

MEDIA RELEASE



Friday, 11 August 2017

ARN SYNCs WITH ADSHEL FOR KIIS 1065 KYLE & JACKIE O'S YOU GET A HOLIDAY

ARN and **Adshel** have teamed up for an **innovative digital out of home campaign** using **time sensitive creative** as part of today's KIIS 1065 **Kyle & Jackie O's** history making **You Get A Holiday** giveaway.

Today, from 6am **every single caller** who makes it on air on the Kyle & Jackie O Show will win a **dream holiday to London** to dine like a rockstar at one of Marco Pierre White's world famous restaurants thanks to Seven and the launch of its latest series of 'Hell's Kitchen'.

Created to keep commuters up to date as events unfolded on air, the time sensitive digital messaging changed as winners were **announced** and provided details on how they could be the next winner of a London holiday.

[See examples of the digital creative here.](#)



ARN's Chief Marketing Officer Anthony Xydis said: "Kyle & Jackie O are known for some of the biggest giveaways and You Get A Holiday is a perfect example of this. Creating awareness and hype is critical to these moments for our audiences and working with Adshel to drive audience interaction through time sensitive creative this morning is another way to further amplify our content offering in a commuting specific environment."

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David Roddick, Sales & Marketing Director of Adshel: "We are pleased to be a part of Kyle & Jackie O's You Get A Holiday giveaway which uses the dynamic features digital out-of-home offers. The flexibility Adshel Live provides is the perfect solution for this campaign."

ABOUT YOU GET A HOLIDAY

Kyle & Jackie O's 'You Get A Holiday' is all thanks to Channel Seven.

Every KIIS 1065 caller that makes it on air during the Kyle & Jackie O Show on August 11 will win a return British Airways flight from Sydney to London for themselves and a friend, five nights' accommodation, transfers, \$AU500 spending money and dinner for two at one of Marco Pierre White's restaurants in London.

Marco Pierre White, the Rockstar of the kitchen is here. Hell's Kitchen Australia on Seven.

ABOUT ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners on-air across Australia, with a digital audience of 2.7 million and a social footprint of 4 million.

Its KIIS network consists of Sydney's KIIS 1065 with #1FM Breakfast Show *Kyle & Jackie O*, KIIS 101.1 in Melbourne with *Matt & Meshel*, Adelaide's #1 Mix102.3 with *Jodie & Soda*, Brisbane's 97.3FM with #1FM Breakfast Show *Bianca, Terry & Bob* and Perth's 96FM with *Carmen & Fitz*. All shows nationally have *Katie 'Monty' Dimond, Rebecca Judd & Yumi Stynes* for The 3PM Pick Up and *Dave 'Hughesy' Hughes & Kate Langbroek* in Drive.

In 2014 the rebranded Pure Gold network was also launched and it now incorporates Sydney's WS FM101.7 with *Jonesy & Amanda*, Melbourne's GOLD104.3 with *Jo & Lehmo*, Brisbane's 4KQ with *Laurel, Gary & Mark* and Adelaide's Cruise 1323 with *John Dean*.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are *Mike E & Emma*.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 1 million downloads. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to create their own personalised stations, listeners can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is an HT&E company.

ABOUT ADSHEL

As a leading out-of-home media company, Adshel allows advertisers to connect, engage and influence commuters where they work, live, shop and play across Australia and New Zealand. Adshel is wholly owned

arn.com.au @ausradionetwork

FOR FURTHER INFORMATION PLEASE CONTACT

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by HT&E and is now one of the most recognised names in street furniture and a key player in the out-of-home media market reaching 92% of Australia 68 times a fortnight.

Looking ahead, Adshel will continue to lead the market in innovation and insights with an ongoing digital expansion across Australia and New Zealand coupled with data and geo-targeting solutions, offering advertisers new ways to reach, engage and impact their audience.

For more information, visit www.adshel.com.au

