

RedBalloon Press Kit

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MAJOR INITIATIVES ACKNOWLEDGEMENTS

2010

Accredited as one of only six Hewitt Best Employers

2009

Launch into Retail: Westfield, Myer & Dymocks

RedBalloon in Australia's TOP TEN Best Places to Work. BRW Fast 100 Awarded engagement score of 97% by Hewitt Associates

2008

Gift Cards in Australia Post, Price Guarantee relaunch

Winner National Telstra Business Women's Award - Innovation, Winner NSW Business Owner, Deloitte Fast 50, BRW Fast 100, + 10 Other Industry Awards

2007

RedBalloon Gift Boxes concept, Naomi Simson in bookstores with 'I want what she is having'

Hitwise Award AU & NZ, Telstra Business Award Finalist, BRW Fast List, B&T Marketing employer, Deloitte Fast 50

2006

GoDo booking engine launched, Pleasure Guarantee launched, move to RedBalloon House Pyrmont

Hitwise Award AU & NZ, Telstra Business Award Finalist, BRW Fast List, B&T Marketing employer, Deloitte Fast 50

2005

Online Points Program technology launched, the first edition of the 'Little Red Book of Answers', Pleasure Relations Team invented

Hitwise Award AU & NZ, Telstra Business Award Finalist, BRW Fast List, NSW Entrepreneur of Year

2004

New Zealand launched, first dedicated Corporate site, first April Fools' Day, move offices to Mullens St

Hitwise Award AU BRW Fast List

2003

Fuji Xerox first corp. client, Amex Membership Rewards Program, Naomi named CEO - Chief Experience Officer.

2002

Naomi and Peter Simson invest \$25k on website development, use second-hand computers and work from front room of home



Why do we do it.

RedBalloon is changing gifting in Australia and New Zealand forever. Quite simply, we want to give people a good time, package pleasure and deliver excitement with every experience they receive.

People talk about their experiences much more than their possessions and people relive these experiences with friends and family. Think of the reaction you have when you experience something you enjoy - for example, you eat a delicious meal or laugh wholeheartedly whilst watching a hilarious comedian - you tell people about it! People like to 'brag' about fantastic experiences they have, "Guess what I did - look what happened to me!" **We're in the business of making people happy. We are firm believers that life is the sum of your experiences and memories define who you are.** We create stories for people to share.

RedBalloon pioneered experiential gifting in Australia and New Zealand and has delivered hundreds of thousands of vouchers to consumers and businesses. RedBalloon is significantly impacting employee engagement. (According to Gallup, up to 21% of employees are disengaged across Australia - costing some \$42 billion per year in lost productivity.) If RedBalloon reduces disengagement by even 1%, imagine the difference we will make!

The RedBalloon story.

Since its inception in 2001 RedBalloon has grown consistently and profitably. It has come a long way from its humble beginnings in the front room of Naomi Simson's home (CEO and founder) with her dog Dexter. Nine years later the business is powered by a team of 46 RedBallooners, has been listed on BRW's Fast list 6 years running (2004 - 2009), **awarded Number One website by Hitwise** for the Flowers and Gifts category from 2004 - 2010, and is on track to achieve revenue of \$28 million FY2010.

