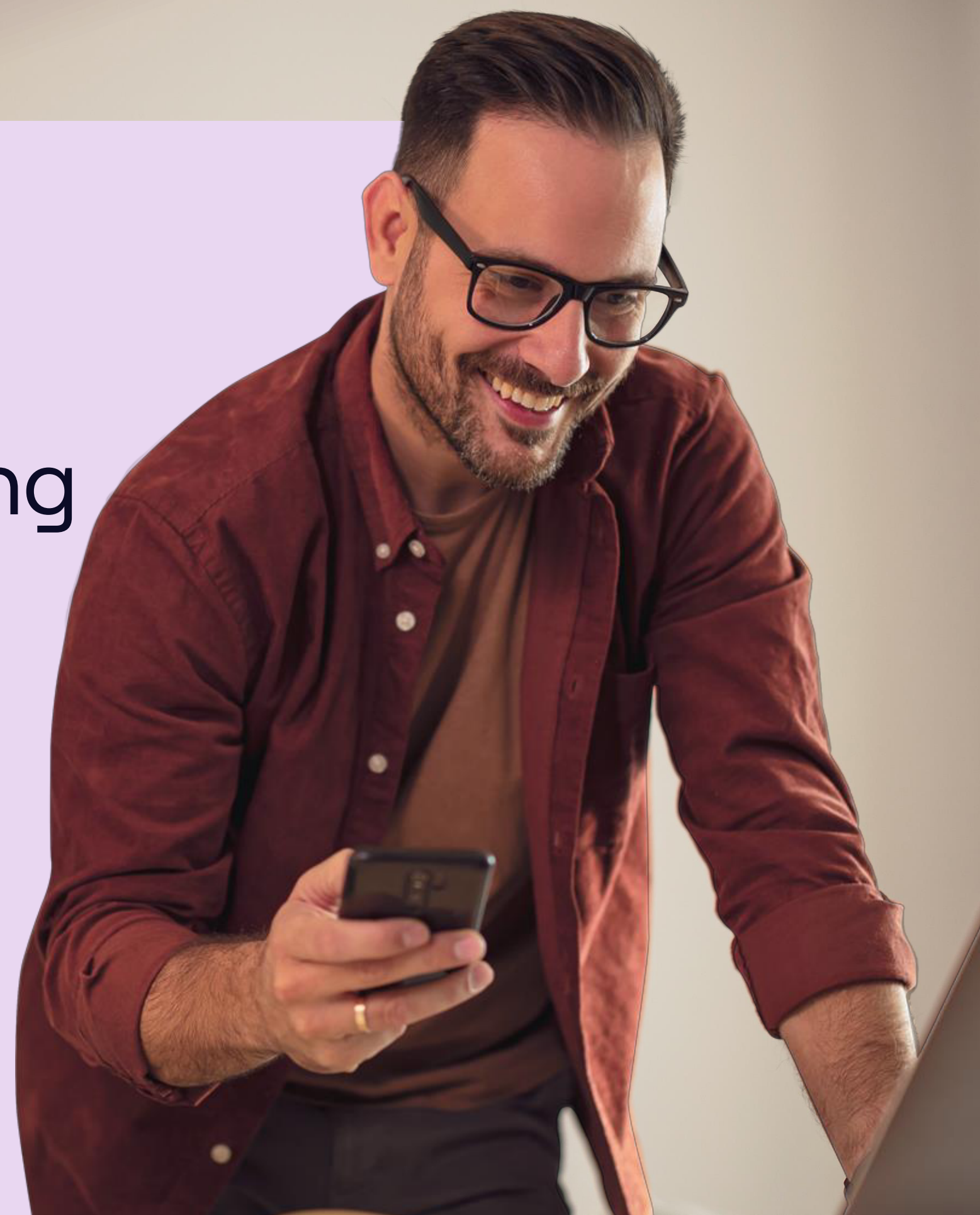
What's really driving my results?



SOLUTION

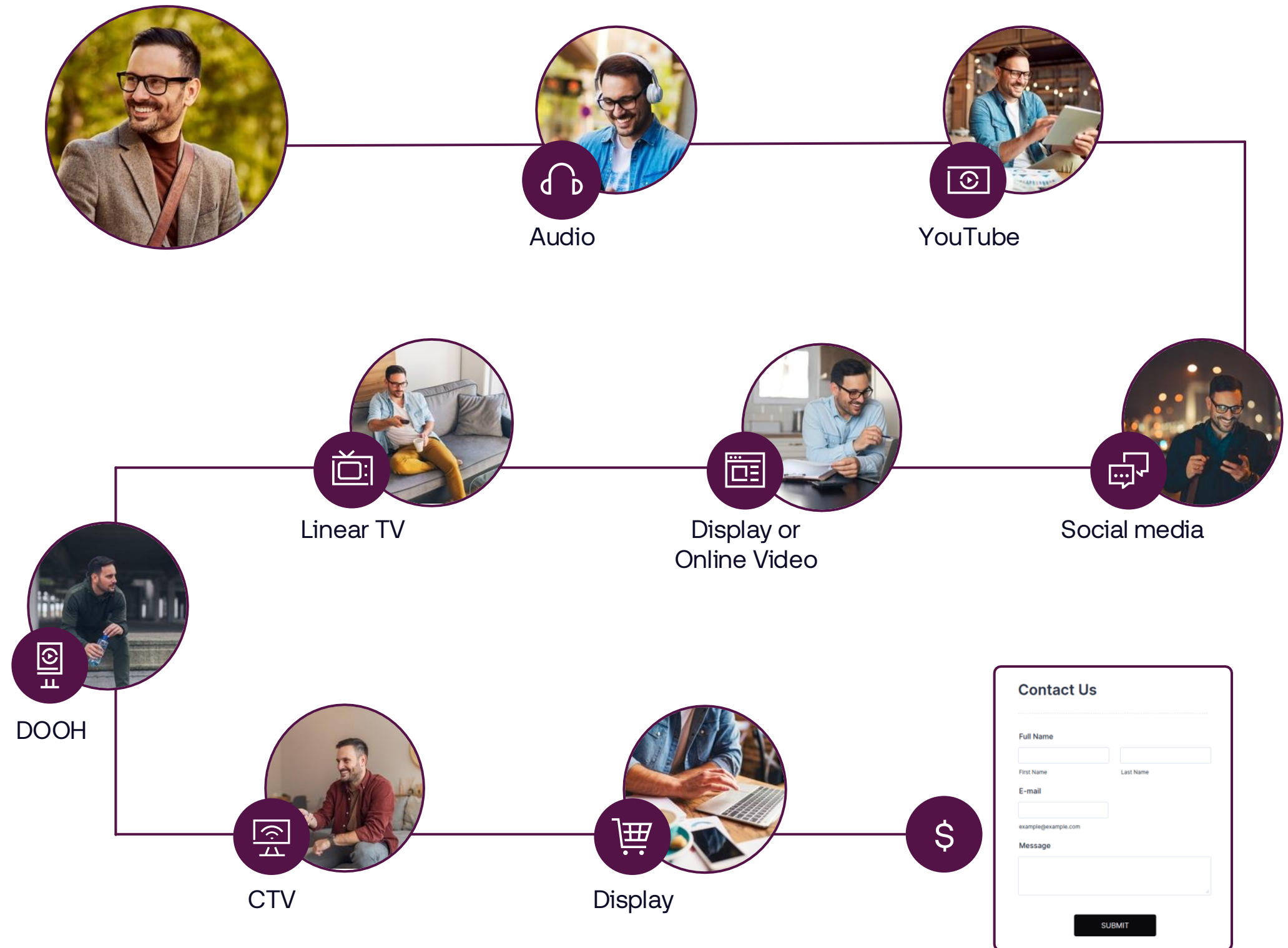
See what's really working

from the first ad they see, to the sale



Your customers path to your brand, rarely has one step

So, which of these moments actually mattered?



What should we be measuring instead?

Sustainable performance is built
before conversion,
not at the point of it



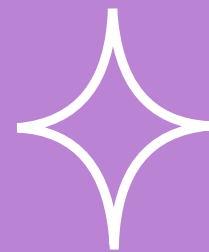
Which channels bring someone into the journey
Not just the last one they clicked



How many touchpoints it typically takes
Before someone actually converts



Which channel combinations convert best
Together, not in isolation



Here's what reporting is available

Path-to-Conversion Reporting

Touchpoint 1



CTV

Audio



Touchpoint 2

Touchpoint 3



Display



Avg #
touchpoints



Avg days to
convert



Channel
effectiveness

Search and Social Impact Reporting

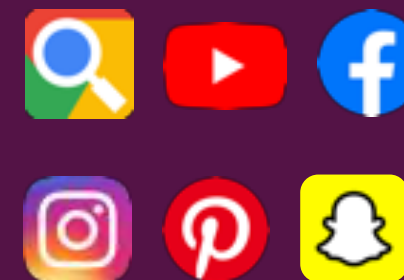
1

Ad serves to
audience



2

User clicks to brand site via
search or social ad



3

Consumer
converts



Search & Social *and* Programmatic: Distinct Roles, Stronger Together

A complementary
approach to modern
media planning

Search & Social

What you know

Reaches people while
they're actively searching or
scrolling

Strong engagement, ads
that feel native to the
platform

Best for people already
looking for you

Programmatic

What it adds

Reaches people everywhere else
they spend their time —
streaming, audio, news, out and
about

Finds the right person using your
own customer data

Manages how often someone
sees your ad, across every
channel

Measurement you control, not
locked inside one platform

Together, we take
what you start in
search & social and
make it more
impactful.



DIRECT IO BUYING

Buying media in silos
delivers wasteful
impressions & creates an
unfavorable consumer
experience

While buying CTV via PG is an effective
way to drive reach, operating in silos
leaves value on the table



DECISIONED BUYING

Decisioning leverages **holistic frequency controls** to provide a connected advertising experience that yields greater unique reach

On average, decisioned campaigns in our platform see a **77% lower CPA** than non-decisioned counterparts



The schedule.

