

Design brief

- large amount of text laid out in 2 columns on the page. (see 1.1)
- consistent logo top left corner
- page numbered (except title page)
- testimonials scattered through right or left bottom edge
- Value points scattered through similar to testimonials

**Anytime,
Anywhere.**
That's Yellow™

Customers search at a time and place that suits. Whether your customers are at home, at work or on the go, there's a Yellow™ product available for their convenience.

At home, at work, and on the go

Yellow™ Metropolitan Directory

In Perth 688,900¹ copies of the Yellow™ Metropolitan Directory are delivered so your business can be found in most Perth homes and businesses.



Directory

Yellow™ Local Directory

Over 200,000¹ copies of the Yellow™ Local Directories are distributed in the Perth metropolitan area to help people find products and services close to home.



Local

yellow.com.au

yellow.com.au is one of Australia's most visited directory sites which puts your business at the fingertips of more people everyday.



.com.au

Yellow™ Mobile

Your business can be found on Yellow™ Mobile, which means your business can be found by customers when they are nearby and ready to buy.



Mobile

**Great
Choice.**
That's Yellow™

You can choose to advertise your business to a national audience, or have a local focus through a range of flexible and targeted Yellow™ advertising solutions.

And to help you attract customers serious about doing business with you we have designed a range of innovative Yellow™ products.

- **New opportunities in print** – exciting new products designed to make finding your business easier within the Yellow™ Directory.
- **Online promotional campaigns** – promote discounts, giveaways and offers on yellow.com.au at a time that suits your business needs.
- **Innovations on the go** – get even more value from your Yellow™ Directories' listing by being found on Yellow™ Mobile.

Find out about...

Yellow™ Life Event Guides

Need Help in a Hurry™

Yellow™ Offers

Home at Yellow™

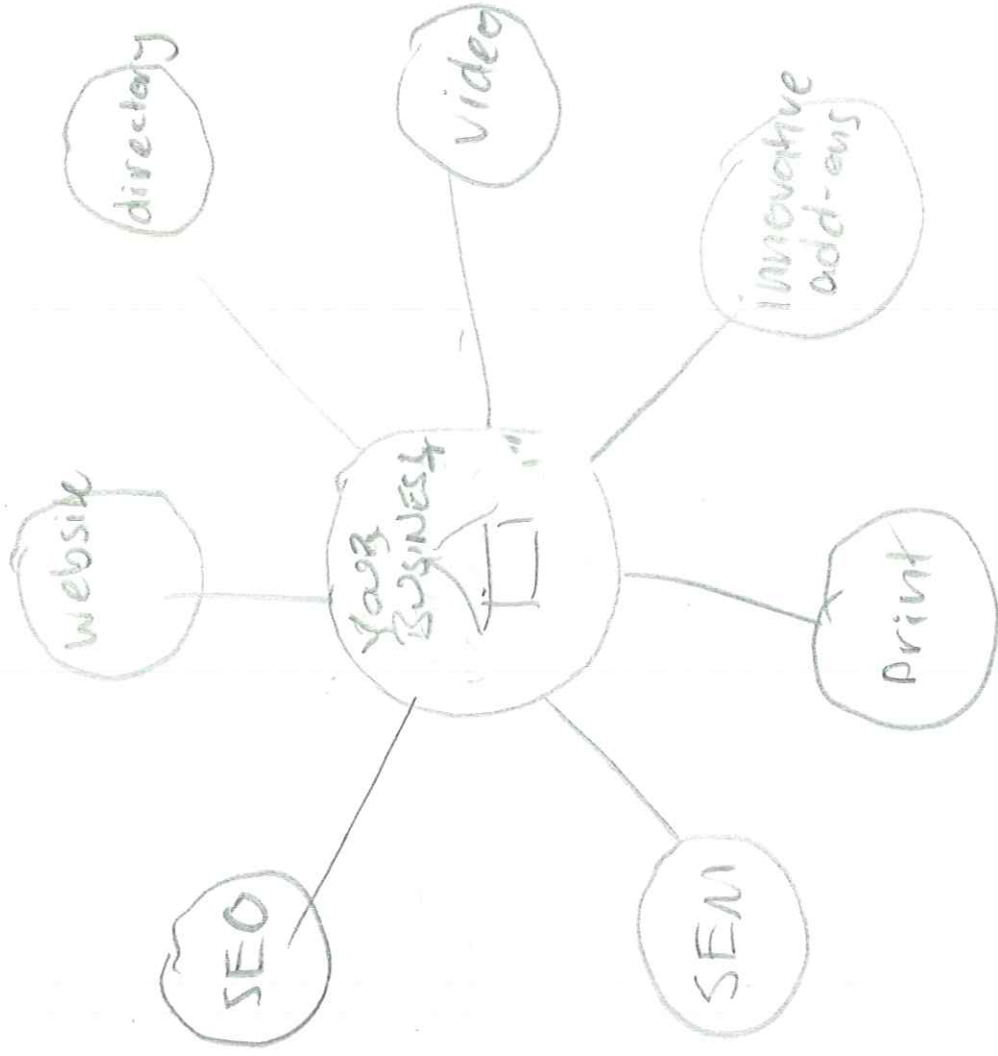
Yellow™ Mobile

That's Easy. That's Yellow™

From a single advertisement to a powerful combination of options, your account executive can help you tailor an advertising solution that suits your business. And make the most of our advertising experience and have us design and produce your advertisement for you.

