

Salmat launches first ever campaign to highlight new brand

May 2008

Australia's leading one-to-one communication company Salmat has revealed a new corporate brand and marketing campaign to highlight its unique connection to 20 million Australians every day.

Developed over a period of two years, Salmat's Joint Managing Directors Phil Salter and Peter Mattick said the new branding clearly identifies each of the company's four business divisions, their distinctive operations and market offer.

An advertising campaign in business and marketing press will start on May 14 and will run until September, 2008. This and Salmat's new branding was developed by strategic brand marketing company Twenty20.

According to Joint Managing Director, Phil Salter, "2007 was Salmat's biggest on record and included the integration of HPAL into Salmat and establishing Lasoo.com.au to create Australia's first online retail offer search engine."

"Almost 30 years ago, Salmat was the first company to recognise then develop the distribution of catalogues into Australian homes on behalf of retailers. This sector now far exceeds the value of any other media used by the retail industry," Phil said.

"Since then, through organic growth and acquisition, Salmat has become Australia's leading company facilitating direct communications between companies and their customers."

"We pioneered the outsourcing of many of the business processing needs of Australian companies, significantly enhanced with our acquisition of HPAL."

"Our purchase of Salesforce in 2006 meant the country's leading business call centre operator was now part of Salmat's business and with VECommerce and Dialect, we are leading in the field of voice interactive and sms communications by companies.

According to Joint Managing Director Peter Mattick, with a large number of Australian businesses now using Salmat's services, the company is now in a position to highlight its competitive advantage in the marketing landscape.

"Our clients now require solutions that mean they can communicate with mass audiences one-to-one. Only Salmat can deliver that through its four business divisions and we feel that now is the right time to be talking about it," Peter said.

We are the only company with both the technology and strategic capacity to deliver one-to-one communications on a mass scale.

"Our re-organisation of the company structure means that we have also renamed two divisions.

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“Targeted Media is linked with Dialect and will now be called Mediaforce, the Salmat BPO business and HPA will be known as Businessforce, Salesforce retains its name and will incorporate VECommerce and Digitalforce will include Lasoo.com.au.

“The new branding will give better clarity as to how the business as a whole is seen. Some customers who might have only used Salmat for one part of their marketing needs can better see the bigger picture and the breadth of the services we offer.

“Marketers now want solutions that reach large audiences, but which engage them as individuals. We have recognised that strategic trend and now Salmat reaches 20 million Australians each and every day, a very powerful statistic.”

“We’re very excited about the future and we’ve had already great reactions to the new branding from our customers and staff,” Peter concluded.

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