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INDOOR AND OUTDOOR DIGITAL ADVERTISING

**NEW ZEALAND'S LEADING DIGITAL ADVERTISING MEDIA**

MEDIA KIT 2025

[www.bigscreenmedia.co.nz](http://www.bigscreenmedia.co.nz)

# WHO ARE WE

## "Redefining Advertising, Embracing a New Perspective"

Big Screen Media (BSM) Limited is an innovative enterprise that is disrupting the advertising industry. We redefine advertising and marketing with cutting-edge strategies and unique perspectives, focusing on indoor and outdoor advertising services. In 2025, we plan to deploy over 200 large digital advertising screens across high-traffic indoor locations such as popular restaurants, supermarkets, sports centre, Service Centre as well as outdoor high-traffic areas throughout New Zealand. These screens will showcase videos and image carousels, providing advertising and marketing solutions for businesses.

We have our finger on the pulse, ensuring our clients' brands stand out in the New Zealand market. Our focus on innovation ensures profit growth and traffic conversion, showcasing our genuine care for every client.

# OUR TEAM

Our team is comprised of elite talents in advertising, marketing, technology, and creative fields. With rich industry experience and innovative thinking, we relentlessly pursue excellence, delivering the most professional and creative solutions for our clients.





## VISION

To reshape the advertising by leveraging cutting-edge technology to forge unique connections between brands and consumers, ushering in a new era of digital engagement.



## MISSION

To empower our clients by providing pioneering digital advertising solutions that enhance visibility and engagement, driving growth and success in the marketplace.



## VALUES

· Innovation · Integrity · Excellence · Collaboration · Adaptability

# WHAT WE DO



AD

## **DIGITAL ADVERTISING:**

Targeting high-traffic locations such as restaurants, supermarkets, sports centre, service centre and outdoor locations, we showcase brand advertisements using high-definition, large-scale digital smart screens to elevate brand exposure.



## **SCREEN RENTAL:**

We offer digital screen rental services with flexible options to suit your needs. Our high-definition, intelligent digital screens are available in various sizes up to 40 square meters, making them ideal for a range of occasions and events. Whether for short-term events or long-term displays, our screens are designed to meet your advertising goals. Perfect for conferences, exhibitions, and promotional events, our screens help you capture audience attention at critical moments and enhance your brand's impact.



## **CONTENT MARKETING:**

Our team specializes in crafting tailored content strategies for brands, engaging with audiences through platforms such as WeChat, XiaoHongShu, Facebook and Instagram. We excel in designing, developing, and writing social media content that seamlessly integrates online and offline advertising efforts, enhancing brand visibility and engagement across all channels.



## **PROFESSIONAL AD DESIGN:**

Our expert team designs compelling ad content, blending visual and textual elements to maximize audience engagement.

# OUR INDOOR DIGITAL SCREENS

Indoor digital big screen advertising is a cornerstone of our business and one of the most innovative advertising formats in the market.

We deploy multifunctional digital screens in high-traffic locations throughout New Zealand's major cities, such as restaurants, supermarkets and sports centre. Our screens range from 2 to 10 square meters and can be flexibly installed based on the venue conditions. Our leading screen technology ensures high-definition and vivid colors for ads, significantly enhancing their attractiveness to the target audience and helping our clients stand out in a competitive market, thus strengthening brand recognition.



# OUR AUDIENCE

## 2023 NEW ZEALANDERS' WEEKLY DINING OUT FREQUENCY

New Zealanders' frequency of dining out has increased by an average of **25%** over the past year.

One-third of individuals plan to **dine out more frequently**.

13% of people under 30 dine out **more than four times per week**.

## SUPERMARKET VISITATION FREQUENCY

**Weekly Major Shopping:** Most households perform their main grocery shopping **once a week**, purchasing essential food and household items for the week ahead.

**Supplementary Shopping:** Many families also engage in **1-2 smaller shopping** trips per week to buy fresh produce or items that were forgotten during the major shopping trip.

## MORE HIGH-TRAFFIC LOCATIONS

### GYMS

About **20%** of New Zealanders visit the gym at **least once a week**.

### SHOPPING MALLS

Over **60%** of people visit shopping malls at **least once a week**

# OUR GROWING NETWORK



Restaurant  
83 Sites  
83%



Supermarket  
13 Sites  
13%



Sports Centre  
3 Sites  
3%



Sports Centre  
1 Site  
1%

100

Active sites nationwide



200+

Plans for 2025 include deploying a total of over 200 digital screens.



