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TAILORED BY AUDIENCE

YOUTH

Our study into Gen Y 16 - 24 demonstrated the importance of '3rd place environments' in reaching the youth audience. Adshel uses proximity analysis and demographic profiling to capture this market in places where they live and hang out with friends. This campaign is available as a 450 site package or can be split into 2 x 225 panel campaigns to target the 14 - 17 and 18 - 24 year old age groups.

ADULTESCENTS

Adshel's Adultescents reaches fashionable urban audiences in retail areas with a passion for shopping and brands, validated by Adshel's Adultescents Consumer Insights study.

Panel distribution is skewed to major retail focus points in the metropolitan cities and includes rail coverage. This campaign includes 400 of the most desirable panels in 5 capital cities across Australia.

COMMUTER

We know from our study into 'Commuters' that peoples' moods and behaviours differ between workbound and homebound journeys and by mode of transport in addition, they are prone to impulse decisions.

Using journey to work data from the Australian Bureau of Statistics, sites are planned on the way to and from CBDs and major work destinations to target mindsets and influence decision-making behaviour.

TAILORED PACKAGES		COVERAGE	ENVIRONMENT
By Environment	CBDs & Key Suburbs	5 metro cities	Roadside, Retail, Rail
	FMCG	5 metro cities	Roadside, Retail
	Route Trade	5 metro cities	Roadside, Retail
	Consecutive	5 metro cities	Roadside, Retail
	Create	5 metro cities	Roadside, Retail, Rail
	Rail	Sydney, Melbourne, Adelaide & Perth	Rail
	Airport	Sydney International Airport – Navigator. Sunshine Coast Airport	Airport
	Retail	15 Shopping Centres nationally	Retail
By Audience	Youth	5 metro cities	Roadside, Retail, Rail
	Adultescents	5 metro cities	Roadside, Retail, Rail
	Commuter	5 metro cities	Roadside, Rail