

oOh!media Limited
ABN 69 602 195 380
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oOh! gives away \$120,000 full motion digital campaign to celebrate expansion

oOh!media New Zealand is giving advertisers a chance to win a \$120,000 full motion retail advertising campaign to celebrate the expansion of its full motion digital network into its newest media region, Wanganui.

The expansion follows on from Bayleys Property Services Ltd awarding oOh! the rights to deliver full motion digital and classic advertising at its Trafalgar Square shopping centre in the heart of Wanganui.

oOh! New Zealand's General Manager Adam McGregor said the addition of retail advertising solutions in this new media region solidifies oOh!'s standing as the retail advertising experts and is now the clear leader in New Zealand Retail advertising, providing advertisers with powerful opportunities to engage consumers in a consideration mindset at the point of purchase, and beyond, with engaging full motion content.

"Advertising in Trafalgar Square is an attractive proposition for any brand as we know. More than 68 percent of households¹ in the area have visited this shopping centre in the past month," Mr McGregor said.

"Through this agreement, we have further expanded our fast-growing full motion digital network in another key New Zealand location, and our total number of shopping centres is now 51, more than double what we had less than 12 months ago.

"This expanded offering means advertisers now have the opportunity to reach 1.7 million unique Kiwi's every fortnight across New Zealand³ combined with the tremendous creative opportunity to utilise New Zealand's largest full motion capable digital Out Of Home network.

"We want advertisers to utilise full motion capability to its true potential and to help get the creative juices flowing we are giving an advertiser the opportunity to win an oOh! Retail Full Motion package valued at \$120,000.

"Neuroscience studies² have proved that full motion digital Out Of Home can capture our attention creating a strong emotional response. This drives memory encoding which is key to any form of communication as it directly correlates with subsequent action and purchase," Mr McGregor said.

For a chance to win, agencies and clients need to present oOh! with a creative concept and campaign roll out by July 6, 2018 for a panel of judges to review and determine the winner based on the use of inventory, integration of campaign with wider marketing campaign and ability to tell a compelling narrative without sound in 7 seconds.

"oOh! has appointed a panel of international judges who have a wealth of experience in the Out Of Home industry, spanning from New Zealand to Australia and the UK, including oOh!'s own CEO Brendon Cook and Tim Bleakley, CEO of Ocean Outdoor UK who has more than 30 years of industry experience and recognition under his belt.

"Derek Lindsay, General Manager of OMANZ, is the Chairman of the judges and has been a leading figure in NZ advertising and media for more than 15 years," Mr McGregor said.

¹ Nielsen, CMI

² Ocean Outdoor/Neuro Insight study 'A neuroscience view of full motion in DOOH' March 2018

³ oOh!media CRAFT media regions

Registrations of interest for the promotion can be made at <http://ip.oohmedia.com.au/full-motion-digital-nz> after which full competition details will be provided.

Winners will be announced on Monday 16 July 2018.

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For more information: John Hanrahan, Lighthouse Communications Group 02 8262 8999 or 0419 210 306

About oOh!media: oOh! is a leading operator in Australia and New Zealand's fast-growing Out Of Home advertising industry. We create deep engagement between people and brands through Unmissable location-based media solutions. Our diverse New Zealand portfolio of classic and dynamic signs stretches across retail and universities. We combine this extensive reach with sophisticated data, industry leading insights and world leading digital innovation, integrating our physical inventory with social and mobile online channels to provide clients with greater connections with consumers.