

>> In this issue...



# iSITE IS LIVE

Spring 08 Newsletter

After months of planning, designing and dreaming, the iSite website is live at [www.isitemedia.co.nz](http://www.isitemedia.co.nz). We have presented the new site to most of the Auckland and Wellington Agencies and will be getting to the remainder over the next few weeks. We hope you like it. We do.

We consulted widely with the industry about the content of our website and wanted to make sure it did what you needed it to do. We are still interested in what you think of it – Did we get it right? Let us know on our feedback page <http://www.isitemedia.co.nz/index.php/blog/2>, all feedback received goes into the draw to *win a bottle of Veuve*, 3 given away each week until the 19th October, and the *grand prize of flights and accomodation for 2 to Melbourne* (blackout travel dates apply).

So many exciting features are available on the website, most of which have been designed purely to make life simpler for you. Some of our favourite features are:

#### **Search shortcut**

See exactly what we can see in our database – live and in real time. Select your own sites based on the availability. Map out your campaign across the towns and cities. Send a powerpoint version of your campaign to yourself and re-visit it whenever you want and make alterations. All controlled by you.

#### **The creative upload tool**

You can test what your creative will look like up on our products to see how it will work. Have you got the logo the right size? Does the message stand out? Now you can find out.

#### **Wellington Airport Virtual Tour**

Not really sure how your advertising stands out at our increasingly busy Wellington Airport? Now you can see where it all fits in and how visible your site at the airport is to the public.

#### **Spring Bus Package**

We are pleased to offer a great deal to get your brand on the streets for Spring. We are offering \$650 per Bus Back per month over 3 months (October – December) dependent on availability. Minimum buy of 10 bus backs required.

*Note: Rate includes production and installation!*



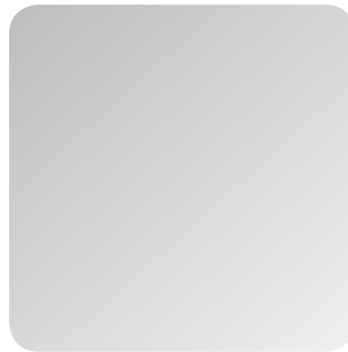
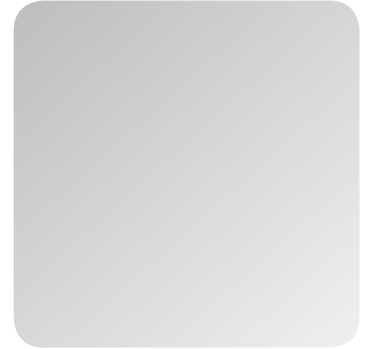
# CREATIVE AND BEST USE ACCOLADE

**i** This season Nelson Arts Marketing and Nelson Tasman Tourism win our Creative and Best Use accolade for their display in Wellington Airport.

Nelson Arts Marketing and Nelson Tasman Tourism believe that understanding something about their place, their artists, and their inspiration makes art purchases more meaningful. Using the display area at Wellington Airport (W14), they replicated the creative tourism experience of visiting artists at their home studios and galleries. Set against a backdrop of the region's Abel Tasman National Park, the Studio showcased work by over 30 Nelson artists. A group of artists also worked in residence at the studio throughout the month-long promotion. The studio was designed by Wellington art director Philip Thomas, who grew up in Nelson, and supported by Nelson's Oscar-winning creatives Dan and Chris Hennah.

"It created a lot of attention within the airport and was used due to its close proximity to Nelson and Wellington's great appreciation of art."

– Warren Hoy, Chief Executive Arts Marketing.



Our display areas are a premium and interactive way to display your product to the highly influential passengers and visitors at Wellington Airport.

World of Wearable Arts display (right), Audi A6 All Road Quattro Launch (below).



# INTERESTING INTERNATIONAL CREATIVE

We keep a look-out for great creative examples around the world and, of course, within New Zealand. Out of Home advertising is a great way to get your brand noticed and to use great creative execution to really stand out. This season we are focusing on Special Builds:

## 2 Allan Gray Insurance, South Africa

Released August 2008

Brand name Allan Gray

Agency KING JAMES

Country South Africa

Allan Gray Images: (Allan Gray\_IMAGES)

To illustrate the fact that, when it comes to investing, patience is always rewarded, Allan Gray Insurance decided to build a billboard out of roughly 6000 puzzle pieces over a 4 week period.

The billboard was placed next to a busy road, where a little piece of the headline was revealed to commuters every day. After 4 weeks, Allan Gray's logo was finally revealed.



## 3 Chevrolet, United Kingdom

Released June 2008

Advertiser CHEVROLET

Brand name Chevrolet Aveo

Country United Kingdom

Using the thought that if you look after your pennies, the pounds take care of themselves Chevrolet created the worlds first penny billboard to launch the Chevrolet Aveo Over 20,000 pennies were used to form the outline of the car and other parts of the billboards and were there for consumers to remove and keep. Once the pennies were removed the graphic of the car was displayed. The build and results of this brilliant billboard are visible on You Tube (<http://ca.youtube.com/watch?v=julpvn9nuuM>).

# INTERESTING INTERNATIONAL CREATIVE



## 4 Carlsberg – United Kingdom

Released March 2008

Advertiser CARLSBERG

Brand name CARLSBERG BEER

Agency DUVAL GUILLAUME ANTWERP

To announce the 'probably best beer in the world' now comes in a new bottle, an impressive amount of those new bottles were used to form the Carlsberg logo. Just for once the well known Carlsberg baseline was adapted to "probably the best new bottle in the world".



## 5 De Beers Diamonds – New York

Released August 2008

Advertiser DE BEERS

Agency JWT New York

**The Problem:** The line "A diamond is forever" was losing its meaning, men were buying perfume, chocolates and flowers instead of diamonds to demonstrate their love. **The Solution:** Show that other gifts are temporary, diamonds are not.

A billboard in Grand Central Station with over 25,000 red roses spelling out 'A diamond is forever' got the message through to the thousands of daily commuters who passed through the station. During the weeks following the installation commuters watched the roses slowly dying, leaving a less than glamorous display. The commuters literally saw the message that Diamonds last forever—other gifts don't.

View the case study at You Tube

(<http://ca.youtube.com/watch?v=9uPyQ4wcHdE>).



## What's happening at iSite?

We are pleased to announce Mel Graham has joined iSite Media as Agency Manager. Mel has great existing relationships with the industry from her time at Media 1 and you will all be pleased to know you may still be dealing with her! Mel started with us on 8th September, her contact details are: [mel@isitemediaco.nz](mailto:mel@isitemediaco.nz) DDI: 360 2322.