

Utility Bill Media

Unlocking
New
Horizons
of Advertising

Branded Utility Bill Media

In Pakistan, nearly 29.1 Million Utility Bills carrying important data i.e. utility service usage record, travel from person to person each month. This document of high importance has been turned into Pakistan's biggest and strongest advertising medium by PowerAD. A medium whose reach, targeting, customizability and flexibility are matchless. Once your ad is on utility bills, consider it unavoidable. Its un-cluttered environment eliminates the distortion and noise inherent in other media.

In addition to Utility Bill Media, Event Management Group also offers strategic media solutions for Web Advertising on Yahoo!, MSN, Google & AOL, and Out Of Home Advertising through its subsidiaries eTechsol and PowerAD. eTechsol is the Certified Ambassador of Yahoo! as well as Certified Professional of Google Adwords.



A Project of
Event Management Group

Top Features

Highest Reach

Utility bills media has the capability to deliver the advertising message to 29.1 million households of Pakistan via WAPDA, KESC, SSGC, PTCL and SNGPL collectively. The unique subscriber base, based on electricity subscribers, is of 19.79 million households nationwide. The only medium which reaches each & every house of Pakistan where electricity exists.



Targeted & Customizable Reach

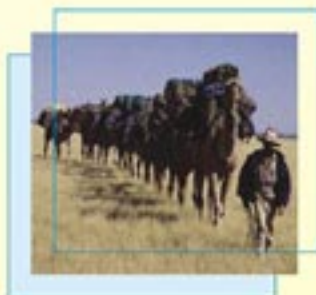
The Utility Bills media provides advertisers with an unmatched level of geographic targeting. The advertising message can be segregated for a particular region or a particular city or a specific location within a city. It gives you full control to manage your media spillovers & provides absolute penetration in the desired Target Market. The client defines its targeted reach himself to achieve his marketing objectives.

Customer Relationship

Bill is the main transaction driver which establishes the engagement with an individual or a household on long term basis while creating brand loyalty, integrity & image. Cross selling enhances the customer base.

Un-cluttered Medium

One advertising spot at front side of the bill provides un-cluttered environment, contrary to other media i.e. no distortion and no noise.



Guaranteed Delivery

The advertising message is carried and printed on utility bill, hence, it must be delivered because the Government revenue is linked up. If bill is not delivered, people usually contact the concerned office to get the duplicate bill.



No Cost Impact on Recall Ad

Bill is must seen on three different occasions within one month. Hence client does not need to pay for the recall ad impressions within one month. In Newspaper and TV, the client have to pay extra cost for each impression that he receives on a different occasion. This is a big difference which reduces your cost per acquisition.



Completely Unavoidable

Utility bills are seen by the decision maker of the house. Bill can't be deposited without seeing. Hence advertising message is always delivered.

Cost Efficient

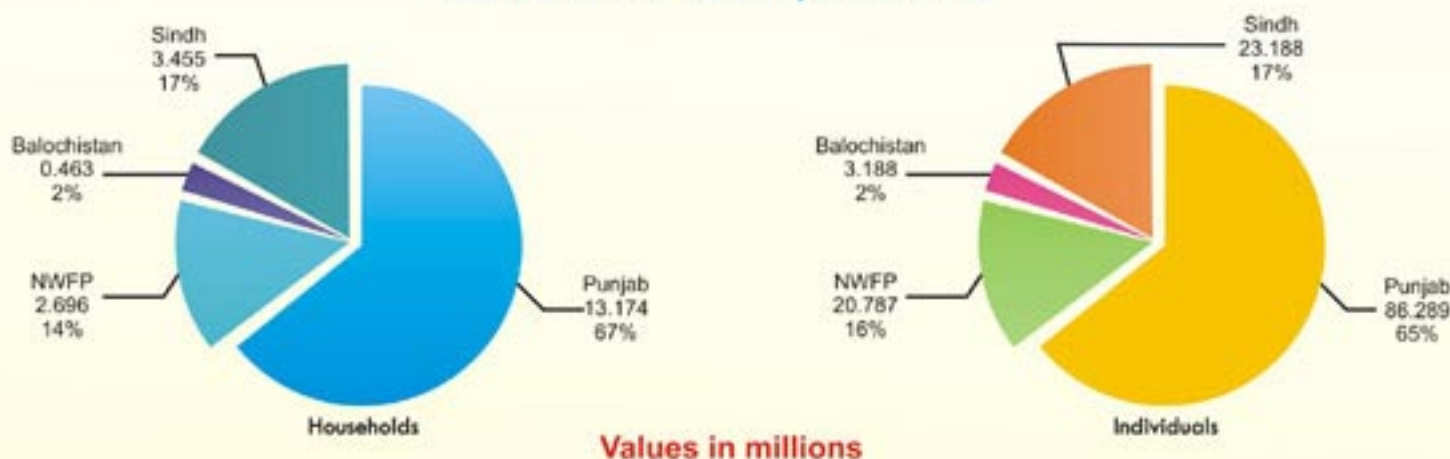
The medium is unique not only in sense of its reach, customizability, flexibility and high impact, but for low cost as well. The cost per viewer is transparent and calculated. The average cost per viewer and per impression is PKR 0.50 & 0.21 respectively. In other medium, you can't be specific about your cost per viewer as it is all theoretical. In electronic media, the obsolete diary system is being used & its findings are disputed.



