



 Powered



With social distancing the new norm, people are finding ways to stay social at a distance.

Now more than ever, technology is playing a major role in keeping Australians connected with their friends, family and the community. With the help of Nine, your brand can play a part in keeping Australians connected.

Introducing **Getting Together Today – Powered by Nine.**



“I miss social interaction”

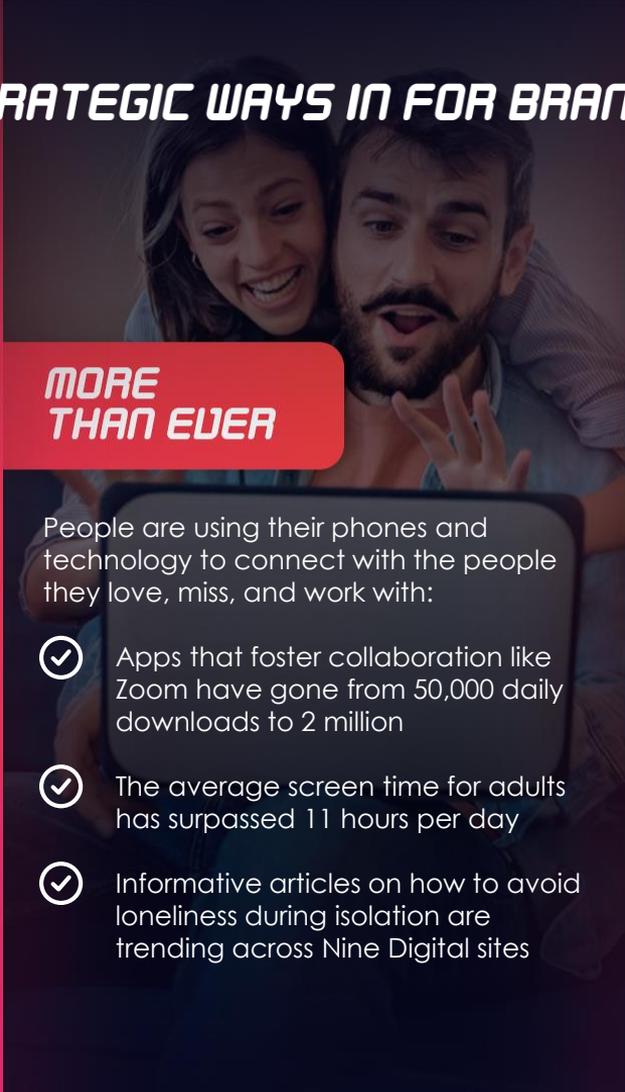
“I can’t hug my grandchildren”

STRATEGIC WAYS IN FOR BRANDS

STAYING CONNECTED

As the pandemic continues to change the way we live, the way we connect with our friends, families, colleagues and community changes with it. But just because we can't physically be together doesn't mean we can't get together and stay connected with the help of technology.

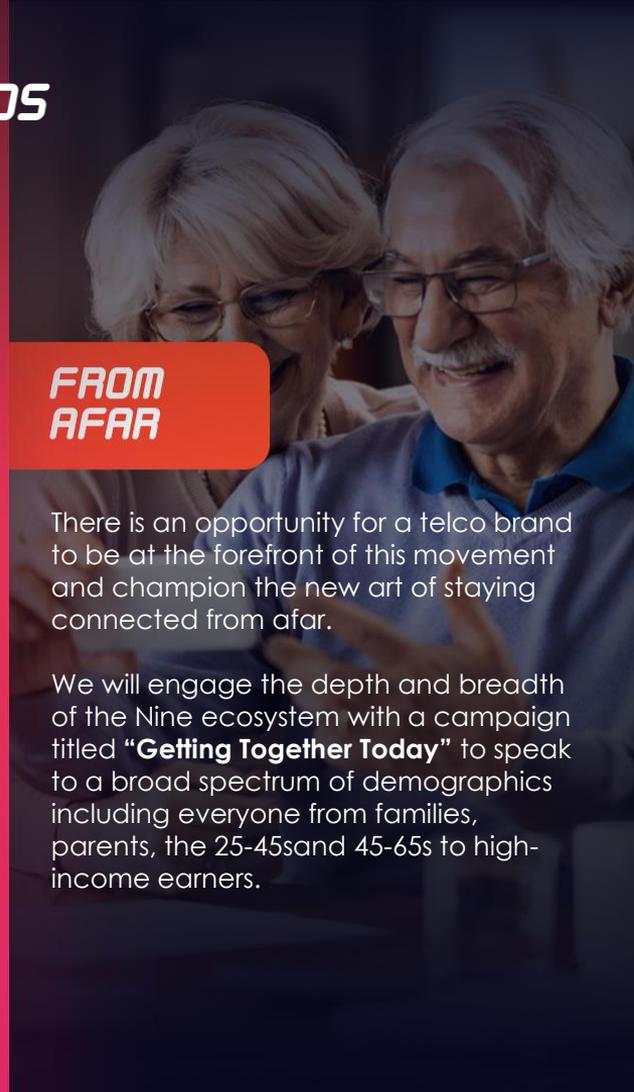
MORE THAN EVER



People are using their phones and technology to connect with the people they love, miss, and work with:

- ✔ Apps that foster collaboration like Zoom have gone from 50,000 daily downloads to 2 million
- ✔ The average screen time for adults has surpassed 11 hours per day
- ✔ Informative articles on how to avoid loneliness during isolation are trending across Nine Digital sites

FROM AFAR



There is an opportunity for a telco brand to be at the forefront of this movement and champion the new art of staying connected from afar.

We will engage the depth and breadth of the Nine ecosystem with a campaign titled **"Getting Together Today"** to speak to a broad spectrum of demographics including everyone from families, parents, the 25-45s and 45-65s to high-income earners.



HOW IT COMES TO LIFE ACROSS NINE



TELEVISION



BVOD



PUBLISHING



DIGITAL



RADIO

SCALE

AMPLIFICATION

HIGH IMPACT

IMMERSIVE

ENGAGEMENT

'Life is Better Together' TVC

By harnessing the mass scale of Nine's linear TV platforms, "Life is Better Together" will form part of a vignette TVC campaign that will feature Nine talent connecting with Australians, a perfect place for a telco or tech brand to align their messaging to reach their target audience.

9Now

The TVC will be amplified across Nine's broadcast video on demand platform, 9Now, with targeted short-form pre-roll and high-impact sponsorships using 9Tribes data.

Sunday Life and Good Weekend

In Nine's publishing assets, high-impact creative across Sunday Life and Good Weekend will explore the impact of the crisis on our definition of connection and the upside of being isolated in enhancing social connection.

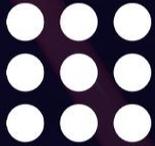
9Honey, AFR.com.au, SMH/The Age.com.au

Nine's digital sites, 9Honey, AFR.com.au and SMH/TheAge.com.au, will provide an immersive backdrop for high-impact native content including new ways to stay connected during self-isolation and the value of brand partners. Content will include narratives like "Seven ways you can still feel connected to your friends and family", advice on keeping kids connected to the community, and the positive effect of the crisis on business innovation.

Audio Vignette Series

Australia's leading news-talk radio network will provide close to 2 million weekly listeners with tips, advice, techniques and tech to help stay connected at a distance through branded vignettes and proven segments with Tech Guru, Stephen Fenech.



 **Nine**

nineforbrands.com.au