



INDOOR AND OUTDOOR DIGITAL ADVERTISING

NEW ZEALAND'S LEADING DIGITAL ADVERTISING MEDIA

MEDIA KIT 2026

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 2026, 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**

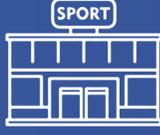
OUR GROWING NETWORK



Restaurant
89 Sites
82%



Supermarket
15 Sites
14%



Sports Centre
3 Sites
3%



Sports Centre
1 Site
1%

108

Active sites nationwide



200 +

Plans for 2026 include deploying a total of over 200 digital screens.



6

Covering most popular 6 cities across New Zealand



Expanding into the Australian Market (2026)

KEY METRICS FOR 108 SITES

Weekly Audience

210,028

Rotation

1 in 24

Per Rotation

7 Mins

54,312 Times

Single AD weekly play times (Inside Operating Time)

13,578 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.

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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



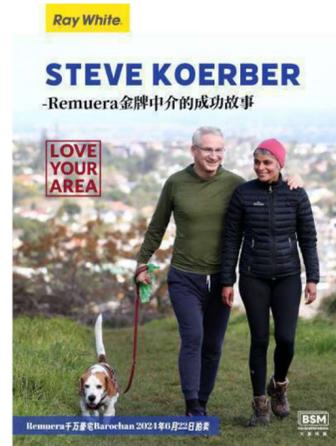
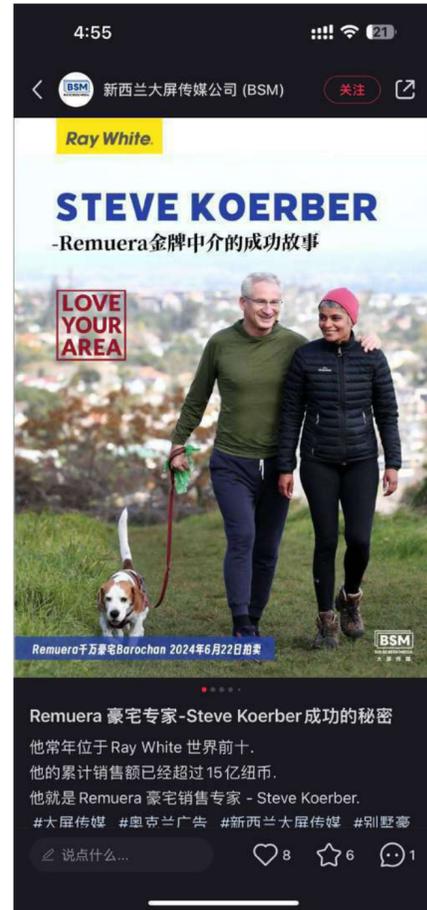
Our strategy integrates indoor and outdoor advertising, creating multiple touchpoints for consumers. Whether they first encounter your ad inside a venue or on the street, the repeated exposure synergizes to enhance recall and stimulate purchase intent.

CASE ANALYSIS: STEVE KOERBER



COMPREHENSIVE MARKETING STRATEGY

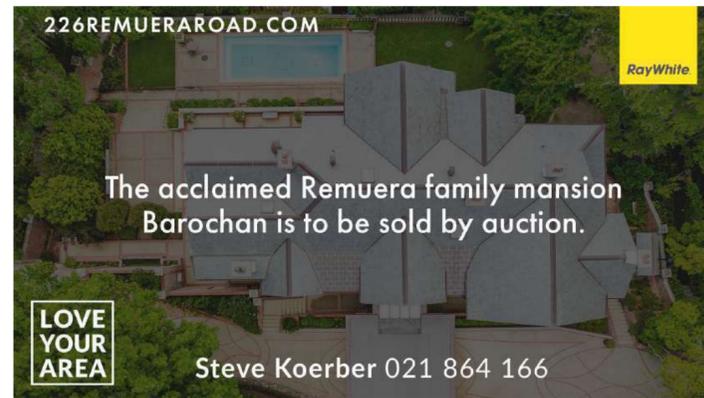
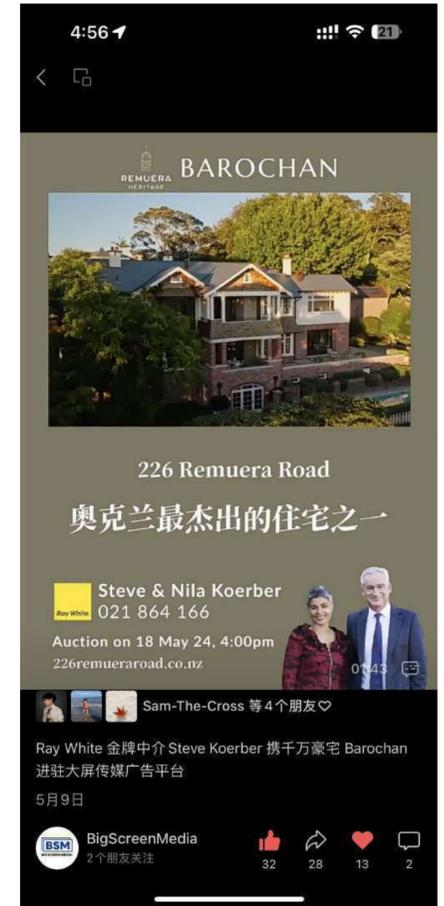
Explore our integrated marketing approach where we enhance brand visibility not just through digital billboards but also via targeted social media campaigns on platforms like Facebook, Instagram, LinkedIn, XiaoHongShu and WeChat. This slide highlights how our comprehensive strategy boosts engagement 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
AUCKLAND CITY						
RESTAURANT						
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
SUPERMARKET						
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
AUCKLAND CITY						
SUPERMARKET						
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
SOUTH AUCKLAND						
RESTAURANT						
14. Lucky Star Restaurant	1.05*2.01m	210	23/03/2024	06/06/2024	7,296 Times	1,824 Mins of 76 Days
SUPERMARKET						
15. Hongli Supermarket	1.05*2.01m	700	23/03/2024	06/06/2024	9,120 Times	2,280 Mins of 76 Days
WEST AUCKLAND						
RESTAURANT						
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
NORTH SHORE						
RESTAURANT						
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
EAST AUCKLAND						
RESTAURANT						
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
QUEENSTOWN						
RESTAURANT						
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

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Nationwide Digital Advertising, Creative Brand Exposure!