



## MEDIA RELEASE

**Media Release: 5 December, 2017**

### **Adshel offers advertisers the opportunity to own the out-of-home journey with the launch of Adshel Live Day Buying**

Adshel New Zealand announces the launch of Adshel Day Buying, allowing advertisers the flexibility to buy Adshel Live's mass reaching digital roadside network of 223 screens by the day.

The launch follows the completion of Adshel Live's third national network expansion, with 223 digital screens across Auckland, Wellington, Christchurch and Hamilton, making it New Zealand's broadest reaching and most scalable digital roadside network.

With the introduction of Adshel Day Buying, advertisers can effectively communicate time sensitive messaging, including announcements, events or topical occasions, reaching a large-scale audience within a short period, via the scale and coverage of the network.

Adshel Live provides the added benefit of proximity to a large number of points of interest, including 119 screens within 500m of supermarkets, offering advertisers the opportunity to own the path to purchase for a day.

Adshel's Digital & Technology Sales Manager, Rick Goodwin praises the work so far,

"Agencies have done a fantastic job of selling in the 'Relevance at Scale' proposition of Adshel Live- with more than 70% of campaigns in 2017 tapping into the creative flexibility the digital product offers. Now, the city and suburban spread of our network, plus the flexibility that Day Buying brings, opens our medium up to tactical, short-term campaigns that OOH media has previously been unable to deliver at scale."

Adshel will offer Day Buying on all 13 of its Adshel Live national and city packs, with the jewel in the crown being The Daily Domination pack, allowing advertisers to own all 223 screens across the four main metros for a day, delivering almost 3.5 million contacts (DTVs) per day.

Adshel's Sales & Marketing Director Ben Gibb says, "The launch of day buying on Adshel Live enables us to play a new role on our clients' channel plan and open up conversations with new advertisers who haven't previously considered OOH media as a tactical medium. We're really excited about the opportunities that will arise in sectors like Retail and Travel, and we'll continue to bring more flexibility and innovation to our digital offering in 2018.





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### **About Adshel**

As a leading out-of-home media company, Adshel allows advertisers across Australia and New Zealand to connect, engage and influence commuters where they work, live, shop and play. Adshel is the most recognised name in street furniture, and a key player in the out-of-home media market, reaching 82%\* of New Zealanders. Adshel was formed in 1997 and is wholly owned and operated by HT&E.

Looking ahead, Adshel will continue to lead the market in innovation and insights with a world-first national digital roadside network and industry-leading consumer research programs. Expanding their portfolio into data and geo-targeting solutions, they're always searching for the next big thing in out-of-home, ensuring they offer advertisers new and robust ways to reach, engage and impact their audience.

Adshel is New Zealand's only national street furniture provider with the scale, flexibility, creativity and innovation to drive results.

\*Source: New Zealand Census

For more information, visit <http://adshel.co.nz/>