01



**Working
smarter.**

AMANDA →



02



**Beyond
platforms.**

**KAITLYN &
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LUKE →



04



**Proof,
over time.**

**ONNIKA &
AMANDA →**







A young girl with blonde hair, wearing a pink sleeveless top and denim shorts, is running towards the camera on a grey mat. In the background, there is a large metal playground structure with monkey bars, a yellow slide, and several other people, including a woman standing and a man climbing. The scene is set in a lush green backyard with trees and bushes under a cloudy sky.

**The world's best
monkey bars.**

big claim



Modular
Height-
adjustable
Strongest
frames on
the market
Rated for
movement

Made
locally from
Aussie steel
Choose
your colour
Easy install
and easy to
move

they had a problem



growplay

BUNNINGS
warehouse

BIGW

Kmart



VULY™

The September Saver Deals is incoming! 🌱

Get ready to score up to a massive 65% OFF selected premium trampolines. 🚀

📅 Save the Date: 4-8 Sep only.

...

25% OFF
ON SELECTED MONKEY BARS + FREE DELIVERY*

See details

...

ones! 🌱 Ditch the
ur trampolines are

our iconic bouncers,
& more. Built British-
ather. ...

...

25-65% OFF
ON SELECTED TRAMPOLINES

Shop Now

...

Quest monkey bars.

... play that keeps kids...

...

Get ready to score up to a massive 65% OFF selected premium trampolines. 🚀

📅 Save the Date: 4-8 Sep only.

...

Incoming
September Saver Deals

04 - 08 SEPTEMBER

25- 65% OFF
WITH FREE DELIVERY*

September Saver Deals - Starts 4th September
Stock Limited

Sign Up

Vuly
Sponsored
Library ID: 1083911931064442

The ultimate Mid Summer Sale is officially here! 🌱

Beat the holiday boredom with our huge Garden Makeover Sale, offering an incredible 20% to 55% OFF premium Vuly Trampolines. Built tough for endless sunny days and designed with world-class safety, it's the ultimate way to keep the kids active, healthy, and outdoors all summer long....

GARDEN MAKEOVER SALE

20-55% OFF
ENDS 25 AUGUST

Shop Now

SAVE 25%
ON SELECTED MONKEY BARS + FREE DELIVERY

Save 25% on Sturdy Monkey Bars
Ends 12th May

Shop Now

Vuly
Sponsored
Library ID: 2112972422626188

The September Savers Sale is incoming! 🌱
Get ready to score up to 25% OFF our heavy-duty Quest monkey bars. 🚀

📅 Save the Date: 4-8 September only.

Built for climbing, swinging, and the kind of active play that keeps kids...

Incoming
September Saver Deals

SAVE 25%
FREE BASKETBALL SET & DELIVERY*
04 - 08 SEPTEMBER

Flash Sale from 4th to 8th September

See Details

Vuly
Sponsored
Library ID: 1719948582536227

🌱 The garden just got a whole lot more magical.

The Summer Bonanza Sale is here — Vuly Treehouses are 15% OFF for a limited time only.
A place to imagine, explore, and escape. Your kids will never want to come inside again.

...

Library ID: 746968465038673

🌟 Endless fun, limitless imagination! 🌟 A Vuly Swing Set isn't just a playground—it's a launchpad for adventure, laughter, and unforgettable childhood memories. 🌳🚀 Built tough for Aussie backyards, designed for pure joy. Ready to swing into fun? 🌱🌟

HUGE SALE
ON NOW

Backyard Swings
FREE Delivery*

Shop Now

Vuly
Sponsored
Library ID: 647154385148069

The Black Friday Sale is here! ❤️
Deals you don't want to miss! For a limited time only 🚀

🚚 FREE Delivery*
👉 Up to 35% Off Site Wide

🛒 Shop Now and lock in the best deals before they're gone ...

BLACK FRIDAY SALE
SAVE UP TO
35%

On Special at VULY | UK Sale ends 28th Nov

VULYPLAY.COM
Vuly Play UK | Trampolines - Monkey Bars & Swing Sets
Vuly® sells the best trampolines and outdoor play equipment, including high quality monkey bars and swing sets.

Shop now

VULYPLAY.COM
Vuly Play UK | Trampolines - Monkey Bars & Swing Sets
Vuly® sells the best trampolines and outdoor play equipment, including high quality monkey bars and swing sets.

25% OFF
ON MONKEY BARS + FREE BASKETBALL SET & DELIVERY*

September Savers Sale from 4 to 8 September

See Details

Vuly
Sponsored
Library ID: 4436038396639426

The ultimate Mid Summer Sale is officially here! 🌱

Beat the holiday boredom with our huge Mid Summer Sale, offering an incredible 25% to 65% OFF premium Vuly Trampolines. Built tough for endless sunny days and designed with world-class safety, it's the ultimate way to keep the kids active, healthy, and outdoors all summer long....

Mid-Summer SALE

25-65% OFF
ON SELECTED TRAMPOLINES + FREE DELIVERY*

7 - 11 AUGUST

Mid Summer SALE 🌟
Up to 65% OFF

Shop Now

Vuly
Sponsored
Library ID: 38314964661423920

The ultimate Mid Summer Sale is officially here! 🌱

Beat the holiday boredom with our huge Mid Summer Sale, offering an incredible 25% to 65% OFF premium Vuly Trampolines. Built tough for endless sunny days and designed with world-class safety, it's the ultimate way to keep the kids active, healthy, and outdoors all summer long....

Beat the holiday boredom with our huge Summer Holiday Sale, offering an incredible 20% to 55% OFF premium Vuly Trampolines. Built tough for endless sunny days and designed with world-class safety, it's the ultimate way to keep the kids active, healthy, and outdoors all summer long....

SCHOOL HOLIDAY SALE

20-55% OFF
24 - 28 JULY

School Holiday SALE 🍎
Up to 55% OFF

Shop Now

Vuly
Sponsored
Library ID: 982176147619353

Want to get the kids off their screens and into the garden this Easter? 🌱

The ultimate backyard challenge is now 25% OFF! Save big on all Vuly Quest Monkey Bar frames and modular accessories. Whether they want to climb, swing, or hang, our weather-protected frames are built for years of UK outdoor fun....

EASTER SALE

SAVE 25% OFF
MONKEY BARS

FREE DELIVERY*

Inco
Sept
Sa
De

FB.COM
Vuly

Vuly
Sponsored
Library ID: ...

🚀 Get ready to V
screens and get
designed for wor

Flash Sale starts
plus huge discou
tough, so you can

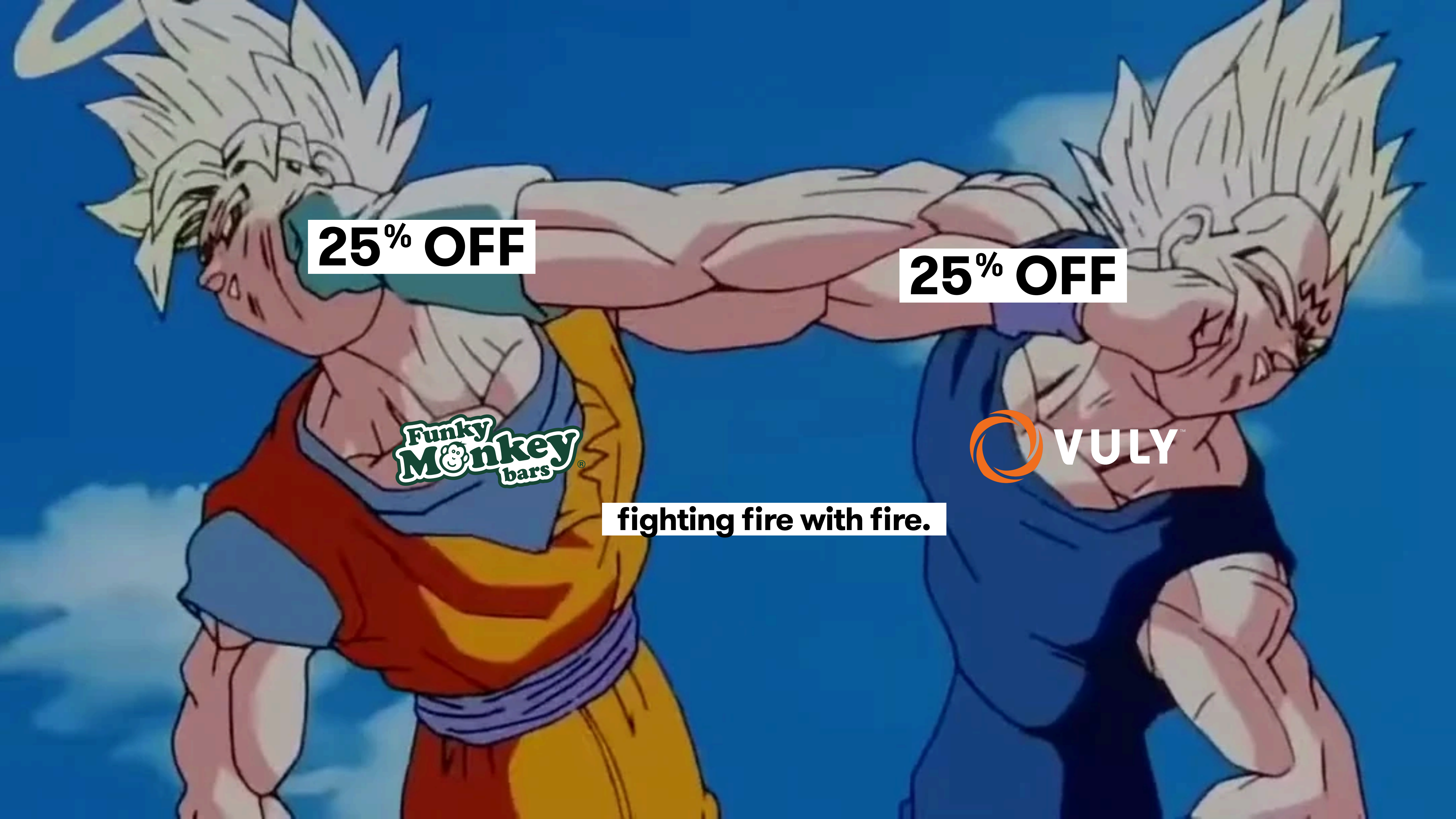
This Way to Tra
Save 25-40%

Vuly
Sponsored
Library ID: ...

