



NBN Co Communications brief

Job description: Creation of advertisement to be placed in local newspapers across rural and remote Australia that informs Australians that they may be eligible for the NBN satellite service

Product: Interim Satellite Services (ISS)

Author: Anne Flanagan

NBN team & roles:

Date of brief: 2nd March 2012

Agency date of briefing: 5th
March 2012

Concept approval deadline: 9th
March

Material deadline: 19th March

In-market date: end of March
TBC



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Job Description: Tactical Local Area Information Campaign

Product: Fibre, Fixed Wireless & Interim Satellite

Client: NBN Co

Author: Claire Awramenko & Jasmine Shillington

Budget: (to be recommended)

Agency date of briefing: 06 August 2012

Date in market: August / September 2012



NBN Co Communications brief

Any other background or additional information that will help?

Direct Mail Piece 1

Letter

<date>



Dear Resident,

The wait is over. You can now connect to super fast broadband over the National Broadband Network (NBN).

Australia's NBN is now up and running in <location>. This means you have the opportunity to be among the first to experience the benefits of super fast broadband over the NBN. It brings the world to your door and is the first step to improving the way we live and work.

Benefits of super fast broadband*

- Skype® friends and family with fewer dropped calls and high quality video
- Open up a world of possibilities with easier access to new interactive ways to learn, including 'how-to' videos and live chat
- Download movies in minutes and watch YouTube® without all those annoying pauses
- Work at home like you would at the office, with the ability to send and receive larger files quickly and enjoy high quality video calls
- Bundle your internet and phone service with your service provider and you could save on fixed phone line rental costs. Some packages even include free local and national calls.

Getting connected

Connecting your home or business to the NBN is as easy as Call, Select, Connect:

1. **Call** your preferred telephone or internet service provider. It's essential to contact a participating service provider as NBN Co does not sell directly to the public.
2. **Select** the appropriate package from your service provider that's right for you.
3. **Connect** your NBN service. Your service provider who will coordinate a time for the NBN Co equipment to be installed and your service activated. A standard installation of the NBN Co equipment will be free of charge.

Please visit <URL> for a list of participating telephone and internet service providers.

Before connecting your premises to a new NBN service, consider any existing internet service contracts you may be under and any fees your current service provider may charge for ending this arrangement early. Additionally, if you live in rented accommodation and/or an apartment block, you may need to consider your lease conditions and any approval needed from your body corporate and/or landlord.

Please refer to the enclosed "Getting Connected" brochure for more information. If you have any questions regarding the NBN please visit our website at www.nbnco.com.au or contact your preferred service provider.

Yours sincerely,

Kieren Cooney
Chief Communications Officer, NBN Co

*Your end user experience will depend on a number of factors including the quality of your equipment, software, the broadband plans offered by your service provider and how your service provider designs its network to cater for multiple end users.



NBN Co Communications brief

Getting Connected Brochure

This brochure is included in direct mail 1 with the letter.

3 easy steps to get connected

Step 1: Call
Contact your preferred telephone or internet service provider to find out about services over the NBN.

Step 2: Select
Compare the packages available and select the right option for you.

Step 3: Connect
Your service provider will co-ordinate a time for the NBN Co equipment to be installed (if not done already) and your service activated.

Visit www.nbnco.com.au/multilingual to download this brochure in the following languages:

Arabic: اللغة العربية
Chinese (Mandarin): 中文
Chinese (Cantonese): 中文
Greek: Ελληνικά
Hindi: हिन्दी
Italian: Italiano
Khmer: ខ្មែរ
Spanish: Español
Vietnamese: Việt ngữ

Freecall 1800 881 816
Visit www.nbnco.com.au

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National Broadband Network

Getting Connected

3 easy steps to get connected

Front / Back

The National Broadband Network

The National Broadband Network (NBN) is being rolled out across Australia. It brings the world to your door and is the first step to improving the way we live and work in areas such as business, education, entertainment and access to online health services. Experience the NBN difference by getting connected when it's available in your area.



