

MEDIA INFORMATION

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Idol shows the way for Australian business

Australia has voted.....

TV juggernaut Australian Idol last night showed one of the best examples on effective marketing to Australian businesses, according to marketing expert Brendon Sinclair of Queensland-based Tailored Consulting.

“There was a bit of an uproar last night when one of the better singers was voted off, and Melbourne performer Rob Mills was voted as one of the top three- (3),” he said.

Marcia Hines, one of the Idol judges, commented during the show that she was:

“.....hoping Australia was voting for the voice.”

“No Marcia. They’re not!” said Mr. Sinclair.

“It’s not about the best voice or the best talent. Australian Idol very brutally shows that you don’t necessarily have to have the best product to succeed. Just the best product for the target market you are reaching.”

“Rob Mills got through to the next round because of 1 very simple fact. One of the major target markets for this show is teenage girls. The people most likely to vote are teenage girls. Teenage girls are voting for the hottie even if he isn’t a great singer,” he said.

“Australian Idol voting is the perfect example for how businesses should market. Identify your target market and then give them what they want. I haven’t seen a better example for years,” said Mr. Sinclair.

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