

MEDIA KIT 2020

# **OVERVIEW**

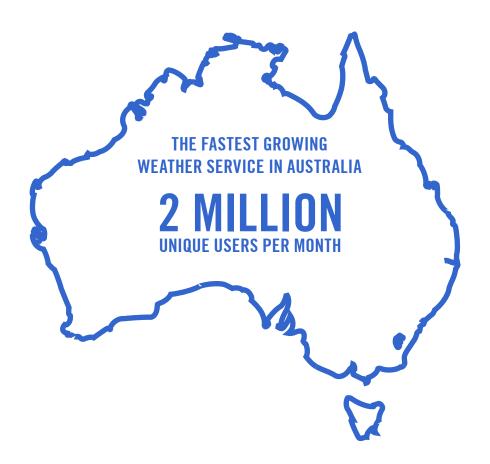
**WillyWeather** is a feature rich weather website and mobile app that delivers the most accurate local weather data from best in class data sources including the Australian Bureau of Meteorology. Going beyond the average weather service, we process and fine-tune forecasts to the specific coordinates of over 30,000 Australian locations.





# **TRAFFIC**

Since the service was founded in 2009, WillyWeather has generated a considerable following of loyal users, with 60% having discovered WillyWeather through word of mouth.









### TARGETING - DEMOGRAPHICS

Unlike most other online publishers, due to high traffic numbers and a unique location structure, WillyWeather can target many different demographic groups to suit a variety of campaign requirements. Get in touch with us to find out how we can tailor our targeting to your specific needs.

### PROXIMITY TARGETING EXAMPLES FOR

### **DEMOGRAPHICS**



#### MARINE

Reach the vast number of boaties that use WillyWeather by targeting coastal locations where boat usage is highest



#### FISHING

Reach the vast number of fishermen that use WillyWeather by targeting tidal locations.



#### FARMING & LIVESTOCK

Reach sheep farmers by targeting the specific areas in Australia that have the highest wool production.



#### HIGH INCOME EARNERS

Reach high income earners, by targeting specific suburbs in Australia.



#### **EDUCATION**

Reach people with the highest level of education, by targeting specific suburbs in Australia.



### YOUR DEMOGRAPHIC

Get in touch with us to find out how we can tailor our targeting to your specific needs.

WillyWeather has one of the largest boating audiences in Australia.

WillyWeather has the largest fishing audience in Australia. WillyWeather uses detailed commodity maps based on census WillyWeather uses detailed demographic maps based on census data.

WillyWeather uses detailed demographic maps based on census data.



# TARGETING - WEATHER CONDITIONS

WillyWeather can also target ads based on the weather, so that they are served to locations that are experiencing or forecast to experience a variety of different weather conditions.

# PROXIMITY TARGETING EXAMPLES FOR WEATHER CONDITIONS



#### GENERAL WEATHER

Reach people that are currently experiencing storms, by targeting areas with storms in today's forecast.



#### TEMPERATURE

Reach people that are in a location where it is currently either ver hot or very cold.



#### RAINFALI

Reach people that are in a location where it is currently raining.



### WINE

Reach people that are in a location that is currently receiving strong winds.



### WEATHER WARNINGS

Reach people in a location with an active thunderstorm weather warning issued by the Bureau of Meteorology.



### YOUR CONDITIONS

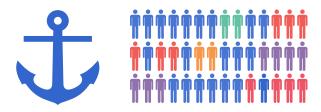
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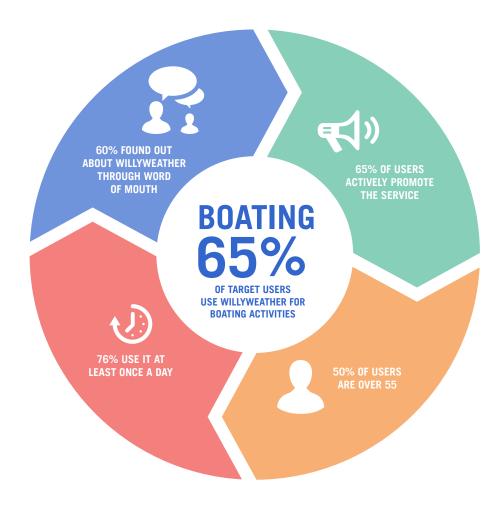


# **AUDIENCE** -

# WillyWeather has one of the largest boating audiences in Australia.

With the most comprehensive tide forecast database in Australia, combining data from state based marine agencies with forecasts from the National Tide Tables, WillyWeather is the number 1 choice for boating enthusiasts.







## **CASE STUDY 1- MOUNTAIN DESIGNS**

Mountain Designs aimed to build brand equity and increase consumer consideration for their next outdoor adventure. The campaign was extremely successful and thoroughly embraced by their target audience, with the skin garnering a record 3% click-through rate, a whopping 60x higher than the industry standard.

Campaign click through rate of 1.26% Skin click through rate of 3%



Wet weather gear targeted to areas receiving rain.



Warm winter gear targeted to areas receiving temperatures below 15°C



Windy jackets targeted to areas receiving high winds.



Summer gear targeted to areas receiving temperatures above 30°C

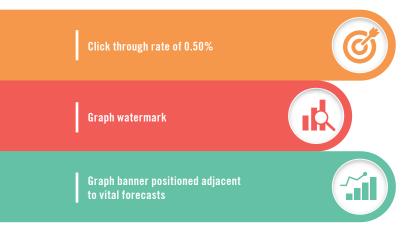






# **CASE STUDY 2- FISH LIFE -**

FishLife magazine wanted to reach a new audience of potential subscribers. Through a series of ad placements on WillyWeather targeting those interested in tides and wind, they were able to increase online subscriptions by 300% over the duration of the campaign.







# **CASE STUDY 3 - SUNCORP**

Suncorp Insurance wanted to gain exposure of their 'Proud to Protect' content videos over the 2015/16 summer. Their campaign successfully generated over 20,000 clicks and utilised WillyWeather's location based targeting.







# **AD UNITS**

Below is a taste of some of the premium ad units we offer at WillyWeather. Please go to the **Ad Specifications Page** for more in-depth information on each ad unit and for a preview using our **Preview Tool**.

### **AD SPECIFICATIONS PAGE**

### SKIN



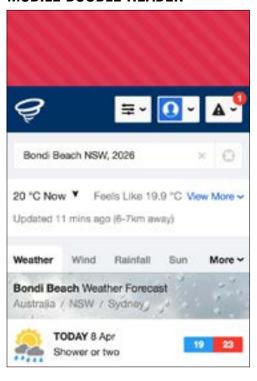
### **BILLBOARD**



### **FORECAST HEADER**



### **MOBILE DOUBLE HEADER**





# **CONTACT** —

Please don't hesitate to get in touch on how we can most effectively reach your target audience.

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