Statistics & Figures

Electricity Subscribers (Households) In Pakistan : 19.79 Million
Average Number of Individuals per Household : 6.75
Total Individuals : 133.58 Million

Province Wise Electricity Subscribers



Utility Bills Reach Analytics

Million	89.10	46.90	10.50	20.90	167.4	Population
Person	6.55	6.71	6.88	7.71	6.75	Av. Individuals Per Household
Million	13.60	6.99	1.53	2.72	24.84	Number of Houses
Million	13.17	3.46	0.46	2.70	19.79	Number of Bills/Month
%	96.83%	49.5%	30.06%	99.26%	79.67%	Household Reach/Month
Person	3	3	3	3	3	Per Bill Minimum Viewer ship
Unit	7	7	7	7	7	Per Bill Minimum Impressions
Million	39.51	10.38	1.38	8.10	58.37	Monthly Reach (Viewer Ship)
Million	92.19	24.22	3.22	18.90	138.53	Monthly Impressions
Million	474.12	124.56	16.56	97.2	712.44	Annual Reach (Viewer ship)
Billion	1.107	0.291	0.039	0.226	1.663	Annual Impressions
	Punjab	Sindh	Balochistan	NWFP	Pakistan	

Targeted Market Areas - TMAs

The smallest unit for advertising on Utility Bills is the "Division" of the Utility Company i.e. the Media provides 201 TARGETED MARKET AREAS. The no. of households in each Division ranges from approximately 20,000 to 200,000. Imagine the freedom of selection of your desired households and individuals.

The utility bill media offers plenty of choices to advertisers for area selection & the way of distribution of the ads. It includes:

- Complete Specific Division (201 Areas)
- Random Distribution in Divisions
- Complete Specific Circle (47 Areas)
- Random Distribution in Circles
- Complete Specific City
- Random Distribution in the City
- Complete Specific Company (10 Areas)
- Random Distribution in the Companies

Utility Companies	Circles	Divisions	Subscribers
LESCO (Lahore)	7	32	2,907,060
IESCO (Islamabad)	5	19	1,848,186
GEPCO (Gujranwala)	4	20	2,307,905
FESCO (Faisalabad)	4	19	2,570,417
MEPCO (Multan)	8	28	3,540,457
QESCO (Quetta)	3	11	463,388
PESCO (Peshawar)	6	30	2,388,206
TESCO (FATA)	1	4	307,932
HESCO (Hyderabad)	6	25	1,480,254
KESC (Karachi)	3	13	1,975,517
TOTAL	47	201	19,789,322

Control And Accountability

Utility Bills Media takes advertising to a new level of targeted market penetration, factual calculation, control and accountability.

