



ABN 98 084 370 669

Tuesday, June 20, 2017

ASX Market Announcements  
ASX Limited  
20 Bridge Street  
Sydney NSW 2000

## **YOWIE U.S. SPRING MARKETING CAMPAIGN ACHIEVES HIGHEST ENGAGEMENT SINCE BRAND LAUNCH**

**Yowie Group Ltd** (ASX: YOW, OTC ADR: YWRPY) (the “**Group**” or “**Yowie**”) is pleased to announce the success of our Spring marketing campaign in the U.S market that ran from before the Easter Holiday and in commemoration of Earth Day and throughout May 2017. This advertising campaign’s objectives were to build on brand awareness investments made towards the end of 2016. “**Spring is a critical time in the US to stand apart and deliver fresh and relevant messages around our mission of conservation, building on Surprise Inside campaigning and experiential activations in the US**”, said Bert Alfonso Global CEO and Managing Director.

The Spring campaign investment of \$1.1M USD, ran nationally in the U.S. market and comprised of social media advertising via You Tube, Facebook and Instagram. A total of ten new videos were featured on YouTube, Instagram and Facebook channels including 2 “hero videos” capturing consumers at a live action event called the ‘**Best Yard Sale Ever**’ in meme format for Facebook and Instagram channels and full video format for YouTube. The Group has spent close to US\$2.5m on advertising and marketing in FY17.

**YouTube:** The YouTube campaign reached an impressive 4.8 million views only ten weeks into the campaign. The video, “**Best Yard Sale Ever, Everything is Better with a Surprise**” created an additional 2.9 million views becoming the highest viewed video on Yowie World since the launch of the channel.

**Facebook:** On the Yowie World Official Facebook channel the campaign “**Everything is Better with a Surprise Inside**” celebrated a share rate 48% above the standard .25% benchmark, as measured by AdAge Viral Leaderboard. This made Yowie one of the hottest shareable content providers on Facebook this

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Spring. **“The campaign video which shows a regular family Yard Sale coming to life with kangaroo, penguins, kittens and other animals surprising unsuspecting yard sale guests and creating authentic reactions and delivering the core message of the Yowie ‘surprise’ element while curating real connections to the animal world and people.”** said Cove Overley, Yowie's Global Chief Marketing Officer.

**Instagram:** The long-term goal of 10k followers will be achieved in the short term as Yowie exceeded the target growth rate of 118% at an exceptional rate of 324% within the first 30 days of the campaign. The Instagram campaign which reached an engagement rate of 13.8% compared to the national average of 0.84% was due to creative re-gramming of key supporting fans and influencers within the Yowie network.

We will continue to invest in brand building in the US market via social media that supports our overall sales effort and are very pleased with the results of our most recent campaign.

**Australian Marketing:** We are also pleased to announce the launch of our Australian-based social media channels on Facebook, Instagram and Twitter on June 1st to coincide with an Australian-focused upcoming media launch designed to raise awareness around ‘Yowie is Back!’. Each page will feature similar content as appears on the Yowie World Official channels as well Yowie spotting, with rewards for early adapters to the channel and brand, competitions, quizzes, live Yowie streams, recipes, family fun slideshows, ranger interviews and collector's content.

Yours sincerely



Bert Alfonso  
**Global CEO & Managing Director**  
**Yowie Group Ltd**

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## **About Yowie**

Yowie Group Ltd is a global brand licensing company specializing in the development of consumer products designed to promote learning, understanding and engagement with the natural world through the adventures and exploits of six endearing Yowie characters. Educating children and adults about the environment and ecology is at the heart of the Yowie proposition.

Yowie Group employs its company-owned intellectual property rights in the outsourcing of the manufacturing and distribution of the Yowie chocolate confectionery product and in the development of a Yowie digital platform and Yowie branded licensed consumer products. The Company's vision for the Yowie brand includes distribution of Yowie product in North America, with further expansion planned into Australia, New Zealand and throughout Asia, where the Yowie brand is known and brand equity remains strong, even with the brand not having been active in the market for around ten years. Expansion into Europe and the Middle East are key strategic priorities for a second-stage brand rollout.

Yowie Group Ltd was first listed on the Australian Securities Exchange [www.asx.com.au](http://www.asx.com.au) in December 2012 under code name 'YOW'. The Company's registered head office is in Perth, Western Australia.

For more information on the company go to [www.yowiegroup.com](http://www.yowiegroup.com)  
The Yowie consumer website can be found at [www.yowieworld.com](http://www.yowieworld.com)

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