



Australian Made, Australian Grown Logo

Online Edge

Your online edge is Australian Made

A thin green diagonal line is located in the bottom right corner of the page.



THE AUSTRALIAN MADE DIGITAL NETWORK

GET A DIGITAL ADVANTAGE

As an Australian Made licensee, your business has a distinct advantage. You can access a wide range of digital and online assets engineered exclusively for the Australian Made Digital Network of online, mobile and social media platforms.

THE AUSTRALIAN MADE DIGITAL OFFERING

Looking to enhance your brand's existing digital reach? Looking for an affordable and effective entry point? Whatever the reason, Australian Made's digital assets can ensure your online marketing effort stands out and help drive more customers to your business.

Choose from online banners, featured product tiles, e-newsletter banners and competitions to make your Aussie product stand out from the rest.

AUSTRALIANMADE.COM.AU SECOND ONLY TO GOOGLE!

Yes that's correct! For shoppers searching for genuine Australian products, the Australian Made website is second only to Google as the preferred search site*.

*Roy Morgan 2012

ONLINE ADVERTISING BANNERS

Promote your Australian products and drive thousands of shoppers looking for genuine Aussie products to your website, your e-commerce site or your social media pages.

BANNER	SIZE	POSITION
MREC	300 x 250 Medium	Home page plus 8 other pages
Leaderboard	728 x 90	Home page, Search page and Search Results pages
MREC	300 x 600 Large	Business page, Competitions page and News page plus 6 other pages
MREC	300 x 125 Small	Product Search page and search results page

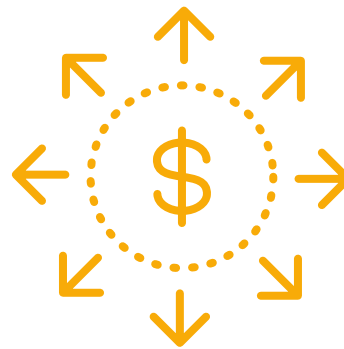
ACCESS A CAPTIVE AUDIENCE

WE'VE GATHERED YOUR TARGET MARKET TOGETHER FOR YOU!

Visitors to australianmade.com.au and recipients of our newsletters have already declared their preference for genuinely Australian products.

- ▲ They prefer Australian
- ▲ They are searching for Australian Made
- ▲ They trust the Australian Made logo
- ▲ They want your products

Market and engage directly with this captive audience when and where they're searching on the Australian Made website.



Make your investment in the Australian Made logo work harder for your business.

FEATURED PRODUCT TILES

Take up a prominent position on the Australian Made website with the Featured Product Tile.

Highlight your brand and licensed products with two tile options:

HOME PAGE

Showcased at the top of the site's home page, your product can be the first thing that a searching shopper sees.

Price: \$800 +GST

Sample homepage featured product tile



PRODUCT SEARCH PAGE

With a top-of-page location, your brand and licensed product will be front on mind when Aussie shoppers search for a product on this page.

Price \$600 +GST

Sample product search featured product tile



E-NEWSLETTER BANNERS

Australian Made Club Members and other Australian Made licensees are the 'best of the best' Aussie shoppers! Like you, they're already fully committed to buying Australian and the high quality and value it represents. Our e-newsletter banners allow you to engage directly with this discerning and motivated audience!

⇒ Australian Made Club e-newsletters

Take centre stage within the e-newsletter! Promote your genuine Aussie products and special offers to thousands of Australian Made Club members and drive them to your website, social media pages or ecommerce facility.

Price: \$1,125 +GST

*Sold monthly

⇒ Australian Made licensee e-newsletter

If yours is a B2B brand or product, or you simply want to engage with other companies like yours – this is the place to see and be seen. The licensee e-newsletter is distributed monthly to all Australian Made licensees

Price: \$680 +GST

*Sold monthly

⇒ Competitions

Australian Made Club members love to play, love to win and love to engage! And the Australian Made website has a dedicated competition page to cater for this fast-growing member base. Your competition will be featured here and included in the Australian Made Club e-newsletter.

Price: \$600 +GST

*Sold monthly

Sample competitions featured product tile

Aussie Made Club newsletter • May 2016

Hi Georgia,

Welcome to the May issue of the Aussie Made Club newsletter. It's packed full of great prizes, delicious recipes, fantastic new Aussie products and more. Enjoy!

Cheers,
The Australian Made team

WIN

This month we're giving Aussie Made Club Members the chance to win a skincare prize pack from ACI, a kids swing from Swingz N Thingz, a Woolworths voucher from Temptation Bakeries, ugg boots from Mortels Sheepskin Factory and so much more.

[Enter now](#)

Read on to find out what our Australian Made Monthly Giveaway is this month

ENJOY

Pear, pecan and caramel pudding

If you've got a sweet tooth, this one's for you! This pear, pecan and caramel pudding is the perfect combination of cake, sauce and fruit. Best served hot, it's an ideal after dinner treat for the colder months.

[Get the recipe here](#)
[View all recipes](#)

Check out the latest Australian Made and Australian Grown products

There are more than 2500 businesses listed on the online product directory at www.australianmade.com.au, showcasing more than 15,000 products. Check out the 'New Products' section of our website.

