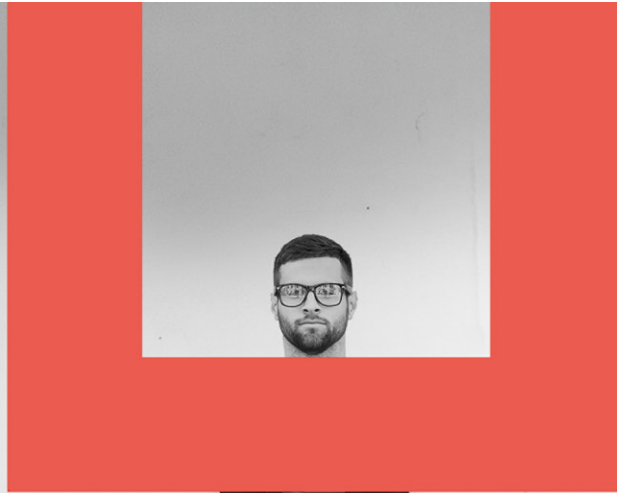


We're all about display.



adzup

We're all  
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# adzup

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adzup is a specialist New Zealand owned media supply company representing almost every major cinema and shopping centre in New Zealand.

Our cinema partners include Event, Hoyts, Rialto and independents. Our shopping centre partners include AMP, Kiwi Property, Colliers, Stride and independently owned shopping centres.

adzup markets and sells six products across its mall and cinema networks this includes Mall Door Advertising, Washroom and Parent Room Advertising, Cubicle Door Wraps, Digital Screens and Static Cine Lights (large format light boxes in cinemas only).

Category specific campaign photos of each of these products can be found at [www.adzup.co.nz](http://www.adzup.co.nz).

# Company Introduction

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## **Our Network**

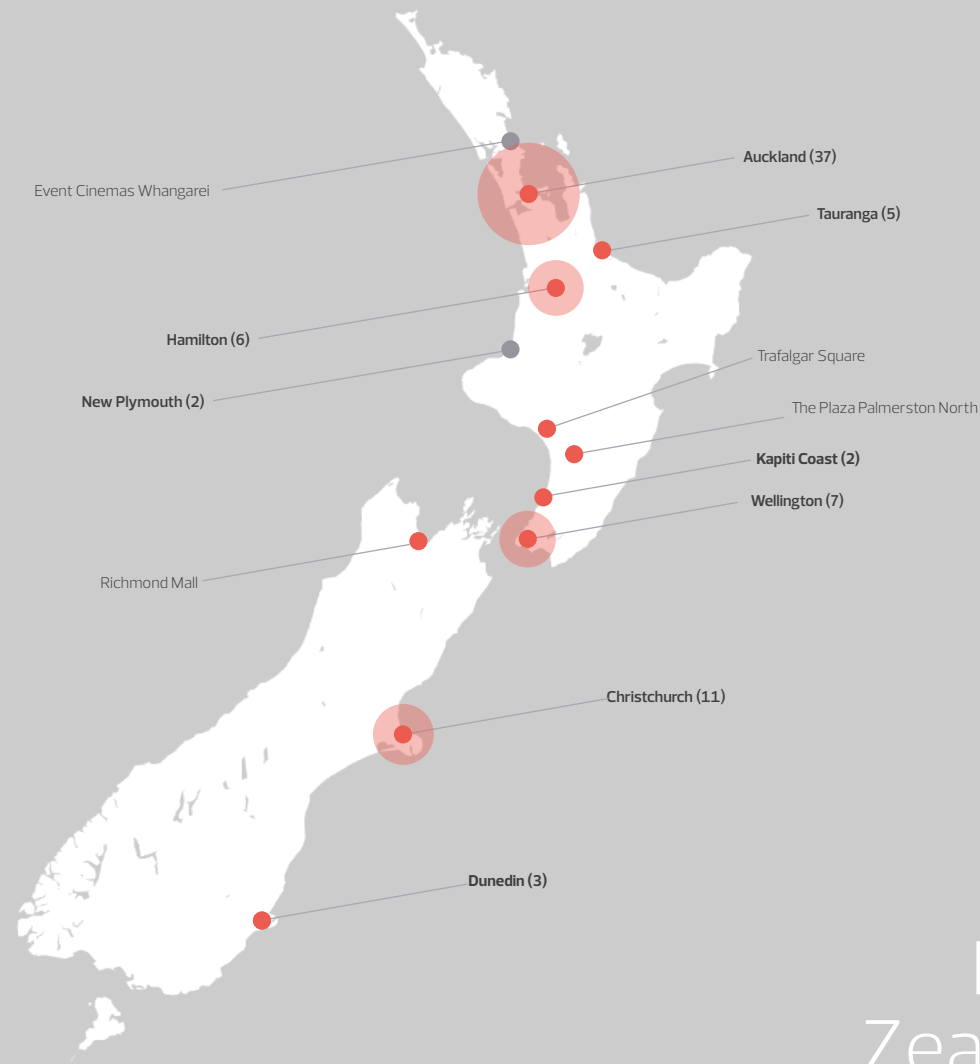
- Network Map
- Shopping Centre Network
- Cinema Network
- Material Information and Deadlines

