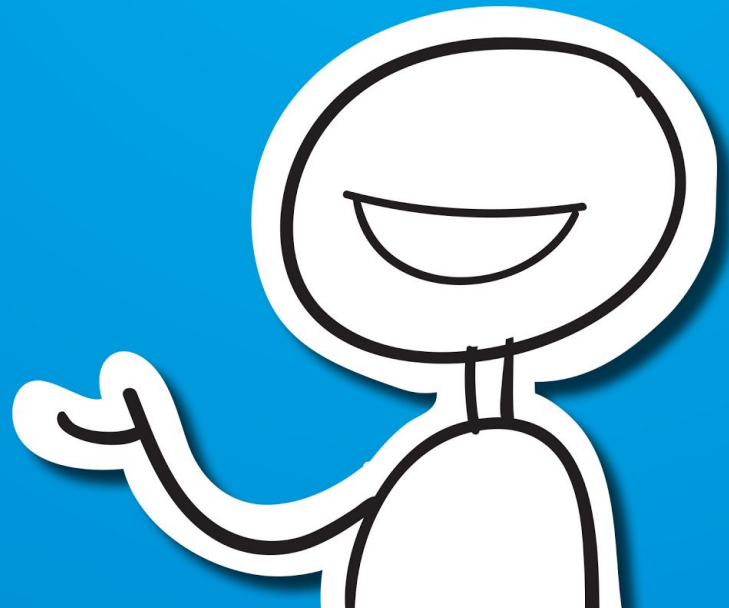


# Connect with **Classifieds**

**INMA GLOBAL MEDIA AWARDS 2017**

Best idea to grow advertising sales  
or retain advertising clients



# Connect with Classifieds

*Snapshot*



Fairfax Media

- *163 Regional, Rural and Community Newspapers*
- *240 Classifieds Sales Representatives engaged, upskilled and beating from the same drum*
- *6,396 pieces of creative*
- *\$4,500,000 in revenue*
- *Creation of a sustainable future for Classifieds*

# Connect with Classifieds

*The Challenge*



Fairfax Media

- Whilst a vast network, our classifieds business required a fresh operational approach to processes, strategy and expectations. This coupled with challenged classifieds revenue, created both a need and an opportunity.
- Our connections to our communities form the basis of everything we do. We believed we could offer more when it came to 'connecting with classifieds'.
- We had a choice; do nothing, or collaborate for a sustainable future.

**Connect with classifieds  
would need to**

*[ change our sales culture,  
upskill our teams,  
grow a declining category ]*

# Connect with Classifieds

*The Strategy*



Fairfax Media

## 1. Standardise, simplify and share our classifieds

- Make it possible to offer classifieds across our network
- Create consistent packages
- Create a brand that supports the sales strategy
- Pilot to get right before full rollout

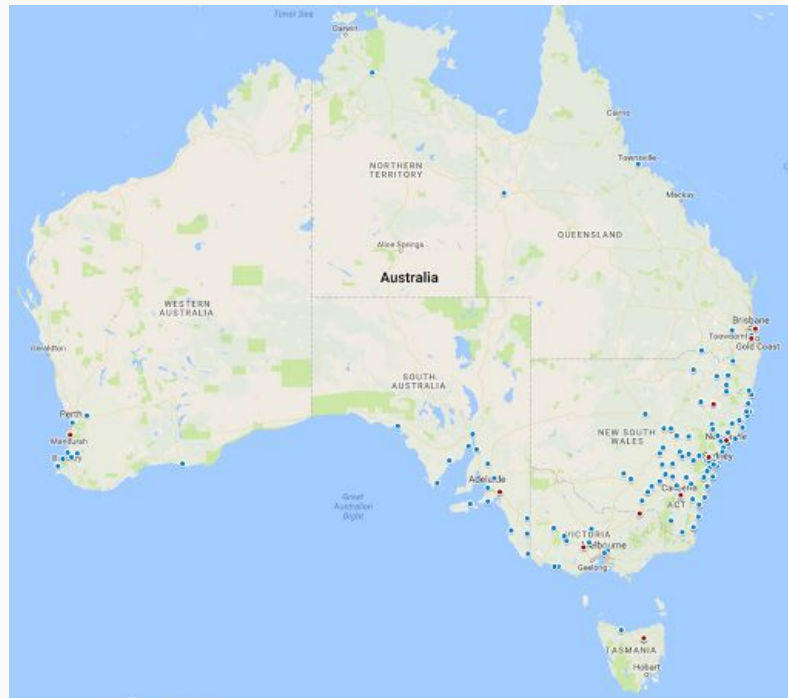
## 2. Upskill and support our sales teams