Logo

bloo Digital



Copyright
(Noorh)

website

LOGO

ABOUT BLOO (header)

About Bloo

" Bloo was launched in 2007 and is now the largest online business directory in Western Australia with over 150,000 listings. But Bloo is more than just a directory. Bloo is not only keeping pace with their clients demands, they also utilise cutting edge and unique technologies to assist in their and their clients growth driving more and more traffic to businesses. Bloo's web capabilities along with their iPhone, Smart phone, free call, widgets, QR codes and easy to use client toolbox and dashboard are only some of the ways that Bloo connects consumers to businesses so economically and efficiently ".

PARTNERS

Stakeholders

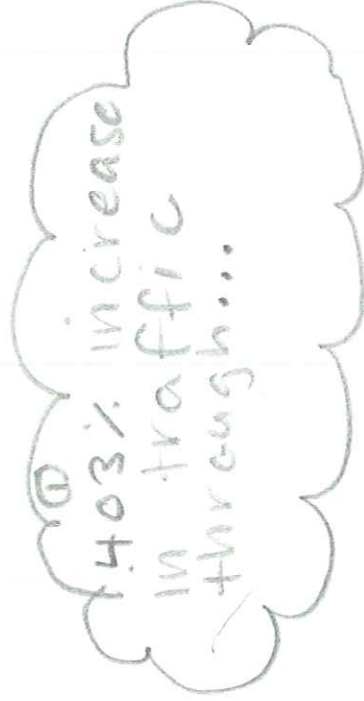
" As a public company Bloo is able to rely on its major shareholders in its rapid growth and expansion in the Western Australian market. Bloo is ably supported both internally and through print and online media across WA by the West Australian Newspapers Group (25%) and the Community Newspaper Group (25%). Bloo is proud to have these two media powerhouses and other supportive stakeholders on board and predicts a rapid and sustainable growth in the coming years "

Alliances

" In today's business market strategic alliances are a major factor in any company's success. Bloo has and is building strong and mutually beneficial alliances to assist it in facing the challenges of tomorrow. We appreciate and thank our alliance partners for their ongoing support and assistance "

LOGOS

(See attached page with Logo's)





Australian Hotels Association
WESTERN AUSTRALIA



Small Business
Development
Corporation



Western Australia

inet
connect better



Loco
SEARCH

DIRECTORY

See attached
1.2 (layout)
1.3 (content)

1.2

Yellow™ Online Display Plus advertising

Making your print advertising work harder online

Your Yellow™ Display advertisement will be published on yellow.com.au, increasing your exposure to a wider market – a great opportunity to reach more potential customers without the extra hard work! With Yellow™ Online Display Plus advertising, your business will be listed within the Search Results List¹ on yellow.com.au. This can help increase the chance of customers finding your business.

Yellow™ Online Display Plus advertising

Yellow™ Online Display Plus advertising

White Pages CitySearch Trading Post Whereis more sites BIG5™ND Go

Find Business Type Find Business Name Location Melbourne CBD VIC SEARCH

Restaurants

Home > Select Location: Melbourne CBD VIC > Select Business Type: Restaurants > Businesses > Software Melbourne - Cafe La

Chilli Delights
Open 'til midnight 365 days

Category: Restaurants

Address
1 Sample St
Sumptown
VIC 3008
Australia

Contact Details
Ph: (03) 9999 9999
Fax: (03) 9999 9999
<http://www.chillidelights.com.au>
[E-Mail This Business \(form\)](mailto:info@chillidelights.com.au)
[Send to a friend](#)

Opening Hours
MON 12 NOON to 12 MIDNIGHT
TUE 12 NOON to 12 MIDNIGHT
WED 12 NOON to 12 MIDNIGHT
THU 12 NOON to 12 MIDNIGHT
FRI 12 NOON to 12 MIDNIGHT
SAT 10:30 AM to 12 MIDNIGHT
SUN 10:30 AM to 12 MIDNIGHT

fabulously fresh asian delights

every dish is freshly cooked
authentic asian ingredients
authentic & local specials
rooftop dining
all day dining

delivery all areas

chilli delights
9999 9999
open 'til midnight 365 days
1 sample street, sumptown
www.chillidelights.com.au
Map 64 A7

Back to results
View Liston Legend

Whereis MapLink³ and Driving Directions² – Direct customers to your business location

WebLink and eForm – Make it easy for customers to contact you by including links to your website and/or email

adPoints² – Key words in your advertisement allow users to search for products, brands and services that you offer

Up-to-date content – Be found online even before the Yellow™ Directory hits the streets

Home • Help • Site Map • Contact Us • Advertise With Us • Close & Issue Dates • Careers At Sensis • Important Terms
Privacy Statement • Order A Printed Directory • Test Our Products • Sensis Recycling Program
© and ™ Registered trade mark and trade mark of Telstra Corporation Limited © Copyright Telstra Corporation Ltd 2006 Copyright Representative
Yellow Pages®

Screen shot included for illustrative purposes only. Not intended to be an exact representation of how your listing will appear. 1. Yellow™ Online Display Plus receives higher priority than Yellow™ Online Space Plus and Yellow™ Online Free Listings but appears below any Yellow™ Online Solution, Yellow™ Online Business Basics or Yellow™ Online Platinum advertisements. 2. adPoints are based on a customer's Yellow™ Online advertising content, or Yellow™ Directory advertising content for Yellow™ Online Display Plus and Yellow™ Online Space Plus product purchases. adPoints are assigned by Sensis and are subject to Yellow™ Online Display Plus, Yellow™ Online Space Plus and Yellow™ Online Email/Web Advertising Rules. Ask your account executive for details. 3. Whereis MapLink and associated Driving Directions are not available in all locations.