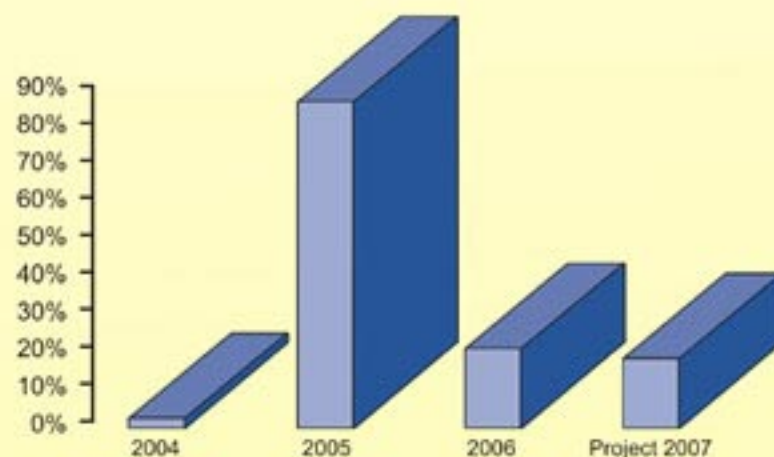
Issue	Utility Bills Media	Newspaper	TV
Reach	Targeted and Authenticated	Reader Dependent	Programming Dependent
Delivery	Guaranteed	Theoretical	Theoretical
Exposure	Guaranteed	No Guarantee	No Guarantee
Environment	Uncluttered	Cluttered	Cluttered
Engagement	Kept as Record	Unknown	Unknown
Carrier Importance	High, Government Document	Medium	Low
Recall Ad Cost	No Additional Cost	Additional Cost	Additional Cost

Utility Bill Viewers & Impressions

Occasion	Individual	Viewer	Impression	
Bill Receiving	Servant or Children or Wife	1	1	Generally, the bills are received by servant in A & B & by housewife/children in C & D areas.
Handed Over to Elder	Mother or Wife or Madam	1	1	Generally, at the time of bill receiving the family head / decision maker (Father/Husband) is at WORK, hence its given to house second management.
Presented to Family Head / Decision Maker	Father or Husband or Boss	1	1	The family head checks the amount of the bill and Due date.
On Bill Deposit Day for Payment	Husband & Wife or Father & Child or Boss & Servant		2	Family head gives the funds to wife/children or servant. If wife runs the management, she gives the funds to servant/children.
Verification of Payment by Family Head	Husband or Wife		1	The verification is done by the family head by checking "Bank Stamp". It can be either Husband or Wife.
On Filing or Keeping the Paid Bill at Safe Place	Husband or Wife		1	The paid bills are kept as record for many reasons i.e. payment evidence, tax return filing, power failure complains, etc. The filing is done by either Husband or Wife.
TOTAL		3	7	

The utility bill survey shows a lot more impressions. The numbers shown here are the most certain viewers & impressions.

Growth In Media Awareness



Media launched in 2004 successfully. In 2005 it got the growth of 85% and determined a distinguished market share. From 2006 onwards it is competitively making marvelous raise of average 17% annually in the media market.



Advertisement Response Rates

Market Survey (UK)

The response rates for different types of advertising on Bills / Statements and Customer Correspondence are defined through market survey conducted in UK by Group 1 Software Europe Limited.

Advertising on Existing Correspondence

Campaign Type	Rate (%)
Referring the Recipient to an Enclosed Leaflet or Other Document	6.5%
Referring the Recipient to Telephone Number	6.0%
Referring the Recipient to a Website	5.3%
Referring the Recipient to a Branch or Store	4.8%

Survey Major Findings

- Highly respectable response as compared to any other marketing channel.
- Using bills and statement as marketing channel grows the use of graphics is likely to grow exponentially in the drive to grab customer attention and interest.
- Bills and statement are often viewed more than once, as they tend to be left in a pile or pinned to board until they need paying or filing.
- The lengthy attention, people pay to their bills, statements and letters combined with advertising that is carefully targeted to highly relevant and timely recipient, overcomes any negative feeling that the customer might experience.
- The receiving person places the bill at pre-decided place in the home.



