



For more information please call Paul Jackson on 020-7630-4300 or e-mail pjackson@astusuk.co.uk

Use value to generate extra customers / subscribers

Most media agencies have clients on their roster that have little or no advertising spends. Corporate Barter can sometimes create budgets that didn't previously exist by allowing your clients to pay 100% of the media cost in their service or product. This type of deal works best with services and products which are not devalued and can be easily traded. It has worked particularly well with travel clients and Astus has worked with agencies to create budgets for hotel chains, airline companies and holiday companies.

We started trading with this upmarket hotel group earlier this year, working with their media agency to create a press plan which allowed the client to pay 100% of the

cost in an accommodation credit (room nights / food and drink). The page rates and positions were the same price and quality as if they were placed for cash and the media agency was still paid full commission on the gross value of the campaign.

These room nights were then traded on to other Astus clients and media owners.

Although this example involved a press campaign it can work equally well in other media.



Key Benefits

- No cash budget required for advertising
- Spare capacity (hotels and airlines rarely run at full occupancy) used to pay for cash expenditures (media space)
- Client still has right of veto on barter customers (Must be new customers of the hotel and airline for example)

Other clients suitable for this type of deal:

- All travel clients
 - Hotels
 - Airlines
 - Train Companies
 - Car Hire
 - Holiday Companies
- Any client with no cash budget but good, tradable, first-line product

How would it work for the client?

- The media agency and Astus create a plan using our media trading partners worth £100,000 net
- Client signs off the media campaign
- The £100,000 accommodation credit is entered onto a Trading Statement
- Astus uses this credit for pre-agreed barter clients