



## pulse

In this issue of PULSE we've highlighted Centro Bankstown's latest campaign: helping their customers "beat the bowser." Not only have they given the consumer more choice, but they have also given them up to 14 cents per litre off their petrol bill. The campaign has proved so successful that it has been extended until the end of the month. There is no doubt Centro Bankstown is a very popular place with both customers and retailers at the moment.



## justathought

Single Benchmark Report		
Client:	CL T200	
Estimate No.:	33323	
Job No.:	CL 001	
Job Title:	Brand Launch	
Product:	Soap	
Agency:	Agency100	
Date:	24/8/05	
Film Company:	FC062	
<b>AGENCY COSTS</b>		
Concept Development	20,000.00 ✓	133 %
Storyboards	2,000.00 ↓	44 %
Art Direction	20,000.00 ↑	173 %
Agency Producer	40,000.00 ↑	353 %
Pack Mock Ups	3,000.00 ✓	125 %
Internal Dubbing/Editing	2,000.00 ✓	
TV Supers	600.00 ✓	100 %
Stock Footage	0.00	
Miscellaneous Data	900.00 ↑	\$150 over allowance
FACTS Approval	200.00 ✓	97 %

Are you thinking about television advertising for the Christmas period? Television advertising is probably one of the largest budget purchases for any centre and yet the purchase may only be completed once or maybe twice a year. So how do you know you're still getting a good deal? Whether you are going direct or through a media provider, before you make your buy, **P3's TV benchmarking** service may be worth a look.

The service is an online estimate service that is completed by the agency. Through an application (that P3 believes to be a world first), comparisons are calculated between what your agency and its suppliers are charging you and how these costs compare to industry standard costs. In basic terms, you can learn instantly whether you are getting a fabulous deal or just ripped off!

We think this is a groovy service and P3 charges a set fee rather than a percentage of savings achieved, so if your providers are charging you too much or too little, P3 have no reason to lie to you.

Check it out at [www.p3tv.com.au](http://www.p3tv.com.au).