



## MEDIA RELEASE

**Media Release: 21 November, 2017**

### **Adshel New Zealand completes its National Digital Roadside Network expansion**

Adshel New Zealand has completed the expansion of its Adshel LIVE digital street furniture network, with 70 additional screens as part of the phase three roll-out. Adshel LIVE is New Zealand's largest digital roadside network now with 220 digital screens delivering unrivalled reach across Auckland, Wellington, Christchurch and Hamilton.

The phase three expansion of Adshel NZ's digitisation strategy added to the existing network of 150 digital advertising panels across Auckland, Wellington and Christchurch, with increased coverage in each of these markets, while also extending the reach of the network with the inclusion of Hamilton.

Site selection has been focused on maintaining the quality positioning of the network, supplementing the existing national footprint and delivering coverage in proximity to key retail precincts, cementing Adshel's superior reach, frequency and proximity targeting capability.

This latest deployment includes three premium free-standing units on Wellington's "golden mile", Lambton Quay. These installations have been achieved via a collaboration with Wellington City called *The Urban Art Series*; bringing New Zealand art to the streets of Wellington for public appreciation and enjoyment.

The new locations across the network feature state of the art technology. The Adshel digital screens are 75-inch, ultra-high definition, with 4K content capability, adjusting to the ambient light conditions to ensure continuity of the quality display.

Adshel NZ General Manager, Nick Vile, said;

"This roll-out was the third phase of our ongoing digitisation strategy, enabling Adshel to continue providing unrivalled campaign flexibility and relevance, at even greater scale, with the capabilities to target audiences and respond to business needs instantaneously. It was a substantial civil works and infrastructure exercise, but it meant Adshel will continue to remain at the forefront of digital innovation within the NZ out-of-home market."

"The advantage of digital out-of-home advertising is that it supports technology and data-led planning, enabling individually-tailored messages at low cost to deliver greater levels of relevance to target audiences."





## MEDIA RELEASE

“Contextually relevant ads are 19 per cent more effective, and we continue to work with our clients to create tailored campaigns to ensure they are gaining the full benefits of the Adshel LIVE product and our optimisation tools.”

Adshel LIVE will continue to be supported by the evolution of *AdSmart*, a proprietary content management system which allows clients to independently schedule their own creative and respond to a variety of external influences – including traffic, weather, competitor activity and market dynamics.

For more information and to view the Adshel LIVE sites on a 360° interactive map, visit [adshellive.co.nz](http://adshellive.co.nz).

Ends.

### **Media Contact:**

**Elaine Gibbons**

**Head of Marketing and Partnerships NZ**

**T: +64 21 476627**

**E: [elaine.gibbons@adshel.co.nz](mailto:elaine.gibbons@adshel.co.nz)**

### **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/>