6

Covering most popular 6 cities across New Zealand



Expanding into the Australian Market (2025)

# KEY METRICS FOR 100 SITES

Weekly Audience

**193,186**

Rotation

**1 in 24**

Per Rotation

**7 Mins**

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**50,232** Times

Single AD weekly play times (Inside Operating Time)

**12,558** Mins

Single AD weekly play mins (Inside Operating Time)



# EXPANDING OUTDOOR DIGITAL NETWORKS

We are expanding our outdoor digital advertising networks in key areas of New Zealand. This expansion ensures that your brand captures a wide audience, maximizing visibility and impact.

# DIGITAL SCREEN RENTAL SERVICES

We offer digital screen rental services, allowing you to flexibly choose from our high-definition screens according to your needs. Our screens can be as large as 40 square meters, making them suitable for a variety of occasions and events. Whether for short-term events or long-term displays, our screens will meet your advertising needs. Ideal for conferences, exhibitions, promotional events, and more, our screens help you capture audience attention at crucial moments, thereby expanding your brand's impact.

WHY  
BIG SCREEN MEDIA  
INTERACTIONS COMMAND  
GREATER LEVELS OF  
ATTENTION AND RECALL.

Our network stands out with  
Six key attributes  
that enhance effectiveness.



# 1. OPTIMAL PLACEMENT FOR MAXIMUM IMPACT

## Extensive Regional Coverage



Promote your products and services through our indoor and outdoor digital advertising screens in popular restaurants, supermarkets and other high-traffic areas across New Zealand's major population centers, including Auckland, Hamilton, Rotorua, Wellington, Christchurch, and Queenstown. Ensure your brand's presence is everywhere and creates high-impact.



## 2. CAPTURING ATTENTION WHERE IT COUNTS

### Restaurant Advertising Benefits



Within the unique setting of restaurants, our advertisements leverage prolonged dining times and enclosed spaces to capture and maintain customer attention, delivering superior engagement compared to other media forms.



### 3. CONSISTENT EXPOSURE, CONSISTENT IMPACT

Supermarket Advertising Efficiency



Supermarkets, where customers regularly visit, provide a platform for repeated exposure to your brand, reinforcing your message effectively and strengthening brand recall.



## 4. LEADING THE WAY IN THE ASIAN COMMUNITY

### Targeted Digital Advertising



We specialize in digital advertising within Chinese and Asian community hotspots, such as local restaurants and supermarkets. Our targeted approach considers the community's unique preferences for visual media over mainstream local channels, ensuring effective communication and impactful advertisements.



# 5. REDEFINING REACH AND RELEVANCE

## Innovative Advertising Strategies



Our innovative strategies are designed to redefine advertising effectiveness. By allowing precise targeting based on demographics such as location, age, and ethnicity, we ensure that your advertisements resonate with the intended audience.



## 6. INTEGRATED INDOOR AND OUTDOOR ADVERTISING

### Seamless Advertising Experiences



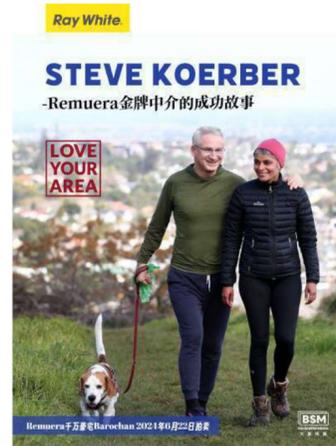
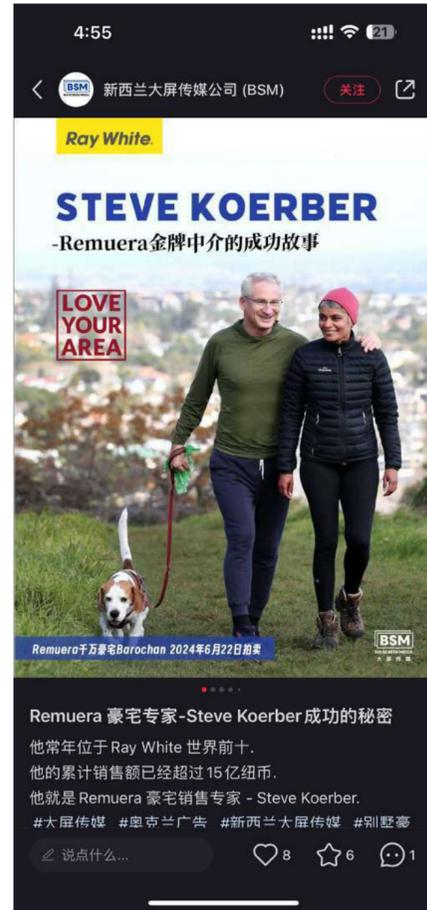
Our strategy integrates indoor and outdoor advertising, creating multiple touchpoints for consumers. Whether they first encounter your ad inside a venue or on the street, the repeated exposure synergizes to enhance recall and stimulate purchase intent.