## **Our Products**

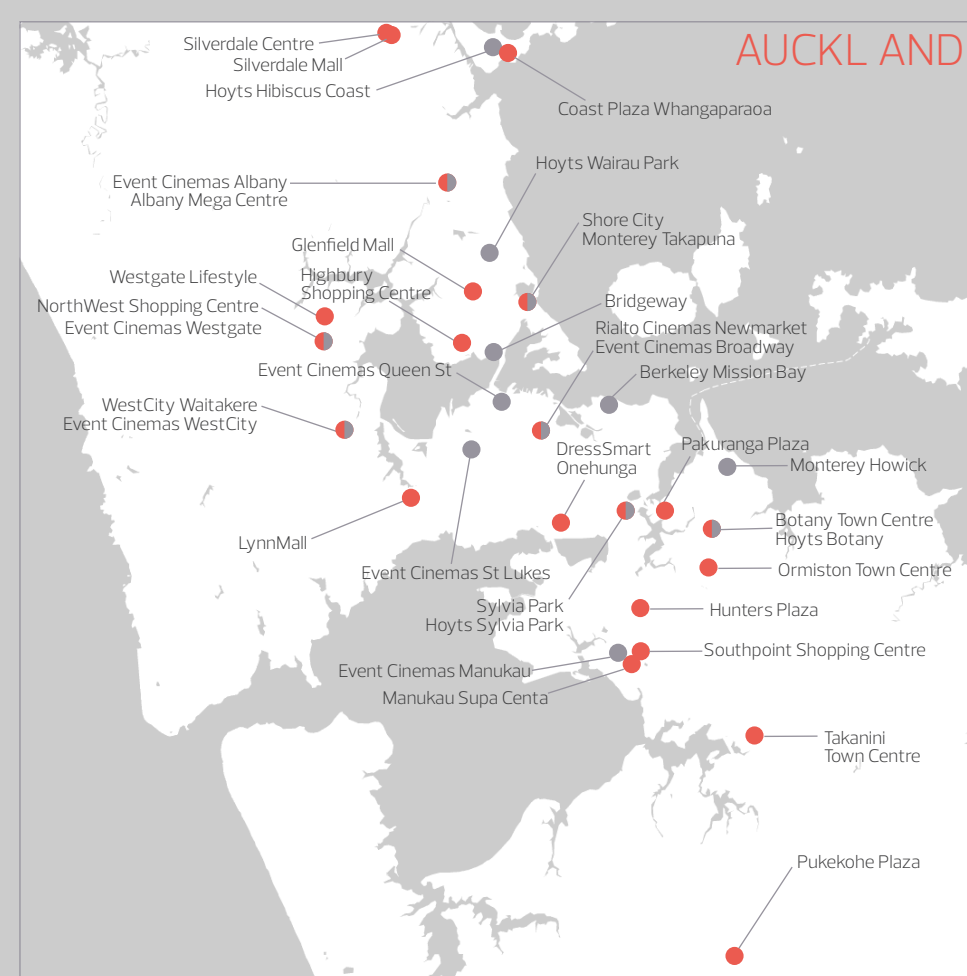
- MDM – Super Entrances
- MDM – Premium Entrances
- Washrooms – A3 Panels
- Parent Rooms – A2 Panels
- Full Washroom Cubicle Wraps
- Digital Screens – In Cinema Foyers
- Cine Lights – In Cinema Light Boxes

Reach your target.