Bringing broadband to life

- Staying in touch** – Keep in touch with friends and family with high quality video calls and live chats.
- Education** – Easy access to educational content online for school projects and distance learning, plus you can collaborate with others all over the world.
- Entertainment** – Open up more entertainment options with the ability to stream or download TV shows and movies to watch when you want to.
- Working from home** – Working from home just got easier with access to a business like broadband experience.
- Phone** – Using the phone at home with the NBN will essentially be the same as it is today.
- Online Video Gaming** – Your online gaming experience comes to life, with multiple players all around the world.

Call your preferred telephone or internet service provider or find a participating service provider at:
www.nbnco.com.au/serviceproviders

Your end user experience will depend on the quality of your equipment, software, the bandwidth plans offered by your service provider and how your service provider designs to network to serve the multiple end users.

How do I get connected?

Step 1: Call

Contact your preferred telephone or internet service provider to find out about services over the NBN.



Step 2: Select

Compare the packages available and select the right option for you.



Step 3: Connect

Your service provider will co-ordinate a time for the NBN Co equipment to be installed (if not done already) and your service activated. A standard installation of the NBN Co equipment will be free of charge.



Inside



NBN Co Communications brief

Direct Mail 2

Four versions are available for Families, Retirees, Singles & Couples and Value Conscious.



Back Cover

Front Cover



Inside Left

Inside Right



NBN Co Communications brief

Direct Mail 3

POSTAGE FREE AUSTRALIA

Getting Connected

3 easy steps to connect to the National Broadband Network:

- Step 1: CALL**
Call your preferred telephone or internet service provider to get connected to the NBN or find a participating service provider at nbnco.com.au/townsville
- Step 2: SELECT**
Compare the packages available and select the right one for you.
- Step 3: CONNECT**
Your service provider will organise for the NBN Co equipment to be installed and your service activated.

NBN Co
Bringing broadband to life

Postal address: NBN Co
Locked Bag 1300
MELBOURNE VIC 3000

Name: _____
Address: _____

The National Broadband Network has arrived

in **<Townsville>**

The arrival of Australia's National Broadband Network means you could start enjoying more of what you want, when you want it. It's the first step to improving the way we live and work, and you're in one of the first areas to experience the NBN difference.

Better connections

New ways to learn

Be entertained

Work from home

Connect to the National Broadband Network today to do more online

- The world is all about connections**
Now everyone at home can be online at the same time without the connection slowing them so much while the kids are on Facebook®, Mum can Skype® a friend, and Dad can watch TV online.
- Get ahead, whatever your age**
Training always something new to learn and now with easier access to "how-to" video demonstrations, the possibilities are endless. For both, there's a world of educational gaming out there and the choice makes it more fun for everyone.
- Entertainment as it should be**
Tired of long waits for downloads? With fast broadband you can download HD movies and TV shows in minutes, stream videos online with fewer annoying adverts and chat with your friends and family on Skype® without all that "can you hear me?" the picture's frozen again."
- Greater productivity working from home**
If you need or want to work from home, the NBN could make it easier. Files that were once too big to send or receive can be shared quickly and high quality video calls make you feel that much closer to your colleagues and clients.

NBN Co
Bringing broadband to life

*"Excellent. No problems and I've noticed it is much faster than my previous service."
-SA contractor*

*"So much quicker, very happy, even cheaper than what I was on before."
-NBN consumer*

Call your preferred telephone or internet service provider now to ask about getting connected to the National Broadband Network



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Interim Satellite Print Ad:

**Australia's
National Broadband Network
brings the world to your door**

**The wait is over. Fast, reliable
satellite broadband is available now.**

Distance Education Remote Working Online Banking Online Shopping Video Calls

Freecall 1800 881 816 or visit nbnco.com.au/satellite today to find out if you're eligible for the interim satellite service

NBN Co
Bringing broadband to life

Interim Satellite Radio Script:

The wait is over. Fast, reliable broadband is now available from the National Broadband Network.

Our interim satellite service will give eligible homes and small businesses the opportunity to use online banking. Keep in touch with family and friends with video calls. And take up new learning opportunities.

It's broadband that brings the world to your door.

So freecall 1800 881 816 today to find out if you're eligible.

The National Broadband Network. Bringing broadband to life.