

hipages

Australia's best kept secret



Tradie Market

A substantial category

- Australian households **spend \$73 billion a year** on tradies
- Equates to around **5% of 2018 GDP** (larger than Australia's agricultural or iron exports)
- About **70 million paid residential jobs** were completed by tradies in the past year



But a category that needs change

CONSUMERS

52%



of consumers expect to hire more tradies through online sources over the next 5 years.

62%



of consumers want a third party to connect them with tradespeople.

77%



of consumers would like to see reviews from other people before hiring a tradie.

TRADIES

37%



of tradies are being commissioned for jobs from online sources more frequently than five years ago

57%



of tradies believe that the rise in technology developments and usage is helping them to generate business leads

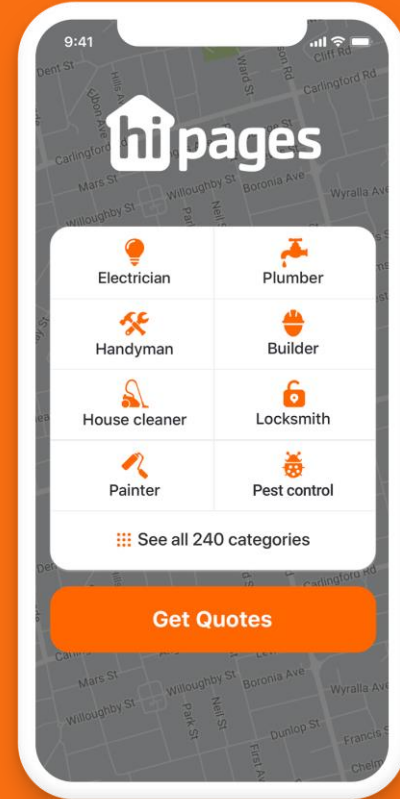
63%



of tradies agree that websites providing customer reviews are a positive tool.

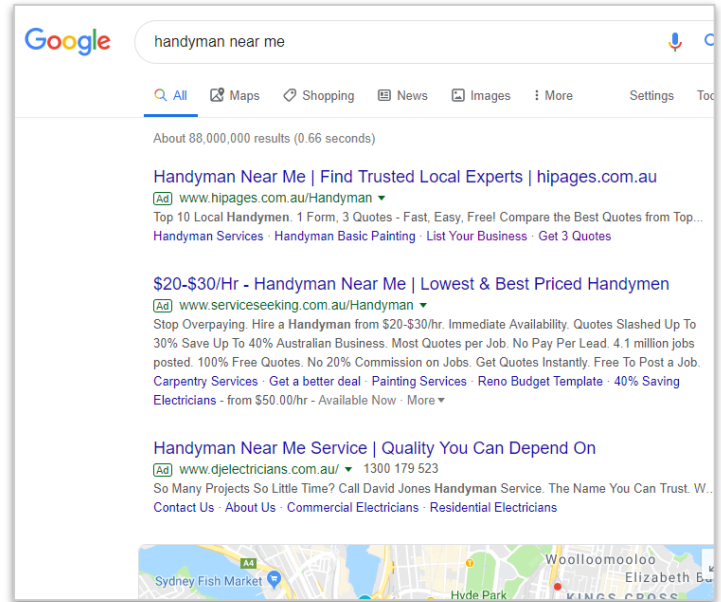
About hipages

- After 15 years, Australia's leading platform to find trusted tradies
- Average 100,000 jobs posted on the platform every month
- 2.6M users nationwide
- A job posted every 26 seconds with hipages



We had a problem

- Like many marketplace businesses, growth was delivered via **paid search**
- Inconsistent investment in brand-building activity
- Unclear creative position
- Only 1 in 4 Australians had heard of hipages when prompted - **27% aided awareness**



Our solution

TV Advertising to “change the way you tradie”