# Network Map



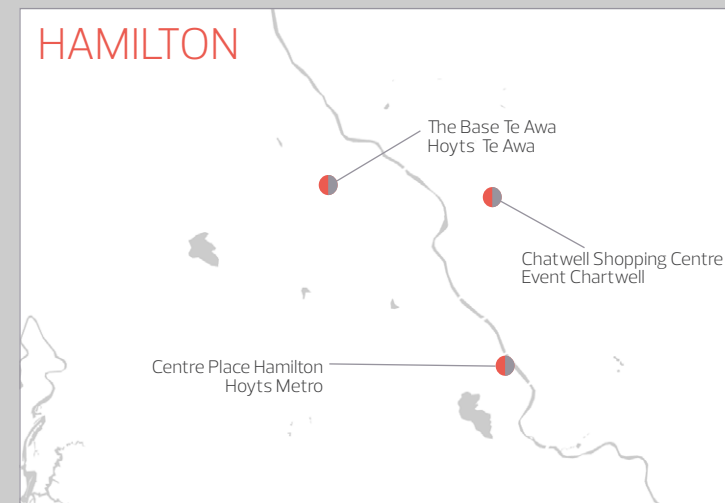
New Zealand Covered



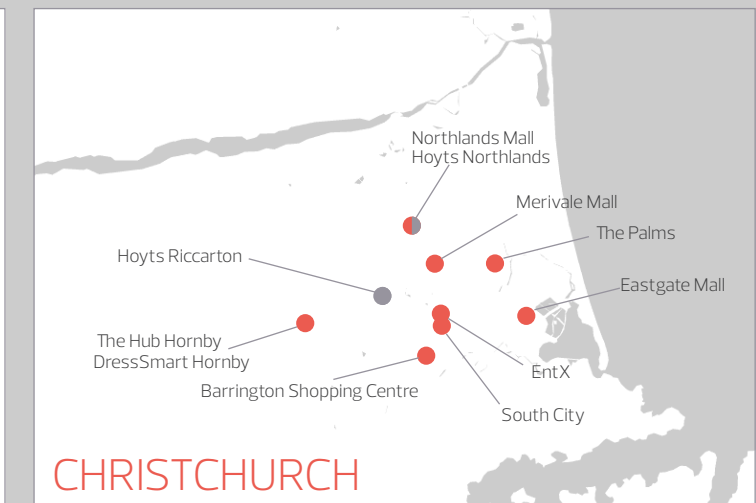
AUCKLAND



WELLINGTON



HAMILTON



CHRISTCHURCH



One hundred and thirty million shoppers visiting over 3,000 stores in 48 shopping centres nationally.

That's approximately 2,500,000 shoppers per week.

# Shopping Centre Network

## Auckland Mall Locations

Albany Mega Centre  
Botany Town Centre <sup>PR</sup>  
Coast Plaza Whangaparaoa  
Dress Smart Onehunga <sup>PR</sup>  
Glenfield Mall <sup>PR</sup>  
Highbury Shopping Centre  
Hunters Plaza  
Lynn Mall Shopping Centre <sup>PR</sup>  
Manukau Supa Centa  
NorthWest Shopping Centre <sup>PR</sup>  
Ormiston Town Centre <sup>PR</sup>  
Pakuranga Plaza  
Pukekohe Plaza  
Shore City <sup>PR</sup>  
Silverdale Centre  
Silverdale Mall  
Southpoint Manukau Shopping Centre  
Sylvia Park Shopping Centre <sup>PR</sup>  
Takanini Town Centre  
WestCityWaitakere <sup>PR</sup>  
Westgate Lifestyle

## Hamilton Mall Locations

Centre Place North <sup>PR</sup>  
Centre Place South  
Chartwell Shopping Centre <sup>PR</sup>  
The Base - Te Awa <sup>PR</sup>

## Wellington Mall Locations

Capital Gateway  
Johnsonville Shopping Centre <sup>PR</sup>  
North City Mall  
Old Bank Arcade  
Queensgate Shopping Centre <sup>PR</sup>  
The Mall Upper Hutt

