

# 'yes'



## OPTUS



### THE MARKET

Telecommunications is one of the most dynamic markets in the world, and it is especially dynamic in Australia.

Until the early 1990s a Government controlled monopoly held sway. Since then the market has seen not one but two levels of deregulation.

The first stage, begun in 1992, was designed to

introduce a competitive infrastructure into the telecommunications market in Australia. Optus was a major part of that competition.

Then further changes were made which fundamentally altered the market once more, with the Government making it easier for overseas companies such as BT and AT&T, to enter and compete.

Telecommunications is becoming increasingly sophisticated and complex. With technology changing everything from the way we make mobile calls to the way we send information from business to business, the market has never been so volatile. The Australian mobile calls market alone is worth billions of dollars and is growing at a rate of 150,000 new handsets a month. Long distance calls generated \$4.7 billion in revenues last year, and again are growing exponentially each year.

### ACHIEVEMENTS

Optus has made some astonishing achievements since its arrival on the scene. It has already, for example, gained approximately 18% of the total long distance market; very few telecommunications companies in the world have achieved anything near that success, so quickly. Similarly, Optus has won around 32% of the entire mobile call market by 1997, starting from a zero base in 1992.

### HISTORY

The company was incorporated in 1992 and named Optus - from the Latin optare: to choose. The original shareholders were BellSouth of the US with 24.5%, Cable and Wireless of the UK with 24.5%, Mayne Nickless with 25% with the remainder taken up by major Australian institutions. Starting a telecommunications company from ground zero requires a huge investment in infrastructure. By the end of 1996 Optus had invested more than \$3.5

billion in licences and on capital expenditure, such as for fibre optic cabling, mobile telephone base stations, even satellites.

The size of the task has been compounded by the size of Australia. With a land mass almost equal to the United States, the physical challenge of cabling virtually across the continent is a huge one. In 1997 the fibre optic cable that connects Perth with Adelaide was completed. That link alone crosses over 3000 kilometres of desert.

In August of 1992 the Optus analogue mobile service was switched on. This was followed by the



long distance service which was rolled out across Australia over a period of four years. People could choose between the incumbent monopoly and Optus - the new alternative - through a phone ballot. This meant that each community was asked to vote on which carrier would be their preferred company for long distance calls.

As technology continues to help Optus write new chapters in its history every day, it's interesting to look back and note that in 1992 there were just over





300 people employed by Optus; in 1997 there were over 7000.

### THE PRODUCT

Optus is now one of the world's leading telecommunications companies. Its alliance with its major shareholders means that it gets the very best technical support and the very best technology from experts around the world.

Optus' range of telephony products includes mobile telephony and national and international long distance calls. It is rolling out a local call network in selected areas, and also has innovative products such as the Optus MobileSat®, which uses satellite technology to give 100% coverage across Australia and up to 200 kilometres out to sea.

Optus ATM (Asynchronous Transfer Mode) network is another Optus innovation. ATM can deliver voice, data, video and multi-media simultaneously at speeds hundreds of times faster than current computer systems. The Optus MultiNet range of services is just one more example of the pioneering work Optus is performing.

### RECENT DEVELOPMENTS

Optus has made a commitment to be at the forefront of ideas, products and services which benefit their customers. A recent example of this is the 'Optus Time' promotion. This offer meant that a customer could ring a designated country and talk for as long as they liked, for up to two full days if they wished, and pay for only the cost of the first 20 minutes.

Optus received many letters of thanks from individuals who had a chance to catch up with friends and relations and have a really good chat at a very reasonable price.

In mobile telephony Optus has created a product called Optimiser, a service which monitors the call rate and spend of individuals on particular rate plans on a quarterly basis. This helps ensure that each customer is placed on Optus' most cost effective mobile plan.

Optus MobileMate™ gives the Optus customer the security of knowing that if they ever need to put their mobile phone in for service, Optus will normally be able to give them a free mobile phone to use. This service is available from selected Optus dealers.

### PROMOTION

Optus strives for truly integrated branding at every level of the communication cycle. Optus wants customers and potential customers to be entertained and rewarded by the advertising, without the need to harangue or harass.

Recent advertising for Optus featured a small child as a symbol for the young Optus, and this little boy is shown using plastic building blocks

to build for himself a complete telecommunications network. With each new toy he makes another part of the Optus business is revealed,

together and release their red balloons, in a classic image of freedom.

New commercials continue to strive to educate and inform, as well as to entertain. A new mobile telephony campaign uses an astronaut as its symbol for wide coverage and high technology solutions, in a series of amusing commercials.

For the Optus brand itself, two new commercials talk about the values that Optus staff hold dear. In one, to highlight Optus' commitment to keeping its promises, we see a young father and his little girl staring forlornly out of the bedroom window on a rainy Saturday morning. It is obvious he has promised her something, and that he plans to deliver. Next we see her standing out of the rain under a large beach umbrella as he bowls cricket balls to her. She, dressed in full cricket gear, enthusiastically hits the ball as hard as she can, as he sees it disappear to the boundary. And although he is wet, and protected only by an anorak, we know he is pleased to be able to fulfil the commitment he has made. Only when he turns to reveal the Optus logo on the back of the anorak do we know he works at Optus, and it is then that the point of the commercial is clear: that Optus believes in the value of a promise.

A commercial in the same style addresses the Optus passion for delivering great service. It shows a young woman getting dressed late at night to work the midnight to dawn shift on the Optus customer service phones. Her whole attitude and that of her husband illustrates that she is not merely going to work, she is going somewhere to do something she really loves doing, serving people in the best way she knows how.

### BRAND VALUES

From the very beginning Optus has believed that it exists to make a difference. The best way to do that is to deliver a level of service above and beyond anything the customer has so far experienced. In a commodity business like Optus', it is important that every interaction the customer has with Optus is a positive one. For this reason it was determined from the beginning that the very essence of the Optus Brand was 'can do'. So many companies look for excuses, or reasons why something can't be done, but Optus has the opposite point of view - it can and will be done.

This essential quality of the Optus brand naturally led Optus to its signature, the word that today is synonymous with Optus and all that it stands for: the word 'Yes'. In a little less than six years, 'Optus' and 'Yes' are almost interchangeable.

# 'Hello'



from local phone calls, through to the satellite dish which receives digital transmissions from space. In the final scene the boy puts the last piece of the Optus business into place, as he floats in space near a giant Optus satellite, built out of building blocks.

In another commercial, this time featuring a young girl, Optus sought to capture the simple pleasure that Optus has brought to so many people in Australia and around the world. Using a red balloon as a symbol of the spirit of joy, this little girl embarks on a pilgrimage, meeting many different people and offering them her red balloon. Using the classic John Lennon song 'Imagine' the commercial offers a message of hope and possibility, full of the optimism that Optus has for the world, and its vision for what the world can be. In the final scene the hundreds of people she has met in her travels come



### Things you didn't know about Optus

- Optus is laying 10,000 kilometres of fibre optic cable across Australia.
- The average age of Optus employees is 31.5 years.
- Optus has four satellites above Australia. These satellites support services for Australian broadcasters and also support Government departments such as Defence, Education and the Civil Aviation Authority.
- In less than three years Optus has exceeded its five-year target and has secured more than 30% of the mobile phone market.