The September S
Get ready to sco

🚀 Save the Date

Built for climbing



25% OFF

**Funky
Monkey**
bars®

25% OFF

 **VULY™**

fighting fire with fire.

What do we *do*?

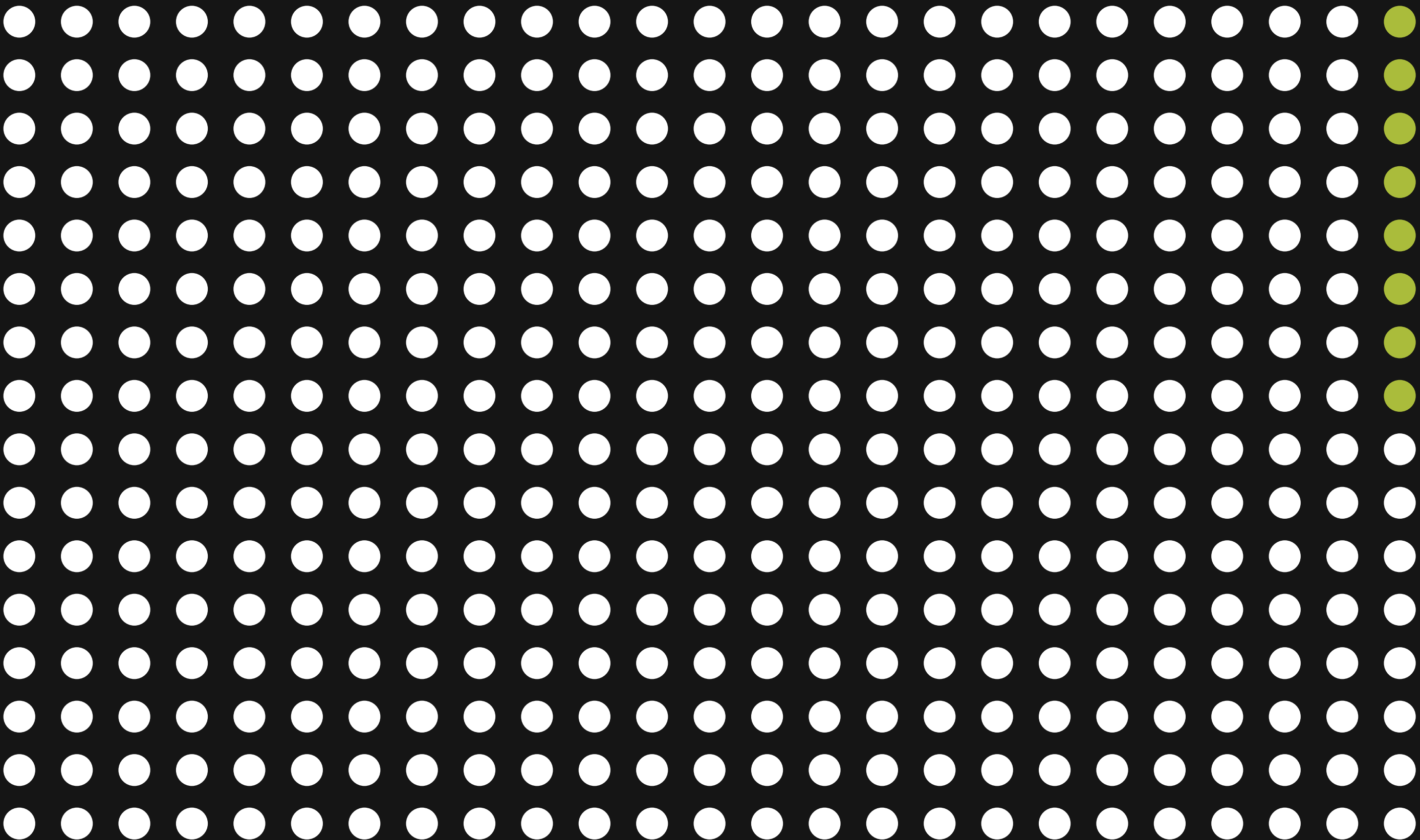
- ✓ Great product
- ✓ Army of loyal fans
- ? What do our potential customers think of the brand?
- ? What do they actually value?

Market *research*

350

Surveys

15 mins each



8

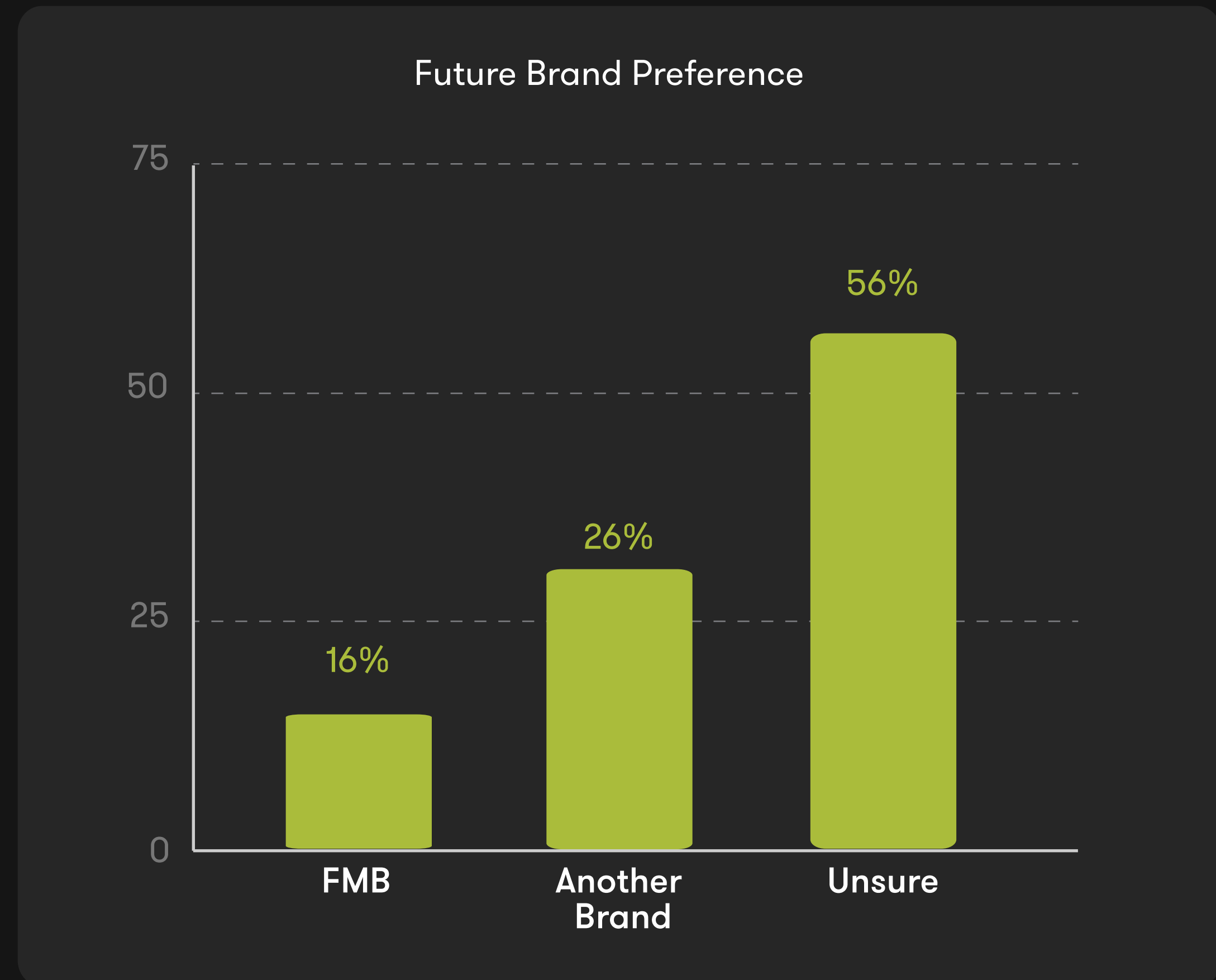
In-depth
interviews

45 mins each

Of respondents **who don't own monkey bars**:

26% preferred another brand

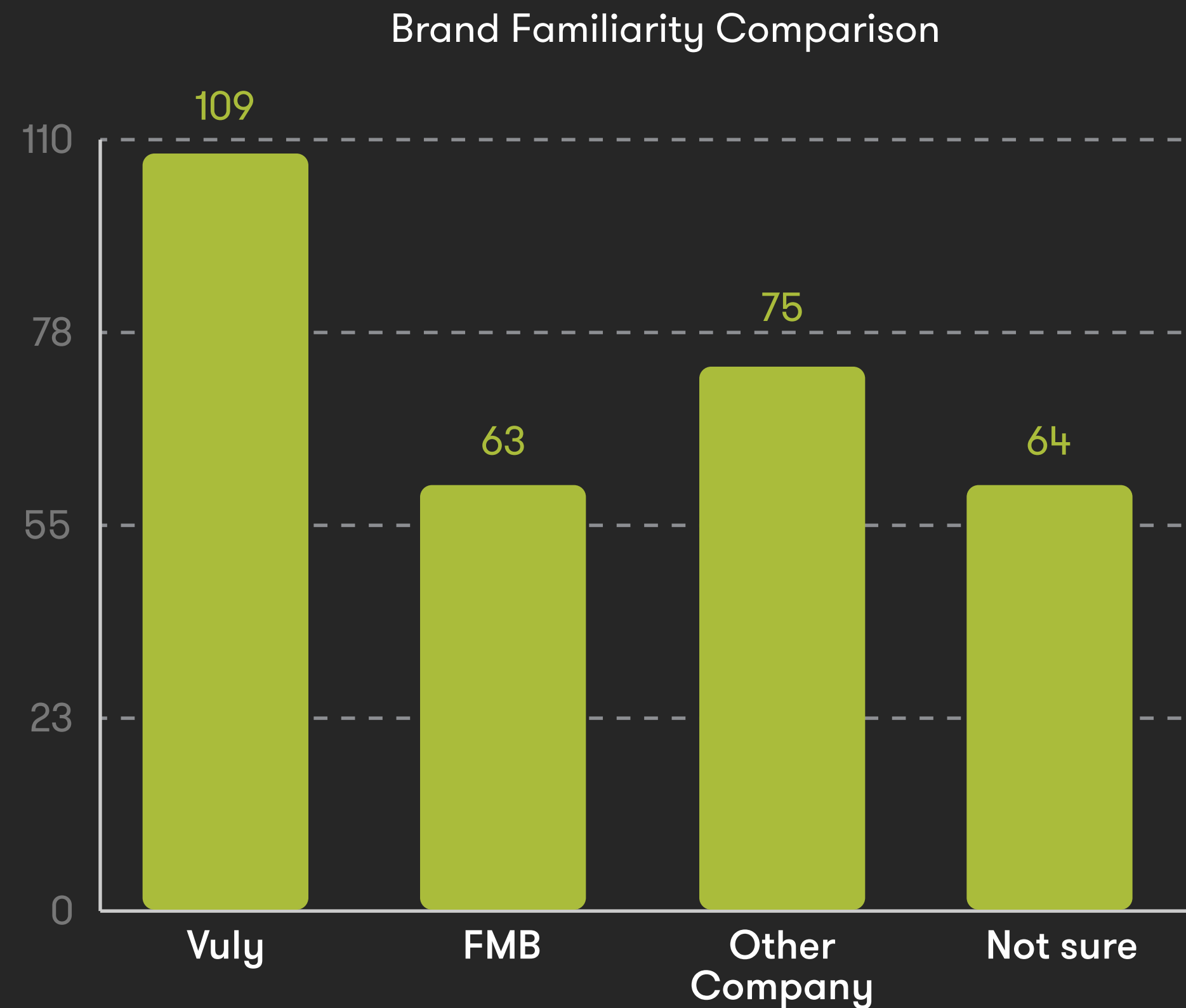
56% were unsure.



82% of the available market either don't have a preference or prefer someone else.

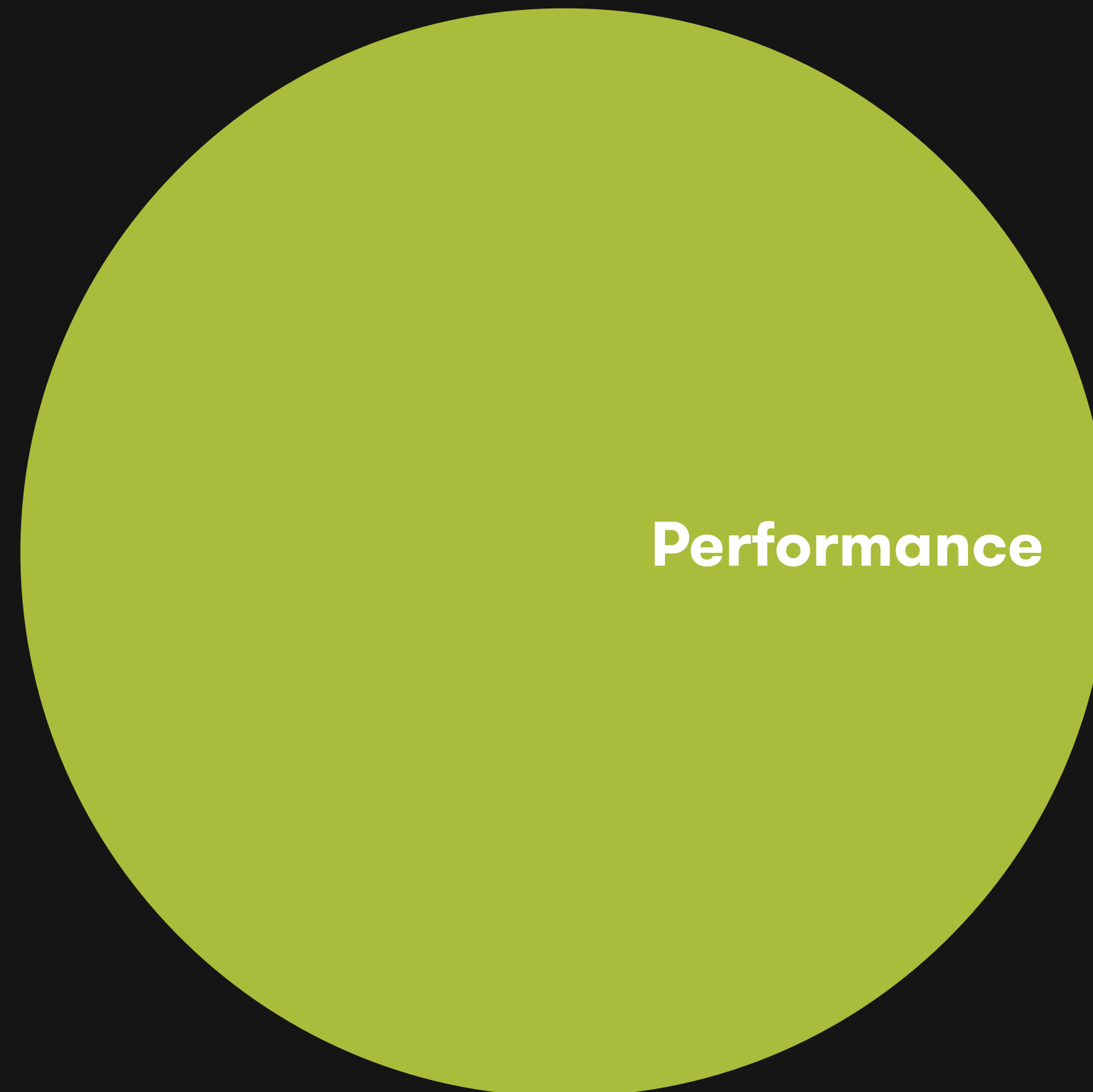
Of respondents **who don't own monkey bars**:

Trailing Vuly by
~40% on Brand
Familiarity.



Losing on **awareness and preference**
not product.

0%



Performance

100%

Media budget

The problem.

Losing market share to cheap alternatives

Losing on awareness and preference

“Only make sales when we’re on sale”

100% of budget on performance ads

The problem.

Losing market share to cheap alternatives

Losing on awareness and preference

“Only make sales when we’re on sale”

100% of budget on performance ads

The solution.

Build awareness early



Build mental availability



Build preference



Growth

The *godfathers* of modern marketing



Byron Sharp
Ehrenberg-bass

Sharp, How Brands Grow, 2010;
Sharp, How Brands Grow Part 2, 2015;
Romaniuk & Sharp, Building Distinctive Brand Assets, 2018.



Les Binet & Peter Field
IPA Effectiveness Databank

Les Binet & Peter Field, The Long and the Short of it, 2013;
Effectiveness in Context: A Manual for Brand Building 2018;
Peter Field, Why TV is at the heart of effectiveness... and
what it will take to keep it there, 2024.

Marketing effectiveness & how brands grow

The best traffic is branded.

Whether it's paid or organic, the best traffic is branded. How do we grow more of that?

You need to be in the race.

To be chosen by the customer, you at least need to be on their short list.

You need to be the one they think of when they enter their buying phase.

Whatever that trigger is, you need to be top of mind.

That ability, to be thought of in those situations, is what they refer to as **Mental Availability.**

Those triggers, they refer to as **Category Entry Points.**

The specific cues, situations, and motivations that lead consumers to think of your category.

Brands that get **remembered** get **chosen**.