## Christchurch Mall Locations

Barrington Shopping Centre  
DressSmart Hornby <sup>PR</sup>  
Eastgate Mall  
EntX <sup>PR</sup>  
Northlands Mall <sup>PR</sup>  
Merivale Mall <sup>PR</sup>  
South City Shopping Centre <sup>PR</sup>  
The Hub Hornby  
The Palms Shopping Centre <sup>PR</sup>

## Regional Mall Locations

Bayfair Shopping Centre  
Centre City New Plymouth <sup>PR</sup>  
Coastlands Kapiti Coast  
Golden Centre Mall  
Meridian Mall <sup>PR</sup>  
Papamoa Plaza  
Richmond Mall  
The Plaza Palmerston North <sup>PR</sup>  
Trafalgar Sqaure

Total of  
**49 Malls Nationwide**

# Cinema Network

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## **Auckland Cinema Locations**

Berkeley Mission Bay  
Bridgeway  
Event Cinemas Albany  
Event Cinemas Albany Gold Class  
Event Cinemas Broadway  
Event Cinemas Manukau  
Event Cinemas Queen St  
Event Cinemas Queens St Gold Class  
Event Cinemas St Lukes  
Event Cinemas WestCity  
Event Cinemas Westgate  
Hoyts Botany  
Hoyts Hibiscus Coast  
Hoyts Sylvia Park  
Hoyts Wairau Park  
Monterey Howick  
Monterey Takapuna  
Rialto Cinemas Newmarket

## **Hamilton Cinema Locations**

Event Cinemas Chartwell  
Hoyts Metro  
Hoyts Te Awa

## **Christchurch Cinema Locations**

Hoyts Northlands  
Hoyts Riccarton

## **Regional Cinema Locations**

Event Cinemas Coastlands  
Event Cinemas New Plymouth  
Event Cinemas Tauranga Central  
Event Cinemas Tauranga Crossing  
Event Cinemas Whangarei  
Monterey Upper Hutt  
Rialto Cinemas Tauranga  
Rialto Cinemas Dunedin

Total of  
**29 Cinemas Nationwide**



Reach 16,000,000  
captive cinema patrons  
across our network of  
29 cinemas nationally.

**That's over 300,000  
patrons each week.**



# Mall Door Media Super Entrances

Make a bold statement and take ownership of a shopping centre with adzup Super MDM Entrances. MDM Super Entrances are a great way to reach out to shoppers.

### Auckland Mall Locations

- Botany Town Centre
- Coast Plaza Whangaparaoa
- Dress Smart Onehunga
- Glenfield Mall
- Hunters Plaza
- Lynn Mall Shopping Centre
- NorthWest Shopping Centre
- Ormiston Town Centre
- Pakuranga Plaza
- Shore City
- Silverdale Mall
- Sylvia Park Shopping Centre
- WestCityWaitakere

### Hamilton Mall Locations

- Centre Place North
- Centre Place South
- Chartwell Shopping Centre

### Wellington Mall Locations

- Johnsonville Shopping Centre
- North City Mall
- Queensgate Shopping Centre
- The Mall Upper Hutt

### Christchurch Mall Locations

- Barrington Shopping Centre
- Dress Smart Hornby
- Eastgate Mall
- Northlands Mall
- Merivale Mall
- The Hub Hornby
- The Palms Shopping Centre

### Regional Mall Locations

- Bayfair Shopping Centre
- Centre City New Plymouth
- Coastlands Kapiti Coast
- Meridian Mall
- Papamoa Plaza
- Richmond Mall
- The Plaza Palmerston North
- Trafalgar Square

Total of  
**34 Malls Nationwide**

# Mall Door Media Premium Entrances

Target a specific area of a shopping centre to reach out to banking, telco, food court, fashion, supermarket, cinema or a combination of all shoppers. With adzup Premium MDM you choose the best location for your campaign and creative to get results.





# Washrooms

## A3 Panels

Capitalising on a captive audience and offering advertisers the unique ability to target their market by gender, washroom advertising is an effective way to communicate to people behind closed doors.

The A3 washroom advertising panels are positioned in highly visible areas including above urinals, hand dryers, on the back of cubical doors and in proximity to mirrors.

The advertising creative is presented in a stylish portrait A3 aluminium frame with a tough perspex front allowing for quality reproduction and presentation. This sophisticated delivery ensures your advertisement receives the attention it deserves.