CASE ANALYSIS:  
**STEVE KOERBER**



COMPREHENSIVE  
MARKETING  
STRATEGY

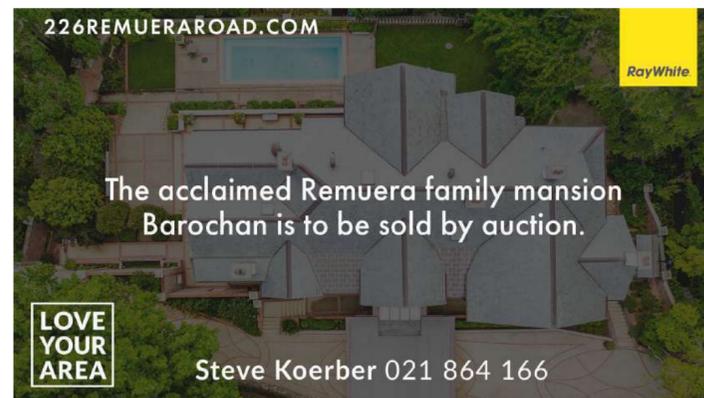
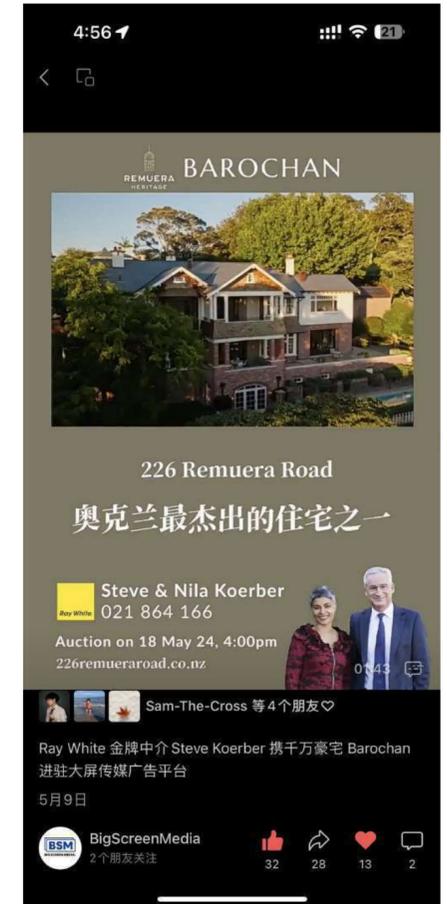
Explore our integrated marketing approach where we enhance brand visibility not just through digital billboards but also via targeted social media campaigns on platforms like Facebook, Instagram, XiaoHongShu and WeChat. This slide highlights how our comprehensive strategy boosts engagement through cohesive online and offline advertising.



We design and write promotional posts for our clients on the Xiaohongshu platform.



We edit and produce promotional videos for our clients on the WeChat platform.



# SOME OF OUR CLIENTS



# CAMPAIGN DELIVERY REPORTING

**BSM** BIG SCREEN MEDIA.  
INDOOR AND OUTDOOR DIGITAL ADVERTISING

## CAMPAIGN DELIVERY REPORTING

Campaign: BST Travel advertise  
 Campaign ID: 0023032024  
 Client: BST Travel Company Limited  
 Campaign Start Date: 23 / 03 / 2024  
 Campaign End Date: 06 / 06 / 2024

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Overview Client: **BST Travel**

**2 Platforms**

- Restaurant: 28 Sites / 85%
- Supermarket: 5 Sites / 15%

Campaign: BST Travel advertise  
 Campaign ID: 0023032024  
 Client: BST Travel Company Limited  
 Campaign Start Date: 23 / 03 / 2024  
 Campaign End Date: 06 / 06 / 2024

