

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
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Purina launches a 'Pawfect' campaign to Excite shoppers

Leading pet care company Nestlé Purina is taking its passion for pets to a new level with the launch of a new brand campaign with oOh!media.

As principal food sponsor, Purina partnered with SPCA to showcase the types of pets that are available for adoption across New Zealand.

The 'Pawfect Match' campaign, which commenced earlier this week, was developed by Purina and Mediacom in response to a challenge by oOh! for agencies and advertisers in New Zealand to create a powerful and engaging execution for oOh!'s Excite panels.

Utilising oOh!'s strong network of the fully interactive Excite panels' - with features including multi touch Kinect 2.0 technology, webcam and audio features – animal lovers can find the type of pet best suited to them, based on the desired personality of a pet, the lifestyle traits of the owner and their home environment.

Based on the answers provided, profiles of the most 'pawfect pals' will be displayed on screen, with shoppers then encouraged to take a photo with the pet, which is then shared with the shopper via mobile or email.

General Manager for oOh! New Zealand Nick Vile said the campaign demonstrated the opportunities available from oOh!'s fully interactive Excite panels to gain deeper engagement between advertisers and their audiences, via one on one interaction and also, the halo effect created by people stopping and watching.

"The campaign, which can be seen across 15 Excite and 60 Shopalive panels across the five main markets of Auckland, Wellington, Christchurch, Hamilton & Palmerston North, will reach a unique audience of close to 900,000, demonstrated by our audience measurement system CRAFT " Mr Vile said.

"On top of this, we expect the reach to be further amplified as shoppers are encouraged to share the image of them with their Pawfect pal across social platforms."

Nestlé Purina Brand Manager Alice Hawke said the features of the Excite panels spurred the creative concept of the Pawfect Match campaign.

"With such a huge number of features available with the Excite panels, which delivers interactivity at scale unmatched in Out of Home, we were able to develop a powerful and all-encompassing campaign that demonstrates our passion for shelter adoption and communicates our support of SPCA," said Miss Hawke.

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oOh!media is a leading media company across Australia and New Zealand that creates deep engagement between people and brands through Unmissable Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across our diverse network of more than 30,000 locations across Australia and New Zealand helping brands connect with their audiences through powerful and integrated, cross format campaigns. Our unparalleled reach combined with industry best data, insights, media planning tools and technological innovation gives advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.

About Purina

Quality nutrition and care for cats and dogs has been the focus for Purina for more than 120 years. William H Danforth established Purina in St Louis, Missouri, USA. His aim was to build a company that would provide the best and purest nutrition for animals in convenient and easy to use foods. The name Purina originates from the company's slogan, "where Purity is Paramount." In New Zealand, Purina is the principal pet food partner of SPCA, and donates over 82,000 kgs of cat and dog food to feed the animals at SPCA throughout the year.