

MEDIA RELEASE

oOh!media Limited
ABN 69 602 195 380

10 December 2018

oOh! now a truly Unmissable media for Kiwi advertisers

oOh!media has extended its network reach for New Zealand advertisers to engage audiences with, following the integration of Adshel's 1,600 street furniture assets into the business.

The announcement comes as the company re-brands the Adshel assets to oOh!.

The company is now the leading Out of Home company in the country, offering almost 7,000 touchpoints to enable advertisers to become truly Unmissable on the path to purchase and reach their audiences as they live their daily lives.

oOh!'s increased reach is unmatched by any other media outlet in the country through its diverse products including the added Street Furniture portfolio to the oOh! brand.

oOh! Chief Executive Brendon Cook said with the integration and re-brand of Adshel to oOh! in New Zealand, the focus was now on demonstrating the powerful proposition it offered advertisers to engage with and influence audience behaviour.

"Our long-term strategy is to offer a diverse portfolio of media and advertising opportunities to reach the right audiences, at the right time, with contextually relevant creative," Mr Cook said.

oOh! General Manager of New Zealand Nick Vile said the additional products, environments and audiences as a result of the integration builds upon oOh!'s proposition that advertisers using its medium are Unmissable to their audiences.

"The additional assets means we are able to help brands reach and engage with audiences when they are out and about, commuting, shopping or studying," Mr Vile said.

"This is underpinned by audience insights and data for a media that has been proven to be one of the top performers when it comes to driving a positive return on investment.

"We are now well placed to accelerate our growth, by showing advertisers the value we provide to brands and how our assets can help build their brands."

-ends-

Media Relations contact:

John Hanrahan, +61 0414 212 965, jhanrahan@lightousecomms.com.au

About oOh!media: oOh! is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital solutions. Our connected offline and online media ecosystem makes brands Unmissable across oOh!'s diverse network of more than 45,000 classic and digital signs across roadsides, retail centres, petrol convenience, airports, train stations, bus stops, office towers, cafes, fitness venues, bars and universities and integrating with experiential, social, mobile and online helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as world-best technological innovation, to give advertisers an added layer of campaign intelligence. With oOh!'s A World of Unmissable, advertisers can reach and engage with audiences anytime, anywhere.