



**Media Release: 20 August, 2018**

### **Adshel launches 'Adshel Live Panoramas' offering large format impact and digital flexibility at street level**

Adshel New Zealand has announced the expansion of its Adshel Immerse portfolio of products with the addition of 'Adshel Live Panoramas', combining Adshel's static Panorama format with the smart digital capability and technology of Adshel Live.

Adshel Immerse will now allow another option for advertisers to wrap an entire bus shelter containing a digital screen and utilising all six creative rotations on that screen exclusively, making for an unmissable and engaging brand landscape akin to a 6x3 billboard at street level.

Adshel Live Panoramas are the newest addition to Adshel's activation arm that develops and executes innovative campaign solutions to ensure maximum impact and the ability to engage audiences with interactive brand experiences.

Adshel Sales & Marketing Director, Ben Gibb explains;

"Our traditional Panorama product has been a popular way of delivering large format impact at street level. In recent years we've converted some of our best Adshel Immerse sites to Adshel Live sites. Adshel Live Panoramas will enable advertisers to completely takeover the bus shelter and the digital screen. To combine the impact of a Panorama with the opportunity to engage audiences further across all six creative rotations on our high-definition digital screen is extremely appealing to our clients."

"We're initially launching with three high profile sites located on Auckland's Queen Street and Ponsonby Road, and on Wellington's Oriental Parade. These sites have been selected based on a combination of high pedestrian and vehicle traffic, proximity to key retail, entertainment and recreation districts, transport hubs, restaurants, bars and cafes."

"We'll continue to add exciting new locations as the year progresses."

All Adshel Live Panorama sites feature state of the art 75-inch, ultra-high definition screens capable of 4K content which adapt to the ambient light conditions, ensuring premium quality display.

With the expansion of the Adshel Live network to 283 screens by October 2018, the Adshel Live network will deliver unrivalled scale with over 4 million contacts (DTVs) per day.



## MEDIA RELEASE

In addition to Adshel Live Panorama's and the standard Panorama format, Adshel Immerse also encompasses special builds and unique printing techniques that allow advertisers to create a bespoke brand experience, by taking over a bus shelter and bringing creative concepts to life.

This development is part of Adshel's continued commitment to drive creativity and innovation within the sector and deliver impact at street level.

Adshel Live Panorama's will be available from 1<sup>st</sup> October 2018.

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.

Designed to be seen, Adshel is smart and innovative, delivering unrivaled scale with their network of street furniture across all of New Zealand.

\*Source: New Zealand Census

For more information, visit <http://adshel.co.nz/>