



Touchline Online
Partnership
opportunity overview



According to the Online Publishers Association, a Click Through Rate of 0.3-0.4 for an online campaign would be considered “good” or “successful” – USN’s current online campaign via Shapemag.co.za significantly outperforms this benchmark

The screenshot shows the website of the Online Publishers Association South Africa. The page features a navigation menu with links for Home, About the OPA, Contact OPA, OPA Members, Newsletter, and Join OPA. A search bar is located at the top right. The main content area is titled "Q & A" and contains a question: "What is considered a good CTR for an online media campaign?". The answer states: "The average CTR is still 0.3 - 0.4% but it is totally dependent on the site and the targeting of the campaign". To the right of the Q&A section is a poll titled "Poll" with the question "Is there a place for rich media creative on SA websites?". The poll has two options: "Yes" and "No", with "Vote now" and "Results >>" buttons. Below the poll is a "Featured Case Study" section with a bar chart showing data for different categories.

Online publishers association South Africa | q_a - Windows Internet Explorer

http://www.opa.co.za/q_a/

Search Web | Get IE8 now! | Anti-Spy | Upgrade your Toolbar Now | Mail | Shopping | My Yahoo! | News | Games | Music

Online publishers association South Africa | q_a

Home | About the OPA | Contact OPA | OPA Members | Newsletter | Join OPA

online publishers association south africa

Industry News | Member News | Online Readership | Online Advertising | Career Portal | Press Offices | Events | Q & A | Meet the Exco

Mon, 01 September 2008

Search the OPA site: Search OPA (keyword) GO

Q & A

- Fri, 08 Aug 2008 09:29

What is considered a good CTR for an online media campaign?

The average CTR is still 0.3 - 0.4% but it is totally dependent on the site and the targeting of the campaign

Poll

Is there a place for rich media creative on SA websites?

Yes No

Vote now Results >>

Featured Case Study

Bar chart showing data for different categories.

Current USN campaign performance on Shape

| Website | Position | Creative | PI's Booked | PI's Served | Clicks | Click Through Rate | Performance benchmark |
|---------|-------------|-------------------------------|-------------|-------------|--------|--------------------|---------------------------------|
| Shape | Advertorial | 728x90 120x600 300x250 | Exclusive | 6 211 | 138 | 2.22 | 673% above OPA "good" benchmark |
| Shape | Run of site | 728x090 120x600 300x250 | 50 000 | 34 119 | 548 | 1.61 | 488% above OPA "good" benchmark |
| Shape | Run of Site | 728x090 120x600 300x250 | 50 000 | 5 720 | 104 | 1.82 | 552% above OPA "good" benchmark |
| | | | | | | | |

- The evidence indicates that the online environment is a fantastic platform for the USN brand for the future as your products, core philosophy & challenge-orientated "lifestyle" initiatives resonate with Shape online users & capture the imagination

- As the majority of Touchline's stable are lifestyle and sports orientated - and other nutrition specialists have failed to take advantage of the environment – the Touchline online environment delivers significant competitive advantages for your brands & products. The objective of this "value added" initiative is to demonstrate how effective -in impact, penetration of previously untapped market segment, and returns on online advertising investment – a significant online presence with kickoff.com could be

How do we aim to demonstrate this?

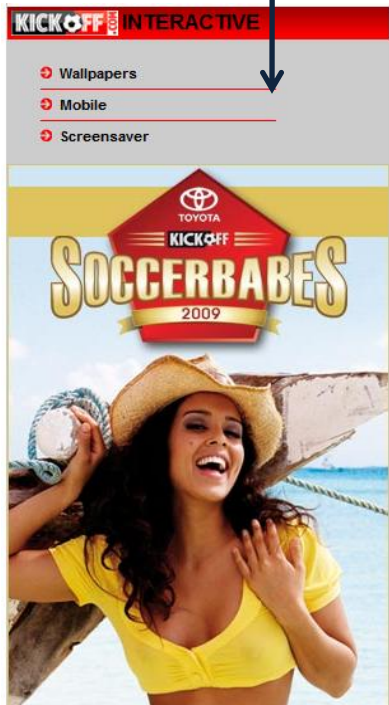
- Branding and awareness objective
 - Downloadable wallpapers & screensavers
- Education & Relationship building communications objective
 - KickOff Social Media community driven USN initiative
- USN Product & Brand engagement objective
 - Online & Mobile users competition for USN Hampers

- Wall Paper & Screensaver Initiative – USN congratulates SuperSport United on winning the PSL

- As our audience are avid collectors of memorabilia and love the “poster” driven initiatives we do via the magazine, it makes sense to build on that component and offer a free downloadable “poster” format wallpaper for our online users as well as for our mobi users






» USN provide the creative for the wallpaper in a JPEG format & initiative goes live immediately

