

# TAILORED BY ENVIRONMENT

International research demonstrates that broadcast reach and frequency delivers audiences while environmental targeting maximises media context and boosts awareness.

To leverage this, Adshel's Tailored Packages are pre-planned using consumer insights, ABS and market analysis data to target population focal points, CBD, journey to work destinations and leisure and lifestyle hubs.

## CBDS & KEY SUBURBS

Helps advertisers to stand out from the crowd and reinforce brand and product image in key environments. Sites have been planned for this campaign in high traffic locations across roadside, rail and retail environments.

## FMCG

Findings from our Grocery Buyers study highlighted that with people shopping more often the path to purchase provides an ideal opportunity to reach them in the right mindset at the right time. Sites in this package are planned in proximity to FMCG environments and are within 250m of shopping centres, retail precincts and supermarkets to maximise out of home path to purchase opportunities.

## ROUTE TRADE

Learnings from our 'Grocery Buyer' and 'Commuters' studies have been used to deliver audiences for the Route Trade. All sites are less than 200m from petrol stations and convenience outlets to leverage impulse decisions and last minute top up shops.

## CONSECUTIVE

Leverages multi copy campaigns with sites located in succession to each other for maximum impact. The campaign consists of 300 panels located on key arterial roads across the 5 capital cities and are seen in sequential order, two at a time at no more than 300 metres apart.

## CREATE

Adshel Create Campaigns provide innovative advertising solutions which deliver added impact and engagement.

The package consists of 140 panels for Wrap campaigns or 80 panels for the portfolio of other Create innovations with sites located across key CBD, inner city and suburban areas of the 5 metro cities.

**NB. Adshel Create Campaigns can only be purchased in conjunction with a medium weight campaign.**

## RAIL

Adshel's rail network provides comprehensive coverage capturing important ABs, professionals and the lucrative youth market. Over 5 million Australians living in Sydney, Melbourne, Brisbane, Adelaide or Perth travelled by either train or tram in the last three months.

A range of formats are available for advertisers to improve distribution, enhance the creative offering and provide more intrigue and impact.

Source: Roy Morgan Research  
– July 2007 - June 2008

## Adshel<sup>3</sup>

Intelligent scrolling technology is sequenced in unison across three consecutive panels (Sydney only).

## Vista

Large, impactful 3.6m x 1.8m scrolling landscape panels in Sydney and Perth.

## AIRPORT

Adshel offers high quality large and small format displays, innovative new formats and sponsorship opportunities across two airports in Australia: Sydney International and Sunshine Coast.

The key contact points in the airport start at the check-in gates and continue through to all shopping precincts, departure lounges and departure gates.

### Sydney International Airport – Navigator

Navigator offers advertisers access to over 10.4 million international passengers per year. Offering a range of high impact media assets and formats in Baggage Reclaim, Arrivals and Departures, including a Digital LCD network, Navigator caters to advertisers wishing to build their brand and influence inbound and outbound purchases in the airport environment.

### Sunshine Coast Airport

The Sunshine Coast is a key regional centre and one of the fastest growing regions in Australia. Adshel manages the internal advertising panels at this airport and has a range of opportunities available in the arrival and departure halls.

## RETAIL

Adshel's retail portfolio encompasses 15 Shopping Centres nationally including the high traffic and prestigious Greenwood Plaza and World Square in Sydney.

Panels are strategically located to influence receptive consumers in a spending frame of mind close to points of purchase. Available as a stand alone package of 40 panels or can be added to another Adshel package.