Source: http://www.touchbriefings.co.uk/pdf/1433/group1_tech.pdf

Market Survey (Pakistan)

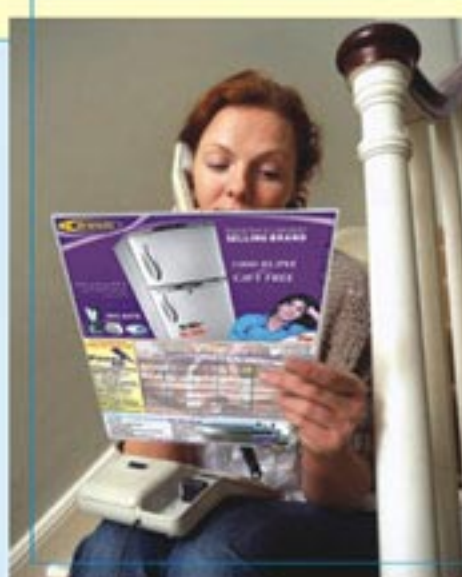
The response rates for different types of advertising on Utility Bills are defined through market survey conducted in Pakistan by Event Management Group.

Advertising on Existing Correspondence

Campaign Type	Rate (%)
Referring the Recipient to Telephone Number	7.1%
Referring the Recipient to a Website	2.0%
Referring the Recipient to a Branch or Store	5.4%

Survey Major Findings

- Highly respectable response as compared to any other marketing channel.
- Bills are often viewed more than once, as they tend to be left in a pile or pinned to board until they need paying or filing. A bill is often viewed by at least 3 individuals on different occasions and generates 7 most certain ad views.
- The lengthy attention, people pay to their bills, combined with advertising that is carefully targeted to highly relevant and timely recipient, overcomes any negative feeling that the customer might experience.
- The bills are kept safe as an important record at pre-decided place in the home.
- Generally, in A & B categories, the bills are received by servants and handed over to owner's wife or children while in C & D categories, the bills are received by owner's wife or children.

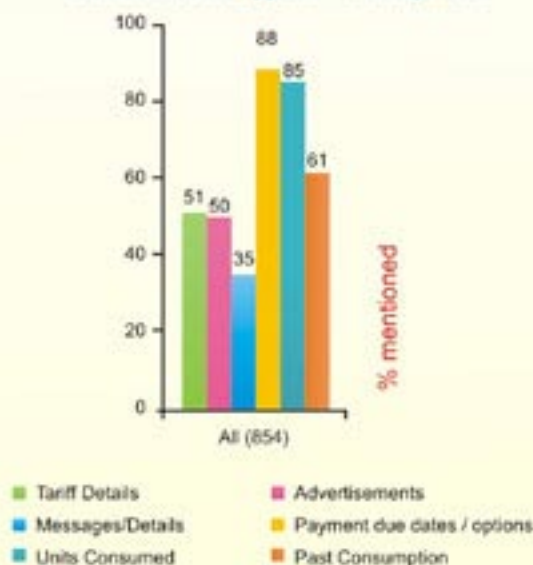


AC Nielsen India Research

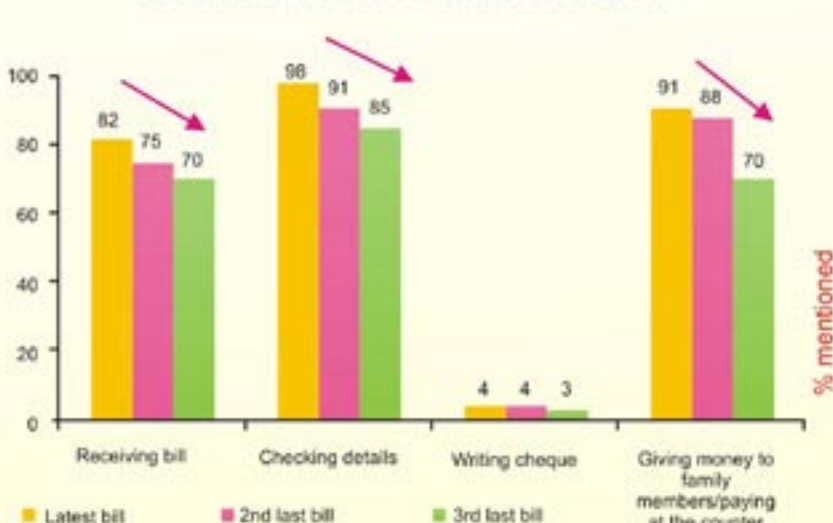
AC Nielsen India conducted a research for a Utility Bill Ad Space Selling company "Axis Ad-Print Media (India) Ltd." in August 2007. The purpose of the research was to measure the reach and effectiveness of UB medium. The research targeting the house holds took in a sample of 854 respondents of age 18+ that were exposed to the electricity bills. According to AC Nielsen India findings, the total spontaneous plus aided recall of ads is 50%. The recall (spontaneous + aided) for electricity bill elements is as follows:

Tariff details 51 %, Ads 50%, Messages 35%, Due date 88%, Units consumed 85% and Past Consumption 61%.

