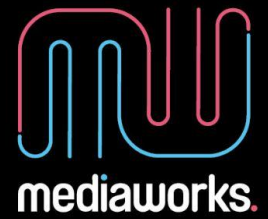


# MEDIAWORKS MEDIA RELEASE

17 AUGUST 2023

FOR IMMEDIATE RELEASE



## FOUR SQUARE, PHD AND THE BREEZE TEAM UP TO TAKE THE HASSLE OUT OF DINNER



“What’s for dinner?” A familiar pain point in most households was the inspiration behind a multiplatform MediaWorks campaign for Four Square that wrapped up on Friday 11 August.

Through an innovative mix of audio, outdoor and digital media, consumers were reminded that at the end of a busy day, you can make a quick stop at Four Square to grab ingredients to make a delicious meal, quickly, for the family.

With the insight that planning for dinner tends to kick into gear from 3pm onwards, reaching a peak at 5pm, the team came up with a media mix that gave Four Square a strong presence in the late afternoon/drivetime slot.

Partnering with The Breeze, the station with the most listeners in the target audience during drive time, meant Four Square could land their message of convenience when audiences were most receptive.

The Breeze Drive show’s Sarah Van Der Kley spearheaded the conversation encouraging Kiwis to share their ingenious and quick meal solutions in the form of ‘no recipe recipes’.

Winners were announced every week on air and shared live on digital billboards. Mobile targeting also sent campaign messaging straight to the phones of household shoppers in the catchment zone of Four Square locations across the country.

mai

The edge

George®  
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA  
your Indian Radio

THE BREEZE

THE SOUND

MediaWorks Commercial Director Liz Fraser said this campaign made best use of MediaWorks' broad audience reach.

"We're the leading radio network for households with kids, and like Four Square, we reach right across Aotearoa. Combining audio with OOH, digital and mobile targeting, we were able to get dynamic content to consumers right when they were starting to think about the dreaded daily question of what's for dinner."

"MediaWorks really understood the brief with this one to help make the dinner tonight mission easier! Targeting customers when it matters most made the best use of our tight budget with maximum impact. We were stoked with the result" says Diane Clark, Head of Marketing & CX at Four Square.

**Credits:**

Client: Four Square

Media Agency: PHD

MediaWorks:

Sarah Nickson-Clark - Agency Account Director

Lauren Brown - Head of Strategy (Agency Solutions)

Baylee Shepherd - Account Manager (OOH)

Conor Breen - Digital Campaign Specialist

-ENDS-

**For more information please contact:**

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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](http://www.mediaworks.co.nz)

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