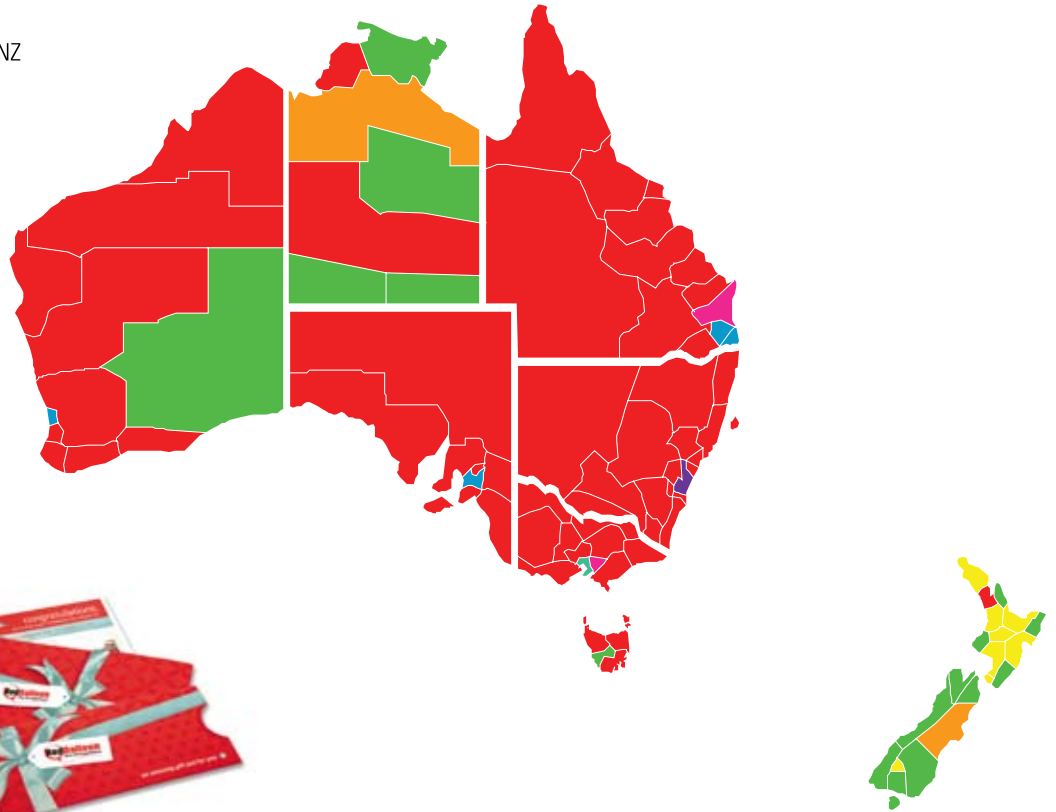
For Naomi Simson, RedBalloon started out as an experiment "to test out whether a company could be 'successful' by simply listening to its people and its customers and focusing on what would get people talking. That's why I call myself the Chief Experience Officer" she says. This 'experiment' has evolved into a trans-Tasman phenomenon, offering a wide range of **more than 2,500 experiences in every state of Australia and across New Zealand.**

The inspiration for the name RedBalloon came from the 1956 Academy Award winning French film 'The Red Balloon', a story about a balloon which befriends a little Parisian Boy, who is carried off by a bunch of balloons to experience an amazing adventure. When we see a red balloon we think of celebration and happiness.

Life is the **sum** of your **experiences**

What people get up to.

KEY - Number of experiences in Australia & NZ



Making business pleasure.

Whilst RedBalloon was originally launched for individuals, Fujitsu became the first corporate client to use RedBalloon as an incentive program. Since then some 1840 corporate clients have regularly purchased. **We deliver experience based recognition programs that are fun, innovative and geared toward the organisation's goals.** Services include Online Points Programs, Voucher Programs, Team building events and Corporate Gifts, which assist businesses in shaping a culture where employees are as happy and as valued as customers. This is a significant part of the RedBalloon business.

Naomi Simson, founder and CEO of RedBalloon, offers advice for businesses - "Employees are the new customers". As a former corporate marketer for IBM, Ansett Australia, KPMG, and Apple, Naomi **understands the value of building a brand based on listening to customers and employees too.** The RedBalloon programs work with organisations to ensure that they 'notice' what their employees do and encourage a deeper level of employee engagement.

For Naomi Simson, forming an attachment (emotional and rational) between people and the brand is one way that **we help produce a happier workforce and in turn a stronger economy.**

Some of our corporate clients include:

Abbott Pharmaceutical	Ernst & Young	Network Ten
Alcatel-Lucent	Ericsson	Newcrest Mining
Australia Post	IAG NZ	Orica NZ
BankWest	Lagrange Micro	PricewaterhouseCoopers
Capgemini	Leo Burnett	Qantas
Coca-Cola Amatil	Lend Lease	Telstra Business
Datacom	Macquarie University	Westpac
DHL Express		



What people get up to.

