

THE BEST THINGS IN SUMMER HAPPEN OUTDOORS



We've partnered with Media V and Maverick to offer effective, cost efficient media strategies - with outdoor at the core

This summer Adshel is offering campaign packages skewed to summer destinations such as beaches, parks, cafes, restaurants and shopping precincts using Proximity™ targeting.

In addition to this, Adshel can now trigger clients to increase their campaign reach, frequency and impact through Adshel Mobile, Adshel Create, Media V scooter advertising, sampling and Maverick non traditional executions - with an exclusive incentive available if an advertiser incorporates more than one 'Adshel Activation' element.

The partnership with Media V augments Adshel's distribution. Through Media V, advertisers can target key summer destinations by location, time of day and day of the week. Maverick's involvement will offer advertisers the opportunity to complement their Adshel campaign with a non-traditional, experiential element, or use Adshel street furniture to supplement a large-scale non-traditional idea.

Sampling opportunities are also available through a new development in Adshel Mobile - Sampling on Request. Consumers can request product samples to be sent to their home via Bluetooth as they wait at any of Adshel's networked 200 Bluetooth-enabled sites powered by Aura Interactive. Adshel clients will be able to link any mobile campaign across both the Adshel Mobile and Media V Media platforms as the scooters are equipped with Bluetooth capabilities.

