

Outdoor Media **A SUMMER FAVOURITE**



Christmas time and the long summer days means a change in people's behaviours and media consumption. Kiwis spend more time out and about and are more likely to engage with out-of-home advertising. Adshel offers a comprehensive range of creative solutions that connect on-the-go audiences to brands at scale.

THE LEAD UP TO CHRISTMAS IS DOMINATED WITH THE MAD RETAIL RUSH



Kiwis agree that leading up to Christmas is the busiest time of the year but agree they are likely to pay attention to bus stop ads



43% agree that they start their Christmas gift planning months in advance

However, the majority admit they leave their Christmas shopping to the last minute



Adshel owns the path to purchase, delivering scale and proximity to shopping precincts - providing the opportunity to reach the last minute shopper

SUMMER PROVIDES AN OPPORTUNITY TO UNWIND, CARRY OUT DIY AND RELAX



87% entertain friends/family at home

1/4 agree to staying home and relaxing, reading, playing sports, gardening, watching movies or going to the beach



49% are very likely to take a day trip out of the city/town they live in



With Adshel, you can reach on-the-go audiences with contextually relevant messaging

THE NEW YEAR BRINGS WITH IT A TIME OF REFLECTION AND CHANGE



46% are likely to sign up/renew gym membership

Almost half

are likely to consider buying/selling a car



42% are likely to buy/upgrade insurance plans

Upon seeing a relevant ad on a bus stop, those that plan on renovating their homes are...

36% more likely to actively look out for the ad on the next bus stop



Adshel builds frequency of message, priming consumers before they shop

CONSUMERS ARE IN AN ULTRA-ABSORBENT STATE OF MIND WHEN COMMUTING



Wherever you go in NZ, you can be sure Adshel isn't too far away. That's because our network reaches 82% of commuters everywhere



71% of people who saw an ad on a bus shelter then searched the product/service online



30% of people who saw an ad on a bus shelter then went in to a store to find the advertised product/service

Over half of Kiwis agree to paying attention to bus stop ads when commuting

This is higher amongst 15-24 year olds

60%

Two-thirds have HH income over +\$100,000



More likely to look out for the advertised product/service on the next bus stop

62%

Purchase the product/service (in-store or online)

58%



If I see an advert that grabs my attention I will probably have it on my mind during the journey. If I have internet access I'll probably immediately look up the product or service, otherwise I'll wait till I get home



Bus Stop advertising is something different to look at. Sometimes I'll admire a particularly interesting ad and if it applies to me I'll look it up later

SUMMER MOMENTS
ADSHEL