[See what's new](#)

Australian Made Monthly Giveaway: Miners Direct

Every month one lucky Aussie Made Club Member is selected to receive our Australian Made Monthly Giveaway. In June, we'll be giving away a Coober Pedy opal pendant from Miners Direct.

[Find out more](#)

Free webinars on country of origin branding

If your business makes or grows products in Australia, country of origin branding could provide you with a powerful competitive advantage. The Australian Made Campaign is hosting free webinars in conjunction with state Chambers of Commerce and Industry across the country.

[Find out more](#)

ACCC takes action against ugg boot importer making misleading claims

The Australian Made Campaign has welcomed action taken by the ACCC against an ugg boot manufacturer for misusing the Australian Made logo on its Chinese-manufactured products and website.

[Find out more](#)

Forward to a Friend | Unsubscribe

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Aussie Made Club e-newsletter sample

PACKAGE AND SAVE

Our range of digital packages can help your business stand out and target specific sectors of the Australian Made digital audience – all while saving you money.

Choose from the packages below, or ask our representative to tailor a digital package to your needs.

⇒ Homehero Package

Become an Australian Made Homepage Hero now, and make sure your Aussie product is the first thing shoppers see when they visit australianmade.com.au. Lock in prominent homepage positions to get noticed first and drive more customers to your business.

WHAT'S INCLUDED:

- 1 x Homepage Feature Product Tile
- 1 x Homepage MREC
- 1 x Competition
- 1 x Homepage Leaderboard

Price: \$1,300 +GST

⇒ Active Searcher

Promote your Aussie products on the pages of australianmade.com.au where searches are made. Convert searchers to sales and drive them to your own website, e-commerce facility or shop front.

WHAT'S INCLUDED:

- 1 x Competition
- 1 x Product Search Page Feature Product Tile
- 1 x MREC 300x125

Price: \$750 +GST

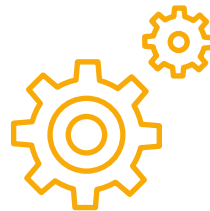
⇒ Members Only

Promote your authentic Australian products directly to our Aussie Made Club members – the 'best of the best' Aussie shoppers. Take up exclusive advertising rights in an Australian Made Club e-newsletter and engage directly with the thousands of Club members who have a preference for buying Aussie products.

WHAT'S INCLUDED:

- 1 x Competition
- 1 x Leaderboard
- 1 x Advertorial Tile

Price: \$2,500 +GST



YOUR DIGITAL ASSETS BUILT

If you don't have existing banners or digital promotion material, our digital team will work with you to build a new digital asset or update your existing ones.

RATES

Promoting your Australian products on the Australian Made digital network is within reach of all Australian Made licensees, big or small.

We have kept our pricing below market rates to ensure that you get the best value when promoting your genuine Aussie products.

BANNER		RATE +GST*
MREC 300 x 250	Home page plus 8 other pages	\$450
Leaderboard 728 x 90	Home page, Search page and Search Results pages	\$390
MREC 300 x 600	Business page, Competitions page and News page plus 6 other pages	\$200
MREC 300 x 125	Product Search page and search results page	\$140
Digital Banner	<ul style="list-style-type: none">▲ Club e-newsletter▲ Licensee e-newsletter	\$1,125 \$680
Feature Product Tile	<ul style="list-style-type: none">▲ Homepage product image with 50 words of text▲ Product search page with 30 words of text	\$800 \$600
Competitions	Competitions page and promoted via social media platforms (Competition page, not individual competitions)	\$600

PACKAGE AND SAVE		RATE +GST*
Homehero Package	<ul style="list-style-type: none">▲ 1 x Homepage Feature Product Tile▲ 1 x Homepage MREC▲ 1 x Competition▲ 1 x Homepage Leaderboard	\$1,300
Active Searcher	<ul style="list-style-type: none">▲ 1 x Competition▲ 1 x Product Search Page Feature Product Tile▲ 1 x MREC 300x125	\$750
Members Only	<ul style="list-style-type: none">▲ 1 x Competition▲ 1 x Leaderboard▲ 1 x Advertorial Tile	\$2,500

*Based on monthly rate +GST

Contact the Australian Made team now!

Find out about these offers and get digital now! Call [1800 350 520](tel:1800350520)

A TYPICAL AUSTRALIAN MADE SHOPPER IS...



FEMALE

65% of Australian Made online shoppers are women



AROUND 40

47% of Australian Made shoppers are aged 35-50
28% of Australian Made shoppers are aged 18-35



WITH A SIGNIFICANT DISPOSABLE INCOME

55% have no dependents



IS THE DECISION MAKER

82% of our online audience say they're responsible for making household purchases



AND LIVES IN VICTORIA OR NSW

56% of Australian Made shoppers live in Victoria or NSW, many in regional areas who rely on the internet to research and make purchasing decisions



OUR SHOPPERS HAVE A PREFERENCE FOR AUSTRALIAN PRODUCTS

81% of Australian Made shoppers prefer Australian-made food and beverages

60% of Australian Made shoppers prefer Australian-made furniture and bedding

52% prefer Australian-made health, beauty, pharmaceutical and personal products (including baby products)



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