

oOh! Media Pty Ltd  
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## News Release

### oOh! and MKR attract shoppers senses with special retail billboards

The smell of homemade cooking will be drifting through some of New Zealand's key shopping centres, as part of a new campaign by oOh! Media for TVNZ's new season of My Kitchen Rules Australia.

Utilising oOh!'s Retail Network, specially built panels will dispense specific aromas and play audio of the TV Show hosts, Pete Evans and Manu Feildel promoting the series, when shoppers press a button in centres in Auckland, Hamilton, Wellington and Christchurch.

General Manager of oOh! New Zealand, Cameron Taylor, said the combination of shopaLites with scent, audio and the push button interaction created a campaign that would generate a high level of engagement among the core audience in a highly relevant environment.

"It was essential that we created a solution that stood out from the crowd given that they are vying for attention among a cluttered category," Mr Taylor said.

"Collaborating with Starcom and TVNZ we have been able to develop a highly impactful solution that is bound to capture maximum attention and engagement from shoppers passing these special builds"

Chris Hooper TV2 & Pay Channels Marketing Manager said the sensory execution combined with the wide reaching shopaLite solution created a compelling concept to support the latest series of the top rating Australian cooking show.

"Shoppers who tweet us with what they've smelled with #MKRScents have the opportunity to win some coveted official MKR aprons. So having this opportunity to create a two-way connection with our audience, as well as a full sensory experience, was too good an opportunity to resist." Chris Hooper said

The National campaign runs for 4 weeks, with different scents and audio running across different centres, supported by 65 digital portrait and landscape retail panels that will reach more than 5.5 million shoppers each fortnight.

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Campaign:	My Kitchen Rules
Creative Agency:	Blacksand
Media Agency:	Starcom
Client:	TVNZ

**For more information:**

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**About oOh!** oOh! specialises in providing clients with creative media solutions to connect with more consumers while they are away from home. We do this through our diverse product offerings across road, retail, airport, experiential and place based media throughout urban and regional Australia and OOH businesses in New Zealand. The company also offers the largest digital advertising network in Australia.