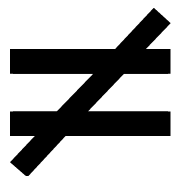


# Finding the Right Message: Marketing Australian Wool in the Digital Age

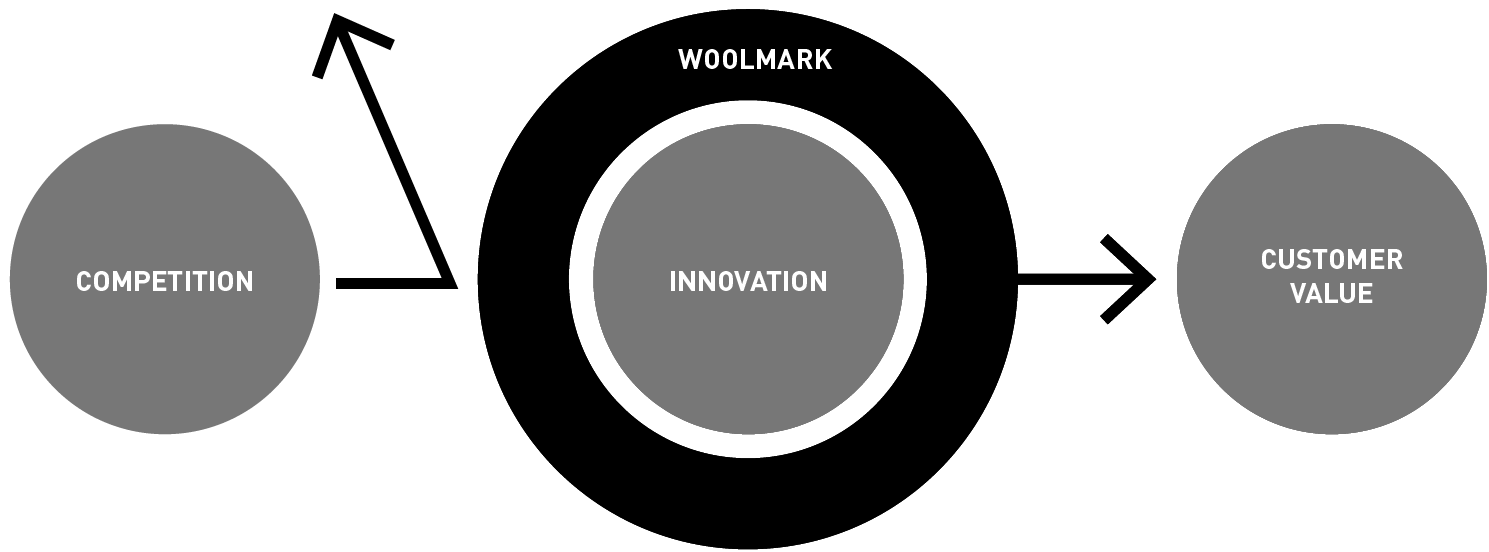
Presented by:  
Damian Madden

THE RIGHT MESSAGE  
FOR THE RIGHT PERSON  
AT THE RIGHT TIME

# WHAT IS THE RIGHT MESSAGE?



BRAND AWARENESS IS NOT THE  
SAME AS BRAND DIFFERENTIATION



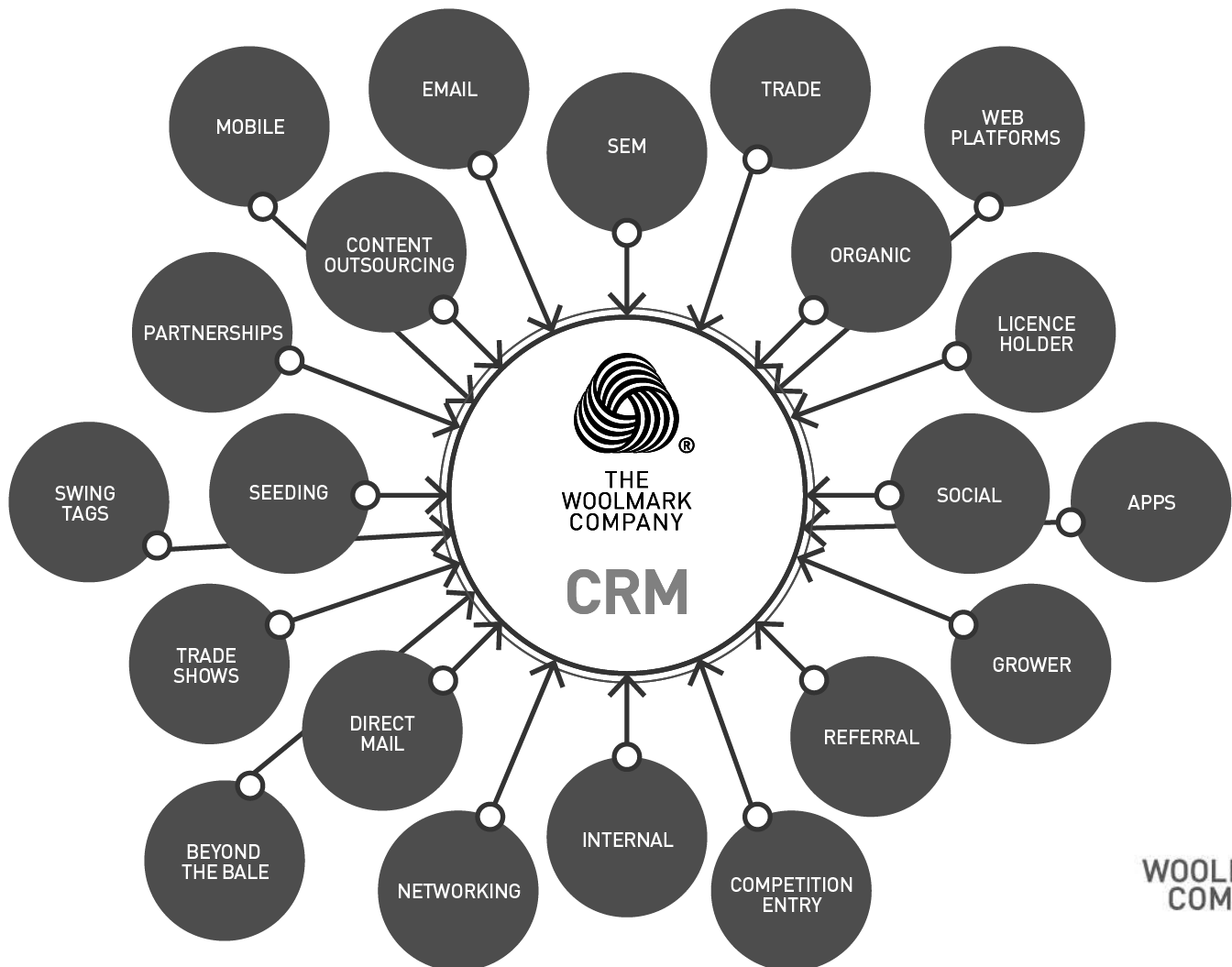
# WHO IS THE RIGHT PERSON?