(1.3)

Search bloo

* Your business updates are reflected on our home page and are click through to your business listing (arrows pointing to updates & vouchers)

A simpler search

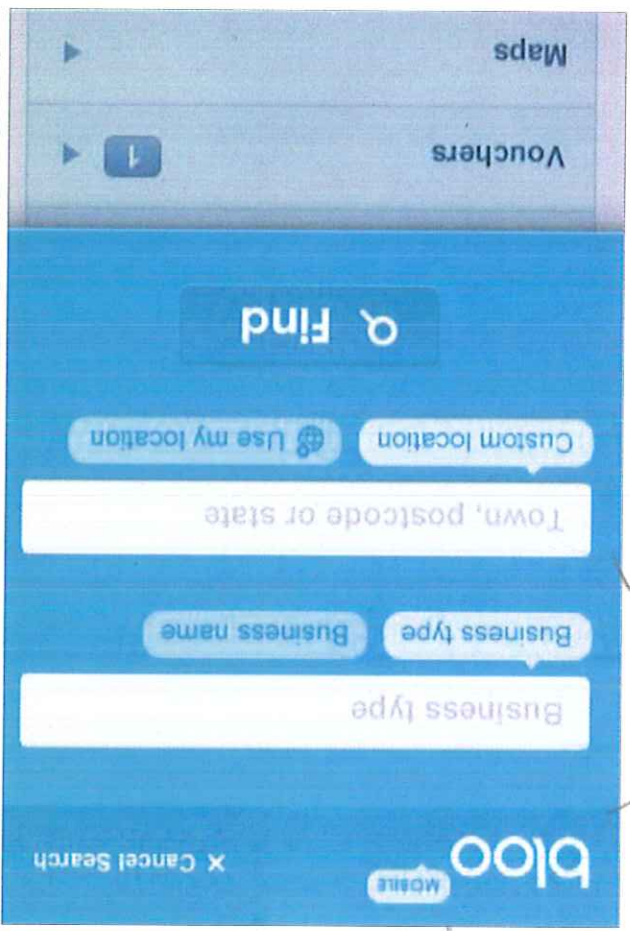
- Name
- Category
- Or associated keywords

See attached page for update

- Postcode
- Suburb
- Greater location

Region like screen look (use apple)

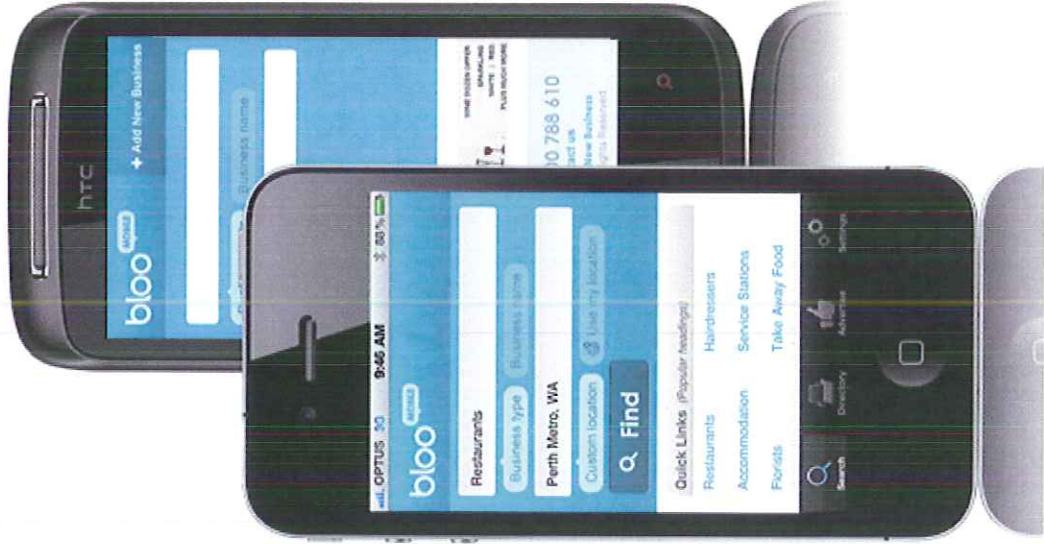
See attached page for update



Mobile FULL SCREEN



Website FULL SCREEN



Logo

RESULTS

DIRECTORY

Map

add
to
compare

(see 1.1)

sort

refine

Results

screen
grab

Ultimate

Premium

blac
plus

Results
maintained on
mobile.

