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MEDIA RELEASE

Lasoo Celebrates Life's Little Victories

Lasoo, Australia's leading shopping search engine is supporting Australian 'bricks and mortar' retailers with its first major TV advertising campaign launching nationally in early July to coincide with the mid-year [toy sale](#) season. The campaign will run in conjunction with a national radio campaign on Austereo's 2Day FM Network.

The TV campaign "Life's Little Victories", was developed after the company undertook consumer research around shoppers' most rewarding moments, particularly when shopping in-store.

This campaign highlights how Lasoo.com.au helps shoppers emerge 'victorious' from a shopping trip – from discovering deals in their local area, or tracking down elusive items, to finding the right price on a huge range of goods.

Paul Marshall, Lasoo CEO said "Lasoo helps shoppers find the things they want and enjoy their shopping experience more. It's a simple formula, but one we know is very valuable for consumers."

The campaign also promotes Lasoo's free device agnostic mobile apps, available on iPhone, Android, Windows Phones and the Apple iPad. The app is an indispensable shopping tool that gives millions of users the added convenience of accessing the site when on the move. It contains features such as shopping lists, online catalogues, and retail store information such as opening times and phone number, saving you time and hassle with just a few taps of the screen.

"We are also seeing a significant increase in the use of mobile devices to research products and locations. In June, the Lasoo mobile App featured in the Top 5 Apps within the Lifestyle section in the iTunes Store," Marshall said.

Creative agency BMF developed a series of TVC concepts highlighting different Lasoo-shopping "victories".

"The simple truth about Lasoo is that it can deliver you a great deal when you're shopping for something. Armed with that insight, we looked at dramatic and interesting ways to bring it to life." said BMF ECD Dylan Taylor.

[About Lasoo.com.au](#)

[Lasoo.com.au](#) is a website that allows consumers to search and browse the latest advertised products from leading retailers including [K Mart](#), [Big W](#) and [Target](#), to help them find what to buy and where to buy it, before going in store.

Lasoo is a Pre-shopping™ tool that extends the reach and influence of any retail marketing message onto the mobile phone (m.lasoo.com.au), and into iPhone, iPad, Windows7 and

Android applications, search engine marketing, social networks, user-generated social shopping and display ad networks.

The Lasoo mobile App has featured in the Top 5 Apps within the Lifestyle section in the iTunes Store, with more than 160,000 Australians now having downloaded the app since it was first launched in September 2009.

Lasoo is a division of Salmat Ltd (SLM), a top 300 ASX-listed business with over 30 years of experience in distributing retailers' promotional material directly to consumers. Salmat has a long-standing relationships with both retailers and shoppers.

Lasoo is part of a wider range of digital services that Salmat offers designed to allow retailers to harness the advertising power of the internet. This includes Dynamic Catalogue, a fully managed and hosted catalogue solution for retailers' websites, making it searchable, browsable, fast loading, discoverable and actionable. Dynamic Catalogue is the leading catalogue viewing technology in Australia.