

# COMPLETE NATIONAL COVERAGE

Summer 09 Newsletter  
[www.isitemedia.co.nz](http://www.isitemedia.co.nz)

## RED BUS

As of 1st January 2010 iSite Media will be able to add Christchurch's Red Bus coverage to our already expansive bus offering.

The addition of 120 buses in Christchurch ensures your national campaign can get the cut-through it deserves. The high profile, bright red buses travelling around the inner-city Christchurch and surrounding suburbs really do stand out – as will your ad.

The ability to continue your campaign into the country's third largest city is yet another commitment from iSite to ensure we offer our clients the best products, best selection and best service.

The acquisition of the Red Bus contract highlights and cements our market leading position. iSite Media are the only company able to offer complete national bus coverage or alternatively offer you thorough and heavy weight coverage in individual areas.

## SAMOA TSUNAMI APPEAL

To try and make a difference, iSite Media auctioned off three 6 x 3 billboards in October with all the proceeds going to the Samoa Tsunami 2009 Appeal, headed by Samoa's Consul General in Auckland. Look out for the winning agency's billboards going up this month.

We also collected items from around the home to donate, from agencies in Auckland. The response received was overwhelming and we wish to thank all of those who donated, in particular Starcom and Ikon for their very generous donations. The volunteers at the drop off depot were blown away by the support from everyone – the containers were full to the brim with donations!



## BIG DAY OUT 2010

We are once again running the Christmas Promotion for your chance to win tickets to Big Day 2010 (Friday 15<sup>th</sup> January 2010). With acts such as Muse, Groove Armada, Lilly Allen and Dizzee Rascal this is definitely at the top of the "Must Attend" list 2010.

Keep an eye on your inbox at midday Friday 13<sup>th</sup> November for your chance to win. No email entries will be accepted – via the website only!

We will be having a BBQ at the Ponsonby Bowling Club before the event and then providing bus transport as per usual, so anyone with a ticket (through us or not) is welcome to attend!



# NZ BEST CREATIVE & BEST USE ACCOLADE

## TIGER BEER & CUT COLLECTIVE COLLABORATE

Tiger Beer's Summer Campaign has recently hit the inner city streets, with 10 stencil artworks, courtesy of Auckland artists the Cut Collective, sprayed on to the back of the buses.

Tiger has a long standing interest in art and supports local artists with the likes of its annual Tiger Translate events. The bus campaign is the brand's latest initiative.

The artwork was based on thought provoking artwork, which allows Tiger to not only stand out from the crowd but "brighten the days of Aucklanders stuck in traffic and inspire creativity in the city". The Cut Collective comprises five artists and is known for its commissioned artworks and gallery exhibitions.

They are on the roads until November 22nd. Other artwork from the artists can also be viewed at four of Auckland top bars – The Ginger Minx, Grand Central, Bungalow 8 and Racket.



## KIWIBANK – HELPING KIWIS TAKE OFF

Kiwibank Go Fly Credit Card

Kiwibank's newest credit card has hit all travelers with a bang across the country's biggest Airports. In Wellington, the Air New Zealand baggage carousel has been taken over by a small flock of FLYING Kiwis! Alongside partner Air New Zealand, Kiwibank wanted to capture all of New Zealand's imagination, and felt that the baggage carousel offered a fantastic platform with which to extend their new Go Fly vision. The artwork is based on the credit cards themselves, which feature flying Kiwi birds, and again highlights Kiwibank's consistent approach to being iconoclastically Kiwi.

The baggage carousel is up for all of November, but watch this space, because it could definitely be up for longer!



# INTERNATIONAL CREATIVE

## HOT CABLE TV NETWORK - BBR SAATCHI AND SAATCHI, ISRAEL

The HOT network created a 140 meter long magnetic billboard as part of their campaign "At Home with the Stars", to promote the acquisition of new shows to their network. Over 6,000 cut outs of entertainment celebrities were attached to the billboard, and the public was invited to peel them off and take them home with them. The entire display was stripped bare within 2 hours of launch, was replenished several times and was picked up by leading media channels, including live coverage on breakfast TV.



## THE ISITE CAMPAIGN RECOVERY AHEAD:

Have you seen our own Outdoor Campaign on buses around Auckland and Wellington?

iSite Media have taken to the roads, and judging by the feedback it is being seen a lot!!!!

Keep an eye out for our own campaign!

# PROUD TO BE ASSOCIATED WITH...

## KEEPING KIDS SMOKEFREE

Keeping Kids Smokefree ran a competition at Weymouth Intermediate to address the issue of parents buying their kids cigarettes. Students designed a piece of art to get the message across, and the lucky winner's has their art displayed on the bus back of 2 Waka Pacific buses for the next few months.

CONGRATULATIONS TO SARAH COLCORD who's art was chosen to be displayed - Keep your eyes peeled for her buses.



## AUCKLAND RESCUE HELICOPTER TRUST

We are proud to Sponsor the Auckland Rescue Helicopter Trust which provides a dedicated 24-hour, seven day a week service. This service often makes a life or death difference for thousands of Aucklanders. Auckland Rescue Helicopters are like a fully equipped intensive care unit in the sky. From a defibrillator for a premature baby to full life support systems, Auckland Rescue Helicopters are equipped to deal with any situation.



## SOVEREIGN OCEAN SWIM SERIES - FREE ENTRIES

To promote health and well being in our communities, Quantum Events established a six-race ocean-swim series. With five years' proven event success with Auckland's King of the Bays, Harbour Crossing and North Shore City Beach Series, this series is founded with pride and an excellent reputation. With the aim of promoting fitness and health through swimming and ocean swimming, each of the six exciting events around New Zealand host four achievable distances.

We have 20 complimentary entries to any of the races in this series. To claim one of the complimentary entries please email [emma@isitemedia.co.nz](mailto:emma@isitemedia.co.nz) for the entry code. For further information regarding the ocean swims check out [www.oceanswim.co.nz](http://www.oceanswim.co.nz)

## WELCOME TO WINNY THE WOODLE

New to the iSite office is Winny the Whoodle, a Wheaten Terrier crossed with a small amount of Poodle. She is just 9 weeks old and a wee gem. If you haven't been up to our new offices, there is even more excuse now to pop on up and visit not only us, but our new wee girl!

