

ITS ALL ABOUT SUMMER!

October - December 2010 Newsletter
www.isitemedia.co.nz

iSite Media
makecontact



BDO 2011 FRIDAY JANUARY 21ST

The Big Day Out is almost here and with a fantastic line up including Iggy Pop and the Stooges, Rammstein, Wolfmother, M.I.A, Lupe Fiasco, and Tool to name a few, this year's event is set to be bigger than ever!

As in previous years, as a BIG thank you for your support, we will be giving away tickets to this event. Keep an eye out for an email in November to get your hand on a ticket from us!

Visit <http://www.bigdayout.com> for the full BDO 2011 line up.

ISITE SPONSORSHIP STATE NZ OCEAN SWIM SERIES



The Ocean Swim series is an event that is synonymous with Summer. Every year each swimming event gets bigger and bigger and we are proud to be a sponsor of this series.

For those of you that are keen to challenge yourselves by getting outdoors and getting active we have a limited number of complimentary tickets to each of these events.

If you would like one of our complimentary entries please email alana@isitemedia.co.nz for the entry code.

The dates for each event are as follows:

Auckland Harbour Crossing: **21st November 2010**
Bay of Islands Russell to Paihai: **11th December 2010**
Wellington Capital Classic: **29th January 2011**
Christchurch Corsair Classic: **26th February 2011**
Mt Maunganui Sand to Surf: **26th March 2011**
Auckland King of the Bays: **16th April 2011**

For further information on the Ocean Swim series check out www.oceanswim.co.nz.



OUTDOOR GROWTH OMANZ UPDATE

Out of Home growth is strong in the lead up to Summer with Q3 Gross media revenue for the industry increasing to \$15.7 million, up from \$13.6 million over the same period in 2009, an increase of 16 percent.

We're incredibly pleased with these results for the out-of-home sector," says Jo Davenport, the project manager for OMANZ. "We've now seen positive growth over the past two quarters of this year. In fact total out-of-home revenue for 2010 is now up 6.7 percent over the same period last year."

She says the outdoorsfolk are seeing improved levels of confidence in the planning out of campaigns by both agencies and advertisers at present and expectations are that things will continue to go in the right direction over the coming months.*

*Sourced from OMANZ and Stoppres

CAMPAIGNS OF THE QUARTER

October - December 2010 Newsletter



iSite Media
makecontact

CAMPAIGN OF THE QUARTER

NZTA FULLBACKS

NZTA created awareness of the need to SLOW DOWN with a Fullback bus campaign in the five main mets including Whangarei and Napier.

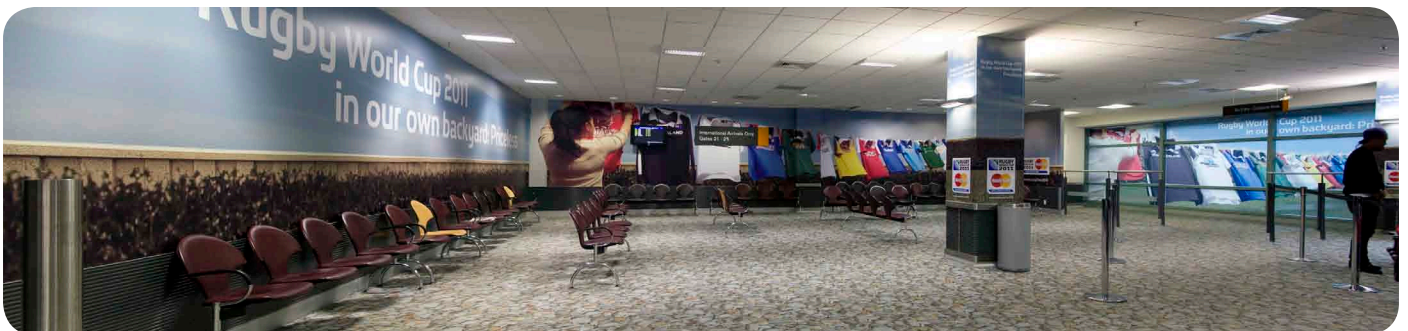
The challenge was to provide key messages at decision making times for drivers, while not providing excessive driver distraction. Buses provide the perfect platform to focus on urban built up areas where the speed limit is 50km.

The Full Backs illustrate how effective simple creative with a bold image can be. Visible from a long distance.



BEST USE ACCOLADE

MAX FASHIONS, MINI AND MASTERCARD



LET'S GET CREATIVE OVER SUMMER!

October - December 2010 Newsletter



iSite Media
makecontact



OVERSEAS CREATIVE

Summer overseas has heralded new and innovative special build billboards that have created talkability in their chosen markets.

Top: Coke, McLaren McCann, Canada

Middle: Kick Ass, Highland Avenue, L.A.

Bottom: Lynx Bullet, Mindshare, London

If you would like to get the country talking about your client's summer advertising, talk to our resident creative guru Rupert Fenton (rupert@isitemediaco.nz) on how to bring your creative to life on Buses and Billboards.



iSITE MEDIA'S ZOO DO AND BBQ

Saturday 16th October, 2010



iSite Media
makecontact

In October we hosted our first Zoo Do and BBQ family day at the Auckland Zoo. Full of animals, facepainting and food, the day was a great success! Thank you to all those families that joined us at this event!



For any further information on anything outlined in this newsletter please contact your Account Manager.
www.isitemedia.co.nz