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Adshel Live enters into the Tauranga market

Adshel New Zealand has announced the expansion of its Adshel Live network to include the city of Tauranga as a new region. The company plans to deploy fifteen digital panels into the region in 2018, and has made good progress with 10 enlivened to date. This development is part of Adshel's continued digitisation strategy, with the addition of a further 60 digital panels to its national digital roadside network this year.

Tauranga was selected as a new Adshel Live territory due to its impressive economic growth profile. Tauranga, now the fifth largest city in New Zealand with a population of 135,000, has recorded impressive results in recent years; the highest 2017 GDP growth of any New Zealand city, a population growth of 10% over a 4 year period to 2017, and 3,000 new jobs created in 2017 via key industries (horticulture, retail and construction). Additionally its port is now the biggest in the country (by volume), and in 2019 Waikato University will be opening a new state of the art campus in the heart of the CBD.

Given this profile as one of the country's fastest growing cities, Tauranga complements Adshel's existing digital out-of-home national footprint by adding incremental reach to the network. The deployment of new digital panels in the region provides Adshel with a strong presence in close proximity to major shopping and entertainment precincts, offering advertisers valuable audience targeting capability in addition to the proximity targeting to key points of interest.

The new sites in Tauranga will feature state of the art 75-inch, ultra-high definition screens capable of 4K content which adapt to the ambient light conditions, ensuring continuity of the quality display.

The Adshel Live network will expand to 283 sites by October 2018, spread across Auckland, Wellington, Christchurch, Hamilton and now Tauranga; delivering in excess of 3.5 million contacts (DTVs) per day.

Nick Vile, Adshel NZ General Manager, says;

"The Tauranga market forms part of the fourth phase of our digital expansion strategy, offering advertisers greater scale and extended reach across New Zealand, further cementing Adshel Live as New Zealand's largest digital roadside network."



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“The sites in Tauranga have been strategically placed in proximity to key retail and entertainment precincts, offering advertisers the opportunity to influence the path to purchase and reach audiences where they live, shop, work or play.”

“As well as our continued investment in digitisation and data capabilities, the expansion into markets such as Tauranga is continuing to drive growth opportunities with that increased investment supporting the delivery of advertising infrastructure in locations where new audience’s exist.”

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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/>