



Case Study

Billabong

2009

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ZoMedia Pte Ltd
179 River Valley Rd, #01-01 River Valley Building, Singapore 179033
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Billabong International Limited's core business is the marketing, distribution, wholesaling and retailing of apparel, accessories, eyewear, wetsuits and hardgoods in the boardsports sector under the Billabong, Element, Von Zipper, Honolua Surf Company, Kustom, Palmers Surf, Nixon, Xcel, Tigerlily, Sector 9 and DaKine brands.

This year, in conjunction with the Billabong's Pro Junior series surf competition at Keramas-Bali, Billabong Pte Ltd initiated a contest that invited people to win \$1000AUD of fresh Billabong gear and a brand new Sony Cybershot Still camera. With relation to this, Billabong collaborated with ZoMedia to launch a Billabong ZoCard campaign. Billabong also ran a sales promotion that used an SMS marketing tool for this competition. This SMS campaign was used in the Singapore and Malaysia markets to capture a database of consumers who purchased the Billabong products from the retail stores.

Front of ZoCard



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Back of Card

BILLABONG.COM

Win one of 10 Billabong Pro Junior Prize packs, featuring \$1,000AUD of fresh Billabong gear and a brand new Sony Cybershot Digital Still camera. All you have to do is grab one piece of Billabong product to gain an entry voucher into the draw.

Double your chances by presenting this card when purchasing and get a second entry voucher. Participating stores: The Heeren, Raffles City & Siloso Beach Sentosa.

Please note there are only two prize packs up for grabs in Singapore.

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ZoCard Singapore • Tel: 6883 1525 • Not for sale • 2009 • ecard: www.zocard.com

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Campaign Details:

Client: Billabong Pte Ltd

Start of Campaign: 16th June 2009

Cards Finished in Zo Store: 29th June 2009

Number of designs: 1

Total Print Quantity: 10,000

Total Distribution Quantity: 9,500

Total Quantity requested by client: 500

ZoCard Account Manager: Cheryl Ng

Campaign Objectives:

Billabong Pte Ltd collaborated with ZoMedia to help with the launch of the **Billabong's Pro Junior series surf competition at Keramas-Bali**. This was done to raise awareness of this event, as well as to encourage consumer spending on Billabong products. Billabong also took the chance to leverage on this event, and create more hype and reinforcement on their brand.

Target Audience:

The campaign was targeted predominantly at the youth oriented and athletic crowd.



Campaign Execution:

The postcards were creatively designed to fit the youth and surfer look, as they encompassed visuals of a surfer and very edgy fonts, used to create that sporty feel. The sporty- youth feel also helped to attract the younger crowd into picking up the cards.

9,500 postcards of this particular ZoCard campaign were distributed to over 500 of the ZoCard venues available island at youth oriented venues such as popular shopping centres, food and beverage outlets, pubs, clubs, educational institutions, arts and culture, as well as fitness and recreation centres, travel and tourism outlets, and agencies.

ZoMedia also assisted with the regional SMS campaigns that were used in Malaysia – Penang and KL, as well as in the Singapore Billabong stores.

Campaign Results:

The ZoCard campaign received a good pick up rate, and was especially so at youth oriented venues such as cafes and casual dining located at Orchard Road and Suntec City/Bugis areas, as well as schools and institutions. The SMS campaign used with the lucky draw cards also worked well for Billabong as it served to track their records of sales during this promotional period. More importantly, this provided them with a database of the audience that their brand appeals to, and ultimately helps them in their future marketing activities i.e. sending updates on their promotions and news. Overall, Billabong was happy with the whole campaign's turnout.