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For Immediate Release

EECA helps New Zealander's lead the way, find efficient appliances and save the planet

Kinetic 121 and Wellington advertising agency **Ogilvy** have enlisted the help of **MapData Sciences Pty Ltd (MDS)** to provide recently moved **New Zealander's** the opportunity to win \$2,000 of appliances for their new home, while informing them of the nearest ENERGY STAR retailer partner store.

Kinetic 121 is a direct marketing company that delivers innovative campaigns to achieve exceptional business results for their customers. **Ogilvy's client, the Energy Efficiency Conservation Authority (EECA)** wanted to encourage new home owners to replace or purchase new appliances that are ENERGY STAR qualified. EECA works with businesses, government, local government, communities and individuals to integrate energy efficiency and renewable energy into their everyday activities.

Based on the requirements, Ogilvy came up with the excellent idea of a personalised double sided full digital colour DL sized mail piece, with the chance to win \$2,000 towards energy efficient appliances. The mail piece included the offer on one side and entry details on the other, with instructions to drop it in at the nearest ENERGY STAR retail partner, identified on the adjacent personalized map image.

To identify the more than **17,000 residents** that had recently moved, Ogilvy approached NZ Post and the database of "recent movers". MDS then geocoded the 17,000 addresses (calculating the co-ordinates), compared each location against the list of stores, to determine the closest store by driving distance. With the closet store identified, MDS provided a personalised map image that Kinetic 121 easily incorporated into their page layout and through to their production run.

By providing directions to the closest store EECA was also able to minimise the use of motor vehicles and the distance travelled. Often a store would be just around the corner.

This is another example of how to use location intelligence and target marketing.

MapData Sciences has been developing and hosting online digital mapping applications for over 11 years as well as supplying mapping data to other online mapping providers and for in-house GIS development projects. In addition, MDS provides consulting, systems integration and route optimisation services.

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