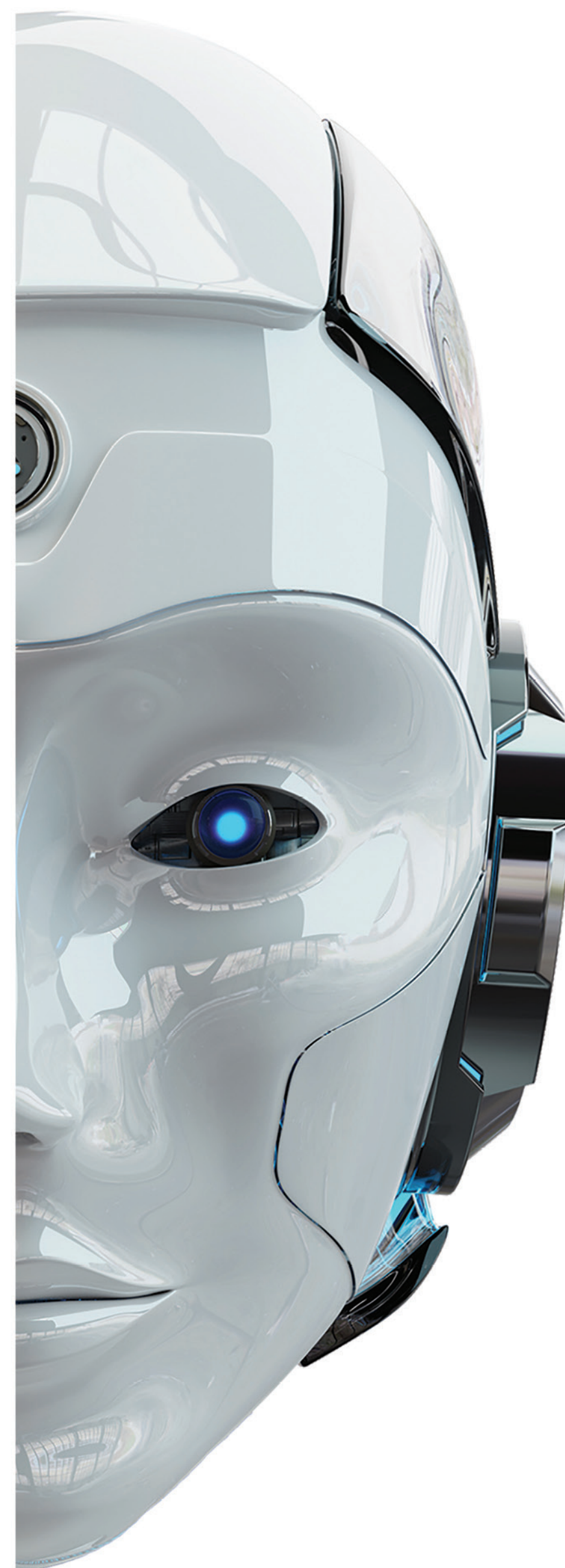




REAL MEDIA AWARDS

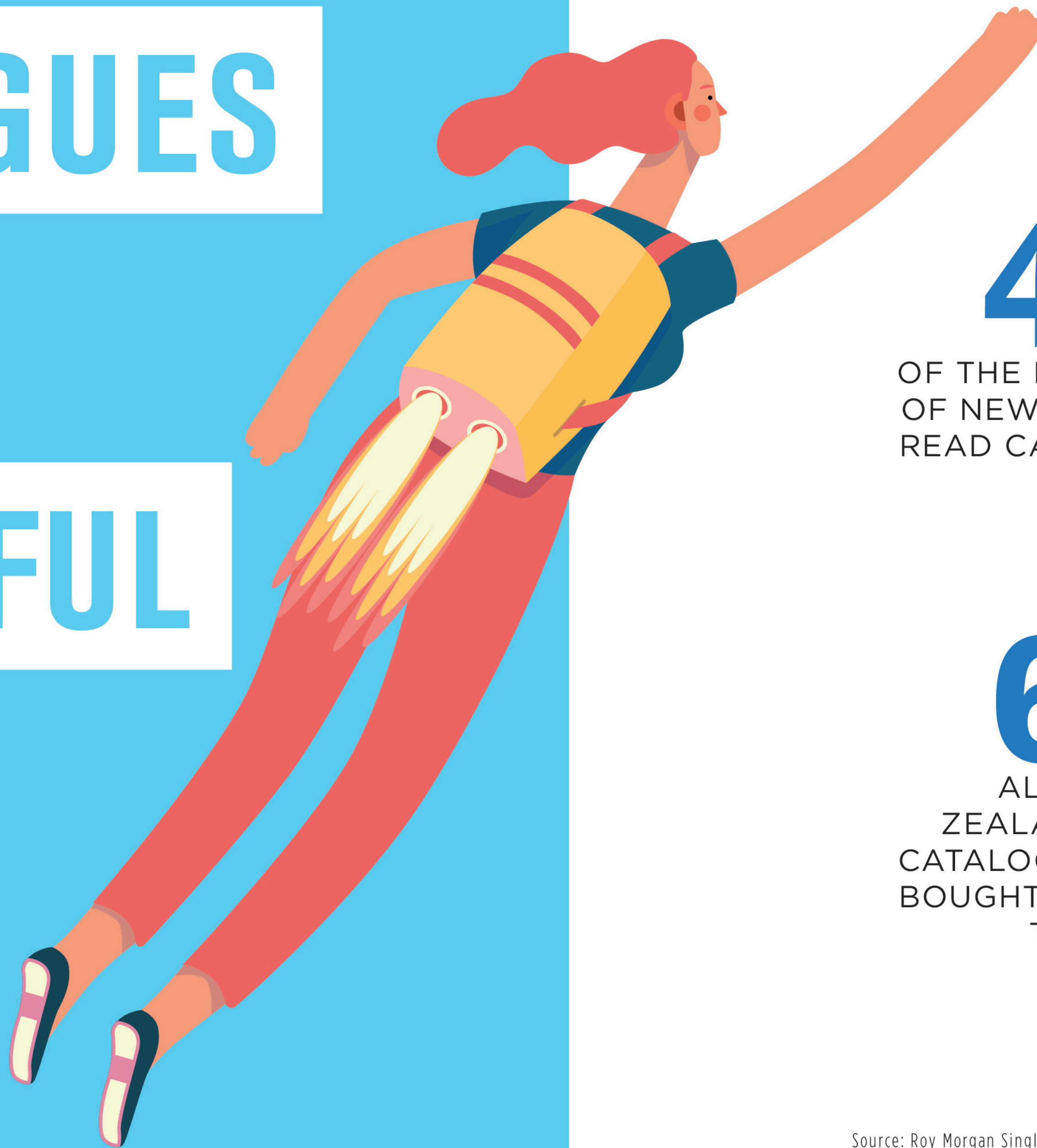


**NZ CUSTOMER
INSIGHTS
AND LOCAL
EXCELLENCE
AWARDS**

CATALOGUES

ARE

POWERFUL



46%

OF THE POPULATION (1,850,000)
OF NEW ZEALANDERS 14+ HAVE
READ CATALOGUES IN THE LAST
7 DAYS

6^{IN}10

ALMOST 6 IN 10 NEW
ZEALANDERS WHO READ A
CATALOGUE IN THE LAST 7 DAYS
BOUGHT FROM A CATALOGUE IN
THE LAST 7 DAYS

SHARING

IS CARING

CATALOGUES GENERATE
WORD OF MOUTH



7_{IN}10

ALMOST 7 IN 10 CATALOGUE
READERS (L4W) TELL A
FRIEND OR FAMILY MEMBER
ABOUT SOMETHING THEY
SAW IN A CATALOGUE

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019

SHARING

HARD

COPIES

CATALOGUE READERS
LOVE TO SHARE THEIR
DISCOVERIES



1 IN 3

ALMOST 1 IN 3 (29%) OF
CATALOGUE READERS (L4W)
HAVE SHARED CATALOGUES WITH
A FRIEND, FAMILY OR NEIGHBOUR



55%
ARE MEN



22%
ARE AGED
35-49



78%
LIVE IN
URBAN
AREAS

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019 Base: Give the catalogue to a friend, family member or neighbour