Phone
screen
grab

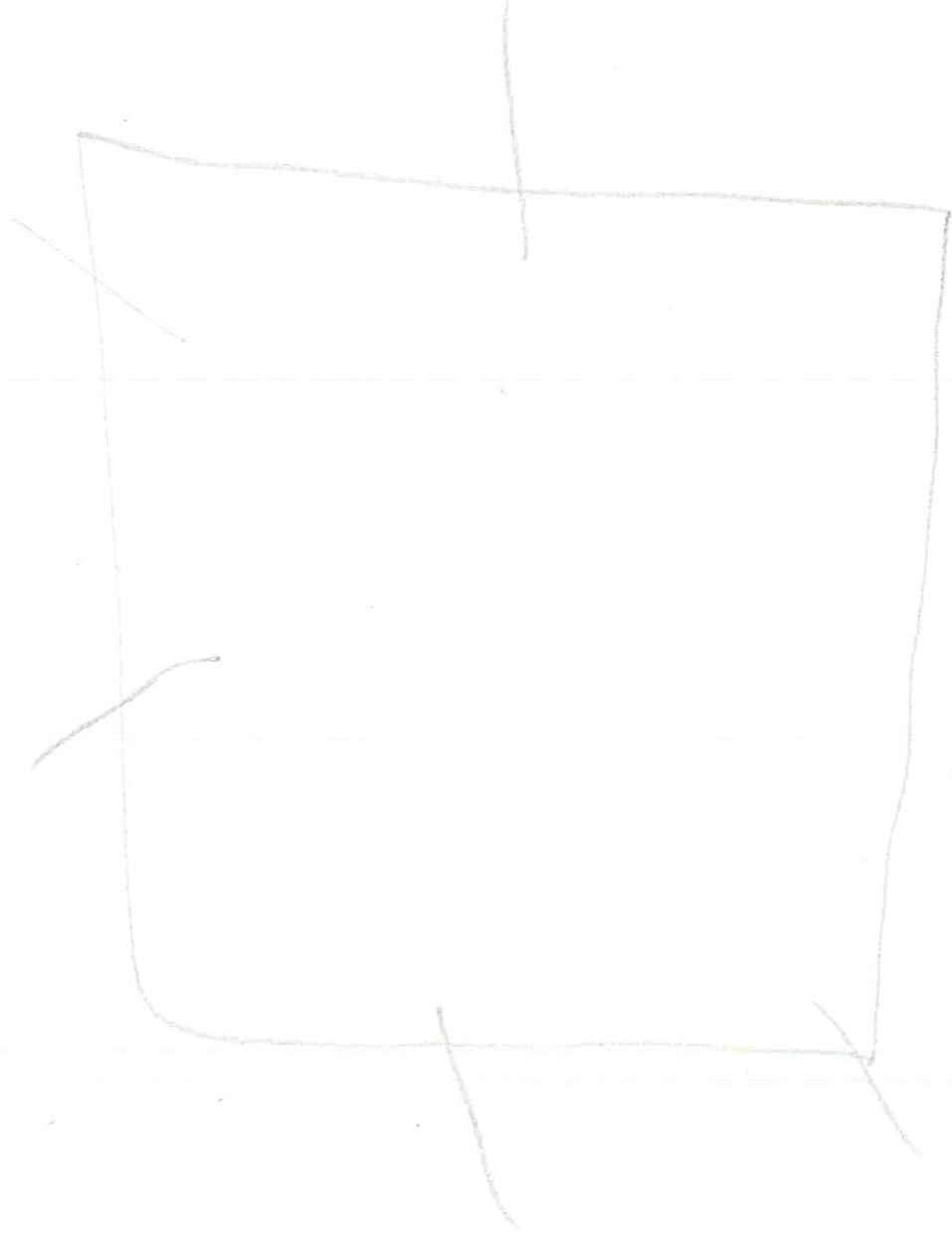
②
14.5 times
more customers

Testimonial

LOGO

YOUR BUSINESS PAGE

DIRECTORY



Follow same design
(info as per 145)

③ VP
4363611 collective
clicks.

testimonial

Your bloo customer page

• Advert

Designed by **bloo's** in-house design team – highlighting your business's most important aspects at a glance.

• Slideshow

Visually showcase your business with up to 10 images of your most impressive products and/or services.

