

ZOLEO teaming up with GoPro

Beam Communications has partnered with world leading action camera company GoPro, Inc. for the next ZOLEO promotional campaign that will kick off from 1 October for two months.

The “Spring into Action campaign” will be run in Australia and New Zealand and will focus on “pure adventure”, promoting ZOLEO in extreme activities and conditions.

To support the new campaign, Beam and GoPro will host a competition on social media where consumers subscribe to go into a draw to win 1-of-4 “Ultimate Adventure Packs” containing a ZOLEO device and the GoPro Hero 10, which was only just launched.



One of Beam’s banners promoting the competition

Two winners will be picked from Australia and two from New Zealand, where ZOLEO was launched last month.

The competition will be promoted heavily via social media platforms using key influencers, as well as in other online and traditional media channels.

“The partnership between ZOLEO and GoPro brings together two likeminded and highly regarded brands in the outdoor adventure market,” said Beam’s Marketing Communications Manager, Carmen Burnett.

“This campaign also gives both our companies an opportunity to build a long-term relationship for future B2B opportunities.”

The Spring into Action campaign follows Beam’s successful winter campaign, which contributed to the Company’s record FY21 results.

The winter marketing program saw an 80% increase in “Where to Buy” searches and a doubling in “Shop Now” button clicks.

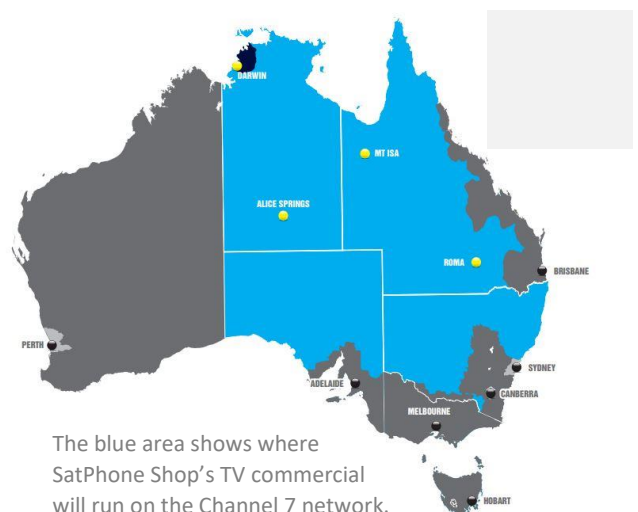
SatPhone Shop achieves record quarterly sales

Beam’s wholly owned online retailer SatPhone Shop recorded a strong finish to the end of FY21 with the business enjoying record quarterly sales in the three months ended June 30, 2021.

The business, which is also Telstra’s largest satellite equipment dealer, is building on this momentum with a television commercial targeting several central regional Australian markets.

The ads aim to build brand awareness and to educate consumers on the importance of “being prepared” with a working communication device wherever they travel, especially for those who are always moving in and out of mobile coverage.

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The blue area shows where SatPhone Shop’s TV commercial will run on the Channel 7 network.

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Further, with summer just around the corner, we also wanted to remind regional residents that the bushfire and flooding season will soon be upon us. There is nothing worse than being cut off when mobile phone cell towers stop working.

There will be over 400 TV spots allocated for the 30 second ad that will be running until November this year.

Additionally, Beam will be writing a four-page educational piece for GoRV, which targets the caravanning community.

“The article will resonate with many of their subscribers, especially as borders are expected to reopen for the summer holidays,” said Beam’s VP of Marketing, Frances Santiago.

“The article focuses on the different types of communication solutions available when traveling to regional and remote locations, and what the limitations are for these different products.

“The idea is for people to understand that satellite is still the best when it comes to having a reliable connection in areas with poor to no mobile coverage.”

Increasing demand for mobile satellite comms isn’t confined to Australia. Beam is also receiving strong international interest for its innovative range of products, such as ZOLEO and Iridium GO!.

How ZOLEO saved the day

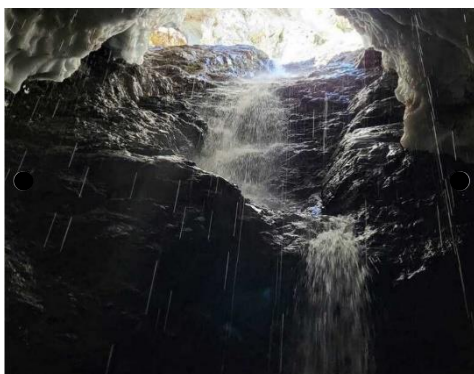
There are a growing number of [Instagram](#) users sharing their stories on the social media platform on how ZOLEO saved them from disaster. This one story comes from Laura Shaver as she headed out to explore the snow caves at Evans Valley in Canada in June this year, with her new ZOLEO in tow.

Never would she have imagined that very device would help in the rescue of three injured hikers later that day.

After a treacherous four-hour hike, Laura’s group successfully made it and spent time inside admiring the massive waterfall that comes through the cave’s ceiling. As they headed back to complete the second half of their journey, they heard yelling from a distance. It was coming from the group that had entered the cave after them.



Rescue is only a button press away with ZOLEO
Credit: Laura Shaver and zoleolifeus Instagram account



Snow Caves at Evans Valley in Canada
Credit: Laura Shaver and zoleolifeus
Instagram account

Laura’s group rushed back in the 100-degree heat to discover the cave had collapsed. As the roof of the cave shattered, massive shards of ice rained over the three hikers, leaving the trio with gashes, along with a serious head and foot injury. Laura immediately grabbed her ZOLEO and pressed the SOS button.

All three hikers were successfully airlifted to the local hospital, and we’re pleased to share they are all doing well. “There’s no doubt that ZOLEO saved the day,” says Laura.

Share your ZOLEO stories on Instagram by using the #ZOLEOlife hashtag.