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News Release

Auckland airport bridge becomes innovative stairway to SUV Heaven

There's no missing the all-new model BMW X5 being released this month that appears to be climbing the pedestrian bridge at Auckland Airport's business car park.

The innovative build is part of BMW's OOH campaign to retain the brand's number-one position in the premium SUV market by injecting excitement and desirability in to the minds of the business traveller.

The campaign features a life size cut out of the new BMW X5 mounted onto the passenger bridge with internal and external bridge wraps to create a media first at Auckland airport.

oOh! New Zealand General Manager, Cameron Taylor, said Auckland airport's domestic travellers typically fit the profile of a SUV buyer.

"In order to stand-out in a competitive market we made it possible for BMW to feature its new X5 model by combining the installation of a life size X5 cut out with passenger bridge wraps impacting the business car park. All of which has never been done before.

"This eye-catching placement creates cut-through with business travellers while building mass awareness," Mr Taylor said.

In another Auckland Airport media first, oOh! has created a long term Nissan showcase on the roundabout at the domestic terminal where the car manufacturer can display its cars.

The roundabout showcase is a new media site, and is currently home to the latest Nissan Pathfinder that's being seen by around 60,000 people a day.



“These sites enable the BMW and Nissan brands to dominate a passenger’s airport journey, and expose them to more potential buyers than anywhere else in New Zealand.

Auckland domestic airport has the highest foot traffic in New Zealand, boasting nearly seven million domestic travellers each year, which represents a 10 percent increase on the previous 12 months.

“This is another example of how we are able to actively seek out new ways to help advertisers cut-through and create an impact with the affluent and growing Auckland Airport audience,” Mr Taylor said.

oOh! has a special production team in-house to transform innovative ideas into reality.

*Source: <http://www.aucklandairport.co.nz/Corporate/NewsAndMedia/Publications/Monthly-Traffic-Reports.aspx>

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