Home page access to wallpapers and mobile screensavers



- Interactive community access to promote training, nutrition & build a relationship with the KickOff audience
 - As discussed, the primary “sell” to this audience is the importance of objective orientated nutrition linked to training programs and skills development. The spin-off from this “sale” being achieved in the mindset of our audience, is that USN are front of mind when it comes down to investing in nutrition & supplementation. As a relationship has been built from a print perspective and from regular contact points with your expert the trust aspect of who USN are and what you are able to deliver has been established
 - » We create a USN training community on our online social network – TEAM KICKOFF – where your expert interacts with online users offering advice, tips, nutrition do’s & don’t’s, etc ... In a nutshell we inform, educate, and empower

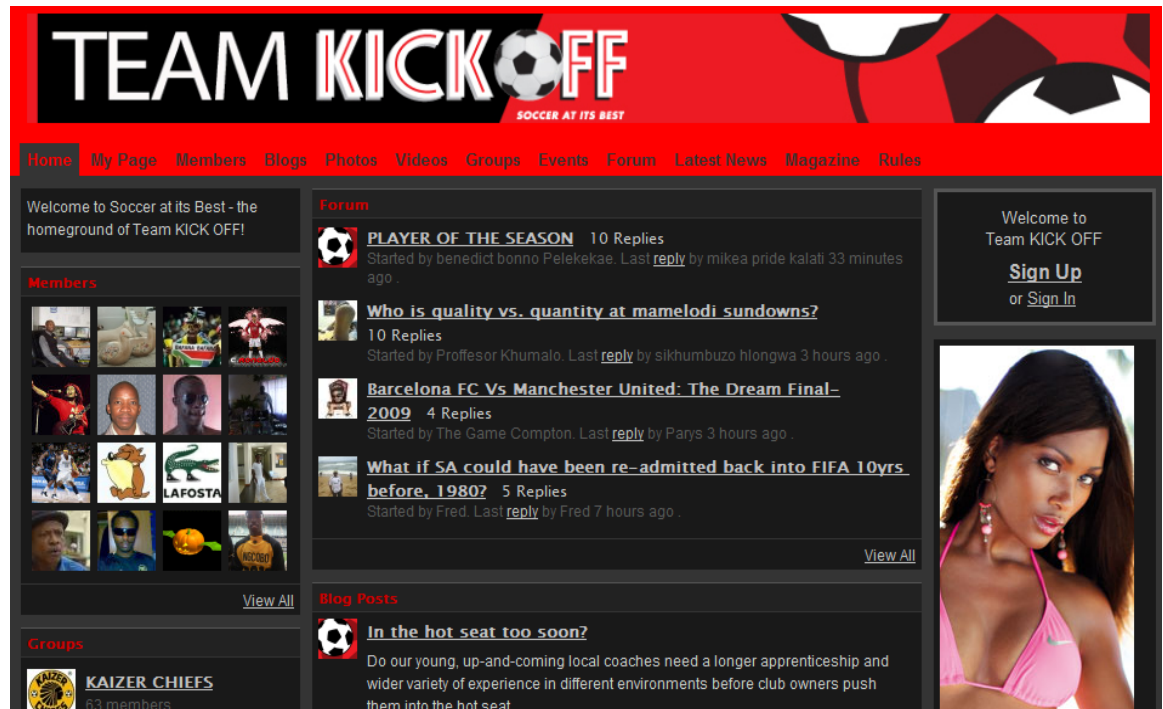
Groups

-  **KAIZER CHIEFS**
63 members
-  **Orlando Pirates**
37 members
-  **Masandawana**
26 members
-  **DISKIOFF**
22 members
-  **FOOTBALLfevr**
8 members

[View All](#)

