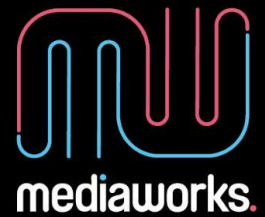


MEDIAWORKS MEDIA RELEASE

13 APRIL 2023

FOR IMMEDIATE RELEASE



MEDIAWORKS STRENGTHENS OOH TEAM - AGENCY

MediaWorks has bolstered its Out of Home (OOH) specialism with the appointment of Lohnêt Waugh into the newly created role of Outdoor Commercial Lead - Agency, alongside the arrival of Dallan Milich and Cara Allan as Senior Account Directors OOH.

Lohnêt is a passionate OOH champion with a career spanning 10+ years, beginning at iSite Media, QMS and more recently at MediaWorks. Lohnêt has consistently delivered outstanding thinking and results for her clients and agencies. A strong advocate for exploring integrated opportunities across OOH, Radio and Digital, Lohnêt has also played a key role in educating emerging talent.

Dallan Milich joins MediaWorks with ten years' industry experience both locally and abroad, having spent time at VMO & Val Morgan, Global in the UK and most recently Yahoo!. He shares a passion for OOH particularly in strengthening an audience first methodology with Programmatic Digital OOH.

Cara Allan joins the MediaWorks team from her role as Advertising Manager at The Denizen. Cara previously worked in the UK as Partnerships Manager for Harrod's Retail Media division, selling and managing Harrod's own media including digital screens, hoardings and window activations.

General Manager of Agency Jaana Collins says "Lohnêt is a hugely creative and experienced salesperson who has clearly demonstrated her ability at MediaWorks since our merger with QMS. This promotion is so well deserved and part of our continued investment in and development of great talent. I am really excited to see Lo, Dallan and Cara inject inspiration and continue to thrive and deliver exceptional solutions and results for our customers."

-ENDS-

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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 and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

mai

The edge

George®
beats working...

MORE FM

THE ROCK

rova

HUMM

magic

TARANA
your inaian Radio

THE BREEZE

THE SOUND