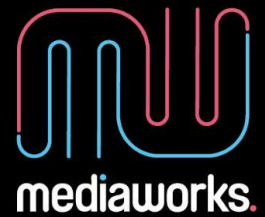


MEDIAWORKS MEDIA RELEASE

11 SEPTEMBER 2023

FOR IMMEDIATE RELEASE



THE COLONEL GOES 3D IN NEW ZEALAND'S FIRST COMMERCIAL 3DOOH BILLBOARDS FOR KFC



MediaWorks, PHD and Stanley Street have teamed up to deliver New Zealand's first commercial full-motion 3DOOH billboards for KFC.

The eye-catching promotion sees the instantly recognisable colonel hand a bucket of chicken through a drive-through window. The bucket then takes on a life of its own, flying around the screen.

The anamorphic creative will be whetting appetites for the secret recipe chicken that Kiwis know and love on MediaWorks billboard locations at Wellington Airport and Newmarket Atrium.

MediaWorks Outdoor Director Brad Morgan says KFC is known for their innovative advertising, so it has been fantastic to work with them to bring this 3D creation to life. "3DOOH has been taking off around the world and we're thrilled to be able to offer the capability to our New Zealand advertisers. This technology gives brands an opportunity to push creative boundaries and stand out from the crowd."

KFC's Marketing Director, Leanne Too added "We love leading for creative edge and how brands can come to life outside of the traditional lay down. It's fantastic to work with the village to challenge the status quo and to dial up KFC's Crave that Kiwis love".

Ella MacDonald from PHD said "We're lucky to work with a Client that has such an appetite for exciting, new to market opportunities like this one. Magic is such an integral part of what we do here at PHD, so it's been fabulous to see this execution come to life".

mai

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SOUND

Credits:

Restaurant Brands

Marketing Director – KFC: Leanne Too

Senior Brand Manager – KFC: Holly Knowles

PHD

Creative Integration Lead- Amanda Palenski

Associate Business Director- Ella MacDonald

Stanley St

MediaWorks

Outdoor Director: Brad Morgan

Senior Account Director: Cara Allan-Northey

Strategic Partnerships & Operations Manager: Katie Gallagher

Digital Operation Executive: Briar Moke

Wellington International Airport

Manager Retail & Advertising: Astra Davidson-Powell

Manager Brand & Sponsorship: Jo Maxwell

Auckland Transport

Head of Partnerships & Experience: Simon Soulsby

-ENDS-

For more information please contact:

Yvonne van Sprang - **MediaWorks Head of Communications**

yvonnevansprang@mediaworks.co.nz / 021 903 270

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

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