- Developed fresh TV creative to drive app downloads
- Investment in broader media schedule - first time using free to air TV
- KPMG engaged to model the impact of each media channel on job volume, app downloads and brand search volumes (KPMG results are noted in appendix)

TV was supported by other channels

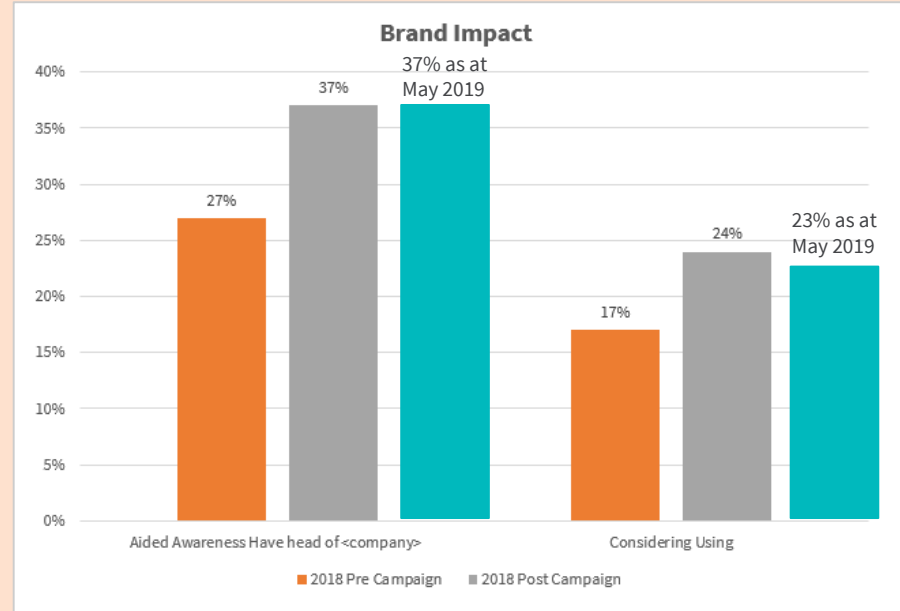