DIGITAL SHARING


CATALOGUE READERS
LOVE TO SHARE THEIR
DISCOVERIES



34%

34% OF CATALOGUE READERS
(L4W) EMAIL OR TEXT A PICTURE
OF A PRODUCT TO A FRIEND OR
FAMILY MEMBER


52%
ARE MEN


30%
ARE AGED
35-49


8 IN 10
LIVE IN
URBAN
AREAS

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019 Base: Email or text a picture of a product to a friend or family member

KIWIS

KEEP

CATALOGUES

LIFECYCLE AND TIME SPENT READING



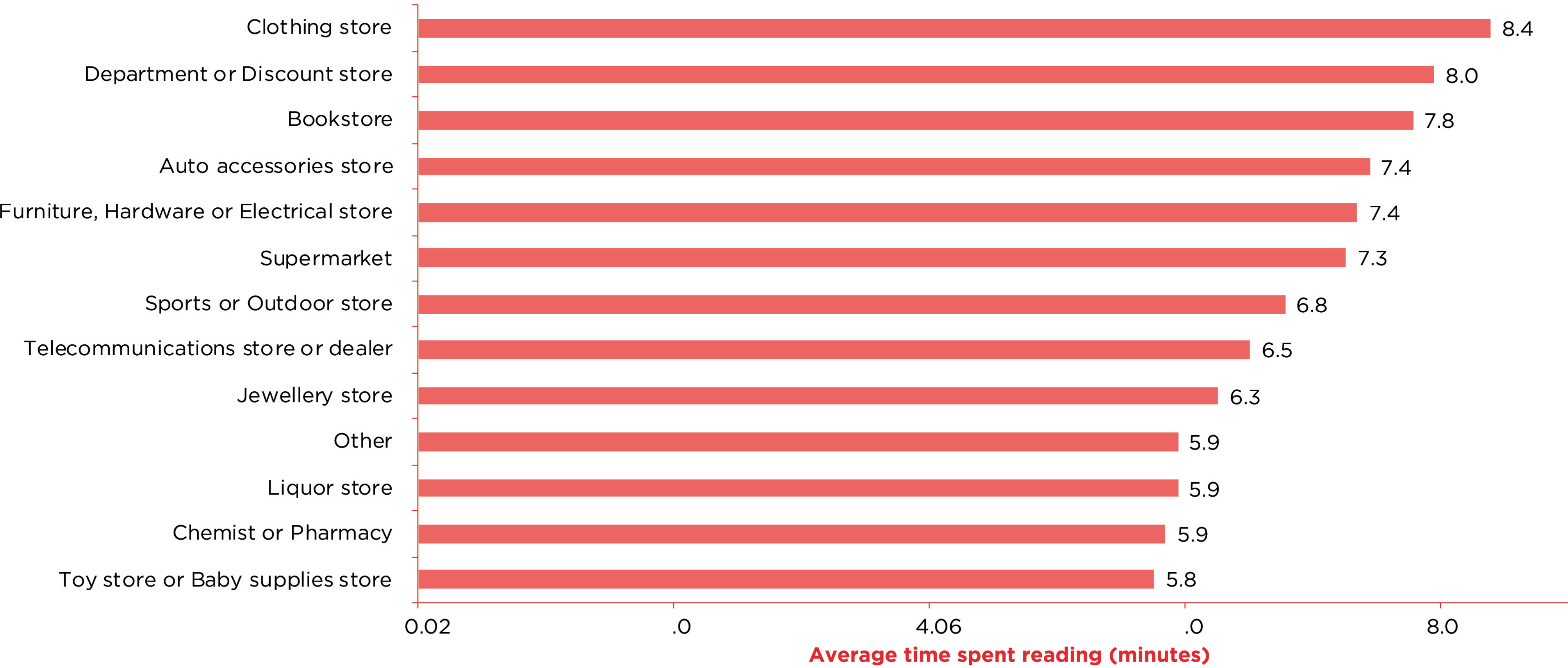
55%

ALMOST 6 IN 10 (55%)
KEEP THEIR
CATALOGUES FOR
FUTURE REFERENCE

1^{IN}5

MORE THAN 1 IN 5
(21%) HARD COPY
CATALOGUE READERS
HOLD ON TO THEIR
CATALOGUES FOR 1-2
WEEKS

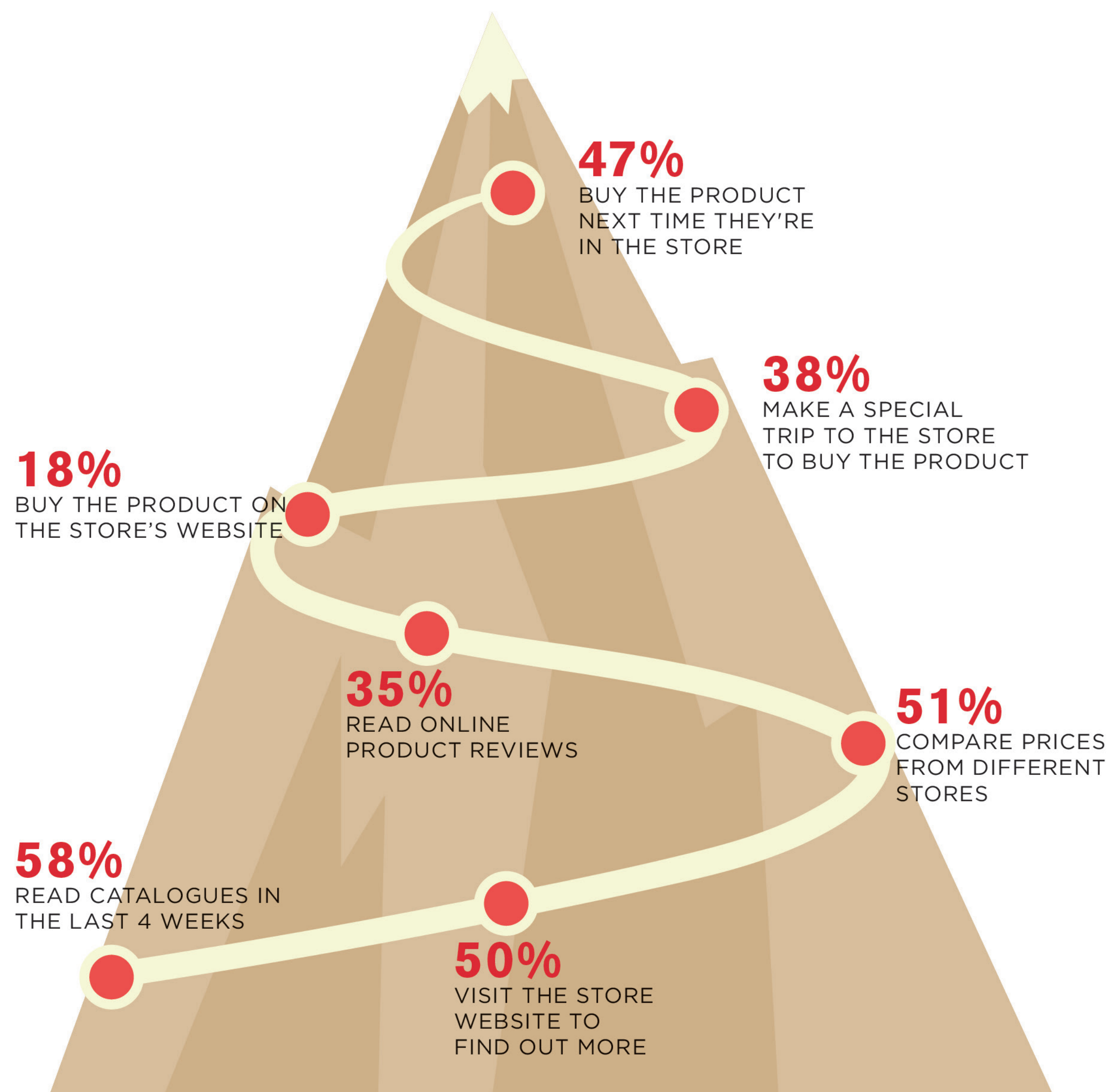
NEW ZEALANDERS SPEND ON AVERAGE 6 MINUTES OR MORE READING HARD COPY CATALOGUES



Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019Average time spent reading hard copy catalogues

