

# Media Release



## iiNet revels in a 'Life Upgraded' with new brand campaign

**24 September 2012:** iiNet has launched a new brand campaign which celebrates the awesome customer service and innovative new products for which the leading challenger telco prides itself.

The integrated campaign, developed with advertising partner BWM, kicked off nationally on 23 September with television, cinema, radio, print, online and outdoor activity making up the mix. iiNet is also the first company to utilise [AirLink](#) technology in a campaign.

iiNet's Chief Marketing Officer, Wendy Walker, said the brand campaign is designed to speak to a broader audience, particularly those that may not be aware of iiNet.

"We (iiNet) love technology but it's really always been more about how that technology can enhance people's lives," Ms Walker said.

"There's this intrinsic importance of customer experience to absolutely everything we do so when I was looking at developing a new brand campaign, I wanted to ensure that our organisational DNA was really at the heart of it."

"This integrated campaign delivers a message about what iiNet does best. The breadth of our product offering, our passion for innovation and our focus on awesome customer service," Ms Walker said.

For more information on iiNet and the *Life Upgraded* campaign, visit [www.iinet.net.au/lifeupgraded](http://www.iinet.net.au/lifeupgraded).

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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.

