

Ideal for Banks,  
Credit Unions or  
Building Society's

# How to create a cost effective virtual banking promotional and direct web access presence



# Presence EveryWhere

Ideal for Banks,  
Credit Unions or  
Building Society's

You can create a virtual retail presence for your Bank, Building Society or Credit Union across Australia.

A presence that not only promotes your brand it gives people direct access to you!

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# Example

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We will use the example of creating a virtual presence across greater Brisbane.

But it could be Sydney, Melbourne or the Gold Coast!



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The logo for HISPEED features the word "HISPEED" in a bold, italicized, red sans-serif font. Above the letters "I", "S", "P", and "E" are horizontal bars of varying lengths, colored in a gradient from black to red. A thin horizontal line is positioned below the word "HISPEED".

# Eg Brisbane - Benefit

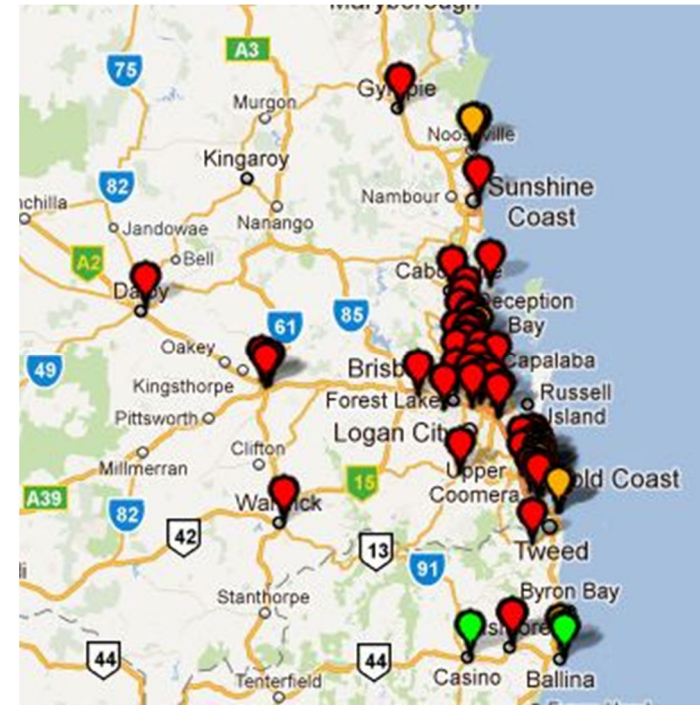
Ideal for Banks,  
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Support to your existing  
promotional activities.

Increase brand awareness through  
out Greater Brisbane area.

Tap into the shopping centre people  
traffic volumes, ie 200,000 people  
per day.

And the ideal demographics for your  
market



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# Locations and Exposure

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Shopping Centre	Suburb	Region	Est Traffic PA	Est Centre Traffic per day	Est Hi Speed Walk By Traffic per day
Westfield North Lakes	Mango Hill	Brisbane	6,000,000	16,438	6,575
Morayfield	Morayfield	Brisbane	4,000,000	10,959	4,384
Riverlink Shopping Centre	North Ipswich	Brisbane	12,000,000	32,877	13,151
Westfield - Garden City	Upper Mt Gravatt	Brisbane	11,000,000	30,137	12,055
Grand Plaza Centre	Browns Plains	Brisbane	10,000,000	27,397	10,959
Westfield - Strathpine	Strathpine	Brisbane	17,000,000	46,575	18,630
Westfield - Carindale	Carindale	Brisbane	13,000,000	35,616	14,247
Indooroopilly Centre	Indooroopilly	Brisbane	13,600,000	37,260	14,904
Capalaba Central Centre	Capalaba	Brisbane	2,800,000	7,671	3,068
Logan Hyperdome	Loganholme	Brisbane	17,000,000	46,575	18,630
Centro - Springwood	Springwood	Brisbane	3,000,000	8,219	3,288
Logan Central	Logan Central	Brisbane	3,000,000	8,219	3,288
Centro Lutwyche	Lutwyche	Brisbane	3,500,000	9,589	3,836
Centro - Taigum	Taigum	Brisbane	6,000,000	16,438	6,575
Brookside Shopping Centre	Mitchelton	Brisbane	7,500,000	20,548	8,219
MacArthur Central	Brisbane City	Brisbane	2,000,000	5,479	2,192
Springfield Town Centre	Springfield Lakes	Brisbane	3,500,000	9,589	3,836
Mirvac Calamvale Central	Calamvale	Brisbane	1,000,000	2,740	1,096
Total People Passing Advertising Per Day					148,932



