

List Profile for: BrandLeaders – Aus Shoppers Survey

List Type: Consumer

What's This List About?

BrandLeaders is the latest consumer brand and lifestyle initiative developed by Pacific Micromarketing. You may remember it as the Australian Shoppers and Lifestyle Survey, which provides consumers with the opportunity to share their thoughts, preferences and general lifestyle activities and then be rewarded.

Pacific Micromarketing holds the most up-to-date and comprehensive lifestyle database containing phone numbers and addresses in Australia that can provide direct access to 12.9 million adult Australians.

The survey covers topics such as Leisure, Shopping, Motoring, Money & Investments, Your Home (including Telecommunications and Utilities), Charitable Concerns and Health.

It is maintained independently and is refreshed and validated at regular intervals to ensure recency and accuracy. Over 20,000 new people each month! And tele data is washed monthly against DNCR

of records Over 12.9 million records

Pricing & Selections *ex GST*

Pricing	Postal Rental – price range	30c – 75c per record
	Telemarketing Rental – price range	55c – 80c per record
	Email Rental – base price	30c-50c per record (email data sent to you)
	Setup Charge	\$150.00 or \$300.00 if complex order
	Minimum order	No min order or \$1,250.00 if complex order

Specific quotes given according to your requirements.

Multiuse price also available.

Selections

Targeting Available

- Gender
- Age
- Children's Ages
- Income
- Investments
- Credit Card spending
- What Cars Owned
- Shopping habits
- Postcodes/States
- Medical Ailments
- Interests – very high targeting & segmentation
- Ready-To-buy categories
- Charity donations

Plenty more lifestyle categories...PLEASE TELL US YOUR WISH LIST!

Anything Else I Need To Know?

Deliverability 90% Postal, 80% Telephone, 100% Email

Terms & Restrictions List not to be on-sold to any other company or used to form a directory
List Rental means a once-only use
List owner needs to see your script/creative for prior approval
Telemarketing Data is pre-washed against Do Not Call Register.

Delivery Format & Turnaround

Format Emailed to you in Excel format. Ask about other formats

Turnaround Within 3 hours or if complex order within 3 days after payment is confirmed

Payment Pre payment (unless otherwise negotiated).