

103,670

HOURS OF VIDEO UPLOADED TO YOUTUBE YESTERDAY



605

SCHOOLS WITHIN REACH OF CHORUS FIBRE AT JUNE 30, 2012

396,795,706,665

EMAILS SENT WORLDWIDE YESTERDAY

57,124

CUSTOMERS WITHIN REACH OF OUR UFB FIBRE NETWORK AT JUNE 30, 2012

2,416,793,428

INTERNET USERS WORLDWIDE YESTERDAY



51,625,506

HOURS SPENT ONLINE GAMING YESTERDAY

11,218,406

SONGS DOWNLOADED FROM ITUNES YESTERDAY

6,181

METRES OF FIBRE LAID YESTERDAY*

3,915,124,974

GOOGLE SEARCHES YESTERDAY

Right now we're laying fibre across most of New Zealand to bring you Ultra-Fast Broadband. It's a massive job that won't be finished until the end of 2019. To find out when fibre is going past your place, and to see our real-time progress go to www.chorusfibre.co.nz

*This is the average amount of fibre we lay every working day. International data supplied by www.worldometers.info

Well most of us can't really. Robin can - he's the Chorus go to guy in Timaru. Top bloke too. He's the guy Civil Defence got right onto when they had the big storms down that way last winter. Right now Robin's helping to bring high speed broadband through fibre to New Zealand. Nearly 1,000,000 kiwi homes and businesses can, due to the stuff that Robin & Co. get up to. To find out if you can get high speed broadband in your neck of the woods, talk to the nice people who connect you to the internet. Things are humming along at Chorus.



"There's that guy who helped out in the storm last year, now he's laying fibre."

"And they say men can't multitask."

www.chorus.co.nz A Telecom New Zealand business.

This is the Sea Breeze motel in Timaru. Any minute now we will have completed our fibre rollout in this neck of the woods. We're all full steam ahead, and right on target to make sure that by the end of next year 80% of New Zealanders will have internet speeds of 10Mbps.

This early work for Chorus was to support their bid to build the Government funded fibre network. It supported the broad comms strategy based on the waste of duplication: *Chorus were already building the network the government wanted, laying nearly 8 kilometres every day, why would you want to build another right alongside?* Or variations on this theme.

Optically the monopoly status of Chorus didn't sit too well with the newly elected National Government. They needed to run a fair and robust process

As the tender process wore on and on the Telecom haters grew louder in the news media. A giant inflatable rat, representing the CEO Mark Ratcliffe was displayed by loudly protesting contractors at a shareholders meeting.

Paid media became one of the few ways to tell the other side of the Chorus story in a controlled and favourable manner. Mainstream advertising doesn't offer a right of reply like social media does.

Here's two pieces of work from different stages in the cycle, both are focussed on showing progress: *we're building the network already. Every single day.*

Both send signals about behaviour that was to be encouraged. Chorus was human, engaging and reliable, they got stuff done. The 'numbers' campaign ran on digital outdoor media in Wellington and Auckland airports. An American outfit called Worldmeters created the algorithms that would show everything from 'daily Google searches' to the amount of fibre Chorus laid each day; a clear demonstration things were happening, and quite quickly.

The real target was incredibly small and they worked in the Beehive, but the media strategy was based on the proven concept of 'useful wastage.' Politicians respond to the public, and what they couldn't escape was that thousands and thousands of voters saw the messaging too.

Public messaging played an important role in securing Chorus over 65% of the multi-billion dollar contract.