

oOh!media Limited
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News Release



Lipton Ice Tea cools down New Zealand with the launch of Taste the Brightside campaign

A peachy, pioneering idea by Lipton Ice Tea will tempt shoppers and students with a cool way to engage with advertising panels by pressing a button that will literally recreate a refreshing experience.

In conjunction with oOh!, Lipton's "Taste the Brightside" campaign gives hot and thirsty shoppers and students a refreshing spray of water mist when they hit a button on selected oOh! UniLites panels and a key ShopaLite location at Auckland's Downtown Shopping Centre to help them cool off this summer.

oOh!'s CEO, Brendon Cook, said the use of misting spray panels is a great example of how advertisers think outside the box when engaging with growing audiences out of home, using creative and effective static executions.

"The addition of this new dimension is sure to create intrigue and engage with the target market," Mr Cook said.

"The ads truly grab shopper and students' attention who, with a quick press of the button, can feel refreshed just as they would by having a Lipton Ice tea, influencing them on their path to purchase.

"This kind of sensory advertising effectively engages the customer, increases brand awareness, creates talk-ability and helps drive sales."

Chris Dunne, Lipton Ice Tea's brand manager said: "Partnering with oOh! has helped turn an innovative idea into an example of flawless creative execution. We wanted a disruptive activity to complement the media plan, and the misting units brilliantly epitomise the physically and emotionally refreshing qualities of Lipton Ice Tea – while bringing some fun to the area!"

The "Taste the Brightside" campaign will be seen nearly one million times through oOh!'s University campus Study network and at Auckland's Downtown shopping centre.

Lipton's "Taste the Brightside" misting panels can be seen on UniLites and ShopaLites at:

- Downtown Shopping Centre in Auckland's CBD
- Massey Auckland, University of Auckland, Auckland University of Technology, Manukau University of Technology and Waikato University in Hamilton.

Lipton Ice Tea's 'Taste the Brightside' campaign is supported by a larger OOH campaign across universities and shopping centres nationally.

Campaign: Lipton Ice Tea 'Taste the Brightside'

Client: Unilever

Media Agency: SparkPHD

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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 shopping centres and universities throughout New Zealand.