

# THE TRADE POST

## OUR AMBITION

Cement the Trade Desk as the connection into the Chinese market

## OUR CHALLENGE

Elevate our position from a media partner to a business partner

## OUR INSIGHT

Established small businesses are in the 'sweet spot'



## THE STRATEGY

It's easy to talk to Chinese consumers. But to 'walk the walk', we need to physically connect Australian products to them.

## OUR BIG IDEA



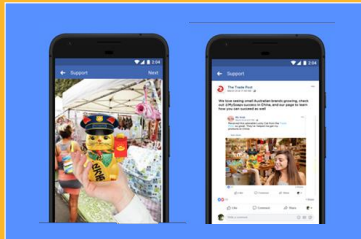
### Phase One: Drive Interest and Trial

Direct Mail Activation (\$250k)



### Phase Two: Driving Conversation

Social Activations (\$125k)



### Phase Three: Continued Education at Scale

Owned Asset Activations (\$125k)



## WHY THIS CAMPAIGN WILL WORK

We'll cement The Trade Post as the connection into the Chinese market amongst the **675,000\*** small businesses in Sydney and Melbourne.

Converting even 0.5 % to trial the platform with \$5k spend will generate **\$16.8M in revenue.**