

SUMMARY:

We Target: Business professionals in Australia (Sydney and Melbourne Focus), who could benefit from trading in China.

Our Role Of Communications: Hammer home the fact that the trade desk has removed the cost-barrier which was preventing Australian brands scaling in China.

The Insight: Sometimes even the most motivated find resistance in the smallest of barriers. 80% of business leaders hit a paywall each week, yet choose not to remove it.

Our Opportunity: Paywalls are the perfect medium to express the fact that China is now open for business for Australian brands.

Our Strategy: Bring down the wall, showing how easy it has become to advertise to China via The Trade Desk.

Our Idea: The Great Paywall Of China – take-down paywalls in the: AFR, The Age and The Sydney Morning Herald, allowing business leaders to read for free.