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Adshel takes commuters back in time with Sniip and time-warp Darren Lockyer posters

Queensland rugby league great Darren Lockyer was great at dodging opponents on his way to Grand Final, State of Origin and Test Series wins, but there’s one thing even his fancy footwork couldn’t avoid: paying bills.

The Maroons legend has joined forces with payment app developer Sniip to take a trip down memory lane with a new campaign looking at the ‘good old days’ of his career and the ‘bad old days’ of bill payments, showing just how far we’ve come since the 90s.

In a far cry to when paying bills meant piles of paperwork, pulling out the cheque book or joining the queue at the post office, Sniip’s campaign shows consumers how safe and simple payments can be using a series of scrolling Adshel Street furniture panels.

The Adshel street-furniture campaign also runs across online, TV, stadium signage and out-of-home featuring Lockyer in action from each decade from the 90’s, looking back from when bills were paid with cheques to over the phone and, more recently, by logging on and entering long-winded reference codes online.

The Sniip payment app is now available to residents in Brisbane, Toowoomba and Gympie, with a national rollout scheduled to follow. The app allows consumers to spend less time on bill payments and more time on the things they enjoy, like watching rugby. While Lockyer’s legs may not move as fast as they once did, Sniip makes paying bills faster than ever, doing away with billing codes and reference numbers. Users simply scan the Sniip code and pay instantly with Touch ID or a 4-digit PIN, or set a calendar reminder for when it’s due.

Adshel Sales and Marketing Director David Roddick said, “Adshel is proud to work with innovative Australian businesses, especially, forward-thinking startups like Sniip that are delivering new ways to make life easier for consumers. This campaign is another example of how we work with partners using smart technologies to connect communities and bring commuters’ attention to noteworthy innovations when they are out and about.”

The Sniip campaign went live on 28th of June and runs until September 1st 2017.

Ends.

(Link) https://www.youtube.com/watch?v=0-xBNv63uCw
MEDIA RELEASE

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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 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