

Key insights from consumer survey defines our target market

Segment demographic	< 30 year olds, who upgrade their phones every 24 months
Marketing Opportunity 1	Low upfront & total costs
Marketing Opportunity 2	Cost savings with frequent upgrades
Marketing Opportunity 3	Inclusive of insurance

Target Market

“Young Achievers”
Active millennials concerned with the latest technology and trendy lifestyle

Market ‘SIM-Only + Leasing’ plan as “Save & Upgrade” plan

No proposed changes required to the current SIM-Only + Leasing plan

Annual amount paid by customer	Existing 24 mth Plan	Save & Upgrade Plan	
	Total payment	Total payment	Savings
Change phone every 12 months	\$1,689	\$1,308	22.56%
Change phone every 24 months	\$1,190	\$1,108	6.89%
Change phone every 36 months	\$1,173	\$1,041	11.25%

Evaluation Matrix	Existing 24 mth Plan	Save & Upgrade Plan
Low initial cash outlay	No (\$100)	Yes (\$0)
Average cost per GB of data (excl. calls and SMS)	High (\$18.76)	Low (\$16.01)
24month upgraders enticed to upgrade more frequently	No	Yes
Damages covered by insurance	No	Yes