



MEDIA RELEASE

Media Release: 8 September 2017

ADShEL AND ARN PUT THE 'HOME' IN 'OUT-OF-HOME' FOR IKEA BUS SHELTERS BECOME LIVING ROOMS FOR 2018 CATALOGUE LAUNCH

Forget 1 January, the start of the new IKEA year begins with the arrival of the much-loved and highly anticipated annual catalogue. To celebrate the launch of the 2018 edition, Adshel and ARN have joined forces to deliver a new campaign that recreates an IKEA living room display complete with comfy lounge seating at bus shelters in Sydney and Perth.

Commuters will feel 'at home' on their commute with an on-site activation that puts a full size living room on the street for them to enjoy at Adshel sites on Enmore Road in Sydney's Newtown and St George's Terrace in Perth.

The feeling of excitement and anticipation of walking into an IKEA store is recreated through Adshel Immerse with special-builds featuring the look and feel of an IKEA display lounge-room, complete with patterned floor decals replicating the KRONGE rug, and replicas of the IKEA VIMLE sofa and EKET cabinet filled with IKEA home decoration and copies of the new IKEA Catalogue.

The innovative and powerful out-of-home media layer allows reach and frequency access to key audiences in prime commuter locations, while entertaining commuters with an immersive execution. The execution is part of a national integrated campaign including TV, online video and radio.

From this morning, IKEA representatives and KIIS Network street teams will take to the streets onsite to entertain and engage, handing commuters the IKEA Catalogue and giving away Opal and Smart Rider cards.

"We were excited to partner with Adshel to showcase our products and the 2018 IKEA Catalogue launch message in an impactful way. As an emphasis of this year's catalogue related to life in and around the living room, working with Adshel on these special-build activations allowed us to convey this theme in an engaging and fun way, whilst providing commuters with a comfortable and functional space," said Peter Moore, External Communications and Media Manager, IKEA.

Adshel's Sales and Marketing Director David Roddick said: "The cross-platform use of two of HT&E companies builds an exceptionally strong campaign, giving scale to the IKEA message. This campaign truly demonstrates the flexibility and impact Adshel Immerse offers advertisers."

The IKEA and KIIS Network street teams can be found on both Enmore Road in Newtown and St Georges Terrace in Perth, today, Friday 8th September between 7:30 – 8:30am. The campaign is live from 4th September to 17th September across Adshel Immerse and 4th September to 15th October Nationally across Adshel Street Furniture. The campaign is running across 4th September – 10th October on ARN's KIIS and Pure Gold Networks.



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Credits

Client: IKEA
Media Agency: Mindshare
Creative Agency (Artwork): The Monkeys
Production: Adshel Immerse

Ends.

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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

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 Styne 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.