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oOh! Media Pty Ltd  
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## News Release

### Snackbrands feasts on innovative retail media

Kettle's Chunky Chips will not only stand out – but will be 'heard' - in shopping centres across Australia as oOh! Media converts over 60 shopaLites into either gigantic packets of chips or audio enabled panels, to make shoppers aware of Snackbrands' new product range.

The Kettle Chunky campaign comes after another successful retail campaign for Snackbrands' CC's Thins Popped range earlier this year.

When shoppers walk past 38 of the shopaLite panels, their movement will trigger audio of someone chomping on the chunky chips followed-by a "that's crunchy" voice over, [Ctrl click here to listen to audio & push play](#)

Shoppers will also be impacted by giant-sized Kettle Chucky Chip packets that stand approximately 2 metres tall and are over 11 times bigger than a standard 180g packet.

Blair Hamilford, Commercial Director Sales –Retail, said Snackbrands will impact the retail environment as they have the perfect combination of creativity and reach using a mix of static, special build and audio shopaLite panels as well as landscape digital panels.

"It used to be that special builds were few and far between, but now clients are requesting campaignable quantities because of the cut-through and reach achieved.

"Increasingly clients are utilising the production capabilities of shopaLites for new product launches to influence shoppers close to the point of purchase," he said.

Kettle's Chunky Chips retail away from home campaign will run for three months and includes: over 200 static and digital shopaLites; 38 audio shopaLite panels; 25 special builds of giant packets across shopping centres nationally. 11 big billboards will also support the campaign nationally to help provide mass reach and help influence shoppers as they are away from home.

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Campaign:	Kettle Crunchy Chips
Client:	Snackbrands
Creative Agency:	Scarlet Design Group
Media Agency:	Ikon Communications
Printer:	Cactus ImagingMedia and Production: oOh!

*Giant Kettle Crunchy Chip packets can be viewed and heard at the following shopping centres:*

*Melbourne: Chadstone Shopping Centre*

*Sydney: Westfield Warringah Mall*

*Brisbane: Pacific Fair, Broadbeach*

**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 and Indonesia. The company also offers the largest digital advertising network in Australia.