Google

+ Monkey bars



 AI Mode

Google

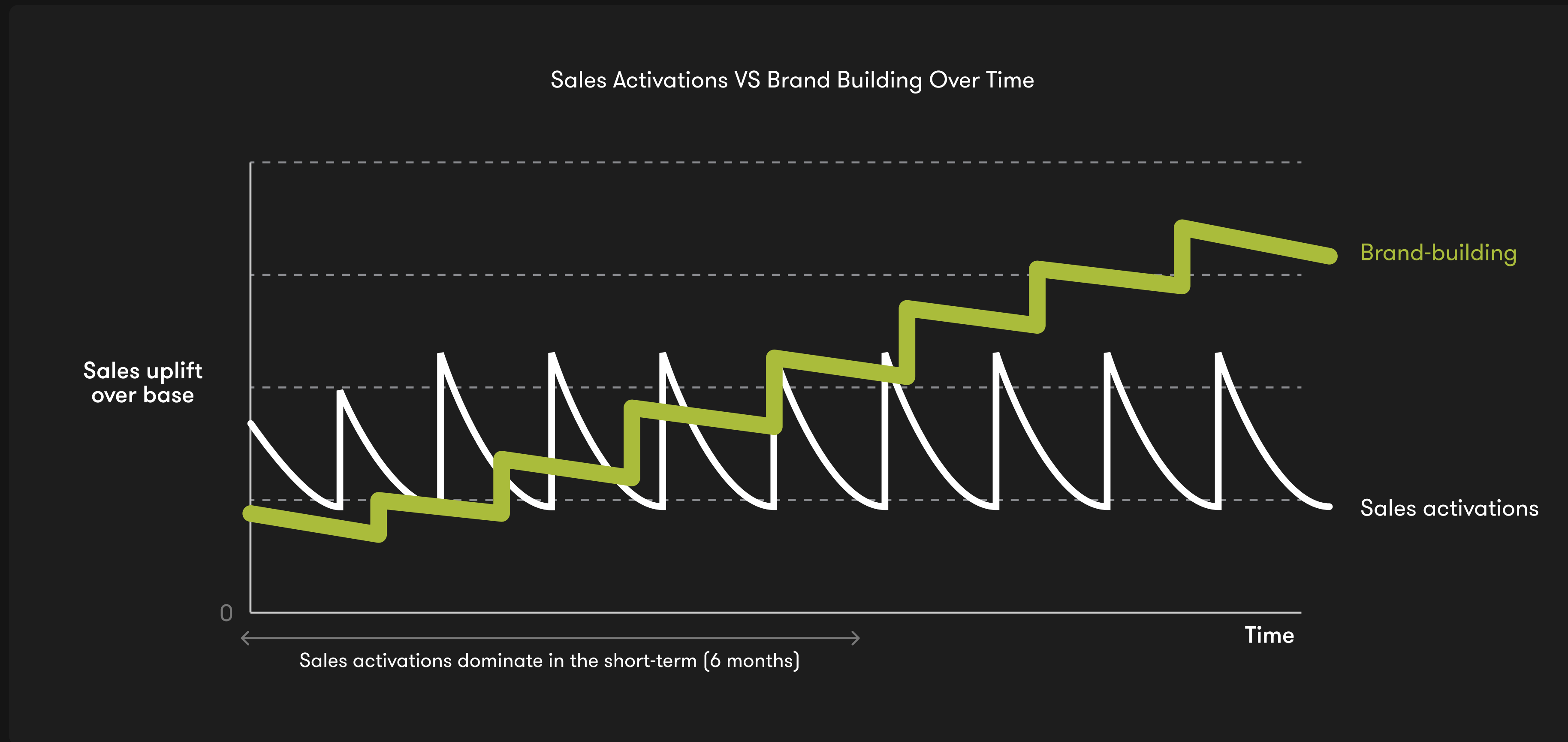
+ Funky Monkey Bars



 AI Mode

Brand-building campaigns

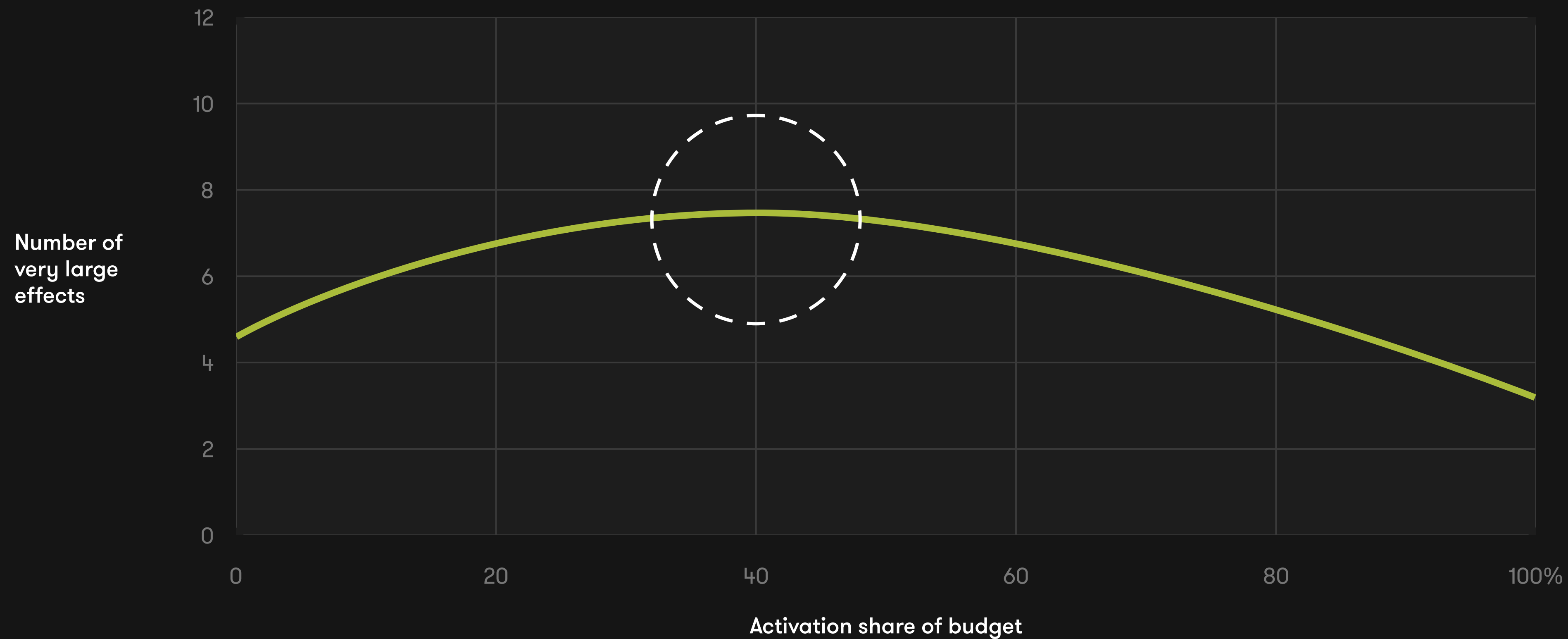
Build memory structures that compound over the longer timeframes



Source: Les Binet and Peter Field, The Long and the Short of It, IPA, 2013 [Figure 38]

The 60:40 split delivers maximum *effectiveness*

Average number of very large effects reported, by activation share of budget



Source: Les Binet and Peter Field, The Long and the Short of It, IPA, 2013 (Figure 38)

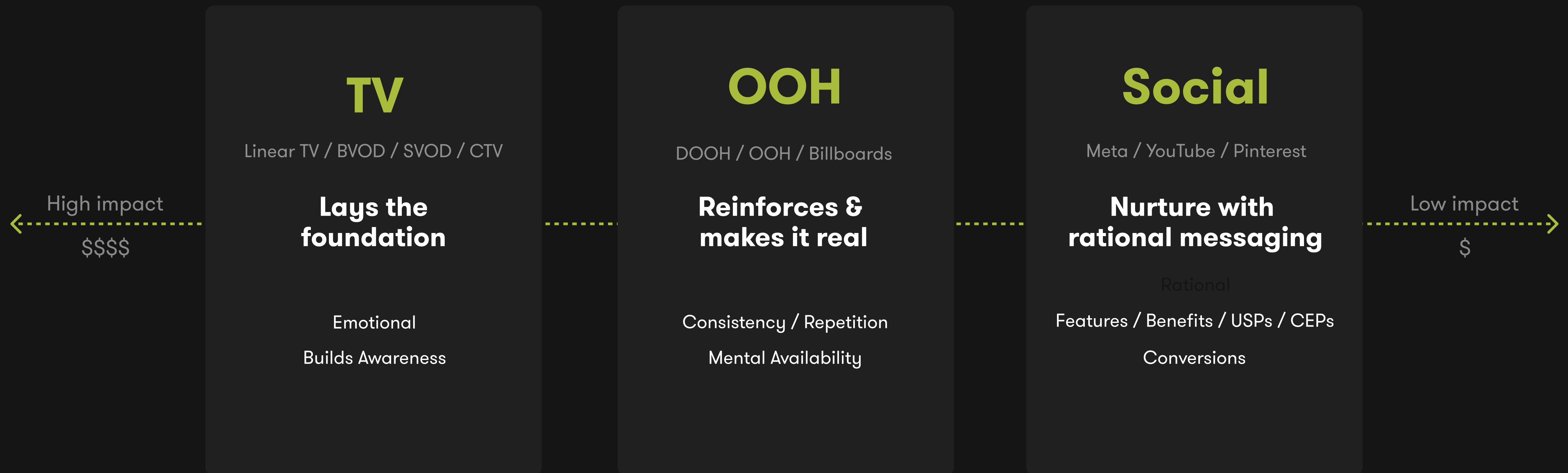
Emotional beats rational messaging

7.5x

Beyond three years, **emotional and well-branded** campaigns were 7.5 times as likely to report profit growth as rational ones (45% vs 6%).

Omni-channel approach

Supporting memory structures with clearly defined roles



Brand recall

on budgets under \$1m

Cross-media exposure *produces more recall:*
greater than the sum of its parts

+39%

Digital + OOH beat TV
alone by 39%

Analytic Partners modelling, published by oOh!media, 2024

+30%

Multiple OOH formats beat

Analytic Partners modelling, published by oOh!media, 2024

+25%

TV + Online beat online
alone by 25-30%

Analytic Partners modelling, published by oOh!media, 2024

The big picture

01

Brand Refresh

Retain the soul, with a refreshed visual language.

02

Media Strategy

Reaching the right people

03

Creative Campaign

The emotional heart of the campaign.