# Parent Rooms

## A2 Panels

Static advertisements, A2 in size, housed in our bespoke units are located in the baby change stations, feeding cubicles as well as the main open areas of each Parent Room. Due to the extremely targeted nature of the environment, placement is subtle with minimal units only being located in high visibility areas.

### Auckland Mall Locations

Botany Town Centre  
Dress Smart Onehunga  
Glenfield Mall  
Lynn Mall Shopping Centre  
NorthWest Shopping Centre  
Ormiston Town Centre  
Shore City  
Sylvia Park Shopping Centre  
WestCityWaitakere

### Hamilton Mall Locations

Centre Place North  
Chartwell Shopping Centre  
The Base - Te Awa

### Wellington Mall Locations

Johnsonville Shopping Centre  
Queensgate Shopping Centre

### Christchurch Mall Locations

Dress Smart Hornby  
EntX  
Northlands Mall  
Merivale Mall  
The Palms Shopping Centre  
South City Shopping Centre

### Regional Mall Locations

Bayfair Shopping Centre  
Centre City New Plymouth  
Meridian Mall  
The Plaza Palmerston North

Total of

**24 Malls Nationwide**



# Full Washroom Cubicle Wraps

Capitalising on this captive audience and offering advertisers the unique ability to target their market by gender, high impact cubicle door advertising is an effective way to communicate to people in public yet also personal locations.

The advertising creative is presented as a 'wrap' covering the entire surface of the outside of the cubicle door making it impossible to ignore. This innovative presentation ensures the advertisement receives the attention it deserves – whether it be a single cubicle door or a full row to better execute the creative.





## Digital Screens In Cinema Main Foyers

Introducing adzap's brand new Digital Screen Network – **65" Portrait Digital Screens** positioned in the foyers and main thoroughfares at Event and Monterey Cinemas – watch out for more locations being rolled out during 2020.

With no more than three screens per location, clients can take ownership of Cinema Space using moving or static digital content.

Use the adzap digital cinema environment for messaging around your premiers, corporate events and of course why not change your creative from family or kids related message in the morning to something targeting adults from the late afternoon and into the evening.

### **Auckland Cinemas**

Event Cinemas Albany  
Event Cinemas Manukau  
Event Cinemas Queen Street  
Event Cinemas St Lukes  
Event Cinemas West City  
Event Cinemas Westgate  
Monterey Takapuna  
Hoyts Sylvia Park

### **Tauranga Cinemas**

Rialto Cinemas Tauranga Crossing

Total of

**9 Cinemas Nationwide**

# Cine Lights

## In Cinema Light Boxes

Give your brand the red carpet treatment by putting it up in lights. Located at all major cinemas nationally, adzup Cine Lights reach up to 350,000 cinema patrons each week.

Cine Lights are custom designed, large scale light boxes that are positioned directly in front of patrons entering cinema auditoriums.

The size, backlighting and positioning of adzup Cine Lights provides a high impact message that can be aligned to a specific movie and its target audience through strategic planning with our experienced sales team.

Cine Lights are a unique opportunity to reach a captive audience.

### Auckland Cinemas

Event Cinemas Albany  
Event Cinemas Manukau  
Event Cinemas St Lukes  
Event Cinemas West City  
Hoyts Sylvia Park  
Rialto Newmarket

### Regional Cinemas

Event Cinemas Whangarei  
Rialto Cinemas Dunedin  
Rialto Cinemas Tauranga Central

Total of

**12 Cinemas Nationwide**

### Hamilton Cinemas

Event Cinemas Chartwell  
Hoyts Te Awa

### Christchurch Cinemas

Hoyts Riccarton





# Material Information and Deadlines

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## **Material Specifications**

All material set up information will be supplied prior to campaign due date. If you require adzap to design artwork - we can do this at an additional cost, provided we receive relevant logos etc.

## **Booking Deadline**

All bookings subject to availability so as much lead time as possible.

## **Material Deadline**

Ten working days before the start of the campaign.

## **Media Weeks**

adzup runs a Thursday to Wednesday media week.

## **Media Billing**

Media is billed weekly and invoiced Monthly with a minimum one week booking.

## **Cancellation Policy**

A 100% delete and charge policy applied unless otherwise agreed in writing.

adzup

Adz Up Ltd | Level 1 | 89A Ponsonby Road | Auckland  
360 6710 | [www.adzup.co.nz](http://www.adzup.co.nz)