



MEDIA RELEASE

Kineo develops new plan recommendation tool for Vodafone Australia

SYDNEY, 09/04/2009: [Kineo](#) has designed and built a recommendation tool into Vodafone's ecommerce store, store.vodafone.com.au, letting consumers easily determine the right mobile phone plan for them.

One of the biggest challenges for Australian consumers shopping for mobile phones is the wide variety of plans, terminology, variable call rates and increased use of data.

The tool, known as the Vodafone Finder, cuts through all the complexity and makes plan selection simple. Consumers input their calling patterns, web and data behaviours and the tool recommends the right mobile phone plan for them.

The project led by Kineo senior digital strategist and general manager, [Rob DePinto](#) worked with multiple business units at Vodafone to analyse current offerings, consumer behaviour, insights and subsequently designed a highly usable solution that is simple for the consumer, yet accounts for the wide variety of consumer needs.

One of the challenges of the project was the need for flexibility to accommodate future offerings that Vodafone may bring to the market. The system provides Vodafone valuable real time insights into what consumers are looking for, enabling Vodafone to respond to market needs faster.

In addition, not only did Kineo succeed where others have failed, we compressed 12 weeks of work into 8, delivering a quality product on-time and within budget.

The new Vodafone Finder is located at <http://store.vodafone.com.au/vodafonefinder.aspx>

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About Kineo

Kineo (<http://www.kineo.com.au>) is a premium strategic digital consultancy helping marketers unlock the potential of innovation for their brands and business. Kineo's consulting approach translates clients' business vision and objectives into a strategic road map, geared to maximise every marketing \$, every step of the way. Kineo's approach removes the guess work from marketing, and produces actionable insights for brands hinged on creating accountability and delivering ROI.