Our findings

Brand impact

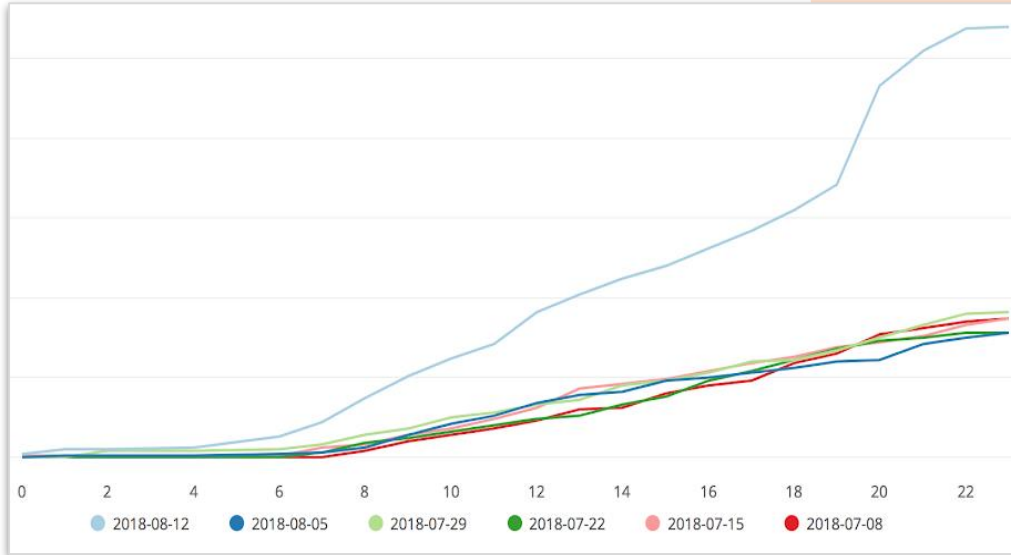
Significant

- Aided awareness up from 27% to **37%**
- Consideration up from 17% to **24%**

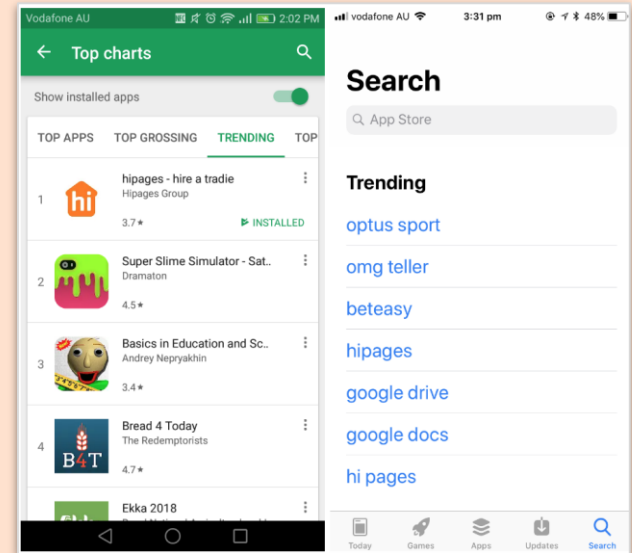


App impact

Significant



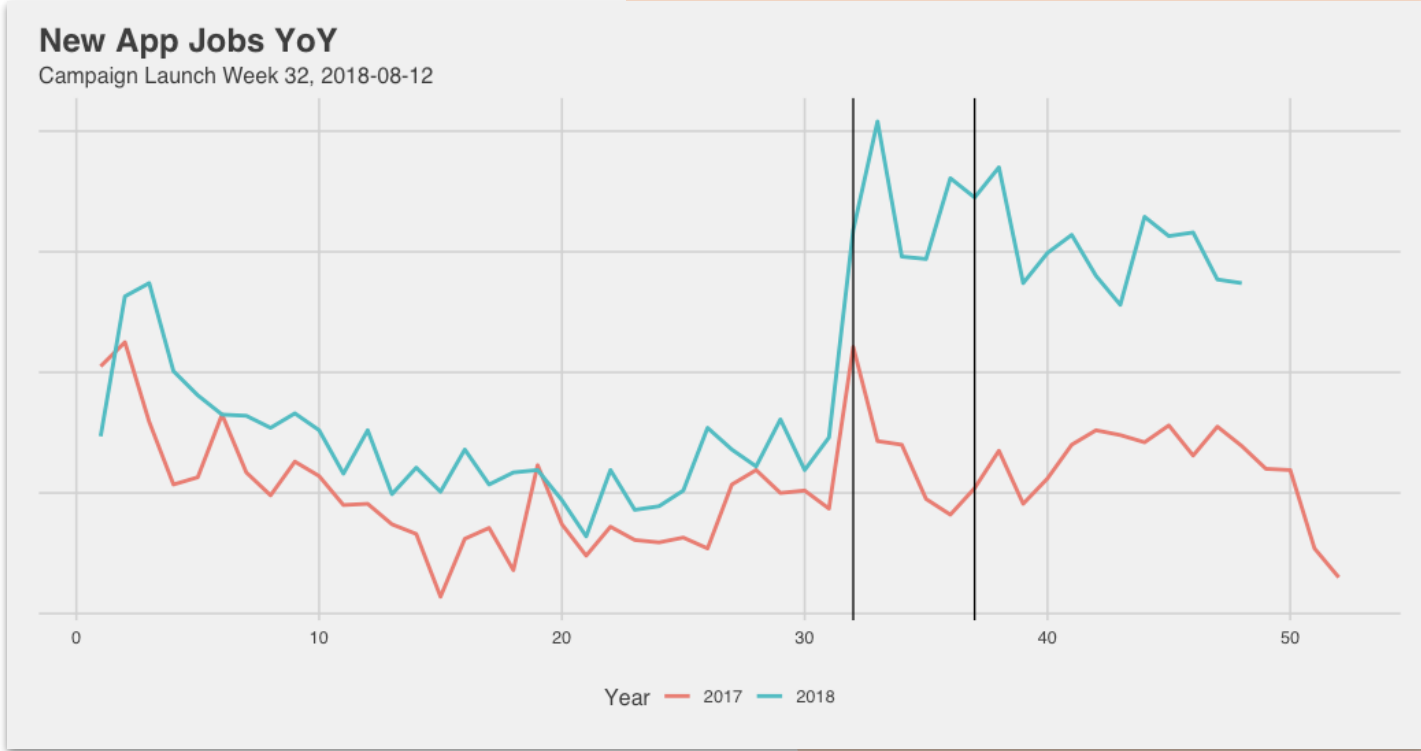
App jobs on August 12th 2018 - campaign launch day



