



## **MEDIA RELEASE**

**Media Release: 18 December, 2017**

### **Adshel and Ford New Zealand bring live sports scoring to the streets in a New Zealand first**

Outdoor advertising company Adshel and Ford New Zealand have partnered with the world's leading sports data provider, Opta, in a New Zealand first to bring live sports scoring to the streets.

Opta collects detailed live data from the world's most popular sports, which is used by leading sports broadcasters, digital media outlets, governing bodies, clubs, bookmakers, brands and sponsor partners all over the globe.

Taking their sponsorship of the BLACKCAPS to the next level, Ford New Zealand have utilised Opta data across the Adshel Live digital roadside network, bringing live scores of the BLACKCAPS versus the West Indies to the out-of-home environment, keeping cricket fans up-to-date as the game plays out.

The Ford and Opta BLACKCAPS campaign is displayed on all 223 Adshel Live digital screens across Auckland, Hamilton, Wellington and Christchurch, reaching millions of New Zealanders while on the go.

Adshel NZ's Digital & Technology Sales Manager, Rick Goodwin said;

"Opta have been working with sports teams in New Zealand for a number of years, providing detailed analysis to coaches and teams to improve performance. Being able to tap into these data sources, in addition to live scoring data and visualise them on our screens, is providing advertisers with an opportunity to leverage their sporting associations in a creative way."

Ben Gibb, Adshel's Sales & Marketing Director recognises the high calibre of campaigns running across Adshel Live;

"Our clients have really embraced the benefits of the creative flexibility that Adshel Live offers. Partnering with a data company like Opta allows us to extend the digital capabilities of Adshel Live and affords an additional dimension and greater relevance to campaigns. We're creating more and more data-fed campaigns like this, utilising 3<sup>rd</sup> party data sources like Opta or a client's own 1<sup>st</sup> party data to enhance relevance and cut-through."

The Ford New Zealand BLACKCAPS campaign is now live across the entire Adshel Live national network, until the end of December, 2017.



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Ends.

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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/>