



The Australian Financial Review - The Daily Habit of Successful People



Best Brand Awareness Campaign



WHAT WE DID

We asserted The Australian Financial Review as the news source of choice for Australia's leaders and successors with our brand awareness campaign 'The Daily Habit of Successful People'.

The Daily Habit Of Successful People

**DOMINATING KEY COMMUTER
ROUTES IN THE CBD**

**BECAUSE BUSINESS
NEVER SLEEPS.**

FINANCIAL REVIEW
THE DAILY HABIT OF SUCCESSFUL PEOPLE

**A HABIT
WORTH
PICKING UP.**

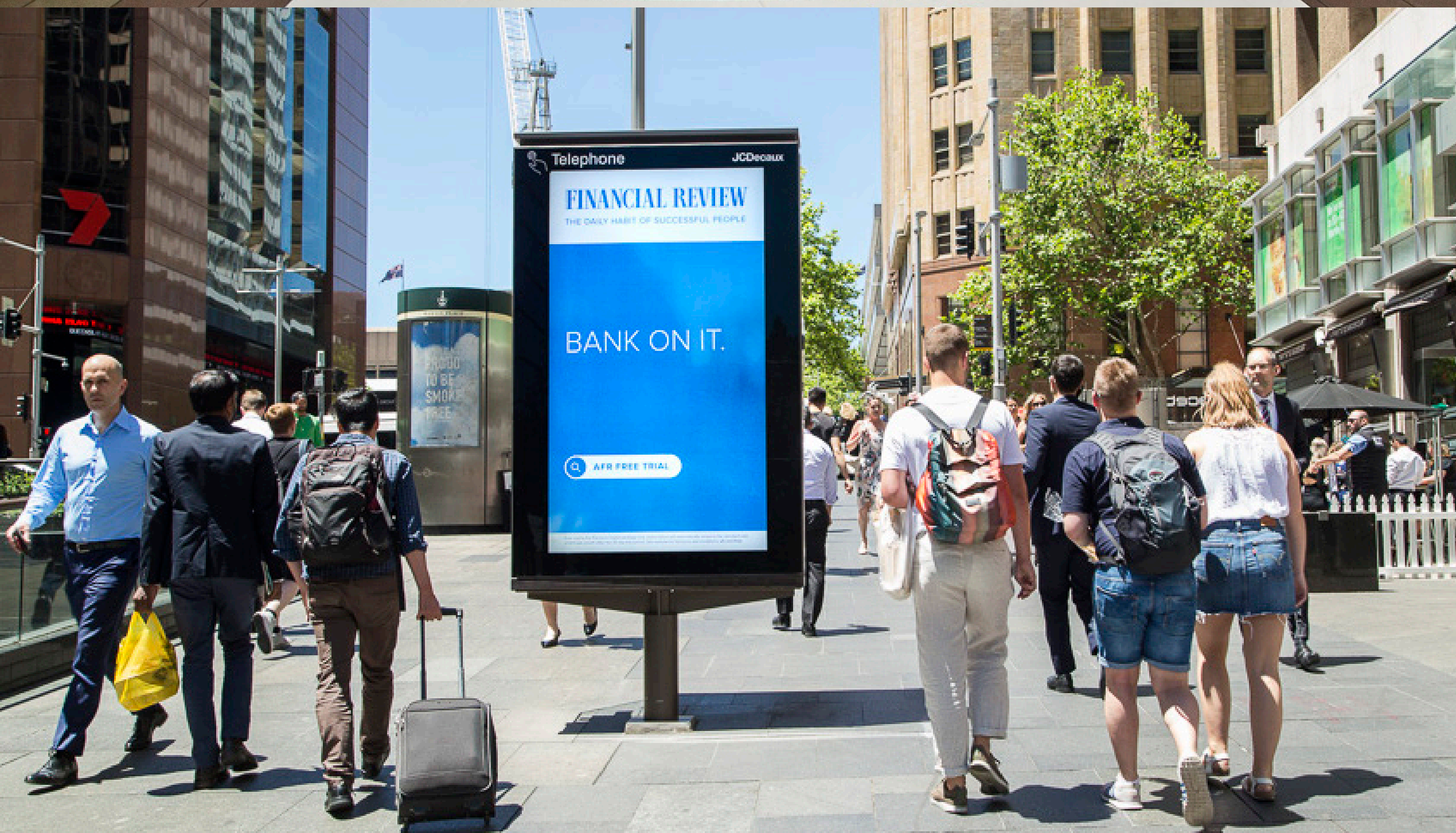
FINANCIAL REVIEW

THE DAILY HABIT OF SUCCESSFUL PEOPLE

 Start your trial today at afr.com/free

THE DAILY HABIT OF
SUCCESSFUL PEOPLE

GET YOUR ONE MONTH
FREE TRIAL TODAY



TARGETING BRAND MESSAGING IN HIGH IMPACT AREAS



The Results

THE RESULTS

Awareness

- 131 bespoke outdoor executions
- 48 million digital impressions over campaign period
- Growth of AFR Facebook page to over 85k followers

Revenue

- We smashed this year's revenue targets by an unprecedented 41%
- We accelerated our weekly customer acquisition by 21% from campaign launch
- We lifted total subscribers by 20% year-on-year

