



CHALLENGE.

Operating in China is not easy – this is a common and accurate perception made by many Australian Businesses due to the legal and financial risks involved.



SOLUTION.

Reframe the conversation to focus on the opportunity cost – the potential money missed by not investing in China.

- 1) Use high reach & frequency broadcast channels to build public awareness of how much money Australian businesses are missing out on.
- 2) Showcase specific examples of success through case studies relevant to individual businesses targeted.
- 3) Create confidence of successful outcomes through a revamped planning tool, allowing businesses to estimate Chinese campaign results.

\$16
BILLION
¥UAN "T
MAKING





WANT TO KNOW HOW TO REACH
YOUR NEXT BILLION CUSTOMERS?
ASK US HOW AT:


 **theTradeDesk**



RESULTS.

 **40,000** website visits to The Trade Desk from Paid activity alone.

 A total of **62** sales.

 **\$1.86m** in revenue within the first 12 months.

