

Make The Warehouse 'The Home of Christmas'

NZME created one of NZ's largest ever takeover collaborations for The Warehouse to win Christmas 2023 with emotional impact!

the **warehouse** 

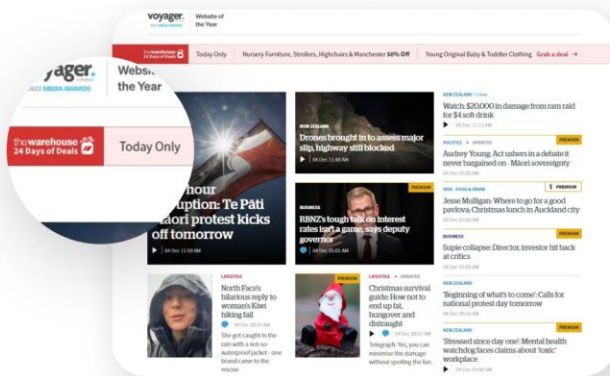
Daily Deals



Snapshot of integrated & media activity.

the warehouse 
Daily Deals

First to market opps



Unmissable opportunities that cut-through the Christmas clutter: New 'ticker' promoting daily deals at top of nzherald.co.nz

Always on



Consistent multi-platform presence through December; Talent-led on-air native segments. Daily engaging social. High-impact display. On-air giveaways. Consistent spots.

Engaging social



Integrated content across NZME radio social that dialed up the emotion and drove foot-fall. Results updated in real-time across dynamic DOOH

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE HEARD. EVERYONE'S HERE.

Snapshot of key highlights.



+76K

Social engagements

+90

Mins of Daily Deals activity in content time

+1.5M

Impressions in our first to market NZH DD Ticker

+150K

Consumers saw DD social polls on DOOH

Creation of DD native segments & social resulting in 30 social executions across December

803K

iHR impressions INC native segments

Radio reached **1.4 million** Kiwis.

“‘Daily Deals was a huge hit with our customers, and we’ve seen a significant +3 point increase in The Warehouse provides the ‘buzz of an unexpected bargain’ perception metric from customers vs last year! Everyone was loving the billboards and cross-pollination from Social to DOOH and importantly, we were able to offer customers the deals they truly wanted at Christmas.’”

– Jonathan Waecker, Chief Customer and Sales Officer



BE HEARD. EVERYONE'S HERE.