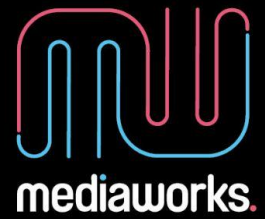


MEDIAWORKS MEDIA RELEASE

9 JUNE 2023

FOR IMMEDIATE RELEASE



MEDIAWORKS AND AUCKLAND TRANSPORT UNVEIL FIRST EVER COMMERCIAL TRAIN WRAP FOR ONE NZ



New Zealand's first commercial train wrap hit the tracks this week in a promotion for One NZ. The latest iteration of One NZ's high impact brand launch, which also included a full takeover of Waitematā Railway station (Britomart), extends across three carriages to fully encapsulate an Auckland Transport (AT) train. This expansive and Unforgettable train will run across the full Auckland rail network for the next three months.

MediaWorks and AT have a long-standing partnership for advertising across Tāmaki Makaurau Auckland's bus, ferry and train network and have been working together over a number of years to expand the portfolio to include train wraps.

While Auckland Transport and Wellington Council have pioneered the use of train wraps for their own messaging, this is the first time the unique platform has been used for commercial advertising in New Zealand.

MediaWorks Outdoor Director Brad Morgan says he's thrilled to be able to add these rolling billboards into the mix for advertisers.

"At 72 metres long, this is by far our biggest format. It will be seen not only by thousands of commuters daily but also road users around the city. It's going to make a huge impact. We are focussed on providing unique and creative opportunities for advertisers to maximise cut through and create those 'wow' moments."

Simon Soulsby, AT's Head of Partnerships & Experience, says: "We're very excited to be launching the country's first full commercial train wrap. We are delighted to see this One NZ campaign running as part of the wider campaign across AT's assets. The train wraps form an important layer of our ongoing Out of Home growth strategy which helps to fund public transport across Auckland."



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

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