• Map Location

An interactive map displaying your business location

• Video Hosting

Raise your profile by adding a 30 second commercial

• Free Call

• Share Bar Function

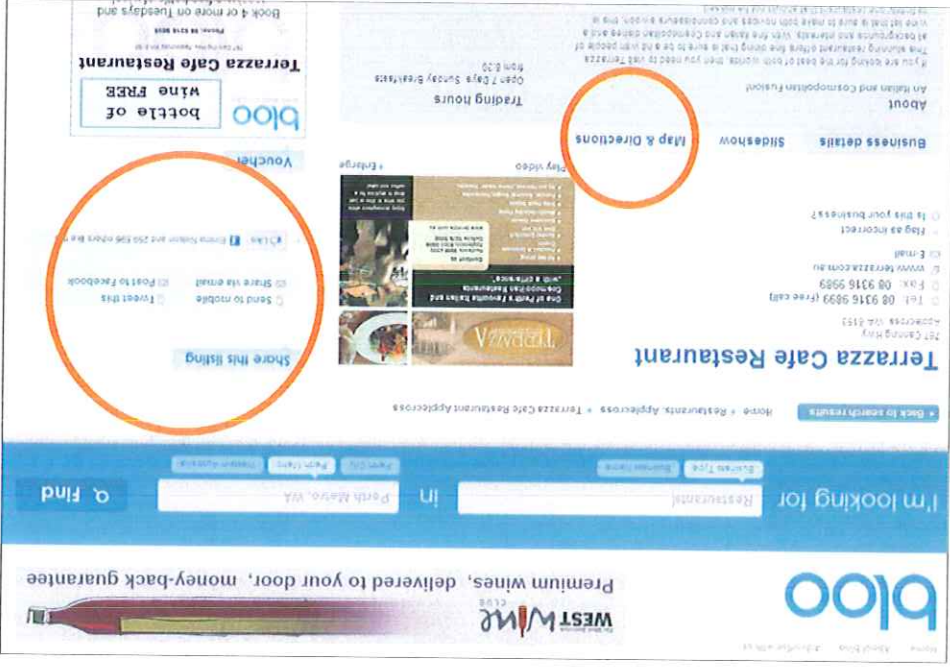
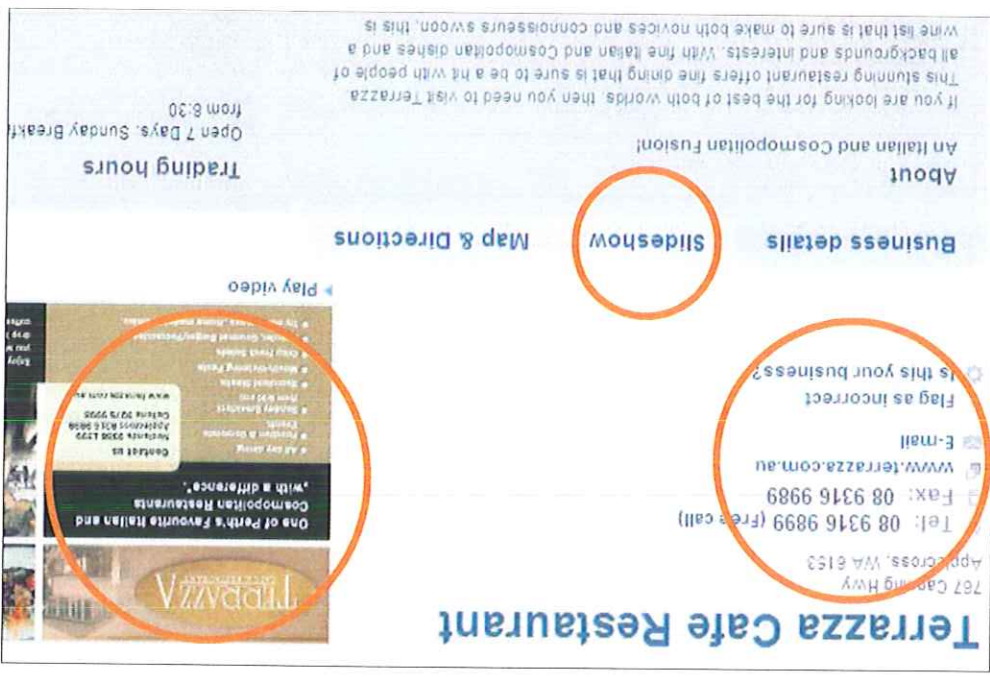
Share toolbar allows your users to post a link to your customer page on other social sites

• PDF Hosting

Your business brochure or menu can be loaded onto your **business** customer page

• Business Details

250 – 300 word article on your business as well as Products and Services, Brands, Opening Hours And Payment Methods.



bloo Features

Free Call

Your customers can click-to-call

and the bloo patent system will connect the user to your business. When you pick up the phone you are greeted with "connecting a call from bloo.com.au" what a great way to measure your advertising with bloo! Allowance for the first \$200 worth of calls. Calls are charged at \$1.50 per call and can be recharged once CAP is reached. (The greatest way to truly measure your return on investment)

Vouchers

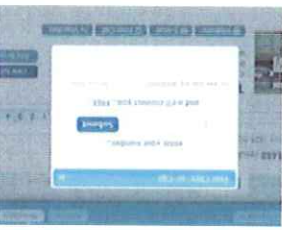
bloo's brand new voucher feature gives you

the freedom of offering your customers discounts and specials at the click of a button, puts you in control to ensure you can update, edit, switch off at anytime; with the expiry date watermarked on the back. You no longer have to honor expired vouchers!

sent

Free SMS **rs can have your business details**

to their mobile phone. Allowance for the first \$50 worth of SMS. SMS charged at 20 cents and can be recharged once CAP is reached.



View Full Listing

View Full Listing this button takes users from

the Results page to your Customer page where users can view your advertisement, slideshow, map and other relevant business details.

Links

E-mail

Website

Add to compare

This allows users to compare their top choices.

Allowing them to see further details at a glance ie.

payment methods, hours of operation and even get

quotes from multiple business with just one click.



LOGO

MANAGE

YOUR

LISTING

DIRECTORY

the ability
to add or
edit any
of the items
inform to
related to
these tabs

Review
your ad
performance
by viewing
your statistics

Toolbox
Screen grab

iphone

Updates
immediately
on iphone

testimonial

LOGO

WEBSITE

ADDITIONAL SERVICES

PACKAGE OPTIONS

Free revisions

4 PAGE	
\$ 1499	
1000 Premium Template	
0 PAGE	
\$ 1799	
7 PAGE	
\$ 1999	

X Add clipping cart for only \$150 plus
X Blog can design extra pages for only \$150 per page

