

Changes to our AD-hesive notes...

have been a **huge** success!



CONTACT DETAILS
For more information on AD-hesive notes, please contact your APN Account Manager on (09) 373 6004



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You might remember when we introduced the changes to our AD-hesive notes, well now we want to show you how successful they have been.

We came up with a few bright ideas to really help your note stand out and become a measurable campaign tool. We introduced coupons, barcodes, scratch off pads, and even launched a huge range of shapes and specialty papers.

Our goal was to get your AD-hesive note the ultimate visibility and impact while positioned on the masthead of our newspapers. And it worked!

Here's examples of our clients' AD-hesives and their fantastic results:



PAK'nSAVE gets outstanding results with APN's new AD-hesives

Advertising agency, DrafftFCB, created an AD-hesive for PAK'nSAVE advertising a wine sale that ran from 23-29 April. They found Monday wine sales were up 47% on the previous wine sale, and post campaign analysis showed turnover for the sale period increased 22.5% on the previous wine sale.

PAK'nSAVE are delighted with the results saying:

"By all measures a success due to novelty, impact and persuasiveness."

Since this initial success, PAK'nSAVE have run a further 8 AD-hesive notes on the front of The New Zealand Herald.

Whitcoulls sees an uplift in sales

Advertising agency, DRAFTFCB, created the Whitcoulls book sale AD-hesive that appeared on The New Zealand Herald, Saturday 21 April and Saturday 28 April.

Whitcoulls saw an uplift of 13.9% in sales overall. They also saw a greater lift in the Auckland area where the Herald is distributed than in the South Island where they only had point of sale in store to support the offer. They were very pleased with the result.



Get similar results for your brand, place your message on the front of The New Zealand Herald.

