



ADShEL MEDIA RELEASE

Thursday 14th June 2018

Adshel transforms national coverage with launch of Metro Trains Melbourne

Having successfully completed the transformation of the Metro Trains Melbourne (MTM) network, Adshel today announces the launch of its full rail offering in Australia, reaching 1 in 3 Australians each week. Coupling Metro Trains with the existing Sydney Trains offering, Adshel Rail now dominates 90 stations in Australia's two busiest urban centres.

Adshel's high impact dominations have launched right in the heart of Melbourne's CBD today with Beem It, Head of Marketing & Communications, Andrew Campbell saying of the launch, "We're excited to launch Beem It, an instant payments app that allows anyone to pay, request and split a bill with friends and family, across Adshel's Rail network in Melbourne. This is the first campaign for us in out-of-home – and this solution helps us drive awareness through high-impact placements."

The new Adshel Rail proposition is unlike any in the market. By combining Melbourne and Sydney rail networks into simple packages, Adshel offers advertisers the platform to use dynamic, fully animated and video content to achieve superior cut-through and to extend their multi-screen strategy out of home. In doing so they will connect and engage with 15 million commuter journeys each week.

Specifically in Melbourne, Adshel Rail delivers a tier-one commuter media platform across 38 stations, providing unprecedented access to the hearts and minds of an affluent, highly educated, big spending audience. The deployment of more than 150 digital displays boasts best in class high-definition 86" portrait screens complemented by the largest eye-level digital screens in Australia; *The Wonder Wall* at Melbourne's busiest station Flinders Street, measuring 21m² and the *WOW Wall* at Melbourne Central measuring 14m².

Adshel CEO Mike Tyquin said of the launch, "Adshel's commitment to engaging key audiences at scale is front and centre with the roll out of MTM. We've completely overhauled the offering, reflecting the value of the rail audience and importance of the Melbourne market. The inclusion of MTM to Adshel's product offering further complements our strategy to become the most impactful out-of-home business in Australia."

Adshel's Rail offering in Melbourne further re-enforces their position as Melbourne's number 1 commuter media solution, reaching 96% of Melburnians every fortnight.



ADSHHEL MEDIA RELEASE

Media Contact:

Annabelle Nielsen
02 8425 7256 / 0433 801 993
Annabelle.nielsen@adshel.com.au

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