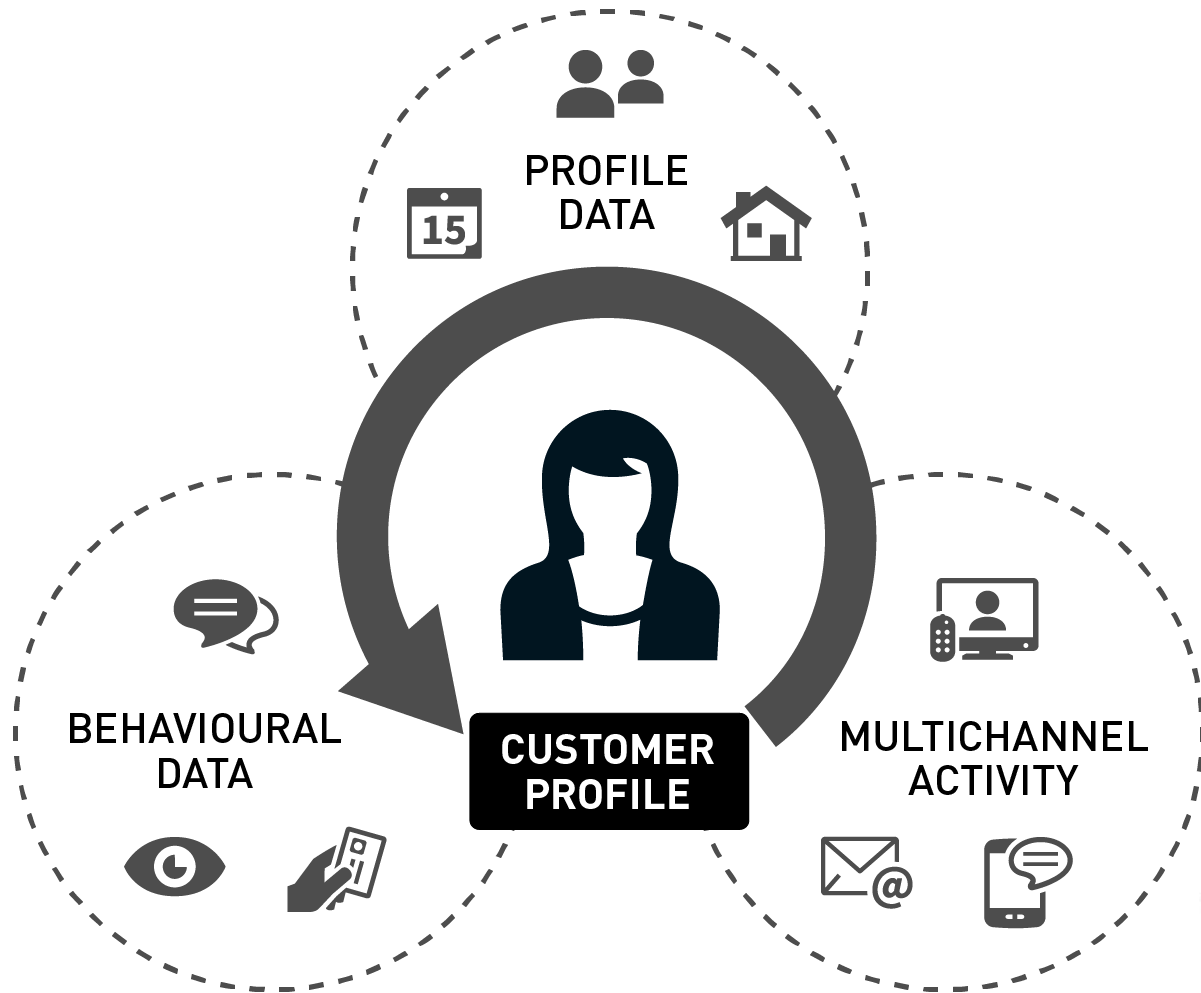
YOU





HOW DO WE DISCOVER  
WHAT YOU VALUE?







SHOW ME WHAT I WANT  
TO SEE, NOT WHAT YOU  
THINK I WANT TO SEE

A SINGLE VIEW OF THE  
CUSTOMER WHICH IS UTILISED  
BY THE WHOLE BUSINESS TO  
FACILITATE MEANINGFUL  
CONNECTIONS

THANK YOU