

Genesis Gas Marketing Initiatives

Marketing initiatives	Purpose	Timing	Distribution
Gas Awareness campaign	Inform customers about the availability of natural gas for reticulated use to overcome the barrier to connection	March 2003 with brochures and posters in store on an ongoing base.	Full page ad in daily News papers (8 th March) Poster and brochures in gas appliance retail stores across all gas retailers incumbencies
NGC gas connections Promotion	Co-op advertising with appliance retailers, suppliers, gas fitters and NGC to inform customers about the benefits of gas in the home.	July 2003	Newspaper feature (lift out) in regional Newspapers across NGC's network areas
Chalkline	Advertise Genesis as a gas supplier to residential customers supporting the building industry in the Chalkline publication to encourage developers and builders to connect gas to the homes they are building	June 2003	Distributed free to builders and developers across the Nth Island
Whangarei Leader Gas Heating Feature	Advertise Genesis gas supply to residential customers in a newspaper feature about gas heating	June 2003	A tabloid insert in the Whangarei daily newspaper
Food Beverage & Hospitality Guide	Advertise Genesis gas supply for businesses in a suppliers guide which is an annual publication	2003	An A5 reference guide distributed to all businesses in the hospitality food and beverage industry and related organisations
Plumbing World's Gas Catalogue	Advertise Genesis as a gas supplier to residential customers in an appliance retailers dedicated gas category brochure	2002 and 2003	2 nd half yearly publication 2002 and both publications 2003 available in all Plumbing World Stores
Genesis Gas Brochure	Customer brochure that explains the benefits of gas and how to connect. It offers a Genesis gas supply to any residential customer despite their size if they can be connected to any of the gas networks.	Launched April 2003	These brochures are provided free to any appliance retailer for their showroom, on home show stands and to any customer that enquires about gas through our call centre.