

August 8<sup>th</sup>, 2008

**NEWSAGENT TVC SCRIPT**

From the goldfields of Victoria in the 1800s to today, newsagents have been the backbone of communities across Australia.

Your local newsagent is a friendly place to find the day's news, that special greeting card, your favorite magazines, stationery for home or business and a warm smile.

From early in the morning, newsagents are open when you need them and ready with personal service bigger businesses have long forgotten.

Newsagents are people too. They're your neighbours and mates, a good Aussie tradition.

Next time you want a magazine, a birthday card or some stationery, support your local newsagent and keep business local.

**A national TV commercial for newsagents**

I am proud to announce that Tower Systems is funding the production and airing of a national TV campaign to support every newsagency across Australia.

The TV commercial will air nationally across Free-To-Air and Foxtel, Austar, Optus pay TV networks on UK TV, Hallmark, Bio, W for Women, Arena, Discovery Travel & Living, E!, Fox Classic, History, Lifestyle Food channels over the last two weeks of September. Some of these channels are used successfully for partworks TV commercials.

Production of the commercial will commence next week and this is where I need your help. I would like the commercial to feature photos of **happy** newsagents in front of their shops or behind their counters. I want photos which show **pride** in being a newsagent. I'll select the **best** for the commercial.

I don't care what brand you trade under or what software you use. This is a commercial about newsagents, not marketing groups or software companies.

In the box on the left is the script for the TV commercial. It has been carefully crafted to generate an emotion around the newsagent shingle with which all newsagents can connect with pride.

We are talking with several well known, older, quintessential Aussie actors to read the script. If you have a high res photo you would like considered for inclusion in the commercial please send it to me ASAP. [mark@towersystems.com.au](mailto:mark@towersystems.com.au).

I am looking for **happy and proud newsagents** to reignite consumer interest in our channel.

*Please turn the page...*



## ***Why are we funding a TV commercial for newsagents?***

To those reading this letter and wondering why I am investing in a TV commercial for newsagents, here is my answer:

- **My future is dependent on your future:**
  - I own newsXpress Forest Hill and Quayside Newsagency in Frankston. I am also a shareholder in newsXpress Watergardens and the newsXpress marketing group which serves more than 150 newsagent retail locations.
  - I own Tower Systems, the software company which serves more than 1,600 newsagents with software on which they rely every day in their businesses. Everyone at Tower needs you to be successful.
- I believe in the newsagent channel and the vital role we play in communities across Australia.
- I worry that we have lost our way and don't communicate our core points of difference – being local and offering great service – in our current marketing around our shingle.
- I worry that associations have spent too much of our money on themselves and not enough on promoting newsagencies.

This TV commercial will not fix all that needs fixing in the newsagency channel, but it will be a start. It is a call to action to each of us to work on our newsagencies. It is a call to action to suppliers that ours is an important and well connected channel. It is a call to action to consumers to support us because we support them.

Thanks for reading. I hope you join in.



Mark Fletcher  
Managing Director  
Mobile: 0418 321 338  
Email: [mark@towerystems.com.au](mailto:mark@towerystems.com.au)

*PS. Please send me a photo of you and your team standing in front of your newsagency or at your counter showing your pride at being a newsagent. Send this to [mark@towerystems.com.au](mailto:mark@towerystems.com.au).*

*The newsagent TV commercial project is being funded entirely by Tower Systems, the software company chosen by 60% of all newsagents with an industry approved computer system. To find out more about why more newsagents choose Tower Systems please call 1300 662 957 or email [sales@towerystems.com.au](mailto:sales@towerystems.com.au).*