



MEDIA RELEASE

31/05/17

Synchronised ad technology delivers for HT&E

The collaboration between HT&E's **Australian Radio Network (ARN)** and **Adshel** to deliver a mass-reaching community service campaign for the Road Safety Commission of Western Australia has achieved highly positive results, with the **'Might Be a Mate'** campaign successfully cutting through with Perth commuters to promote safety between motorists and cyclists.

In an Australian market-first, the businesses used **cross-platform synching** to target motorists throughout Perth with messages via both their radio and outdoor advertising digital panels. Campaign creative ran across the Adshel Live digital network over a three-week period, with seven creative executions on rotation in 14 locations throughout the Perth CBD. These messages were synched with ARN's 96FM, so that when the campaign's 30 second ads were on-air, the outdoor creative appeared simultaneously on Adshel's digital network, amplifying the campaign across channels with sight and sound working together.

Case study research conducted showed that **almost half (46 per cent) of the population** in Perth recalled being **exposed to the 'Might Be a Mate' campaign** on radio and/ or outdoor. Of these people, almost one in five (17 per cent) saw and heard both ads when synchronised.

Significantly, **33 per cent** said the campaign **positively changed their attitude and behaviour** towards motorists and cyclists sharing the road.

After the campaign, which was designed to save lives by humanising both cyclists and motorists to build mutual respect, **79 per cent** of those who saw/heard the campaign agreed 'drivers **must allow more room** on the road for cyclists'; and **86 per cent** agreed they need to 'be aware of cyclists on the roads as it **'might be a mate'** (this increases to 88 and 89% respectively for those exposed to both radio and outdoor).

Alisia Mumby, Campaign Project Officer for **Road Safety Commission of Western Australia** said, "Our campaign aimed to build empathy between Perth motorists and cyclists. HT&E presented us with this unique cross-platform media device, using their combined "away from home" media assets to deliver an important safety message to our target audience in the most relevant context – while they're out on the road. The synchronised campaign was a novel 'stop in your tracks' execution, that delivered elevated awareness amongst motorists. We were thrilled with the results".

Tony Kendall, Chief Revenue Officer, HT&E said, "The 'Might Be a Mate' campaign is a perfect example of the opportunities we're able to offer to clients by combining and leveraging our media assets across the HT&E Group, amplifying messages across radio and outdoor, along with experiential activations and digital executions. It was an outstanding success for the client, and we're pleased to have been able to support the Road Safety Commission in promoting an important message for the Perth community."

NOTES TO EDITORS:



The Adshel and ARN 'Might be a Mate' campaign ran in Perth in the weeks commencing March 13, March 27 and April 10.

Campaign credits:

- Media agency Carat
- Jodie Traynor Senior Business Director
- Paul Clout Head of Carat Connect
- Creative agency 303MullenLowe
- Todd Baker Business Director/ Team Leader

About HT&E

HT&E – Here, There & Everywhere – is a leading media and entertainment business listed on the ASX, with diverse assets in Australia, New Zealand and Hong Kong.

Formerly listed as APN News & Media, HT&E reflects the company's portfolio of leading, high quality metropolitan media assets across radio, outdoor and digital, and marks a more strategic and integrated collaboration across its businesses of Australian Radio Network (ARN), Adshel, Conversant Media, and Emotive. HT&E brings together these critical "away from home" channels – unlocking their power to better engage, influence and drive audience behaviour as we connect and interact with them, here, there and everywhere.

Read more about HT&E's radio, outdoor and digital assets at www.htande.com.au.

