



Observant Pty Ltd is an Australian company that designs and manufactures integrated remote monitoring systems, which enables the user to manage a vast range of remote equipment saving labour, and fuel costs, as well as addressing the numerous OH&S issues associated with ensuring the safety of labour in remote locations.

The Observant system is helping Australian graziers and land managers monitor their key production areas of water and livestock, in addition to minimising the detrimental impact of feral animals within a monitored environment via remote control.

This innovative system integrates digital cameras, solar power, radio signals and software with other remote monitoring products so a single operator can monitor water levels; segregate, watch and weigh stock– all from their office computer, laptop or handheld device.

Observant has been working with Sefton & Associates since May 2007 to build awareness and understanding of their product and generate sales leads. The details of the public relations program have changed from year to year but the overall goals remain consistent.

**CLIENT**  
Observant Pty Ltd

**TIME FRAME**  
May 07 – Current

**TYPE OF CAMPAIGN**  
Awareness and sales generation.

**COMMUNICATION GOALS**

- Achieve ongoing media coverage in various media outlets (industry, rural, regional and agribusiness media, specific metropolitan media, specific internet).

- Leverage Observant partnerships and sponsorships through media coverage and stakeholder engagement.
- Leverage Observant’s presence and sponsorship of key regional and national industry events.
- Introduce Observant and its products to relevant stakeholders including natural resource managers and producer groups nationally.
- Increase enquiry to Observant and resellers where relevant.

**THE ROLE OF SEFTON & ASSOCIATES**  
Sefton & Associates works very closely with Observant to provide PR and marketing recommendations regarding event involvement, sponsorship and stakeholder relationships as well as implementing a comprehensive media relations campaign.



## TARGET AUDIENCES

Over the course of the campaign, target audiences have included:

- Producers in the pastoral regions (includes corporates and large family enterprises).
- Consultants to pastoralists and corporates.
- Government and key stakeholder representatives from areas including – water, natural resources, telecommunication, agriculture and health and safety.
- Natural resource managers (includes land and environmental managers).

## COMMUNICATION STRATEGIES

- Building brand awareness
  - o Media relations
  - o Case studies and testimonials
  - o Event participation and sponsorships
- Direct lead generation
  - o Direct mail
  - o Co-marketing with manufacturers
- Broader market development
  - o Government relations

## ACTIVITIES CARRIED OUT

Important background material has been prepared to ensure the consistency and effectiveness of publicity activities. These have included a key messages document, helicopter, style guide and event participation template. As the product is complex, it is important that the media coverage achieved reflects the correct tone for the organisation and fully explains the features and benefits of the product.



Sefton & Associates developed case studies about customers experience with the product which were distributed to rural media outlets. This has been supported by numerous media releases to promote Observant's participation in various targeted events such as field days, rural shows and conferences.

## KEY OUTCOMES AND ACHIEVEMENTS

The brand building activities have proven very successful in building Observant's image through media coverage as a remote management solution provider. Media coverage has been achieved repeatedly in key outlets including; ABC TV's Landline, Australian Farm Journal, regular inclusions in state weekly rural newspapers, ABC online, ABC country Hour, ABC regional Rural Reports, ABC NT TV Stateline, ACE Radio syndicated radio network as well as regional newspapers, magazines and radio stations.

