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Adshel takes geo-location targeting to new heights

Adshel New Zealand has announced an extension to its ground-breaking partnership with research company Roy Morgan, which for the first time will offer advertisers the ability to profile and precisely target locations where commuters live, work and shop.

Helix LIVE WORK SHOP will allow Adshel to provide enriched geo-location data for more precise targeting, profiling those audiences from where they live through to where they work and shop.

Roy Morgan's Helix Personas is New Zealand's leading geo-digital psychographic segmentation tool. The added data layer this partnership delivers to advertisers, reflects the growing importance and power of geo-location marketing to identify, reach and target consumers based on their physical location.

Utilising Helix Personas for location profiling across Adshel's national footprint, together with revolutionary advancements in data science, media agencies and marketers will be able to drill down on commuter data like never before.

Of the partnership, Elaine Gibbons, Adshel's Head of Marketing and Partnerships says;

"Previously, Helix Personas allowed us to identify and target an audience by their psychographic profile based on where they live. Advertisers and agencies will now be able to not only identify target audiences that live in a particular location, but also those who visit the area to work or to shop."

"The unrivalled scale of the Adshel network, coupled with specific selection of sites against finely honed audience profiles, will drive the effectiveness and results for our advertisers. The ability to precisely target an audience at broadcast scale through detailed profiling and enhanced targeting at specific locations will bring advertisers even closer to their target audiences."

According to Ms Gibbons, the Roy Morgan data science gives Adshel and its clients a unique edge.



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“We understand that people who are exposed to out-of-home advertising in, for example the CBD, don’t necessarily live in the area, most of them travel to work and shop there.”

Roy Morgan CEO Michele Levine agrees;

“Helix LIVE WORK SHOP for the first time, tracks the movement patterns of Kiwi’s anywhere across the country.”

“This innovation is the Holy Grail of audience targeting- the ability to pinpoint with surgical precision the right consumer at the right time, right where they live, work and shop.”

Now with the full insight provided by Helix LIVE WORK SHOP, advertisers can capture and target the full spectrum of audiences available, wherever they live, work or shop, down to granular geographic locations to better match the messaging by time of day.

A breakthrough for marketers and media agencies looking for an edge, Helix LIVE WORK SHOP demonstrates Adshel’s commitment to innovation in a transforming media market.

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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,





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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/>