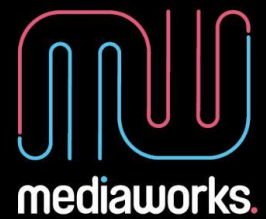


MEDIAWORKS MEDIA RELEASE

9 MAY 2024

FOR IMMEDIATE RELEASE



MEDIAWORKS, PHD AOTEAROA AND DRUM TEAM UP TO HELP NEW WORLD SHOPPERS FIND THEIR WONDERFUL



In a unique nationwide campaign for leading New Zealand supermarket chain New World, MediaWorks, PHD Aotearoa and DRUM teamed up to showcase exactly what makes New World supermarkets wonderful in the eyes of the people who know it best - its customers.

Featuring more than 25 New World stores across Aotearoa, this community centric campaign asked local customers to 'Find Your Wonderful' by sharing what they love about their favourite store. From the crispiest fried chicken in Mangawhai to the exceptionally friendly staff in Rotorua Westend, customers' love for their local New World stores was evident.

Supporting the campaign on air over 10 weeks, More FM Drive's Jay-Jay and Flyunny hosted the 'Wonderful Whip Around' which saw them embark on a nationwide roadie. Broadcasting live from 10 stores, from New World Elles Road in Invercargill to New World Regent in Whangarei, Jay-Jay and Flyunny experienced each stores' 'wonderful' for themselves and interacted with local shoppers.

Two More FM listeners found their 'wonderful' in aisle five at Long Bay New World in Auckland, where one half of More FM Drive and registered wedding celebrant Flyunny officiated their wedding live on air.

Led by an integrated partnership with MediaWorks, each New World store was able to celebrate their point of difference and create localised fame for their shoppers using the user generated content - their "unique wonderfuls" - that was then amplified across OOH and digital assets.

The billboards and buses featuring the user generated content garnered more than 11 million views, while More FM's radio campaign generated over 33,000 text responses and reached 790,175 people via More FM social channels.*



Stephen Larsen, Group Business Director at PHD Aotearoa, said “This campaign really substantiated the insight that localised and authentic content, driven by everyday New Zealanders, will cut through due to its relevance. MediaWorks’ footprint and multi-channel approach enabled us to execute this seamlessly.”

CREDITS:

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*Source: Modica Group v2.2.20817 & Meta

-ENDS-

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About MediaWorks:

MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

mai

The edge

George®
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA
your Indian Radio

THE BREEZE

THE SOUND