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



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

of tradies are being commissioned

for jobs from online sources more

frequently than five years ago



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



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



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

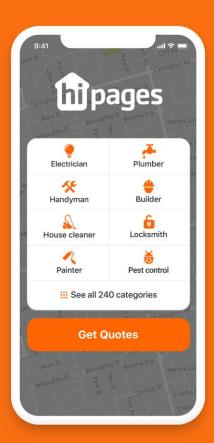


of tradies agree that websites providing customer reviews are a positive tool.



About hipages

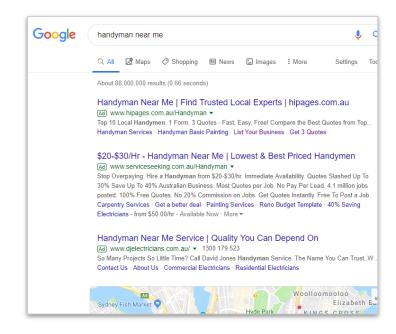
- After 15 years, Australia's leading platform to find trusted tradies
- Average 100,000 jobs posted on the platform every month
- 2.6M users nationwide
- A job posted every 26 seconds with hipages





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





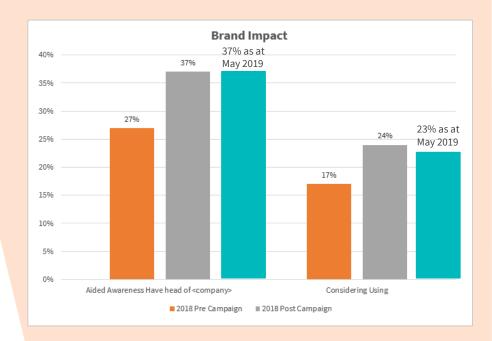
Our findings



Brand impact

Significant

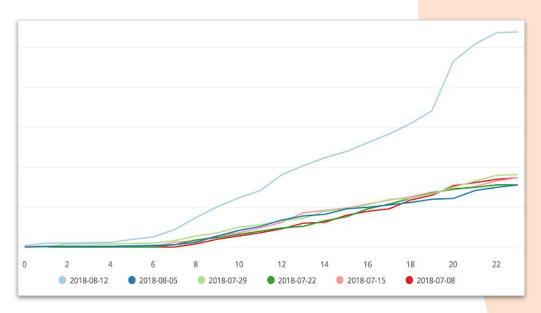
- Aided awareness up from 27% to 37%
- Consideration up from 17% to 24%



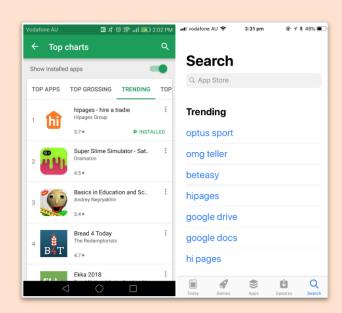


App impact

Significant



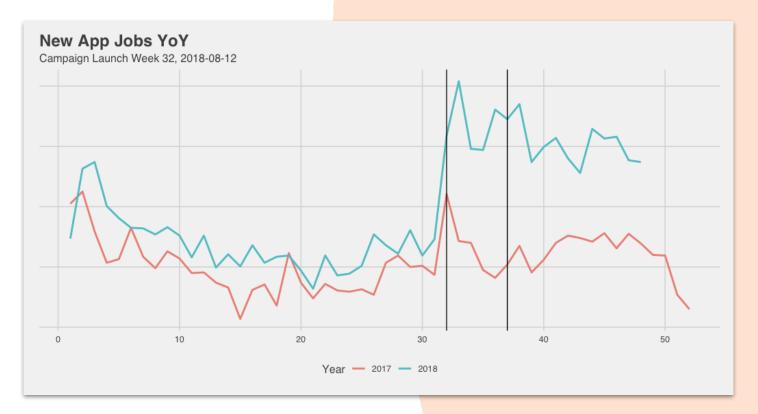
App jobs on August 12th 2018 - campaign launch day



We were trending in the App Store

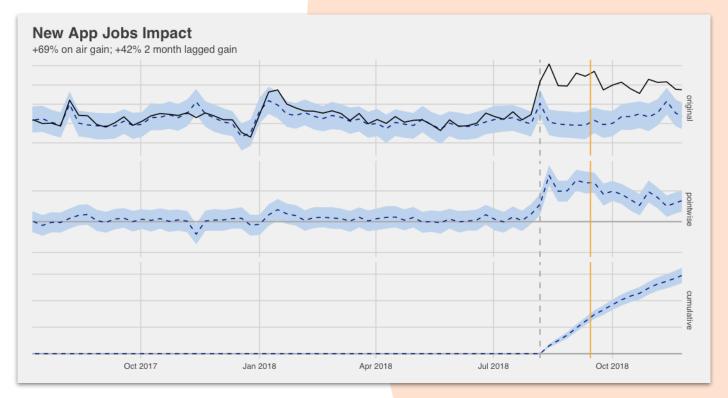


New app jobs



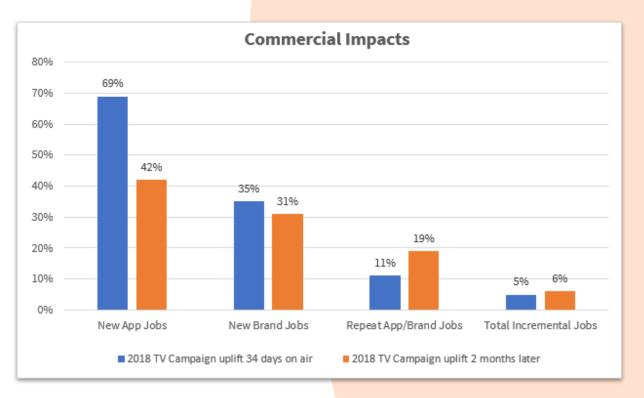


New app jobs



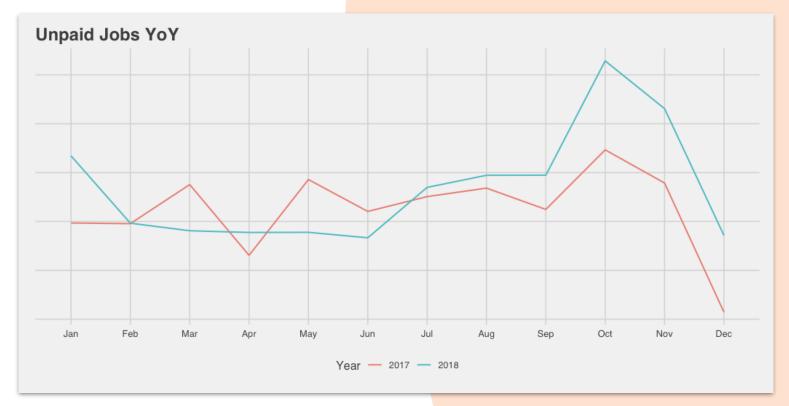


Incremental jobs





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