We were trending in the App Store

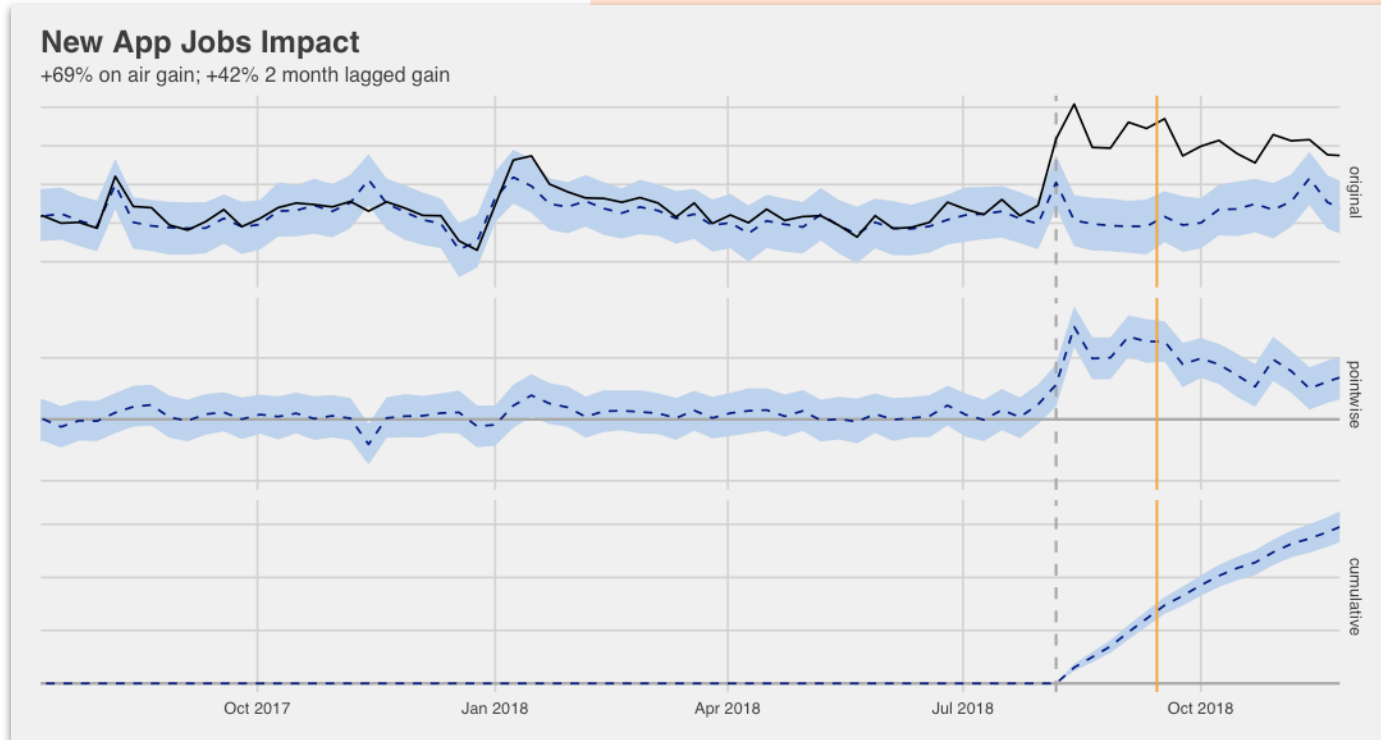
Commercial impact

New app jobs



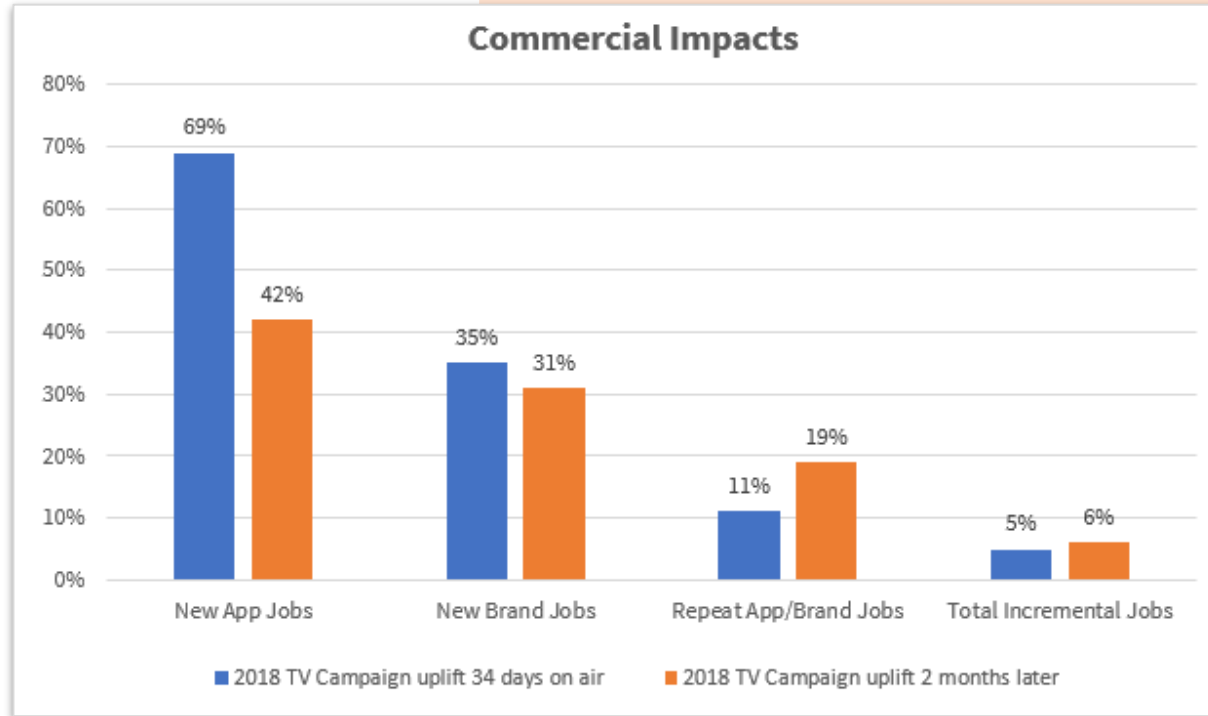
Commercial impact

New app jobs



Commercial impact

Incremental jobs



Commercial impact

Incremental unpaid jobs



Long & short term impacts

Short term:

Immediate commercial returns and a positive ROI on TV investment



Long term:

A sustained uplift in brand awareness and consideration

What's next?

- hipages, a platinum sponsor of **The Block in 2019**
- Ad placement - TV and digital
- Product integration
- Bespoke content
- IP across other channels



hi pages

Bringing trusted tradies to