04

Bringing it to life

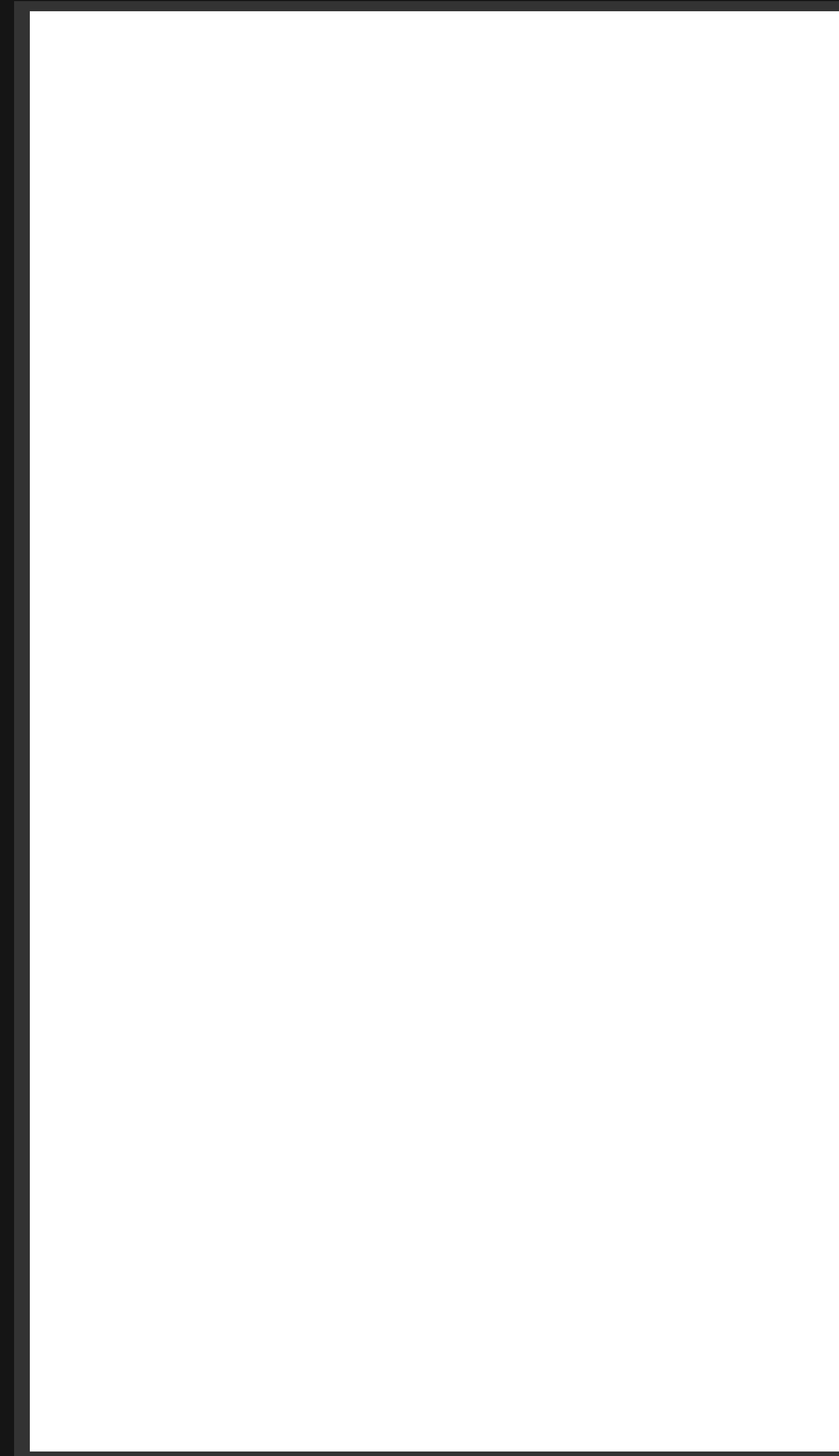
In-person activation.

05

Search & Social

Supporting the emotion with the rational: features and benefits across performance channels.

01 Brand Refresh



02 Media Strategy

Screens

TV

Nine Linear TV
9Now BVOD
Disney+ SVOD

Out of Home

Billboards

Shenton Park
Mt Lawley

Digital Out of Home

Digital Billboards

Kwinana Fwy
Mitchell Fwy
Tonkin Hwy South
Stirling Hwy
West Coast Hwy

The Rollout

Social Media

Meta, Pinterest,
Google & Youtube

Public Space

Activation

Bringing the campaign
to life

Backed by an omni-channel buy through **TheTradeDesk**:
DOOH, shopping centre billboards, screens and display.



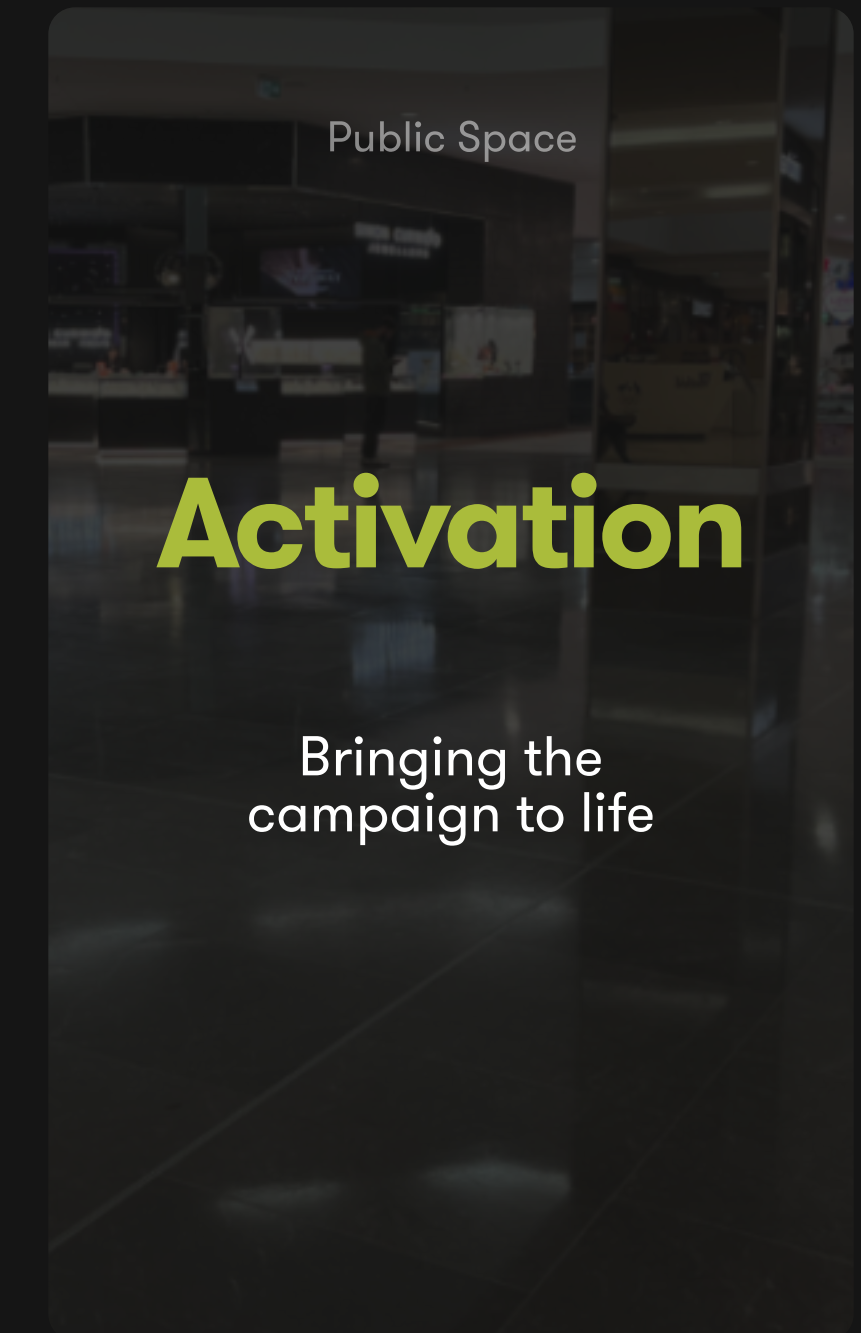
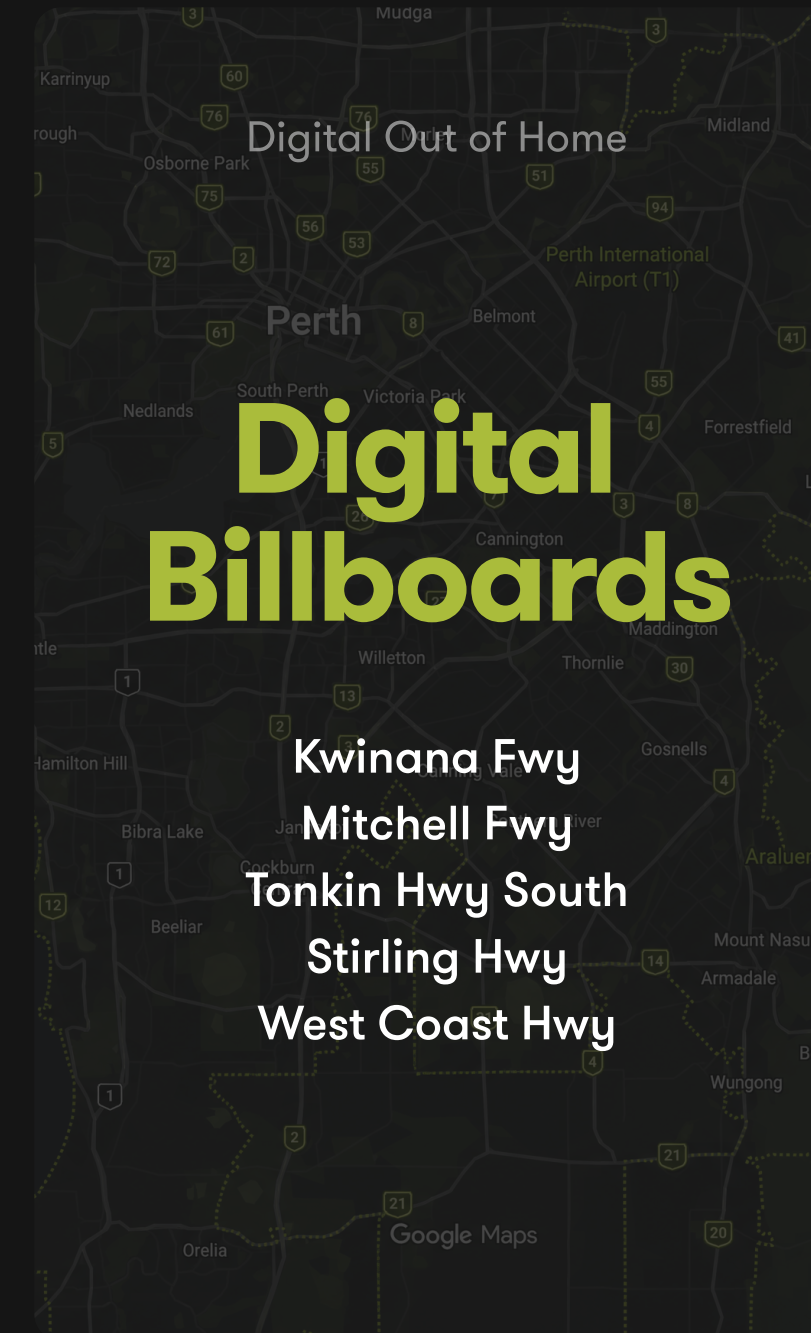
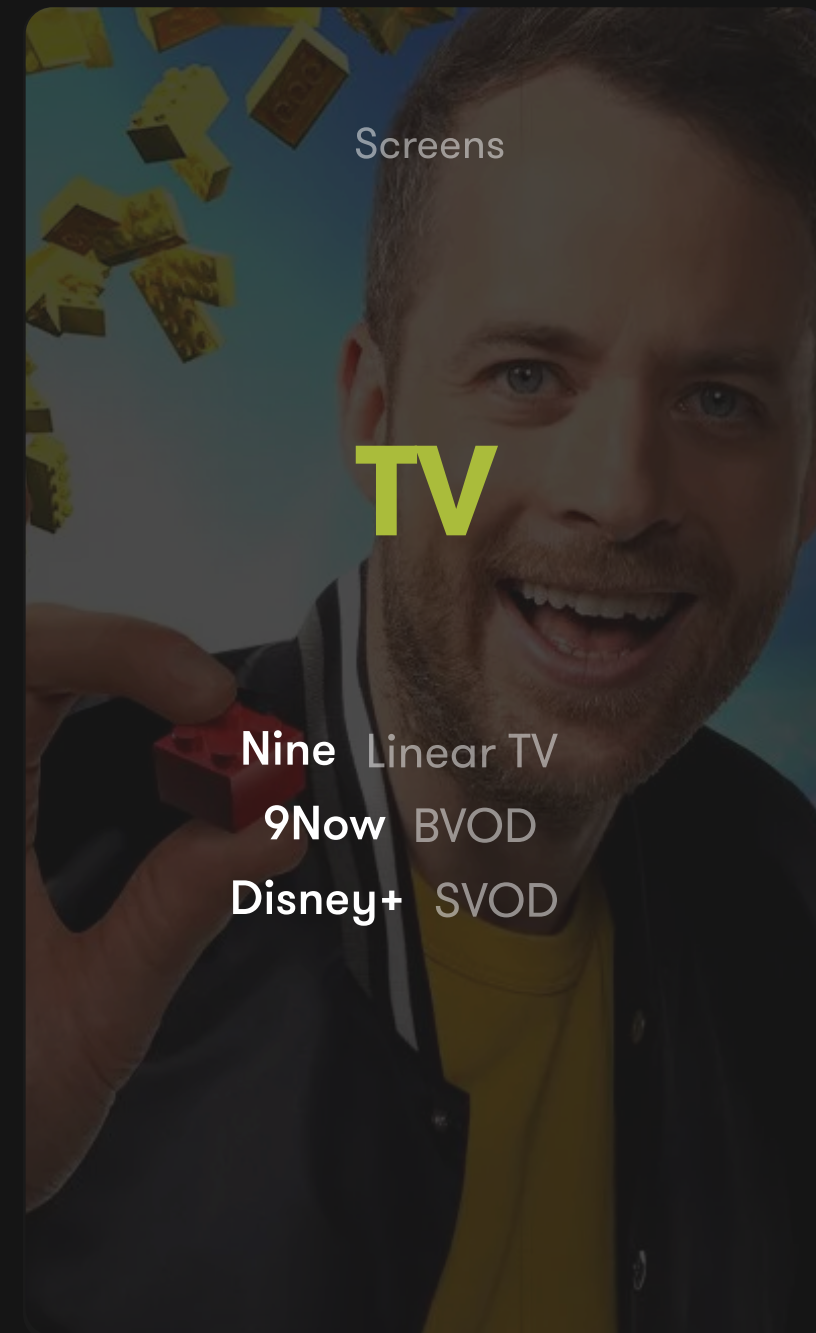
BLOCKBUSTER NEW SERIES

