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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)







### 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 arena advertisements using high-definition, large-scale digital screens to create brand exposure.

SCREEN

## 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, critical moments and enhance your brand's impact.

CONTENT

## 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.

DESIGN

## 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 core stone of our business and one of the most innovative advertising formats in the market.

We deploy our Fineline digital screens in high-traffic locations throughout New Zealand's major cities, such as restaurants, supermarkets and sports centres. Our screens range from 2 to 10 square metres and can be flexibly installed based on the venue conditions. Our leading screen technology ensures high definition and vivid colours for ads, significantly enhancing their effectiveness. It's a great differentiator 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.

Over half of the population plan to dine out more frequently.

15% 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  
81%



Supermarket  
15 Sites  
15%



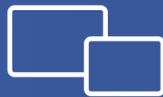
Sports Centre  
3 Sites  
3%



Sports Centre  
1 Site  
1%

**102**

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 102 SITES

Weekly Audience

**204,736**

Rotation

**1 in 24**

Per Rotation

**7 Mins**

**51,432** Times

Single AD weekly play times (Inside Operating Time)

**12,858** Mins

Single AD weekly play mins (Inside Operating Time)



## EXPANDING OUTDOOR DIGITAL NETWORKS

We are expanding our multi-hour digital advertising networks in key areas of New Zealand. This expansion ensures that your brand captures a wide audience, maximising 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. Increase your brand's presence everywhere and create high-impact.





### 3. CONSISTENT EXPOSURE, CONSISTENT IMPACT

Supermarket Advertising Efficiency



Supermarkets, where customers regularly shop, provide a platform for consistent exposure to your brand. With a high traffic volume, your message will be timely and strengthening, low cost.



## 4. LEADING THE WAY IN THE ASIAN COMMUNITY

### Targeted Digital Advertising



We specialize in digital advertising within Chinese and Asian communities, focusing on local restaurants and businesses. Our unique advantage is our deep understanding of local preferences and social media usage, allowing us to target ads effectively through local channels, ensuring effective communication and impactful advertisements.



## 5. REDEFINING REACH AND RELEVANCE

### Innovative Advertising Strategies



Our innovative strategy is designed to enhance your marketing effectiveness by allowing precise targeting based on user insights such as location, age, and interests, ensuring that your content resonates with the intended audience.



## 6. INTEGRATED INDOOR AND OUTDOOR ADVERTISING

Seamless Advertising Experiences



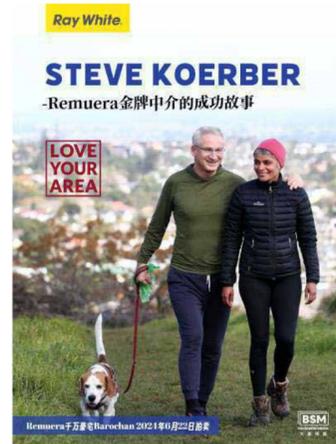
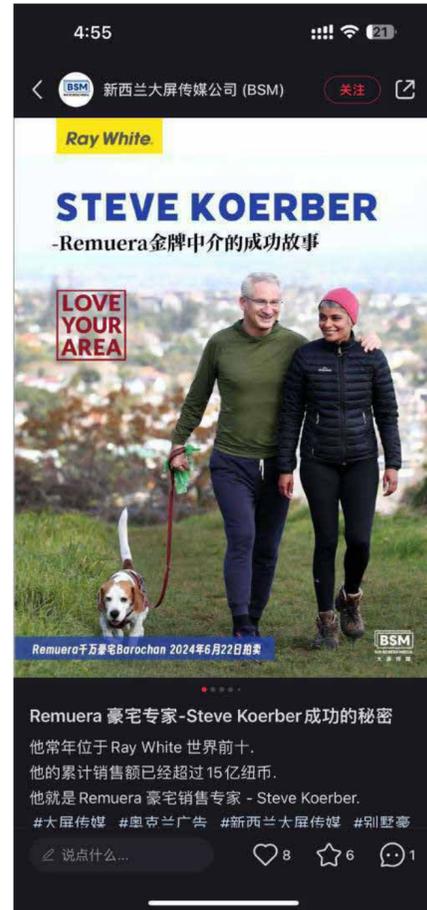
Our strategy integrates indoor and outdoor advertising, creating multiple touchpoints for brands over time. Whether it's first contact for your ad or a subsequent one, the digital, personalized experience can help to enhance recall and stimulate purchase intent.

