



MEDIA RELEASE

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## HT&E TEAMS UP WITH TOYOTA TO 'DEFY EXPECTATION' IN AUSTRALIAN FIRST WITH ARN'S PURE GOLD NATIONAL NETWORK TAKEOVER & ADSHEL CAMPAIGN

HT&E's ARN and Adshel have partnered with Toyota and their media agency The Media Store and creative agency Saatchi and Saatchi to '**Defy Expectation**' with a unique, mass scale campaign activation for the ALL-NEW **Toyota Camry**. In an Australian first, the **multi-channel campaign** will include a full day takeover of ARN's **Pure Gold national network**, running in tandem with a dominant **nationwide Adshel campaign** – delivering additional impact to engaged audiences across both HT&E channels.

From **6am to 7pm today, Thursday, March 29, Toyota will be the only commercial partner heard on air**, across 101.7 WSFM in Sydney, GOLD104.3 in Melbourne, 4KQ693 in Brisbane, Cruise1323 in Adelaide and 96FM in Perth.

For one unforgettable day, the Pure Gold Network will be transformed into a broadcast platform dedicated to sharing the stories of people who, like the ALL-NEW Toyota Camry, have defied or are defying expectation.

WSFM's Jonesy & Amanda will present the stories of professionals, sportspeople, artists and everyday heroes who have surpassed expectation and taken their passion, expertise, and creativity to the next level.

On the same day, more than **150 Adshel Live digital screens** in key metro locations will display the ALL-NEW Camry creative, giving Toyota 100 per cent share of voice. This is the first time Adshel digital screens have been dedicated to just one advertiser for the day.

**Wayne Gabriel, General Manager, National Marketing, Toyota Australia**, said "We're excited to be part of this media first and to be able to showcase some amazing stories of courage, perseverance and determination from every day Australians. We hope that through the sharing of these stories we can inspire others to defy their own expectations. Each of our agency partners has brought something special to what will be a fantastic day."

**Tony Kendall, Chief Revenue Officer of HT&E**, said, "We are delighted to be working with Toyota and TMS to bring this innovative campaign to life. The combination of ARN and Adshel has proven it can effectively and efficiently deliver results well over and above free-to-air TV. HT&E is





the only Australian media company that can execute an idea like this across these powerful media assets”.

**ARN’s Chief Commercial Officer, Emma-Jayne Owens**, said, “This initiative demonstrates the strength that collaboration across on-air, digital and out of home can achieve to create impact for brands and engage audiences. This Pure Gold network takeover is an excellent example of how ARN can help to energise brands and reach our audiences in interesting and engaging ways.”

**David Roddick, Adshel Sales and Marketing Director**, said, “Providing flexibility to brands like Toyota is core to our business, it means Adshel can amplify an entire campaign as it rolls out across a range of channels. This campaign delivers high impact by using the largest street furniture network in Australia to connect with audiences while they are driving – which is the perfect context to talk to them about the ALL-NEW Toyota Camry.”

**David Lodge, Group HEAD, The Media Store** said, “To launch the ALL-NEW Toyota Camry, which truly is a car that will defy the expectation of car buyers, we needed to tell the story in a way that would command the attention of our target audience. In a landscape where consumers are exposed to so many messages, we saw this idea of ‘owning’ two national, broad-reaching media channels – Adshel and ARN’s Pure Gold network – as the ideal solution to effectively cut through with the new Camry message.”

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#### **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 our businesses of Australian Radio Network (ARN), Adshel, Conversant Media, Emotive, and HT&E Events, which includes the newly launched esports business Gfinity Australia. 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](http://www.htande.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 across Australia.

Its KIIS network consists of Sydney’s KIIS 1065 with Kyle & Jackie O, Melbourne’s KIIS 101.1 with Jase & PJ, Adelaide’s Mix102.3 with Jodie & Soda, Brisbane’s 97.3FM with Bianca, Terry & Bob and Perth’s 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney’s 101.7 WSFM with Jonesy & Amanda, Melbourne’s GOLD104.3, 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 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences 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 a HT&E company.

### **About Adshel**

As a leading out-of-home media company, Adshel enables brands to engage and influence commuters where they work, live and shop. Wholly owned by HT&E, Adshel Australia and New Zealand is one of the most recognised names in street furniture and a key player in the out-of-home media market.

Adshel reaches 92% of Australia, 68 times a fortnight. A market-leader in innovation across buying models, digitisation, geo-targeting and audience expertise, Adshel creates effective, impacting ways to connect with consumers. For more see [adshel.com.au](http://adshel.com.au).