

# INSTANT AWARENESS

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

## INSTANTANEOUS AWARENESS

Fancy an instantaneous increase in awareness for your brand? We have recently undertaken some industry research that has knocked the socks off us and the client!

We acknowledge that the research available for Out of Home is not as plentiful as we all would have liked. Therefore we wanted to make an investment that will provide the industry with something to take to their clients – one that backs up the benefits of Out of Home.

Pacific Blue ran an out of home advertising campaign with iSite utilising our Wellington coverage, including the Wellington Airport and our Bus Fleet. The main part of the campaign started in July and is still running.

We will be presenting this research to you over the coming weeks; however how is this to whet your appetite...?

- Over the course of the campaign Pacific Blue had top of mind recall nearly twice that of any other airline.
- Overall awareness developed strongly to reach a steady level at just over 70% in the last weeks of tracking.
- A 39% increase on awareness at one of the locations, with others reaching similarly impressive results.

To hear more about the research keep an eye and ear out for when the iSite team are in your agency and come along to the presentation.

### AND THE WINNER IS....

Congratulations to Ellana Scharvi from Mediaedge:cia on being the winner of our Website Launch Grand Prize of flights and accommodation for two at the stunning Lindrum Hotel ([www.hotellindrum.com.au](http://www.hotellindrum.com.au)) in Melbourne.

Ellana took the time to visit our website and publish a comment and because of that, won the trip! As well as the draw to Melbourne, we gave away three bottles of Champagne a week to other lucky winners. Thank you to everyone for your great feedback, even though the prizes have finished, we still welcome any suggestions.

### MANNERS MALL SPECTACULAR

iSite is pleased to announce the acquisition of the Manners Mall Spectacular – Wellington's best "Spectacular". Situated on the South Eastern wall of the Grand Central Building at 76-86 Manners Street and towering above the city's entertainment zone, this fantastic site provides unbeatable exposure to drivers travelling the CBD and residents from Mt. Victoria and its surrounding hills. iSite have invested in the Spectacular to improve the ease of installation. Contact your agency manager for more information about this site.



# BEST LOCAL USE OF OUT OF HOME EXAMPLES

Over the last few months we have seen some brilliant campaigns using Out of Home, below are just a few of them that we think really captured the essence of the medium.

## TRADE ME

To promote the new six figure jobs at Trade Me, a mobile trailer was used to tow the message 'Pull the Birds – Get seriously big dough'. The use of real bread with a few extra bits of bird seed ensured birds were flocking around the trailer to get the message across. The Mobile trailer was towed around Auckland and parked up at some key Auckland spots during the campaign.



## FUJIFILM

Making the most of their 'We bring images to life' message, Fujifilm put up a series of advertisements that brought the billboard to life. This site shows a child blowing bubbles and during key times of the day actual bubbles would be produced, another eye catching version was the steaming elephant poop!

## CORONA

To bring to life the long summer days and brilliant images used within the Corona creative, real hammocks and ladders were used to make the images even more lifelike. This one shows an extension of the hammock reaching from the billboard to be attached to the adjacent street light. Other creative involves a long enticing jetty, with the end ladder being a special build and a swing rope hanging from a tree. Great use of the medium and its surroundings.



# INTERESTING INTERNATIONAL CREATIVE

## Mammoth Mountain – California, USA

Released JANUARY 2009

Brand Name RESORT

Agency DAVID AND GOLIATH

Country USA

Category ENTERTAINMENT AND LEISURE

In May 2008, Mammoth Mountain—Southern California's largest Ski Resort wanted to launch its new identity. As the winter season got under way, David & Goliath re-launched the brand with a campaign that was truly larger than life.

A highly visible billboard on the interstate was turned into a half-pipe and a snowboarder used it to jump high in the air. Beneath Mammoth's logo is its new tagline: "Play Big."



## HD Sports – Puerto Rico

Released JANUARY 2009  
Brand Name DIRECTV  
Agency LEO BURNETT  
PUERTO RICO  
Country PUERTO RICO

To announce the release of High Definition TV to the public of Puerto Rico came DIRECTV's Out Of Home ads. Real sports balls were attached to posters in relevant locations. A hyper realistic look was created with the balls sitting outside the frame to give the impression that through DIRECTV's new High Definition TV you could actually "feel" the game.



## Pattex Power Glue - Germany

Released DECEMBER 2008  
Brand Name PATTEX GLUE  
Agency DDB  
Country GERMANY

Henkel wanted to demonstrate that Pattex Clear Power Tape is an extremely strong and above all, clear Power Tape that sticks to virtually any surface and resists even extreme pressure. To demonstrate the extreme strength and durability of the tape they used billboards throughout the country that looked like they were made of solid concrete. The posters were suspended using the clear Power Tape which gave the impression that they were hovering midair. Those interested were able to ask for further information about the product by using the Bluetooth facility on their mobile phones. They were also able to order a free sample of the product having first answered the question 'How much weight can their Clear Power Tape withstand?'. Over 120,000 spectators during the one-week campaign were shown in a surprising and colourful manner that Pattex Clear Power Tape really does live up to its name. The 10,000-plus requested samples made it the most successful media campaign of the year.



## BIG DAY OUT 2009

Thank you to everyone for 2008, and following tradition we were able to provide some of our lucky clients tickets to the Big Day Out 2009. iSite once again hosted a pre-BDO function at Ponsonby Bowling Club. We would like to thank everyone who attended the pre party and we hope you all had a great day. Photos of the pre-BDO party are available at...  
[www.isitemedia.co.nz/index.php/content/events](http://www.isitemedia.co.nz/index.php/content/events)

## What's happening at iSite?

We are thrilled to announce that Steve Simpson will be caretaking a portfolio of agencies, Steve has been with iSite for about eight months now and is moving his focus from Direct Sales to Agency Sales for the near future. His outstanding skills and knowledge will ensure his agencies get the service they are used to. Steve is available at: [steve@isitemedia.co.nz](mailto:steve@isitemedia.co.nz), or give him a call on 09 360 2342.