EXTRAS

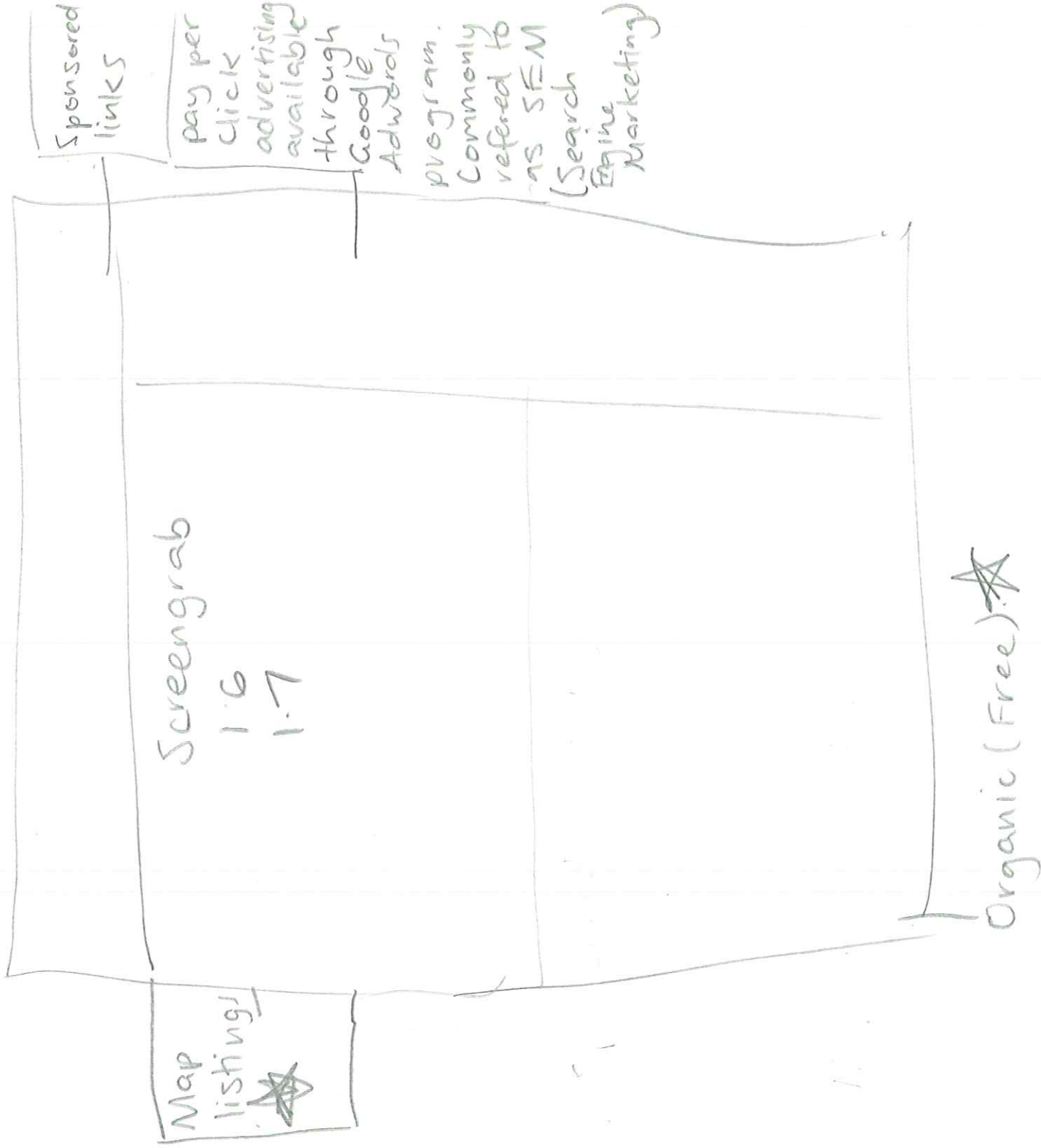
- X password protected pages
- X Comments
- X Blog
- X Directions
- X Analytics
- X For any other custom requests speak to your media consultant

VP / Testimonial

Logo

HOW DOES GOOGLE WORK?

ADDITIONAL SERVICES



SO HOW DOES GOOGLE WORK?

There are three types of listing on Google – sponsored, map listings and organic search.
Go to the next page to read how these all work.

☐ Sponsored Links ☐ Map Listings ☐ Organic Results

florists perth

About 169,000 results (0.15 seconds)

Perth Flower Shop Online

The-Flower-Gallery.com.au

5 Day Freshness Guarantee. Same Day Delivery. Free Vase with Bouquets.

Perth Local Florist

easyflowers.com.au/perth

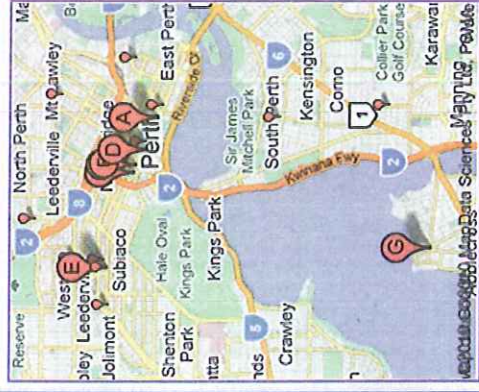
Same day delivery of fresh flowers in Perth. Flowers \$39, \$49, \$59

Perth Flowers Delivered

www.PerthFlowers.com.au

West Australia's Leading Perth Based Florist. Order Online Now!

