

Media Release

Size matters at iiNet – introducing the new number two campaign

4 February 2011: iiNet has launched its biggest advertising campaign ever to celebrate its position as the new number two DSL broadband service provider in Australia.

The campaign, created by brand communications company Meerkats, kicks off on 6 February and combines three different TVCs with a series of press, radio, outdoor (billboard, cycad, hellibanner, bus sides) and online advertisements and interactions designed to enforce iiNet’s new position while reflecting the brands fun and outgoing nature.

Matthew Dunstan, General Manager Retail at iiNet, said a series of market research sessions in the key markets of Sydney, Melbourne and Perth identified that iiNet’s significant size and credibility was relatively unknown.

“We are really proud of our number two position in DSL broadband. It’s a massive achievement and we want people to know that we are a big, safe and reliable ISP that continues to deliver great customer service and innovative products,” Mr Dunstan said.

“We have had a lot of fun with this campaign. With the return of our brand icon, Finn, we have been able to create something that will make people laugh while enforcing the message that we are serious about what we do.

“Our integrated approach of combining TVCs with a range of other mediums is designed for maximum impact, especially with the introduction of hellibanners and cycads. It’s by far our biggest campaign yet.”



WINNER
Innovation – Large Company Award,
ACOMMS Communications Alliance & CommsDay Awards 2010



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a Contact Centre – Westnet
Customer Service Institute of Australia (CSIA)



WINNER
Carrier of the Year Award,
Highly commended - iiNet’s ‘work from home’ program,
Australian Telecommunications Users Group (ATUG)

A full list of current awards can be seen at [iiNet Awards](#)



For more information on iiNet or the New No. 2 campaign visit us at www.iiNet.net.au.

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For further information or interviews, please contact:

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About iiNet

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.