LEGO® MASTERS

STARTS TONIGHT 7.00



03 Creative Campaign



Brief



Objectives



Directions



Rollout



One platform. *Six doors.*

The constant

Memories made here.

Central theme: We aren't selling monkey bars, we're selling the one thing you can't put a price on.
Making memories with your kids.

A common message that targets the underlying goal shared by each of the entry points.

The variables — six Category Entry Points

Christmas — the one big present

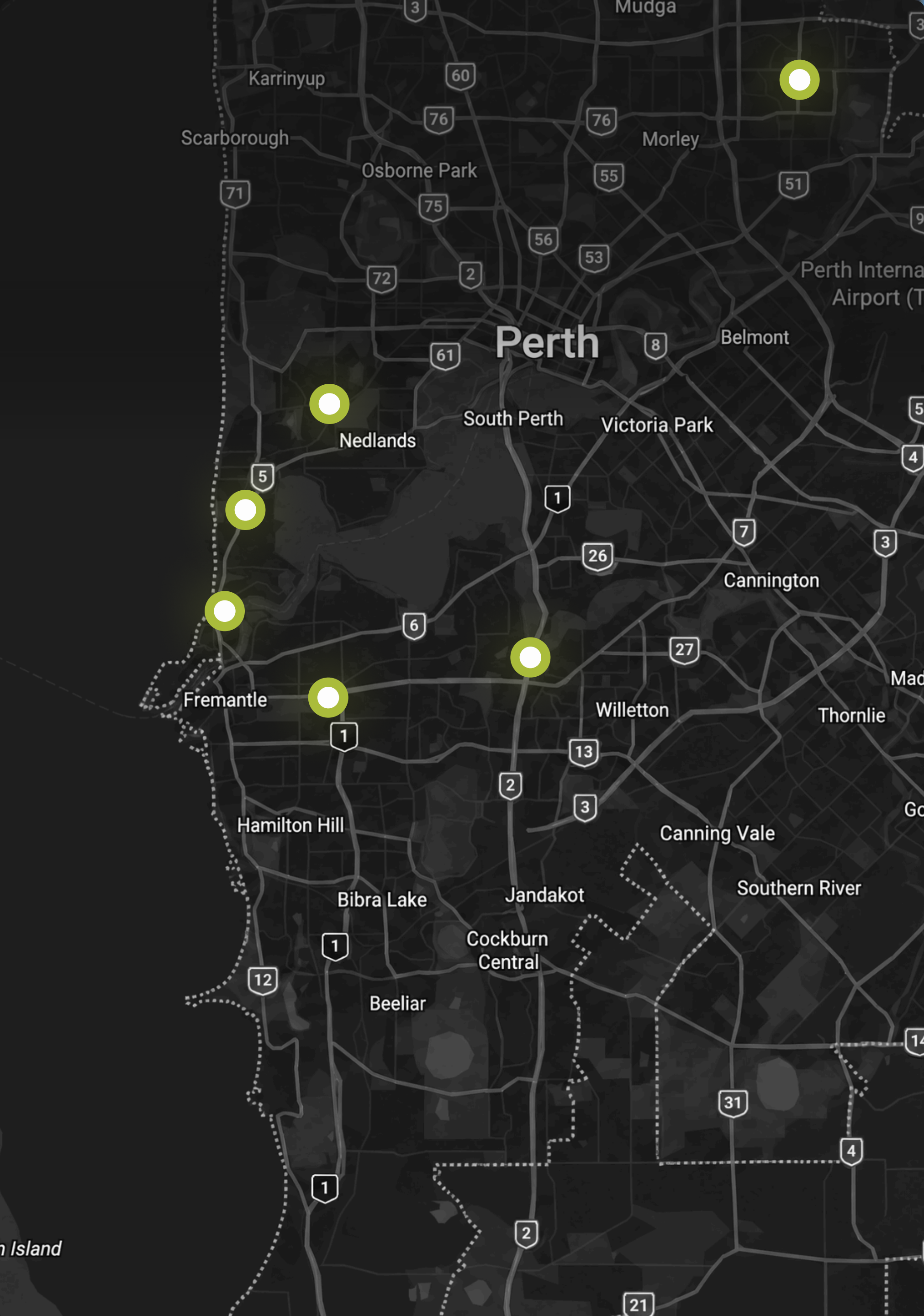
The birthday everyone chips in for

Reducing screen time

Activating a new backyard

Replacing outgrown equipment

Nowhere to climb



04 Social Media

Supporting the emotional with rational, targeted messaging.



