



17<sup>th</sup> July 2013

oOh!media Pty Ltd  
ABN 44 094 713 210

## News Release

### **oOh! delivers inventive outdoor ads - from bright pink fur to strokable toothbrush bristles**

Advertisers' growing desire to gain deeper connection with New Zealanders by using inventive and creative special builds for their campaigns has seen oOh! Media introduce new in-house production expertise to its team.

Natalie Patterson, has been appointed as the company's first Production Manager in New Zealand to not only execute and deliver innovative campaigns that extend beyond the advertising panel but to support the entire production requirements across all Fly, Retail and Study campaigns.

The new capabilities have already delivered a number of new creative OOH campaigns that add extra elements to enhance interactivity by consumers, including special builds for Mitre 10 Dream Home, the new Disney Pixar's Monsters University movie, Corona and Colgate SlimSoft.

oOh! New Zealand General Manager, Cameron Taylor, said advertisers were increasingly looking to stretch the boundaries in order to gain not only brand awareness but greater interactivity and engagement with consumers.

"Every advertiser is looking for that extra edge for their product," Mr Taylor said.

"However until now there were considerable challenges in being able to deliver such campaigns in OOH across New Zealand.

"The appointment of Natalie and our ability to draw on oOh!'s production expertise in Australia gives advertisers the opportunity for their campaign to really stand out."

New, innovative creative OOH campaigns that extend beyond the panel include TV2's new Mitre 10 Dream Home season promotion where paint and water appear to spill from retail panels onto the shopping centre floor.

Other campaigns include Retail Ads for Disney Pixar's Monsters University, where panels are covered in bright pink fur and Colgate's SlimSoft campaign has giant 3D bristles protruding, tempting shoppers to run their hands through the bristles.

Mr Taylor cited another example of innovation, created in partnership with agency Zenith Optimedia for Corona which included having cool air pumped from a large wall panel above escalators at Auckland Airport.



The creative features a group of friends enjoying a Corona after a day on the slopes at a mountain bar against a backdrop of snow covered peaks.

“As a core part of Corona’s wider media campaign for winter, the attention grabbing concept is designed to strengthen the association of Corona with winter snow based activity in addition to being a great choice as a Summer time beer.”

**For more information:**

John Hanrahan, Lighthouse Communications Group - +61 2 411 212 965

**About oOh!** oOh! specialises in providing clients with creative media solutions to connect with more consumers while they are away from home. We do this through our diverse product offerings across retail, airport, and universities throughout New Zealand