



Case Study for Rent the Roo

RENT THE ROO



JUMPING AT THE CHANCE TO BETTER PROMOTE FRANCHISES

WITH TARGETED COMMUNITY ADVERTISING

How we helped boost brand awareness of an iconic Australian business through regional franchise advertising

TAKEAWAY COLLATERAL FOR THAT EXTRA OOMPH



“The fact that we could put our collateral with our ads made a big difference. Most of our franchisees can add business cards or brochures, so it’s not just a matter of people looking at us and walking away. They can actually take something with our number and keep our name fresh. It’s a great little touch”

Clayton Williamson - Rent the Roo
Marketing Operations



PROJECT SNAPSHOT



Advertiser: Rent The Roo

Campaign dates: January 2014 to current

Industry: Rental equipment

Products used: Print boards with business card holders

Number of boards: 51

Seen: Seen by millions and still counting

THE COMPANY

A proudly Australian owned and managed family business, Rent The Roo has been offering a range of affordable home appliances and furniture to rent since 1976. In 2005, a strategic move to a franchise model helped them expand and grow to include 57 franchises throughout Australia. With a strong, recognisable brand featuring an iconic kangaroo, Rent The Roo understand that wide spread brand recognition is key to both the business and franchisees ongoing success.

THE OBJECTIVE

Balancing a mix of passive and active omni-channel marketing strategies is a key directive for the Rent The Roo marketing team. By utilising an 'always on' advertising medium like NBS both franchisees and the business can share their brand message day after day, week after week. All with very little ongoing effort. Having identified our print and digital boards as a unique opportunity to reach more people and boost brand awareness they leaped at the chance to offer franchisees the option of accessing our affordable advertising solutions in their specific regional locations.

THE RESULTS

With NBS advertising boards, Franchisees were not only able to directly target consumers in their area with prominent advertisements, they were also able to provide take away business cards and brochures - which require constant replenishment due to popularity. As huge fans of NBS, Rent The Roo have found our boards to be extremely valuable, particularly when compared to similar but more expensive and time-consuming letter box drops. The phones keep ringing with business and they have no plans to leave anytime soon. So keep an eye out for the Roo in your area soon.



"It's important that our brand is out there. So for our company and franchisees it's a great passive marketing tool. It's a constant. Most franchisees have a number of brochures available along with the ads and they're always having to refill them."

Clayton Williamson - Rent the Roo - Marketing Operations

LOOKING FOR RESULTS LIKE THIS?

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