



## MEDIA RELEASE

**Media Release: 14 May, 2018**

### **Adshel NZ wins Media Sales Team of the Year at the 2018 Beacon Awards**

Adshel NZ are thrilled and very humbled to have received the accolade of 'Media Sales Team of the Year' as presented at the 2018 Beacon Awards last Thursday, 10<sup>th</sup> May.

The award signifies great recognition for the Adshel sales team, who have worked tirelessly to deliver results and continued success for Adshel.

Adshel overcame the challenges of 2017 and delivered a record year of growth, revenue and profit. This accomplishment was professionally executed by the team of skilled, motivated and ambitious individuals and most importantly delivered with passion and laughter along the way.

The 'Media Sales Team of the Year' award recognises excellence within the crucial media owners' sales function. The judging panel looked for evidence of a clear strategic roadmap that allowed for the delivery of outstanding business performance against well-defined KPIs.

This win comes off the back of an extremely successful 2016, where Adshel NZ took home 'Media Business of the Year' at last year's Beacon Awards.

Ben Gibb, Adshel NZ Sales & Marketing Director had this to say of the win, "WOOHOO!!"

Gibb added;

"We're a small and, apart from me, a very young team and awards like this mean a lot. Last year was actually a really tough year compared to 2016 and the team dug deep to deliver another amazing result for the business and did it all with a smile and laugh".

"It's a pleasure to work with these guys and I hope that reflects in the way we do business. I'd especially like to acknowledge and thank our clients and agency partners for their support and for backing the major investment we've made in digital over the past two years".

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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/>