- Engage & Train 240 sales staff across all 7 states of Australia in 32 central locations, capturing all regional, suburban & rural sites

## 3. Create opportunity for our audience and customer

- Enable our customers to have one contact to access our network
- Create consistent packaging that rewards repeat business

This strategy has allowed us to innovate and grow this revenue stream



# Connect with Classifieds

*Supporting Creative Execution*



Fairfax Media



Connect with **Classifieds**  
**SAVE UP TO 50%\***

When you book more than one paper in the WESTERN PLAINS AREA

**CALL US TODAY ON 02 6883 2922**

or email: [tammy.edwards@fairfaxmedia.com.au](mailto:tammy.edwards@fairfaxmedia.com.au)

\*Excludes some categories. Conditions apply.

**Liberal**



- There are several elements to the campaign, all designed to work well with one another and allow us to pull individual levers.
- Selling across our region **and** targeting classifications.
- At the core is the concept that Classifieds are a great way to **connect with the community** -
  - Buyers and sellers
  - Announcements with an audience
- This campaign also reiterates our connection overall
- between our publications and our community.

## Print and Digital advertising

*[ Brand and creative developed to support the sales strategy ]*



# Connect with Classifieds

Supporting Creative



Fairfax Media

*Designed to connect, wherever you want to run them!*

The design elements are fun, stand out and engage our audiences in print and online, in classifieds and also outside in the main pages of our publications.

**Connect with Classifieds**

All ads also online!

**BRONZE**  
PAINTER for all interior and exterior. No work too big or small. Will call back. Ph: 0421 570 156.  
LINEAGE

**SILVER**  
GREEN THUMB MOVING SALE  
Green Thumb Nursery, Rosebud Drive. All stock must go to make way for new. Great bargains for keen gardeners. Potted old fashioned roses \$10 + more varieties. Pots, ornaments, bird feeders and more. Open 7 days.  
LINEAGE + COLOUR

**GOLD**  
HOLDEN Commodore VT Series 2, auto, saddle, white colour, rego, 02/06, 140V-688L, good running order, one owner, regular servicing, \$19000ons. Ph: 081 070 156.  
LINEAGE + PIC

**PLATINUM**  
**Happy 21<sup>st</sup> Birthday Justin!**  
We are so proud of the wonderful young man that you have become.  
Lots of love Mum, Pop, Mums, Dad, Jasmine and Tyler  
CUSTOM DESIGN

**SAVE UP TO 50%\***  
when you book more than one paper on the **SOUTH COAST**

**CALL US TODAY ON 13 24 25**  
or email: [classifieds@illawarramercury.com.au](mailto:classifieds@illawarramercury.com.au)

Fairfax Media

**Connect with Classifieds**

**SAVE UP TO 50%\***  
When you book more than one paper in **SOUTHERN NSW**

**CALL US TODAY ON 1300 655 666**  
or email: [lineadverts@bordermail.com.au](mailto:lineadverts@bordermail.com.au)

\*Excludes some categories. Conditions apply.

**The Border Mail**

Fairfax Media

# Connect with Classifieds

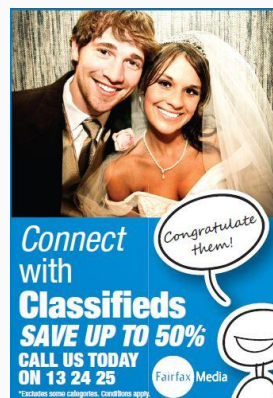
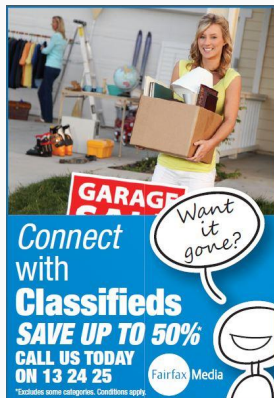
Category Creative



Fairfax Media

## Creative suite promotes individual categories

[ 28 levers for local classifieds teams to promote particular categories as well as category-specific filler ads ]



Connect with **Classifieds**

**Leader** Phone: 132 425  
Email: [fcnclass@fairfaxmedia.com.au](mailto:fcnclass@fairfaxmedia.com.au)



Fairfax Media

New banners re-frame ACM Classifieds  
and give the pages a fresh new look

**Leader** Connect with **Classifieds** Phone: 132 425  
Email: [fcnclass@fairfaxmedia.com.au](mailto:fcnclass@fairfaxmedia.com.au)



Fairfax Media

Connect with **Classifieds**

**Leader** Phone: 132 425  
Email: [fcnclass@fairfaxmedia.com.au](mailto:fcnclass@fairfaxmedia.com.au)



Fairfax Media



# Connect with Classifieds

*Themed Campaign Extensions*



Fairfax Media



**Good things come in  
small classifieds packages**

<Place your local offer in this space. Place your local offer in this space. Place your local offer in this space.>