CASE ANALYSIS:  
**STEVE KOERBER**



COMPREHENSIVE  
MARKETING  
STRATEGY

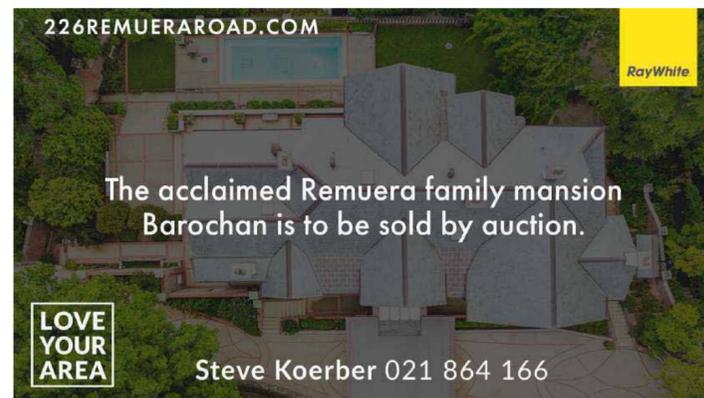
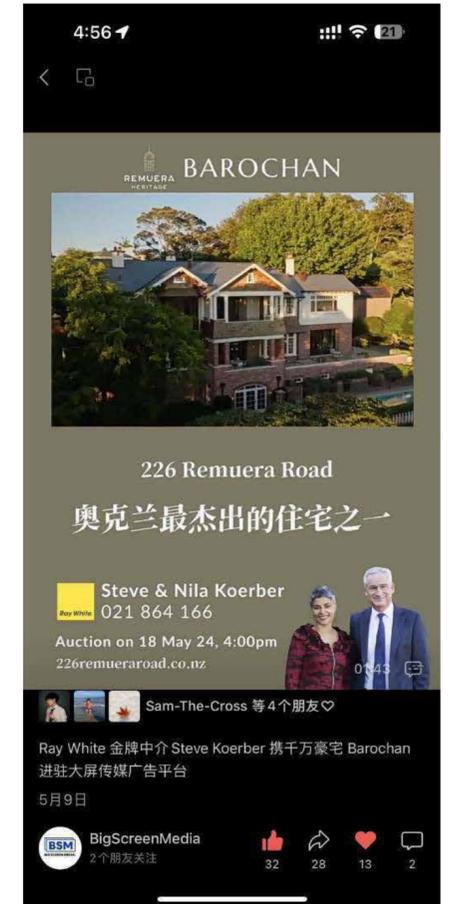
Explore our integrated marketing approach where we enhance brand visibility not just through digital billboards but also via targeted social media campaigns on platforms like Facebook, Instagram, XiaoHongShu and WeChat. This slide highlights how our comprehensive strategy boosts engagement through cohesive 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	33 Panels	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	2.01*2.97m	300	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
2. Jia Yan Restaurant	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	1.21*2.33m	500	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
4. Golden Jade Restaurant	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	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	1.21*2.33m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
7. Palmers Remuera	1.05*2.01m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
8. Guangdong BBQ	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	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	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	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	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	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	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	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	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	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	1.21*2.33m	340	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
19. Asian Wok A	1.21*2.33m	400	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
20. Asian Wok B	1.21*2.33m	280	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
21. Wow Buffet	1.21*2.33m	300	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
22. Yummy Dumpling	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	1.21*2.33m	100	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
24. Mr Charcoal - Albany	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	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	1.21*2.33m	140	02/06/2024	06/06/2024	576 Times	144 Mins of 6 Days
27. Hyatt Fusion EXTRA	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	1.21*2.33m	200	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
29. Hiyonya Seafood Restaurant	1.21*2.33m	420	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
30. Mandarin Palace	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	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	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	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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**New Zealand's Leading Digital Advertising Media!**  
Nationwide Digital Advertising, Creative Brand Exposure!