The Platform



Outside and off screens

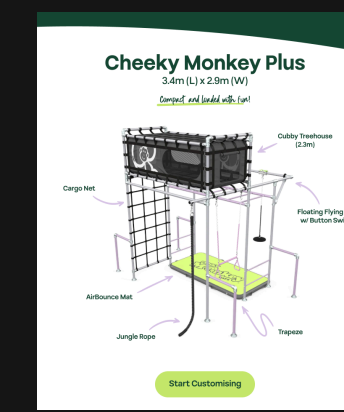
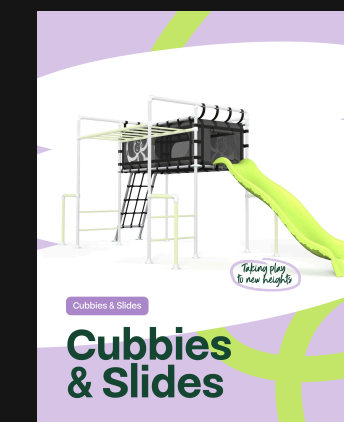


The big present

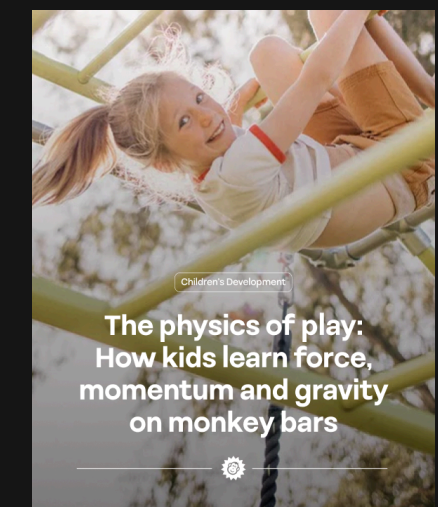


Nowhere to climb

The Entry Points



The Product



The Proof

05 Bringing it to life

In-person activation (Westfield) and competition

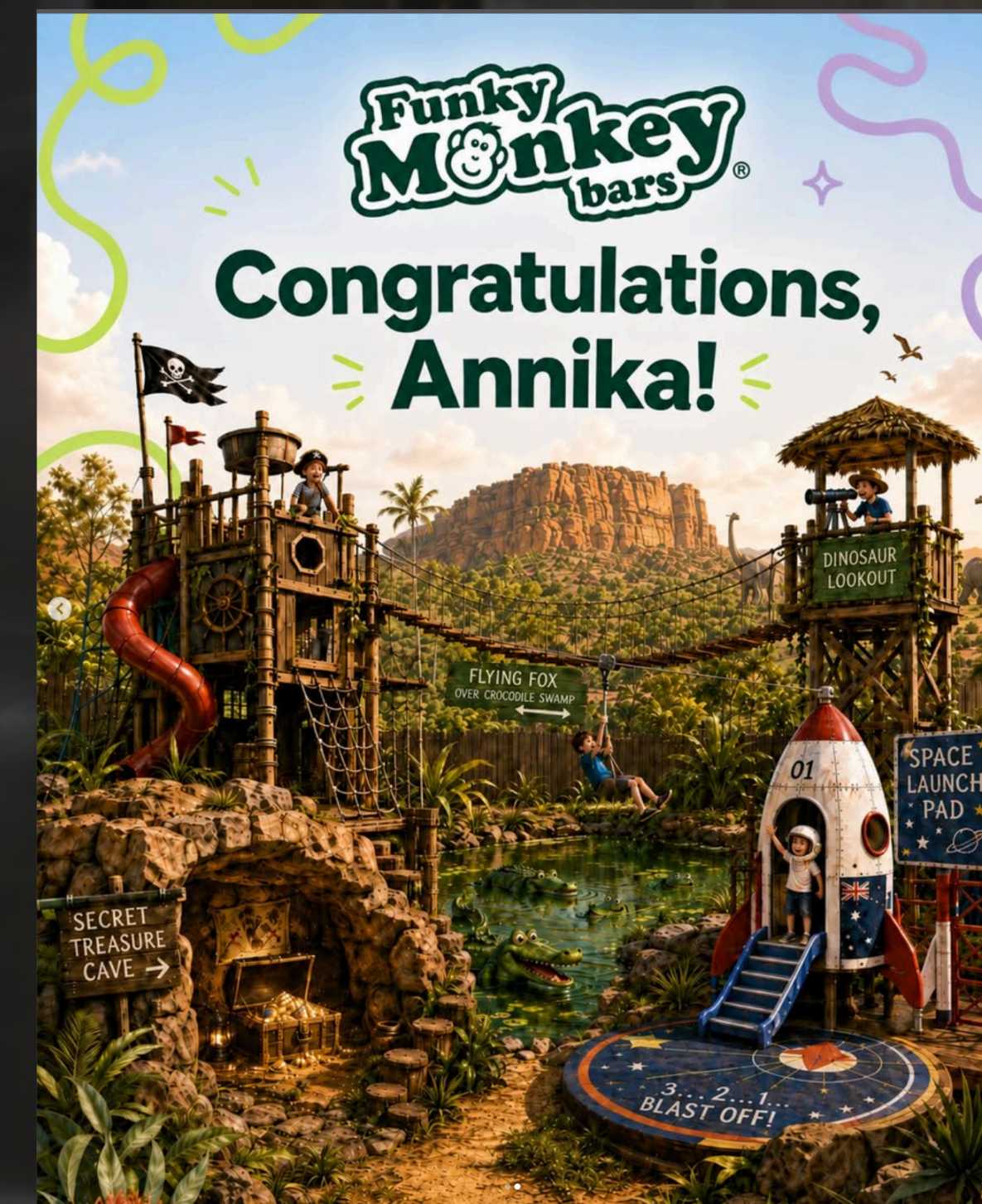
Kids draws it

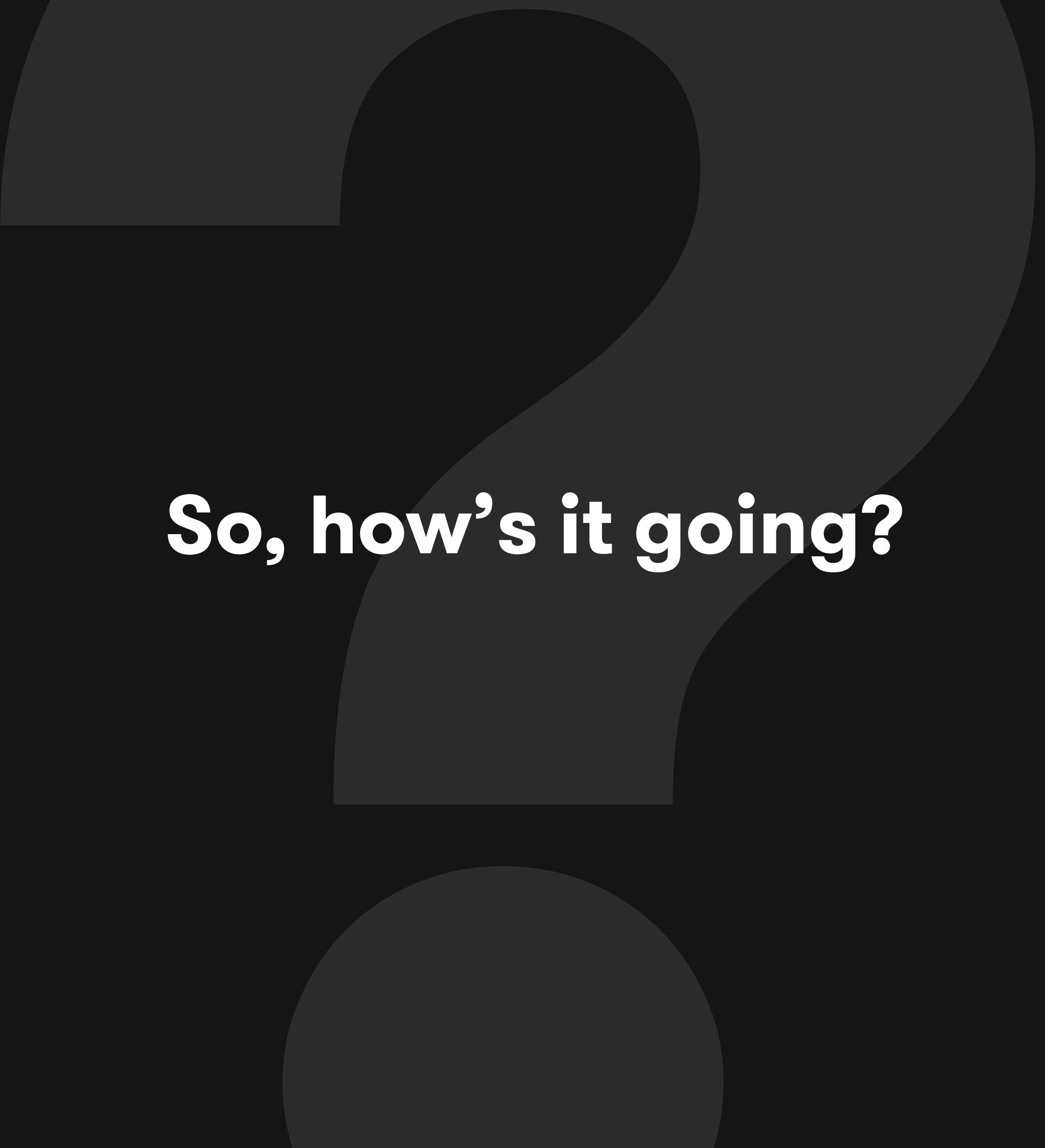


Parent uploads it



AI Builds it





So, how's it going?

3 months in...

Branded search

3-month
change

Jun '26 vs Aug '26

YoY
change

Aug '25 vs Aug '26

“funky monkey bars”

+26%

+26%

Queries containing “funky monkey bars” for the campaign’s target location: Perth

What do we hope to see?

Leading — mental availability

6 months

Branded Search

Volume of searches for ‘funky monkey’.

Share of Search

Share of branded search against Vuly and Growplay.

CEP retrieval

Stronger associations with the Category Entry Points — needs a survey.

Lagging — commercial

12 months

Revenue

Overall revenue, blended across channels.

Market share

What the whole campaign is aimed at — and the slowest to move.

Stay tuned

The schedule.

01



**Working
smarter.**

AMANDA →



02



**Beyond
platforms.**

KAITLYN &
STEPHANIE →



03



**Memories
made
here.**

LUKE →



04



**Proof,
over time.**

ONNIKA &
AMANDA →



Thanks for coming!

The bar's open and nibbles out. Go and use our speakers' time!