

Tabled document no: 4

By: **AUSTRALIAN WOOL INNOVATION**

Date: **25** May 2010

Mr. Wal Merriman
Chairman
AWI
Level 30, 580 George st.
Sydney 2000

Milan, March 25th 2010

In agreement with the same signatories as the previous letter

Dear Wal,

We know that our letter of February 23rd, for some reason, went to the press: we were not the ones who distributed this as our goal was to simply stimulate the importance of the unity of the AWI Board and get to a commonly agreed future advertising campaign, absolutely needed for the relaunch of wool in the international market.

A few days ago we were informed of a potential project connected with HRH Prince Charles.

We have given some thoughts to it – even though we don't know any detail – and have come to the conclusion that Prince Charles would in fact be an "excellent first testimonial" to speak in favour and passing a positive message about *wool in general*.

What we suggest is to take advantage of such opportunity and quickly study through a competitive tender process involving a number of top International Advertising Creative agencies, how it could be used as the starting step of an AWI "medium term" campaign that, after Prince Charles, could involve other International Testimonials, either VIPs, or top manufacturers, or retailers or whoever is recognized worth to pass new positive messages on wool to final consumers (especially to the younger generation).

If the Prince of Wales campaign make sense to the AWI Board, in our opinion such subject should immediately be added to a brief to pass to the selected bunch of International Advertising agencies. The AWI Board should then take the decision of the winning one.

The Italian manufacturers offer their availability to contribute and express their opinion about the message to opt for.

If we all move quickly, we are confident we are still on time for a presence in the press next Autumn-Winter 2010-2011 season.

We sincerely hope our suggestion will find your and AWI Board agreement. We are confident on the fact that, if we agree on the subject of the campaign, if we look at it as a "first step" of something which should have a "continuity threat" for 2-3 years, if we launch a competition to various top Advertising agencies to select the best of them, all the above will recreate, inside the AWI Board and in within producers and users, the necessary harmony to join the efforts and aim to a strong and positive repositioning of our precious fibre.

We look forward to receive your feed back.

In the meanwhile we send you our best regards.

Paolo Zegna