Local business results for florists near Perth WA



A [A Ennis Flowers](#). [Flower delivery by friendly local Perth Florist](#)
www.ennisflowers.com.au - (08) 9490 2252 - 8 reviews

B [Woodside City Florist Perth](#)
www.woodsideflorist.com.au - (08) 9322 4211 - 4 reviews

C [Funktionart Florist Perth](#)
www.funktionart.com - (08)9322 1799 - 16 reviews

D [florist perth-flowers in the city](#)
www.flowersinthecity.com.au - (08) 9321 4279 - 2 reviews

E [St. Anne's Florist and Gift Baskets Perth](#)
www.stannesflorist.com.au - (08) 9388 8844 - 23 reviews

F [A touch of class florist](#)
www.onlinefloristperth.com.au - (08) 9325 3477 - 3 reviews

G [Applecross Studio Flowers](#)
www.applecrossstudioflowers.com.au - (08) 9316 1300 - 2 reviews

More results near Perth WA »

Perth Florist - For fresh beautiful flower deliveries in Western ...

Perth Florist - Same day flower delivery in Perth Western Australia. Secure Online Perth Florist.

www.perthflorist.com/ - Cached - Similar

Online Perth Florist | Baby Gifts Perth | Flowers, Gift Baskets ...

Perth florists with a difference! Creative flowers, roses & gifts, with reliable delivery in Perth WA. Unique baby gifts of clothing 'flowers', ...

Chocolate bouquets Perth - Babybuds - Balloons - Roses Perth

www.onlinefloristperth.com.au/ - Cached - Similar

Sponsored links

Flower Delivery Perth

An Exquisite Box Arrangement of Perfumed Orientals - \$48 Delivered! millenniumflorist.com.au Western Australia

Florists Perth

An Interflora florist is a flower expert- Aust & World Wide delivery. www.interflora.com.au

Perth Florist WA

Beautiful fresh flowers that last. Free delivery all areas Perth. www.perthonlineflorist.com.au

Florists Perth

100% Australian Family Owned. Same Day Delivery Guarantee. Order Now! www.ReadyFlowers.com.au

Flowers Perth

Beautiful flowers for delivery in Australia & World Wide. www.flowersofperth.com

Florists Perth

Flowers Delivered Australia Wide - Order Now For Fast Delivery! www.RosesOnly.com.au Perth, WA

Actual Perth Florist

Great Quality Well Priced Flowers Same Day Delivery Perth Metro Area www.stannesflorist.com.au

Edible Blooms - Delivered

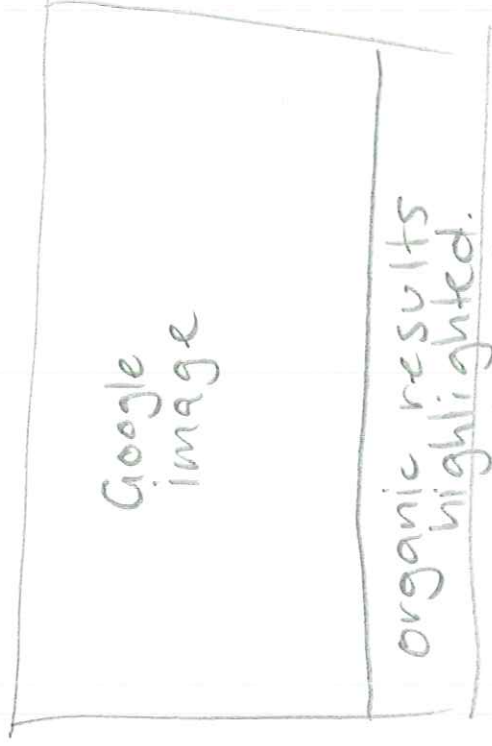
Stunning Chocolate & Fruit Bouquets Order Online for Same Day Delivery. EdibleBlooms.com

LOGO

ADDITIONAL SERVICES

BEING FOUND ON GOOGLE

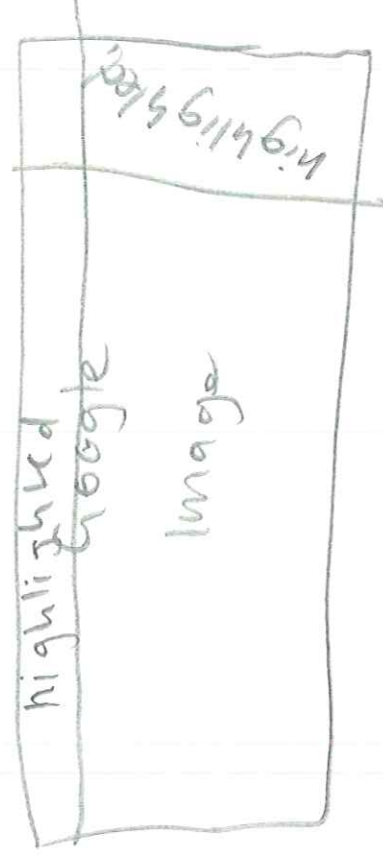
SEO



There are many aspects and components of websites that Google looks at to determine search result order.