Elements recalled (spont. + aided) in Bill

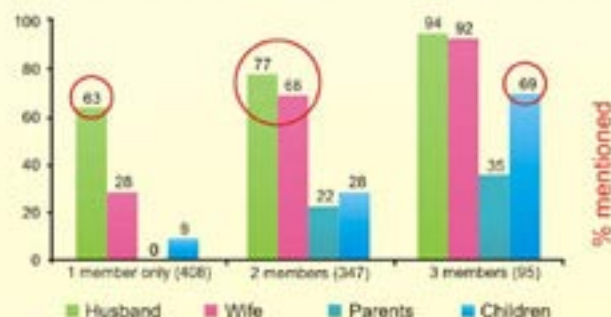


Occasions of involvement with last 3 Electricity Bills



In HH's where primarily one member is exposed to the bill, it is generally males (husband). While, within households with higher reach (3 members) for electricity bills, children and wives account for a good proportion of the audience.

Reach in HH vs. members exposed to the electricity bills



WAPDA Advertising Spaces

The diagram illustrates different advertising spaces available on electricity bills:

- Monster Back Panel:** A large advertisement at the top of the back panel.
- Regular Back Panel 1:** A standard advertisement space on the back panel.
- Regular Back Panel 2:** Another standard advertisement space on the back panel.
- Skyscraper Back Panel:** A tall, narrow advertisement space on the back panel.
- Super Front Panel:** A large advertisement at the top of the front panel.
- Super Front Panel (MDI):** A large advertisement at the top of the front panel, specifically for MDI.

The booking of Back Panels is conditional and is subject to booking of Front Panel in the required TMAs.



Bill Distribution Schedule

The distribution of bills starts between **10th to 15th day** of the month.

The total bills of the month are divided in to **20 batches**. One batch per working day is distributed. Each batch contains approximately **5%** of the bills of each Division. The distribution of complete bills of 1 month is completed in **20 working days**.

If the distribution of bills starts after 10th of the month, then the last few batches are distributed early next month. Here, the next month is called as "Minor Distribution Month". The number of batches to be distributed in Minor Distribution Month, depend on the start date of the distribution i.e. if it starts on 12th then the last 3 to 5 batches are distributed in the first week of Minor Distribution Month due to late start date, Sundays or any Public holiday.

Release Order & Art Work Cut Off Dates		Example of Bill Distribution for the Ad Month April 2007			
Distribution Type	Ad Month	Distribution Month	Minor Distribution Month	Cut Off Date	Lead Period Working Days
100% Specific Division	Apr-07	Apr-07	May-07	28-Mar-07	12
Random in Divisions (Partial Divisions)	Apr-07	Apr-07	May-07	Dependant**	8
100% Specific Circle	Apr-07	Apr-07	May-07	25-Mar-07	15
Random in Circles (Partial Circles)	Apr-07	Apr-07	May-07	Dependant**	8
100% Specific Company	Apr-07	Apr-07	May-07	25-Mar-07	15
Random in Companies (Partial Company)	Apr-07	Apr-07	May-07	Dependant**	8

**The cut off date is dependant on the quantity of ordered bills at the time Release Order.

Bill Distribution Confirmation

Another feature of the utility bills media is its transparency of quantity of bill distribution in accordance with the Client's Release Order.

There are number of ways and means available to the Client for the quantitative check of the bills against its releases, thus, ensuring the planned Reach even before the distribution of their advertising message.

Available Means for Bill Quantity Confirmation

- 1 The client can depute his representative to count the number of bill forms printed with his Ad at the time of delivery of bill forms to WAPDA computer centers. The bill forms are supplied to WAPDA in boxes. Each box contains 2000 bill forms. So its easy to count the total quantity.
- 2 A certificate of quantity and distribution of the bills, issued by WAPDA, could be provided upon request.