**6 Markets**

Market	Total LED Screens	Total Played	Total Mins
AUCKLAND CITY	15 Panels	93,000 Times	23,250 Mins
NORTH SHORE	11 Panels	62,208 Times	15,552 Mins
EAST AUCKLAND	4 Panels	22,464 Times	5,616 Mins
WEST AUCKLAND	1 Panels	7,296 Times	1,824 Mins
SOUTH AUCKLAND	2 Panels	16,416 Times	4,104 Mins
QUEENSTOWN	2 Panels	14,592 Times	3,648 Mins

**73,871** Weekly Audience | **1 in 20** Per Rotation | **5 Minutes** Per Rotation

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Delivery Progress Client: **BST Travel**

Media Owner: Big Screen Media Limited  
 Campaign: BST Travel advertise  
 Campaign ID: 0023032024  
 Digital Delivery: 215,976 of 204,288

Metric	Actual	Contract
TOTAL IMPRESSIONS	721,888	686,508
TOTAL PLAYS TIMES	215,976	204,288
TOTAL SHOW MINS	53,994	51,072

**ACTUAL IMPRESSIONS: 721,888**  
**CONTRACT IMPRESSIONS: 686,508**  
**EXTRA IMPRESSIONS: 35,380**

**ACTUAL PLAYS TIMES: 215,976 TIMES**  
**CONTRACT PLAYS TIMES: 204,288 TIMES**  
**EXTRA PLAYS TIMES: 11,688 TIMES**

**ACTUAL SHOW MINS: 53,994 MINS**  
**CONTRACT SHOW MINS: 51,072 MINS**  
**EXTRA SHOW MINS: 2,922 MINS**

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LED Screen Digital Delivery Client: **BST Travel**

ADVERTISING LOCATION	LED SIZE	IMPRESSIONS (PER DAY)	START DATE	END DATE	TOTAL PLAYS	TOTAL SHOW MINS
<b>AUCKLAND CITY</b>						
<b>RESTAURANT</b>						
1. The Sea Food Paradise Restaurant 22 Jellicoe Street, Auckland CBD, Auckland	2.01*2.97m	300	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
2. Jia Yan Restaurant 266c Manukau Road, Epsom, Auckland	1.05*2.01m	220	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
3. Sun World Chinese Restaurant 24 York Street, Newmarket, Auckland	1.21*2.33m	500	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
4. Golden Jade Restaurant 417 Manukau Road, Epsom, Auckland	1.05*2.01m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
5. Mr Charcoal - Mt Eden 184 Dominion Road, Mount Eden, Auckland	1.21*2.33m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
6. Wan Fu Yuan Restaurant Newmarket 10 Suiter Street, Newmarket, Auckland	1.21*2.33m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
7. Palmers Remuera 176/182 Shore Road, Remuera, Auckland	1.05*2.01m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
8. Guangdong BBQ 147 Carlton Gore Road, Newmarket, Auckland	1.05*2.01m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
9. Golden Garden Restaurant EXTRA 583 Dominion Road, Mount Eden, Auckland	1.21*2.33m	300	07/05/2024	06/06/2024	3,072 Times	768 Mins of 32 Days
<b>SUPERMARKET</b>						
10. New Save Asian Supermarket 4-Q Short Street Newmarket, Auckland	1.53*2.97m	450	23/03/2024	06/06/2024	9,120 Times	2,280 Mins of 76 Days

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LED Screen Digital Delivery Client: **BST Travel**

ADVERTISING LOCATION	LED SIZE	IMPRESSIONS (PER DAY)	START DATE	END DATE	TOTAL PLAYS	TOTAL SHOW MINS
<b>AUCKLAND CITY</b>						
<b>SUPERMARKET</b>						
11. Da Hua Supermarket 83 Dominion Road, Mount Eden, Auckland	1.21*2.33m	700	23/03/2024	06/06/2024	9,120 Times	2,280 Mins of 76 Days
12. Yi Cart Asian Supermarket 911 Dominion Road, Mount Roskill, Auckland	1.05*2.01m	1,043	23/03/2024	06/06/2024	9,120 Times	2,280 Mins of 76 Days
13. Mount Roskill Fresh Supermarket EXTRA 3/32 Carr Road, Three Kings, Auckland	1.05*2.01m	500	04/05/2024	06/06/2024	4,200 Times	1,050 Mins of 35 Days
<b>SOUTH AUCKLAND</b>						
<b>RESTAURANT</b>						
14. Lucky Star Restaurant 125 Great South Road, Papatoetoe, Auckland	1.05*2.01m	210	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
<b>SUPERMARKET</b>						
15. Hongli Supermarket 76-82 Atkinson Ave, Otahuhu, Auckland	1.05*2.01m	700	23/03/2024	06/06/2024	9,120 Times	2,280 Mins of 76 Days
<b>WEST AUCKLAND</b>						
<b>RESTAURANT</b>						
16. Fantasy Korean BBQ - Henderson 130 Lincoln Road, Henderson, Auckland	1.53*2.97m	220	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days