Bloo has more than 13 900 keywords already ranking in the top 20 of Google

SEM



Looking for more instant results? You can pay to have an advert placed under your related keywords

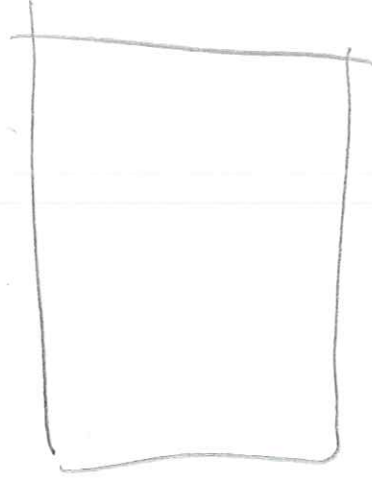
LOGO VIDEOS

VIDEO
(text 1.8)

INFORMATION
(text 1.8)

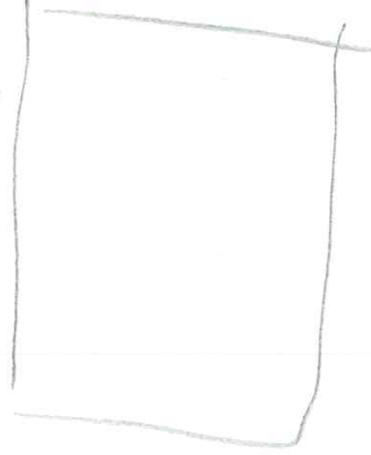
ANIMATION

Something can be better described through animation.
Ask your B&B Media Consultant for an example



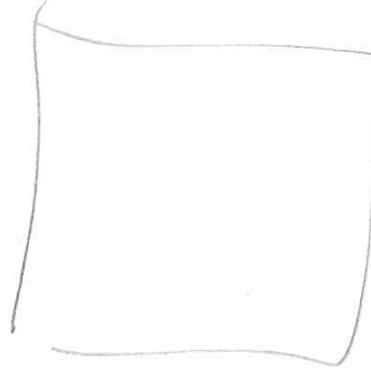
CONDITIONS

1.9



CONDITIONS

1.9



CONDITIONS

2-D animation
Education
Voice over
Script writing

bloo extras - video options

1.8

Information Video

A news video format using professional TV news standards to create a compelling, short and powerful video. 30 – 60 seconds in length, delivered as a YouTube video with descriptions, keywords and tags.

[For condition's see video condition's](#)



VOOVI

Voice Over Vision, VOOVI is a showcase AV production combining photos with movement, a voice-over and background music. A VOOVI is a transition product. It's like a video at only a fraction of the cost; easy and quick to produce and in most case, just as effective.

[For condition's see video condition's](#)



Video conditions

Voovi Conditions

10 slideshow images
200 - 500 words
Recorded by voice artist
Royalty free music used in background
90 secs - 1.5 mins in length

Extra's

New Recording	\$90 Ex GST
Change Music	\$90 Ex GST
Align images with text	\$200 Ex GST

Information Video Conditions

Included in \$1500 Ex GST video

30" to 60" in length
Shot in Perth metro area(*radius to be determined)
Produced as TV News or Magazine Style
Directed and produced by professional TV journalists/
producers
Delivered as a YouTube video with descriptions,
keywords and tags
Delivered on a dedicated Bloo YouTube account
Published to a dedicated Bloo Facebook Page
Published to a dedicated Bloo Twitter account
Using copyright cleared library music
Using Kris Borgraeve as standard voice over
Using standard *MMM/Bloo titles for the customer's
name/company name (* colour to be determined)

Extra's

Download mp4 copy for personal use	\$58	Logo insertion	\$130
Download wmv copy for personal use	\$123	Animated logo insertion	\$390
DVD copy	\$195	Piece to camera by journalist	\$195
Correction edit (voice over, deleting shots)	\$325	Longer videos 90" 3'	\$1900 \$2900
Captions English	\$247		
Captions other language (delivered by client)	\$325		
Extra location within Perth Metro	\$455		
Special event filming (timing determined by client)	\$390		
Skype interview (timing determined by MMM)	\$195		
Skype interview (timing determined by client)	\$455		
Media training for interview (1h)	\$325		
Music clip style editing	\$260		
Extra graphics (per 4" graphic)	\$52		

LOAO

PRINT DESIGN

20.

See attached page.

ADDITIONAL SERVICES

I'm looking for

in

Where ?

Find

Business Type

Perth Metro

Western Australia

Search by category

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Graphic Design Perth

At bloo our graphic design team is ready to help you with your business design needs.

- ➔ Brochure Design Services
- ➔ Envelope Design
- ➔ Fridge Magnet Design
- ➔ Business Card Design
- ➔ Letterhead Design
- ➔ Sticker Design
- ➔ Complement Slip Design
- ➔ Advertising Design
- ➔ Website Design
- ➔ Logo Design



KeepOpen.com



vapshare™



- ✓ Logo Design
- ✓ Website Design
- ✓ Letterhead Design
- ✓ Envelope Design

Contact us

First Name

Last Name

Business Name

E - mail

Telephone

Business Requirements

Submit

Designs - 5 Days only \$400

➔ A Bloo Customer get it for \$300, 25% Off

➔ Listing Starting from \$279

bloo

LOGO

INNOVATIVE AD ONS

ADDITIONAL SERVICE

QR CODES (or quick response code) A type Bar code that can be scanned by most smart phones and use FREE to redirect you to specific piece of information PAID on the we

QR code

blow
banded
QR code

FREE

DIRTY EXCISE



In an
Advert

sign or
vite card

WIDGETS : Place a small amount of code on your website and these widgets will appear and make your site CONTRACT more valuable to users SEARCEIT

FREE CALL

SMS

METRED PHONE NUMBERS

A phone number that can be used in your advertising to measure your results. This number simply re-redirects calls to your standard business number