



MEDIA RELEASE

BREAKING CAMPAIGN

Adshel brings Lotterywest scratchies to life across Perth streets with the power of invisible UV light

21 March 2017

In a **first-to-market for Australia**, Adshel and Lotterywest have used the power of ultra violet (UV) light and specialised custom paint to deliver a high-impact execution across Perth's CBD, to amplify the latest Scratch'n'Win campaign, 'Scratchie Family'.

Using custom paint shipped in for this special build, and customised black lights installed into the Adshel bus shelter panels, the display features hidden messages which are revealed and transform from day to night, bringing the creative to life. It's the first time UV paint has been used on panels in Australia.

The core objective of the campaign is to generate attention and deliver a unique execution that effectively cuts through, particularly to reach a younger demographic.

Adshel Sales and Marketing Director, David Roddick, said: "With the vibrancy of this creative, the youthful look and feel, and the innovative and engaging execution, this campaign will really make an impact, and we are thrilled to be bringing something exciting and new to the Australian market.

This execution is just one part of the many-faceted relationship we enjoy with Lotterywest. In recent months, Adshel and Lotterywest have also implemented a tri-weekly posting period, ensuring posters are changed for their Tuesday, Thursday and Saturday night Lotto draws. Flexibility is part of our DNA at Adshel, and our core business purpose of 'creating the smartest connections for communities' carries across to the way we work with clients.

It's by pushing the boundaries in our sector that we start to think differently. By being challenged around the way we work, we develop and grow as a business, bring to life executions that create impact in market, and deliver better solutions for our clients, so we are very pleased with the latest outcomes for Lotterywest."

Lotterywest General Manager, Marketing and Brand, Honor Clarke, said Scratch'n'Win games are about delivering a sense of fun and excitement to Western Australian players.

"This is a unique campaign that plays on colloquial Aussie language, using bold and high-impact imagery to appeal to a youthful market," she said.

"The Adshel immersive placements not only add a new dimension and bring this campaign to life in an innovative way, they also provide a seamless extension to the fun and engaging Scratch'n'Win play experience."

The 4-week Adshel campaign launched on 6 March 2017, across bus shelters at St. Georges Terrace, Crawley, William Street and Northbridge. The wider Lotterywest 'Scratchie Family' campaign kicked off on 26 February 2017 across TV, digital and out-of-home media.





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You can view a time lapse video of Adshel's bus shelter execution here:

<https://vimeo.com/208778017>

<https://www.youtube.com/watch?v=b3lc5hUFLhw&feature=youtu.be>

Campaign credits:

Media agency: Carat WA: Clara Carmody (Senior Business Director), Bronwyn Kaye (Business Manager) and Alister Yuen (Senior Business Executive)

Concept, creative and artwork: Marketforce

Production: Adshel

Ends.

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About Adshel

As a leading out-of-home media company, Adshel allows advertisers to connect, engage and influence commuters where they work, live, shop and play across Australia and New Zealand. Adshel is wholly owned by APN News & Media and is now one of the most recognised names in street furniture and a key player in the out-of-home media market reaching 92% of Australia 68 times a fortnight.

Looking ahead, Adshel will continue to lead the market in innovation and insights with an ongoing digital expansion across Australia and New Zealand coupled with data and geo-targeting solutions, offering advertisers new ways to reach, engage and impact their audience.

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