



oOh! Media Pty Ltd  
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## **oOh! helps Disney's movie Planes take off at Auckland Airport and land in cinemas**

Disney's animated movie Planes is about to land at cinemas in New Zealand, with the support of an innovative advertising campaign at Auckland Airport and major shopping centres across the country.

In addition to using oOh! Media's static and digital advertising inventory at the airport and key shopping centers, oOh!'s production experts have been able to bring the campaign to life through specially designed decals.

The decals at the airport have been designed and strategically placed to look as though the Disney Plane's characters are flying around Auckland Airport, while in major shopping centres the floors have been transformed into a Disney Plane's runway.

oOh! New Zealand's General Manager, Cameron Taylor, said the creativity of the Disney Planes campaign was bought about by close collaboration with Disney and their media agency Spark PHD.

The campaign encompasses both media planning and creative executions that think outside the square to ensure families will notice the promotions during the school holidays.

"Advertising in retail and at the airport during the school holidays, when families are shopping and travelling more, is a very clever tactic," he said.

"The Disney Planes movie concept and target audience, fits perfectly with the thousands of domestic holidaymakers who will be impacted during the dwell time at the airport, where they have time to be inspired and plan their holiday activities.

"Shopping Centres are also a buzz during the school holidays with families interacting socially and seeking entertainment, with this campaign reaching over three million shoppers.

The use of large landscape digital panels also allows the film's stunning animation to be showcased to ensure that shoppers become truly captured as they pass by.

Disney has been able to select the key centres in Auckland, Hamilton, Wellington and Christchurch where Cinema's are located inside or close by to not only maximise reach, but also help influence the family's movie choice.

Campaign: Disney's Planes Movie



Client: Sony Pictures  
Creative Agency: Walt Disney Studios Motion Pictures, New Zealand  
Media Agency: Spark PHD  
Media and Production: oOh!

**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 retail, airport, and universities throughout New Zealand