The Client can choose any one of the above means for quantity confirmation.

Terms & Conditions

Payment Terms:

50% Advance Payment along with the Technically & Commercially clear Release Order.

50% Balance Payment against presentation of printed proof of the bill form & Original Invoice within 1 week of the Invoice date.

Mode of Payment :

The payment must be made via Bank Draft or Pay Order or Cross Check in favor of M/S PowerAD. In case of Cross Check, the bill printing will not be initiated until the Check is credited in Company's bank account. No Cash payment will be accepted.

Bill Distribution Accuracy :

The distribution accuracy will be as per the selected type of bill distribution (Refer to Rate Card).

Art Work :

The Art Work shall be preferably provided along with the Release Order, but not later than the dates specified in the Bill Distribution Schedule corresponding to the type of distribution selected in the Order. The Art Work shall be provided in exact size and format of the selected Ad. The file formats accepted are GIF/JPEG. The modifications in Art Work will not be accepted after the initiation of bill forms printing.

Force Majeour:

PowerAd is not responsible for delays caused by strikes, fires, and/or any other "Force Majeour" beyond one's control.





Reference Client Comments



MINISTRY OF HEALTH: Successful public service messaging is one of the toughest things in advertising field but we managed it quite easily using the medium of utility bills. The beauty of this medium is that even the illiterate are keen to know about the ads printed on bills and of course the medium has an unavoidable reach. We are more than happy with our decision of going on bills.

Najeem Khan, Health Education Advisor



TAPAL: We are a brand which is always keen to target the families rather than individuals. We found this medium exceptionally good for our campaigns as the whole family shows interest in it. The results are heartening and we are pleased that we went for this medium.

Haroon Rashid, GM Marketing



WARID: "PowerAD provided Warid Telecom with the opportunity to use utility bills as a medium which had a large and varying reach and was cost efficient as well. This medium has effectively become an essential support in all of Warid's campaigns."

Hamid Farooq, CEO



HABIB BANK: We have used this medium for corporate advertising and product promotion in Karachi and Lahore specially in A category areas and feedback was excellent and quite enterprising.

Ahmad Khan, Executive Vice President



MINDSHARE PAKISTAN: This medium has a greater reach as compared to others and it gives the targeted reach, flexibility, selection of cities and number of subscribers to be targeted. It is the ultimate objective of any media planner or buyer to have such flexibility and control over medium.

Syed Munir Ahmad Qadri, Manager Media Buying



BROOK BOND, UNILEVER: Advertising on utility bills is wonderful way to reach every household in Pakistan. This medium is very effective if you are targeting decision maker of the house specially the females.

Brand Manager, Brooke Bond



WHEEL: We found that this medium is very flexible and gives targeted reach to get qualified reach at lowest CPM. We are advertising regularly for better return on advertising spending.

Brand Manager, Wheel



MOTOROLA: At first we were quite hesitant to advertise using this medium but the bold step paid off and I must say it paid well. The response was almost enormous and the effects were yet even more encouraging. Best of all, we reached remote areas using utility bills very easily and effectively using this medium and we can say with guarantee that nothing is better than utility bills for remote area coverage. We have already decided to opt for this medium of advertising on utility bills using PowerAD. Have you?

Sarim Alvi, Country Head



NOKIA, UNITED MOBILE: We are more than pleased to say we are one lucky client of PowerAD that went for the utility bill medium and earned our reward for doing so in the shape of business boost beyond expectation. This medium has a charm as well as effectiveness in it. We hope this medium prospers more and we can surely say that tomorrow belongs to this medium.

Ejaz Hassan, Executive Director Business Development



PAKISTAN STATE OIL: As a company running the biggest chain work comprising 1400 outlets throughout Pakistan, we want our medium of advertising to be as powerful as us. Advertising on utility bills gave us more than we expected it to deliver. The biggest features of advertising on utility bills we feel are free Recall value, customizability and reach.

Irfan Qureshi, Brand Manager



PEL: Before advertising we were under impression that this is useless medium and nobody views the bill. But when our senior management allowed us to do an experiment the response was so high that our CMD phone number and 10 board lines became insufficient to handle the inquiry. Then we have realized the strength and effectiveness of this medium.