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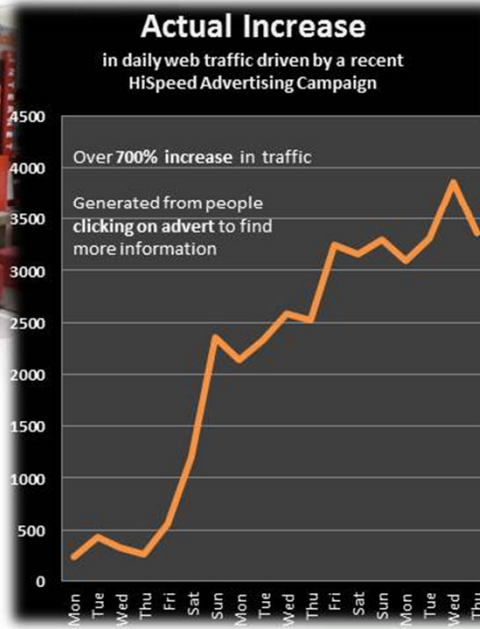


# It Works

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Mostly located in middle high traffic areas of shopping centres – where screens are in full view of passers by.



Many located outside of major shops in shopping centres, such as Woolworths, Coles



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# How

Ideal for Banks,  
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We place your brand advertising across our high profile sites.

The end board logo sign would be replaced with a your advert poster.

The onscreen adverts would be replaced with a flash animation ads promoting you, and to push the a key to find out more.

The key would take them straight to your nominated web site page.

500,000 people per day pass by our sites



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# Signage

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- Your advertising signage is displayed:
  - End display board signage, in some cases 32" inch monitor.
  - Computer Screens - Rotating 15 second flash advert on screens when idle.
  - Direct Website Link: Clicking the key will take anyone directly to your nominated website page for free.

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# Quick FAQ

Ideal for Banks,  
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- The direct link to the website is included in the fee. There are no additional charges.
- On Screen advertisements run independently on each screen when idle, each screen displays advert approximately 25,000 times per month.
- Each site has between 6 to 18 screens
- HiSpeed Users Profile
  - 80% are locals.
  - 12% own businesses
  - 58% aged between 18 to 35
  - Only 7% aged less than 18

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# Signage

Ideal for Banks,  
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We can design and provide the signage or you can supply it.

## Advertising Material Required:

- 15 Second Flash Animation advert (swf file)
- 32" monitor static advert
- Backlink poster advert (need dimensions)



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# Cost

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The campaign would run for one month and include all the locations identified previously.

The price is based on you supplying designs for static posters and flash animation adverts.

We will arrange printing and physical set up and configuration of each of the 12 locations.

- One Month Campaign: \$7,800, inc GST.
- Three Month Campaign: \$5500 per month, inc GST.

This is **incredibly cost effective advertising**, especially when you consider the cost of actually renting one location like ours in one shopping centre is between \$4k to \$5k per month.

This puts you in 18 prime locations spread across Brisbane.

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# About HiSpeed

Ideal for Banks,  
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Market leader in session based internet and wifi kiosk services in Australia.

- 160 National Locations
- Research shows 500,000 people per day pass by our screens
- 7,500 users per day

Currently planning international expansion in-conjunction with major clients.



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