

Winter Newsletter

July - September 2011

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INCREASING OUR OOH SOLUTIONS

We are always looking for ways to grow, expand and offer new and exciting OOH advertising solutions and this quarter has been no different with the addition of an innovative digital billboard, new bus routes and an exciting acquisition.

ISITE ACQUIRE ASSETS OF OTW

iSite are very excited to announce that we have just completed an agreement to acquire the assets of New Zealand billboard company OTW. This comprises of a fantastic portfolio of billboards with coverage in Hamilton, Wellington, Christchurch, regional sites and a strong Auckland focus including great representation within the CBD.

We plan to commence operating these sites from the 1st November so keep an eye out for further updates and news as the sites go live!

"We are delighted with the outcome. The OTW sites are high quality and provide a great strategic fit with our existing offering. The acquisition highlights our commitment to a vision of a vibrant and competitive OOH market in New Zealand" - iSite CEO Wayne Chapman

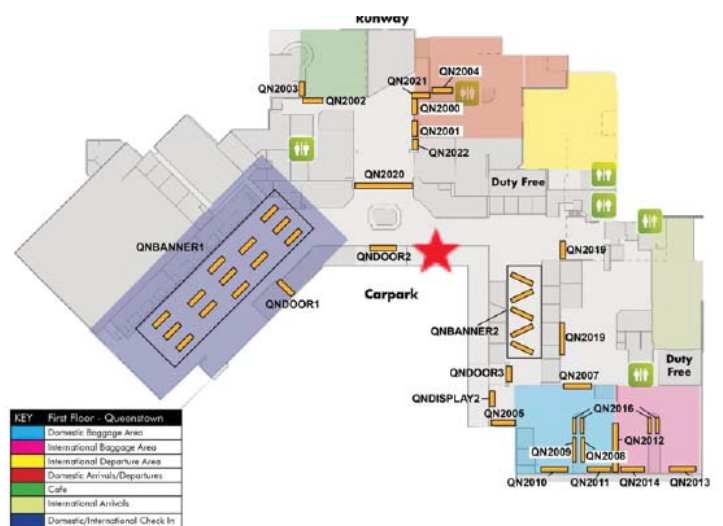
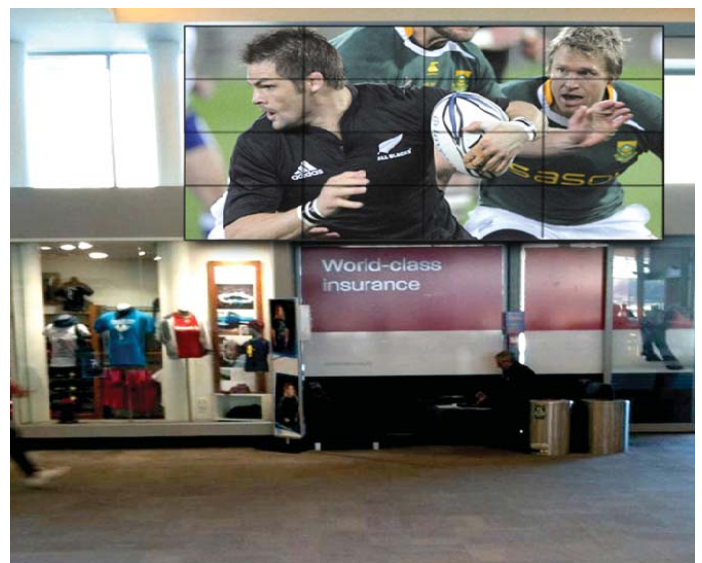
QUEENSTOWN AIRPORT DIGITAL WALL

Coinciding with the kick off of the Rugby World Cup at the start of September, iSite launched the latest innovation for the company – a new seamless digital billboard at the thriving and premium Queenstown airport.

This 4.1m x 2.1m Seamless NEC digital billboard is made up of 16 NEC Ultra Narrow bezel 46" screens, positioned inside the main terminal building the wall captures the attention of both arriving and departing passengers. Seven new back lit LED panels were also installed in August adding to the premium offerings targeting the high spending tourism market of Queenstown.

Queenstown airport is one of the fastest growing airports in Australasia, forecasting to have 950,000 passenger movements in 2011.

The developments are all part of an ongoing strategy for iSite in the airport space and beyond focusing on creating innovative outdoor media solutions. This year has also seen the launch of an 8.2m x 2.1m seamless screen using the same NEC panels at Wellington airport – the largest third party digital advertising billboard currently available in any New Zealand airport.