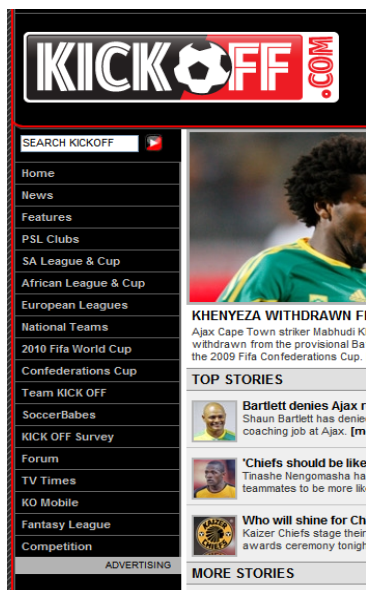


Current groups on
Team KickOff

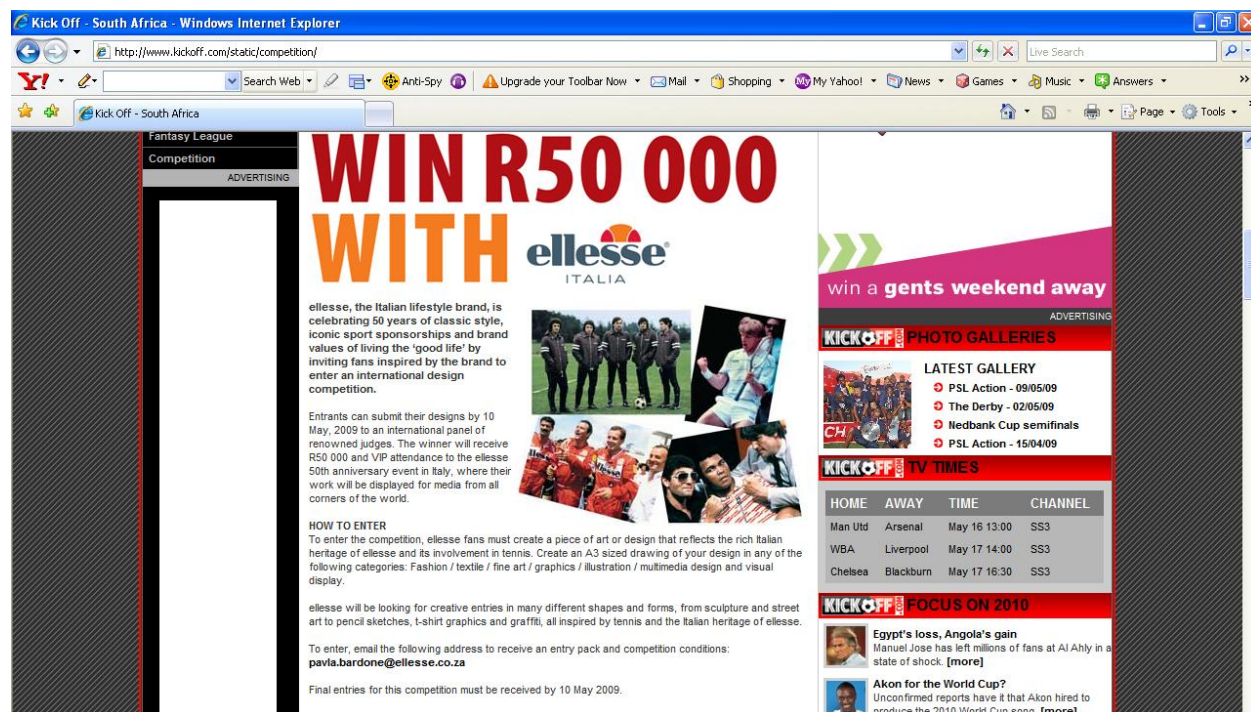


• Competition & product hamper giveaway element

- As per meeting, our audience absolutely love giveaways with our competitions pages being amongst the highest traffic areas of our site. As such, a competition element with USN product hamper giveaways would be a significant incentive for users to engage your brand
- Recommendation would be that the competition drives entrants to Team Kick Off social media where they need to join the USN Group where they would be able to learn the answers to the questions being asked. Avoid the usual “who is sponsoring this competition?” question & rather have our audience engaged and answering a question they would only know the answer to if they had been engaged with the nutritionist & training expert



Home Page Section - Competitions



kickoff.com

- Latest PI's: 2,743,409
- Latest UU's: 189,295
- User connectivity
 - Ave session duration 06:27
 - Ave page duration 01:50
- Competitive connectivity (ASD)
 - Soccer Laduma 06:13
 - Kaizer Chiefs 04:08
 - PSL 05:21



kickoff.com

- Top 10 duplication websites (user duplication % in descending order):
 1. Soccer-Laduma
 2. Kaizer Chiefs
 3. Premier Soccer League
 4. www.sowetan.co.za
 5. Orlando Pirates
 6. Sundowns
 7. supersport.co.za
 8. The Times
 9. Football365.co.za
 10. The Star



kickoff.com

- Most KO website users are NOT also magazine readers. However here we still look at KO readers who go online regularly for the profile as we can assume this will be a similar individual.
- The KO website user* has a strong profile to offer:
- KO website user index on total pop (100):
 - Average PI 253
 - LSM 9-10 240
 - Own a credit card 402
 - Shop for pleasure weekly/monthly 121

Table reads: KO web users earn 2.5 times the average personal income that the average individual earns, they are 2.4 times more likely to fall into LSM 9-10, 4 times more likely to own a credit card and 21% more likely to shop for pleasure.





Summary



- The aim of this initiative is to demonstrate why Touchline Online are THE premier online partner for USN. Our print titles and premier brands have proved to be a fantastic media partner to you in the past and here at TL Online, we're happy to prove to you why we're confident of delivering the same outstanding returns.
- We do understand that you have considerable budget constraints at the moment and are happy to run this trial for you "value add" as a big Thank you for your support of the KickOff environment, I do however suggest that in order for this trial to prove mutually beneficial and have a set benchmark period to deliver against - we limit this initiative to a 3 (three) month's presence commencing from 01st June 2009!
- Thank you for your fantastic and consistent support of all our Touchline brands over the years, we're super appreciative and look forward to the same great relationship with your brand at our Online Division