

# Media company milks youth

Student and backpacker media operator Milk Media is set to jump-start its national and overseas expansion with discount booklets, student guides, a loyalty card and financial services.

Milk Media, run by directors Fraser Duddy and Jack Bowcott was formed in July, when the two merged their businesses: PokitPal, the pocket-sized magnetic discount voucher booklet distributed to uni students, and The Goodie Bag, a Sydney guide given to backpackers at hostel check-ins.

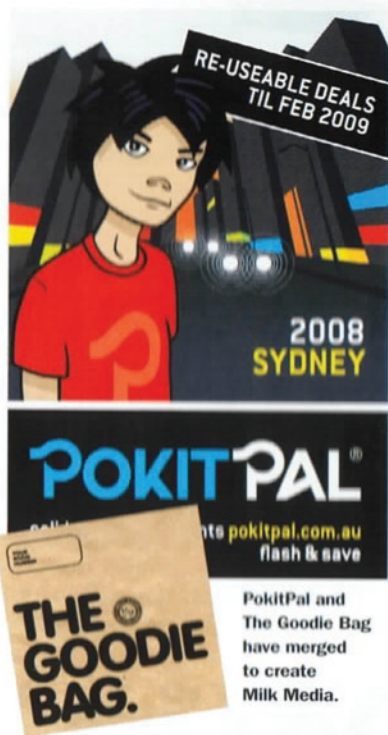
PokitPal is now a three-year old business, targeting local advertisers and some national brands offering discounts on food, drink, mobile services, accommodation and recruitment.

The Goodie Bag, which is also being introduced to universities in 2009, targets more national advertisers and according to Duddy "provides a clean platform in which to market fashion, recruitment, technology, telcos, energy drinks, travel, education and food".

Vodafone, Contiki Travel, Domino's Pizza, Toni & Guy and Australian International Hospitality (AIH) Group have all advertised with Milk Media, which employs eight full-time staff.

"Both businesses were expanding rapidly and we realised creating a global youth brand would be very achievable working together," said Duddy.

Milk Media's first goal is national



expansion. In February 2009, PokitPal will be distributed to over 260,000 students in Sydney, Newcastle, Canberra, Melbourne and Adelaide, and it will expand to Perth and Auckland the following year. A student version of the Goodie Bag will also go out to 90,000 students in NSW and the ACT for the first

time in O-Week next year, followed by Melbourne, Adelaide and Brisbane in 2010. The Goodie Bag will launch in Auckland, Wellington and Christchurch in 2009 with an annual circulation of about 100,000.

Milk Media is set to use London as a launch pad for its international youth media network, given the high traffic exchange with Australia. The student versions of Goodie Bag and PokitPal will launch in the UK in September 2009, while the backpacker Goodie Bag will hit London hostels in April next year with an expected circulation of 480,000.

"A student in Australia is a backpacker in the UK, so by connecting student and backpacker users through a youth brand, we will supply an attractive membership program for users and advertisers," said Duddy.

This link will be partly realised through the PokitPlus loyalty membership card, set to launch during O-Week 2009 as the first brand extension of PokitPal. In addition to being able to access all PokitPal deals, the PokitPlus card will provide users with access to advertisers' products and services.

Milk Media also plans to partner with a financial institution to launch the PokitMoney bank card in 2010 to offer rewards benefits, along with financial services, said Duddy.