Ibad Jamal, Marketing Manager



ASKARI BANK: This is very much focused medium which fulfills all the needs of media buyer and advertisers. This is very useful advertising vehicle for consumer promotion and corporate advertising as well. Since, we have advertised more than 15 months on the utility bills we have realized that the recall value is very high in this medium.

Sameer Khan, Media Manager



SONERI BANK: In the beginning we were quite reluctant to advertise on bills, but one day our president asked me to advertise on the bills. In the first phase we took the 50% bills of Karachi Defense area and 100% area of Gulshan-e-Iqbal. The response was so encouraging that our customer service was not able to cater the customers due to work load.

Shafiq Pasha, Vice President



FAYSAL BANK: That was great day for me when my boss appreciated me for inducing the utility bills in the media plan. The car financing campaign was launched on the bills of Lahore, Karachi, Faisalabad, Islamabad, Rawalpindi for the A category areas. The response was tremendous. Our customer service staff used to sit till mid night for potential customers due to heavy response. Furthermore, we have advertised for one month, but its impact remained up to 60 days. This is very cost effective medium which reduced our cost per acquisition.

S. Saifullah Kazmi, Assistant Manager Marketing



SAUDI PAK BANK: This is highly targeted medium to target the decision makers. It gives us full control to utilize this medium as we want. This is amazing and result oriented.

Mariam Paracha, Head of Corporate Communication



KWICK KOOL: We say we deal with heat instantly but the heat of advertising on utility bill advantages was too hot to handle for us. We were amazed by the sudden increase in our product's sales. We sold out instantly in regions far and near thanks to the proposal given to us by the PowerAD executives to come and advertise on utility bills.

M. Bilal, Managing Director



SHAN BANASPATI: We want to take opportunity of this moment to say heartiest thanks to PowerAD. We could never believe that our sales graph would reach the highest after choosing PowerAD as our Advertising Partner. It has been another steamy month of success since we advertised on utility bills for 6 months. A long lasting relation of success for us is clearly visible.

Arif Qasim, Chief Executive



HOOR BEAUTY SOAP & GAAY SOAP: We only bought a small space for a bit of fun, thinking that everyone is doing this why shouldn't we, but now it's as we're a part of bills history, as we want to do this again and again with the largest spaces available. We found out through our experience that targeting female gender through utility bills is much easier than any other medium. We'd like to congratulate PowerAD and its team. It is the most cost-effective marketing tool we ever encountered."

Mazhar Munnawer, Director, Azhar Corporation Private Limited



VITAL TEA: Last year, we advertised on utility bills especially in Multan region which is our target market and achieved our objectives. Traders and distributors really like this medium since it is very effective. We will be long term partners with PowerAD.

Mian Mustafa, Director Marketing



URBAN DEVELOPERS: It was wonderful experience to take a ride on new advertising vehicle "utility bills". The response was so amazing and encouraging. My sales and marketing team were quite satisfied with the results and felt like we are buying every day full page of advertisement of Jang for a month. This medium is very much cost effective and very suitable for the construction industry since their target market is decision maker of house. After doing the first experience, I have launched new project with the name of "Silicon Valley", which was advertised only on utility bills of Lahore and Islamabad city, all the plots were sold within 15 days time.

Mian Javed, CEO



BAKE PARLOR: "In the beginning we were very skeptical about advertising on electricity bills but now we can surely say that the clients' response is undeniably first-class. Our sales increased and we are still collecting the goodies from this package. We have gone nation wide on utility bills once and will love to be there again.

Rub Nawaz, GM

Head Office:
104 N, Model Town Ext.
Lahore Pakistan.
Ph: +92-42-520 3501-4
Fax: +92-42-516 2298
Cell: 0300-8467020

Regional Office, Karachi:
Flat # 5, 3rd Floor,
67-C, 11th Commercial Street,
Phase II Ext, Defence, Karachi.
Ph: +92-21-538 8987, 824 0372
Cell: 0300-8250302

Regional Office, Islamabad:
Flat # 1, Block-3,
PHA Housing Scheme,
G-8/4 Islamabad.
Ph: +92-51-2288428-9
Cell: 0300-8453178

Website
URL: www.powerad.biz
Email: info@powerad.biz