

MEDIA RELEASE

MARKETING IS THE CUSTOMER GROWTH ENGINE AT FOXTEL

15th December 2014 –In [this week's episode of Marketing Dividends presented by the AANA](#), Ed Smith, Executive Director Sales and Marketing at Foxtel, details the collaborative structure within Foxtel that drives customer growth.

'Our whole process from driving demand, converting the demand into acquisition and then retaining the customer is all contained within the one sales and marketing business unit. That is really the customer growth engine,' Mr Smith said.

Following the recent [Marketing Dividends interview](#) with NAB's General Manager of Consumer Marketing, Kevin Ramsdale who stated 'Marketing is sales. The paradox of them being two divisions is a legacy of the past' similarly Mr Smith's insights into the marketing function at Foxtel show the interplay between investments in communications and their ROI or cost per sale. Smith details the 'finely balanced harmonised set of investments' that Foxtel adjust and readjust to get the most effective outcome.

Foxtel's marketing and business units have all evolved to a place where they share the collaborative vision with the customer always front and centre.

'Nobody owns the customer at Foxtel. Marketing is often the place where you get customer service, sales, engineering, product development and television all coming together to work out what's the next story we want to tell, and the next perception that we want to shift. It is more a collaboration, a facilitation, then external storytelling, through the marcomms.' Smith said.

'At Foxtel the customer really is at the heart of what every part of the business does. Maybe that makes our job easier but we're not having to be the only voice of the customer. Everyone's voice is that of the customer. Always'.

Smith said: 'The role in our company that contemporary marketing can play is we don't have all the answers, life's too complicated now. But we can facilitate a process of collaboration that brings together all the other parts of the business. That will create something that the customers will value'.

The interview in long format can be found on the [AANA website](#).

Marketing Dividends is a joint initiative between the Australian Association of National Advertisers (AANA) and MEC Global. The series has been produced in partnership with MCN and Sky News.

The series on Sky News Business features three minute episodes, which can be viewed on the [AANA YouTube channel](#). Extended versions are also available for viewing on the AANA YouTube Channel.

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Media contact: Res Publica, Gabriel McDowell

E: gmcowell@respublica.com.au | M: +61 417 260 918 | T: +61 2 8297 1515

About the AANA: For over 85 years the AANA has represented Australia's largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA's mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.