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NEW SITES

We have some great new sites to add to our everygrowing portfolio in the heart of Auckland City. The best of those being the awesome four new Symonds Street/Khyber Pass super sites. Situated at the busy Khyber Pass/Symonds St intersection these sites capture traffic flowing in all directions in and out of the city into Newmarket and beyond.



NEW LINK BUSES

Our premium Link Bus offering is only getting better with the addition of new buses and routes - City, Inner and Outer Links. Travelling in and around Auckland CBD and Fringe these bright red, green and amber coloured buses are impossible to miss. Zeus, Street Talker and Fullback panels are available in an array of new packages.



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INTERNATIONAL CREATIVE

SMART: LITTLE BILLBOARDS

Advertising agency: BBDO, Toronto, Canada

In keeping with smart car's low impact on the environment, BBDO created low impact billboards. Miniature sized street advertising that celebrates the beauty of being small.

Placed around the city these little billboards create intrigue. We love this idea - small but full of impact designed to get people talking.

VICTORIAS SECRET: SEXIER THAN SKIN

New York, USA

A great example of how easily technology and OOH Advertising can be combined to create an innovative, simple but high impact campaign.

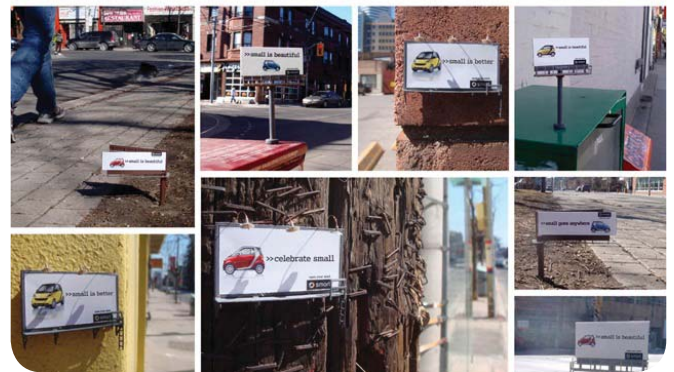
Victoria's Secret launched an outdoor campaign to capture the interest of the public by asking them to scan the QR code to 'reveal Candice's secret'! A great use of technology which we are sure the guys out there would love.

NFS (THE DUTCH STUTTER FOUNDATION)

Advertising Agency: Y&R Not Just Film, Amsterdam, The Netherlands

An outdoor campaign in Amsterdam takes the line, "Be Patient with People Who Stutter" over three intersecting boards. The campaign reveals the frustration that comes when listeners too quickly finish stutterer's sentences for people who stutter.

A clever execution that gets the message across clearly.



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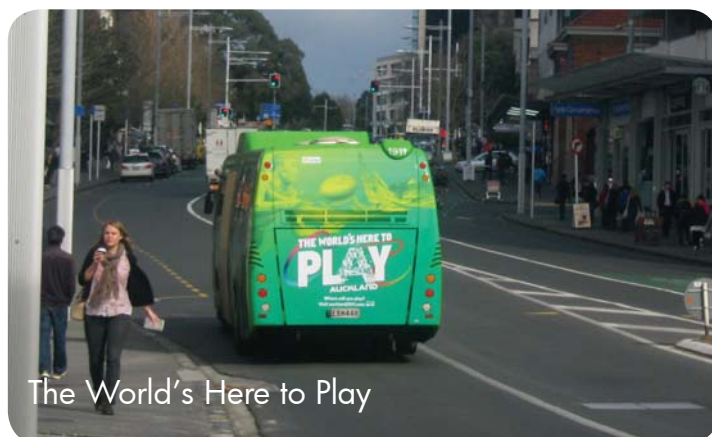
THE BEST LOCAL CREATIVE



The Smurfs Movie (3D)



ANZ Supporters Bus



The World's Here to Play



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ISITE EVENTS

FUTURE: ISITE FAMILY ZOO DAY

Watch this space for the latest up and coming event from iSite Media - The Family Zoo Day. Its in the calendar for the start of November, invites will be coming out to you soon.

Come join us for a day in the sun at Auckland Zoo where you and your family can watch the animals, join in some fun and games and eat some delicious food. Nothing too crazy, just a great day out with something to keep everyone entertained.



BEEN & GONE: MYSTERY BUS TOUR

It was an event to remember - the iSite mystery bus tour in August. We hope you had as much fun as we did! Judging by these shots of the night....We think you did. If you still haven't had a look yet, all the great images of the night are on Facebook - so check it out at: www.facebook.com/iSitemedia