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LED Screen Digital Delivery Client: **BST Travel**

ADVERTISING LOCATION	LED SIZE	IMPRESSIONS (PER DAY)	START DATE	END DATE	TOTAL PLAYS	TOTAL SHOW MINS
<b>NORTH SHORE</b>						
<b>RESTAURANT</b>						
17. Yue's Dumpling Kitchen 21/23 Corinthian Drive, Albany, Auckland	1.21*2.33m	250	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
18. Golden Rooster Chinese Restaurant 100 Rosedale Road, Rosedale, Auckland	1.21*2.33m	340	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
19. Asian Wok A 3 Bute Rd, Browns Bay, Auckland	1.21*2.33m	400	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
20. Asian Wok B 34 Bute Road, Browns Bay, Auckland	1.21*2.33m	280	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
21. Wow Buffet 29 Lin Drive, Wairau Valley, Auckland	1.21*2.33m	300	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
22. Yummy Dumpling 12/14 Inverness Road, Browns Bay, Auckland	1.21*2.33m	100	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
23. The Base bar & restaurant 1/83 Apollo Drive, Rosedale, Auckland	1.21*2.33m	100	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
24. Mr Charcoal - Albany 254 Cornerstone Drive, Albany, Auckland	1.05*2.01m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
25. Big Pot Hot pot EXTRA 270 Oteha Valley Road, Albany, Auckland	1.21*2.33m	180	11/05/2024	06/06/2024	2,688 Times	672 Mins of 28 Days
26. Shaolin Kung Fu Noodles EXTRA 357 Albany Highway, Rosedale, Auckland	1.21*2.33m	140	02/06/2024	06/06/2024	576 Times	144 Mins of 6 Days
27. Hyatt Fusion EXTRA 5/270 Oteha Valley Road Albany Auckland	1.21*2.33m	200	02/06/2024	06/06/2024	576 Times	144 Mins of 6 Days

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LED Screen Digital Delivery Client: **BST Travel**

ADVERTISING LOCATION	LED SIZE	IMPRESSIONS (PER DAY)	START DATE	END DATE	TOTAL PLAYS	TOTAL SHOW MINS
<b>EAST AUCKLAND</b>						
<b>RESTAURANT</b>						
28. Silk Wok Restaurant 295 Ti Rakau Drive, Burwood, Auckland	1.21*2.33m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
29. Hiyonya Seafood Restaurant 491F Pakuranga Road, Highland Park, Auckland	1.21*2.33m	420	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
30. Mandarin Palace 9 Avonmore Drive, Highland Park, Auckland	1.21*2.33m	400	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
31. Yi Pin Xiang EXTRA d/113 Meadowland Drive, Howick, Auckland	1.21*2.33m	200	02/06/2024	06/06/2024	576 Times	144 Mins of 6 Days
<b>QUEENSTOWN</b>						
<b>RESTAURANT</b>						
32. King Made Noodles Queenstown 5 Athol Street, Queenstown	1.05*2.01m	300	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
33. Cody's Restaurant Queenstown Level 1/24 Beach Street, Queenstown	1.05*2.01m	400	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days

**TOTAL IMPRESSIONS: 721,888**  
**TOTAL PLAYS TIMES: 215,976 TIMES**  
**TOTAL SHOW MINS: 53,994 MINS**

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Proof of Delivery Image Client: **BST Travel**

English version:

Chinese version:

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INDOOR AND OUTDOOR DIGITAL ADVERTISING

## CONTACT US

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www.bigscreenmedia.co.nz 



**New Zealand's Leading Digital Advertising Media!**  
Nationwide Digital Advertising, Creative Brand Exposure!