

WATCH YOUR BRAND TAKE OFF...

Winter 09 Newsletter
www.isitemedia.co.nz

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Wellington Airport is the gateway to the country's 'corporate office' in both the political and business sense and as one of the most stylish airports in New Zealand, it is your premium out of home advertising opportunity.

Wellington Airport hosts approximately 5 million passengers a year and 7 million visitors in total. There has been a constant growth in passenger numbers over the last 15 years, international passenger numbers have grown 6.4% per annum and domestic passenger numbers have grown 2.8%. With the recent introduction of Pacific Blue and Jetstar, these figures are expected to grow even more!

Passenger survey's show:

- 55% of travel is business related
- 75% of passengers were from other cities
- 68% if the travel is during the week
- For every 10 passengers there are 6 or 7 other people visiting the airport
- High dwell time, with over 1 ½ hours for International travellers and over 30 mins for domestic passengers.

Wellington can boast as being the cultural, creative, political AND corporate hub of New Zealand. In this state of the art, modern and prestigious environment you are free to advertise outside the square. View more online at our Airport page on www.isitemedia.co.nz.

WHAT'S NEW?

Exactly that – we now have a 'what's new' section on the website that will be regularly updated with the latest and greatest happenings here at iSite. This month we have a selection of some great new sites we have picked up across the country, including some high profile main metropolitan and some fantastic exclusive regional sites. Also available online are the profiles for each of the Wellington Airport offerings.

Next time you are searching for sites take a look at the 'What's New' section – it will be updated regularly.

SOVEREIGN OCEAN SWIM SERIES

iSite Media are proud to continue to support the Sovereign Ocean Swim Series. To promote health and well being in our communities, Quantum Events and principle partner Sovereign have established a five-race ocean-swim series. With the aim of promoting fitness and health through swimming and ocean-swimming, each of the five events around New Zealand host two achievable distances: 750m and 2.8km. For some, it could be to swim in the sea for the first time or for others, to go all out to be an age-group series winner!

We get a limited amount of entries each year for staff and clients, so start your training for next year's swim and see you at the start line – at least two iSite staff are committing to next year's events. Let us know if you want to join us!



BEST LOCAL USE OF OUT OF HOME EXAMPLES

Since the release of our last newsletter some fantastic examples of out of home advertising have gone up. Below are a couple of campaigns we think got it right and are great examples of how simple, well executed creative really stands out on a billboard.

JOCKEY:

Clever use of bright colours, along with some 'eye-catching' models in fantastic locations really made the Jockey billboards stand out and grab consumers' attention. The text was clear and the colours were bold.



DULUX:

A simple execution to promote the new line of Dulux colours works really well on the clear white background. The clever new colour range is reflected in the creative and the imagery associated with each colour which were also put up in specific locations, so the consumers would recognise each colour and image, for example, Hauraki Golf was installed in Auckland, and Lytleton was installed in Christchurch.



DRIVING THE MESSAGE TO THE CONSUMERS

We have had some really exciting Dlite campaigns over the last few months, with some other great campaigns in the pipeline.

The Dlites have been motoring around the country delivering your messages to the public, and in some cases, handing out samples by taking advantage of the refrigerated area (which can also be used for hot sampling) or directly speaking to the people using the speaker system. Keep an eye out for some of the other great campaigns we have coming up or contact your agency manager to take advantage of the Dlites yourself.



INTERESTING CREATIVE EXAMPLES

ANANDO MILK - INDIA

Released: JUNE 2008

Advertiser: ANANDO MILK

Agency: MCCANN ERICKSON

Country: INDIA

Category: DAIRY PRODUCTS

Anando milk is a small local company who wanted to increase milk consumption among young children. They wanted to make their milk look fun and interesting as opposed to its current 'boring drink' image and come across to children like their competition of soft drinks and juices do. They played with the idea that every child lives in a fantasy world and exaggerated the benefit of milk to giving a young boy superhuman powers that comes from drinking the milk on a prominent billboard and building.



INTERESTING CREATIVE EXAMPLES

MAKITA PRECISION – SOUTH AFRICA

Released: APRIL 2009

Advertiser: MAKITA

Agency: SAATCHI & SAATCHI

Country: SOUTH AFRICA

Category: HOME ELECTRONICS AND AUDIO VISUAL

The challenge for Makita was to convince people that Makita drills are high precision power-tools. To solve this, Saatchi & Saatchi decided to drill over 20,000 holes into a wall to create an image of a Makita drill. To be able to create the image well, tones and distances between the holes had to be carefully calculated. This worked for Makita because it showed the viewer that Makita drills go anywhere you want them to (even when you need as much precision as they did for this image) because of the drill's new shock buffer system. It ensures the perfect pressure if the drill bit to any point on the chosen surface.



MCDONALDS PREMIUM ROAST COFFEE - USA

Released: APRIL 2009

Advertiser: MCDONALDS

Agency: LEO BRUNETT, CHICAGO

Country: USA

Category: FAST FOOD OUTLETS AND RESTAURANTS

This award winning use of a billboard creatively illustrates how fresh the McDonalds Premium Roast coffee is. By utilising the height of the building in conjunction with the billboard to create the image of poured coffee, they are making the most of the outdoor space as creatively and as effectively as they can to get the 'always fresh' message across.



CONGRATULATIONS

A big congratulations from the iSite team to all the winners at the Caanz Media Awards. A special congratulations to **Starcom** for the Best in Show award and also to **Draft FCB** for the Agency of the year award. It was a fantastic night and there was a very high standard of entries this year!