Guaranteed essentials of a RedBalloon experience: **It must touch one of the senses and it must be memorable.** When we say we send people on amazing experiences, we mean something special, something they will talk about. We have some pretty 'out there' experiences on offer for anyone from 8-80 years, from Broome to Byron Bay. Some of these include:

A - Z of experiences

A bseiling Forward Run	N ame A Star (Framed Package)
B utterfly Release - Enchanting Package	O ffshore Power Boat Eco-Adrenaline Adventure
C ircus Skills Workshop	P ersonal Chef Private Dining
D idgeridoo Lesson For Beginners	Q uad Bike Tour In The Freycinet
E xtrême Indoor Four-Wheel Driving	R ock Star For A Day
F ighter Jet L39-C Tactical Flight	S hackleton's Antarctic Odyssey
G host Tour Of Historic Sydney	T rekking Morocco's Djebel Sarho
H arley Davidson Great Ocean Road Motorcycle Tour	U luru Scenic Flight & 4WD Adventure
I nternational Cooking Class	V 8 Race Car Drive Day
J ungle Surfing	W hite Water Rafting Full Day
K ite Surfing	Y acht Skippered Charter
L otus Elise Sports Car For A Weekend	Whitsundays
M ilitary H1 Hummer Education & Thrill Ride	Z orb Attack Pack

We also get to see firsthand the love that people share, the stories about what people get up to, the difference that we make to other people's lives. Here are some snapshots...

"We have an open plan office, RedBalloon's recognition pieces do have a clear impact when they arrive with the balloons. When you see them at reception or down the corridor you know someone has done something worthwhile, it creates a real conversation piece" Ericsson

"We are ecstatic with the results from our program and our people are genuinely excited." APHS

"My Mum called me (I purchased her gift online from the UK) to say what a fabulous time she had on her tandem jump today. She was the oldest in a group of 6 jumpers and the only woman! She said it's the closest she's been to heaven! Thank you so much, RedBalloon, for making Mum's 60th so memorable. It's extra special because we couldn't be there with her, so we look forward to seeing the video made of her jump. Well done."

Some gorgeous messages are sent out on our neatly presented vouchers:

"My love, can you believe we made it one whole year?! I love you so very much and am very excited to be spending this REAL anniversary with you! Loving you with all my heart! xxx Happy Anniversary."



Life at RedBalloon.

As the experts in employee engagement, we know what inspires people. We have **more than 1840 corporate clients** who use us to reward, recognise, incentivise and inspire their people with their corporate programs. At RedBalloon we practice what we preach, celebrating our achievements, living our values, efficiency, length of service and many other things.

We are proud to be acknowledged in the top ten Best Places to Work in Australia by BRW and according to Hewitt have a 97% employee engagement score. The culture at RedBalloon enables us to deliver amazing experiences to our clients because we hire our people based on who they are. We look for a match to our values of: Integrity (we do what we say we are going to do), Generosity, Responsibility, Having Fun and Being "A Little Dog With A Big Dog Personality".

Reducing unwanted stuff.

Self-storage is a fast growing industry in Australia, as people are hoarding so much 'stuff'. But if we think about it, we can't take it with us.

"Spending money on the things you can do, as opposed to the things you have, will make you happier in the long run."

Dr. Leaf Van Boven, University of Colorado

It's the memories, the stories and our shared moments that we hold close. When we reflect on our lives, experiences form the bulk of what we remember. We share stories about experiences; you can never have enough experiences.

If the average life has
27,610 days - how many
are **truly memorable?**

Operating websites

www.redballoon.com.au	Total visits per website (monthly average)
www.redballoon.co.nz	220,000
www.naomisimson.com	25,000
facebook.com/RedBalloon	3,500
twitter.com/NaomiSimson	
twitter.com/RedBalloonTeam	
youtube.com/user/redballoondays	
flicker.com/photos/redballoondays	

Founding information

Consumer newsletter	No. of subscribers
Corporate newsletter	85,000
	7,000

Company Founder

Naomi Simson, Founder CEO. Born Feb 22, 1964
Author of 'I want what she's having'

Location

Sydney

Initial Investment

A \$25K investment in the website



Published experiences

No. of experiences listed on RedBalloon (AU & NZ)
2,675

No. of experiences sold per month
15,563 (RedBalloon group wide)

Reach

Number of suppliers
1000

Number of corporate clients
1840

Number of Full Time employees
45

Growth numbers

Financial Year	Revenue in '000	% growth	F/E	Experiences Sold	Corporate Clients
2002	78,000		1 + dog	301	0
2003	790,000	913%	9	3,219	21
2004	2.375m	201%	15	10,532	83
2005	4.70m	76%	18	28,537	208
2006	6.535m	57%	23	38,560	567
2007	11.352m	74%	38	69,466	866
2008	18.247m	61%	43	109,328	1320
2009	22.240m	22%	50	175,000	1840