



## MEDIA RELEASE

**Media Release: 7 March, 2018**

### **Adshel NZ Brings Key Industry Leaders on the Journey of the Future of Digital Out-of-Home in New Zealand**

To bring the future of digital out-of-home (DOOH) to the forefront, leading outdoor media company, Adshel NZ, has called on key local and global industry experts to ignite a conversation around the future of DOOH in New Zealand.

Adshel has spent the last two years building on the scale of the Adshel Live network, driving the benefits of the dynamic creative capabilities that DOOH offers. Now, at the start of the next phase of development, Adshel are moving towards creating a truly revolutionized DOOH product.

In a move designed to engage the industry, Adshel brought leading global channel strategist Mike Gamaroff and Senior Vice President- Channel Strategy, of mobile engagement company SITO, to New Zealand in February to meet with key industry leaders.

Mr. Gamaroff has extensive knowledge of the convergence of physical and digital media, and how mobile technology and data connect the two. He has held an integral position as Head of Innovation at Kinetic Worldwide (the world's largest buyer of OOH media), as well as working for leading digital agencies across a wide variety of disciplines.

His current role with SITO sees him working closely with SITO's OOH channel partner networks, utilising mobile targeting and measurement tools to effectively target consumers.

Fronting a roundtable discussion with agency heads, trading heads and digital leads, Mr. Gamaroff delivered his global expertise on the evolution of DOOH, covering topics such as automated trading and programmatic OOH, mobile technology, location and audience data and current global best practice in DOOH.

Looking toward the future of DOOH in New Zealand Mike Gamaroff says,

"Incorporating smart data for meaningful audience targeting is the next step to grow and advance the outdoor media industry. Data that captures the movement of people can be used to automate the right message at the right time, offering a very valuable tool to advertisers."

Of Adshel NZ's growth in OOH, Ben Gibb, Sales and Marketing Director at Adshel says,





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“Location-based mobile media is a natural extension of out-of-home advertising's reach. We are exploring the opportunities and what it means for Adshel and the New Zealand market in this quickly evolving and converging space.”

“Our vision is effectively the creation of a new hybrid media channel that takes the best of OOH broadcast reach, impact and location coupled with the best that digital media has to offer in audience addressability, flexibility, measurement and attribution.”

“Digital out-of-home specialists are thin on the ground in New Zealand and Mike is a world renowned expert in this field so it made sense to reach out to him. It's crucial we engage with our clients on this journey to help shape the development of that vision.”

Mr. Gamaroff was positive of the apparent opportunities in the New Zealand market,

“It was a pleasure to meet with the Adshel NZ team and key industry figures to discuss the opportunities mobile data creates for the digital out-of-home market in New Zealand, I'm looking forward to visiting again soon.”

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.



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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/>

### **About SITO**

SITO provides a mobile engagement platform that enables brands to increase awareness, loyalty, and ultimately sales. For more information, visit [www.sitomobile.com](http://www.sitomobile.com)