Connect with **Classifieds**

Call us today on <insert phone>  
or email <insert email>

Fairfax Media



**Time to get your  
business blooming!**

<Place your local offer in this space. Place your local offer in this space. Place your local offer in this space.>

Connect with **Classifieds**

Call us today on <insert phone>  
or email <insert email>

Fairfax Media



**Grab a cool Classifieds  
offer this Summer!**

<Place your local offer in this space. Place your local offer in this space. Place your local offer in this space.>

Connect with **Classifieds**

Call us today on <insert phone>  
or email <insert email>

Fairfax Media



**Tell Mum just what she means  
to you this Mother's Day**

with a message of love and appreciation from  
\$<insert price> or include a pic from \$<insert price>

Connect with **Classifieds**

Call us today on <insert phone>  
or email <insert email>

Fairfax Media

# Connect with Classifieds

## The Results



Fairfax Media

### Revenue

- Connect with Classifieds exceeded all initial revenue and volume expectations with \$4.5million in recognised revenue with an even split across cross-selling and multi-insertion revenue

### Our People

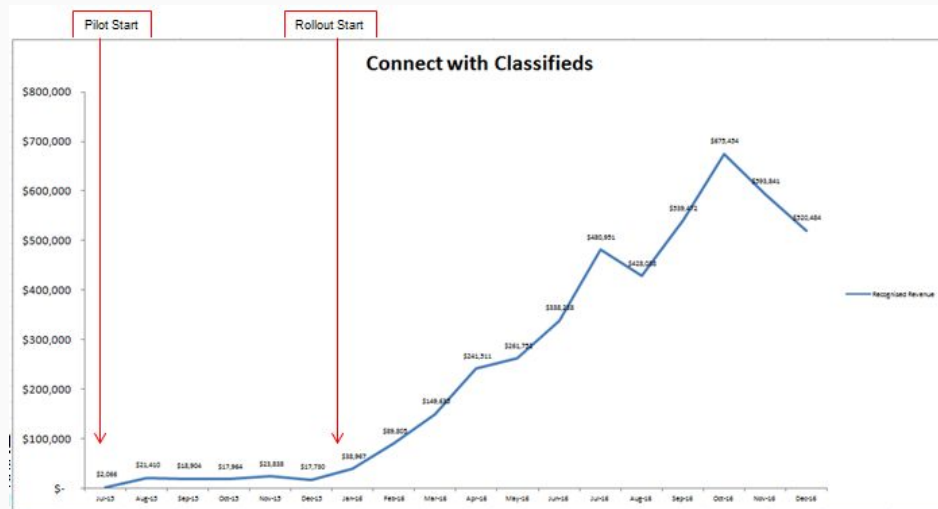
- An engaged, up-skilled, confident and customer solutions focussed classifieds sales force across our business

### Our Brand

- "New life" breathed into one of our most mature revenue streams - the look, the customer focus, the vibrancy of our pages and our teams

### Our Future

- A platform to now introduce more customer focussed growth initiatives such as our self-service 24/7 online solution as well as many promotional opportunities
- Connect with Classifieds has laid the foundation for a sustainable classifieds revenue stream for our businesses



How satisfied were you with the Training?



Types				
D	3.00	%	Result	
N	27.84	%	NPS@	66
P	69.07	%		

How relevant and helpful do you think the content was?



Types				
D	3.00	%	Result	
N	26.53	%	NPS@	67
P	72.47	%		

# Connect with Classifieds

## The Testimonials



Fairfax Media



*I own a local business, Knickerboxers, in Nowra, NSW. We are qualified bra and prosthesis fitting specialists, providing quality lingerie, sleepwear and hosiery locally and online Australia wide.*

*I partner with Fairfax Media to advertise my business and I love the papers in our area. I make use of their three newspapers in the Shoalhaven and like what the papers are doing with their classifieds sections.*

*I continue to get great results from advertising in classifieds. The classifieds section is an economical way for me to reach the right target market, particularly for sales that I hold to clear stock before new season arrivals or for other announcements for my bra fitting days.*

*I am excited about future opportunities to expand my business by utilising the Fairfax Media network, now that additional publications are accessible through the one contact.*

**Rita Sullivan, Proprietor**

*(other video testimonial links also included with submission)*

*Knickerboxers*

**SUMMER SLEEPWEAR..**  
SIZES 8 TO 24

**HOT SUMMER NIGHTS...**  
Need cool summer cottons

All of your sleepwear needs

45 Kinghorne St, Nowra • 4422 8335

AW3099651