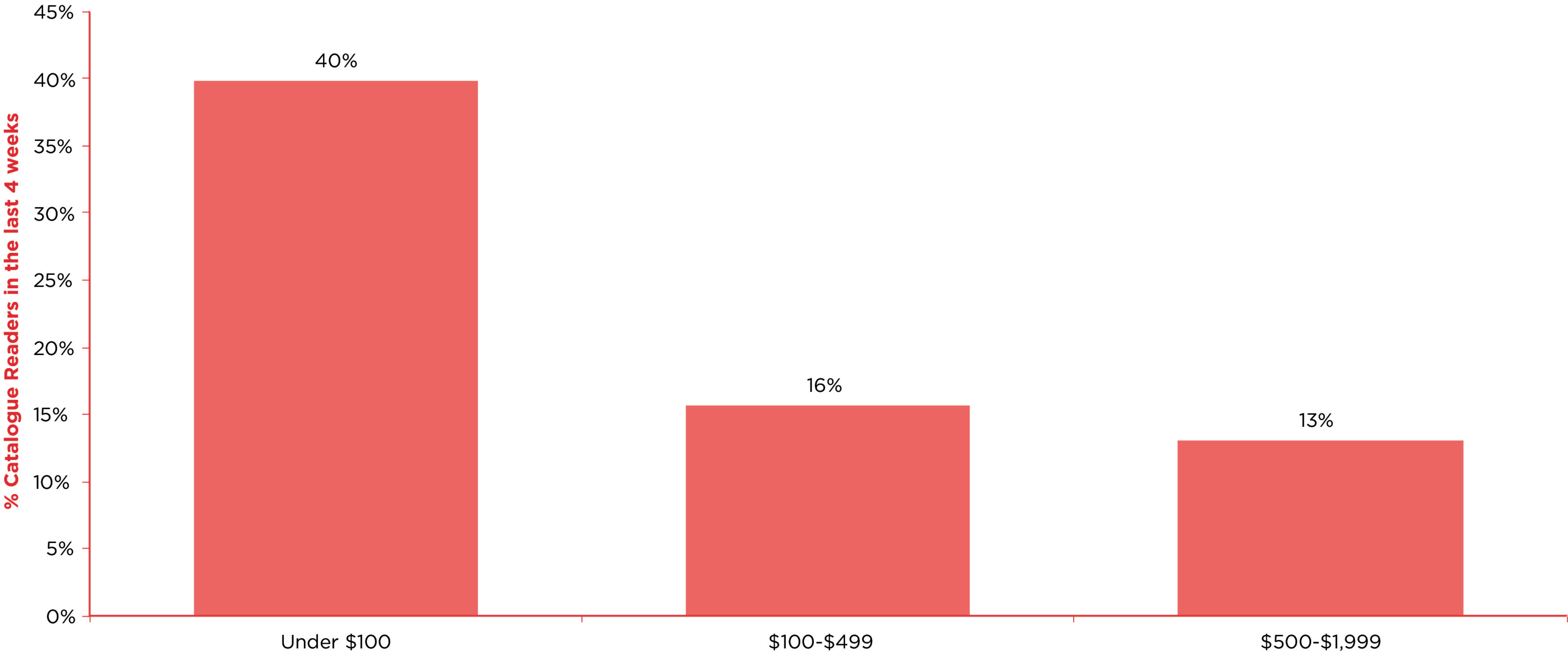
PATH TO

PURCHASE



Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019 Action taken by catalogue readers in last 4 weeks after reading catalogue including department/discount stores, clothing stores, supermarkets/liquor stores/chemists/pharmacies or furniture/electrical/hardware/auto stores)

HOW MUCH ARE NEW ZEALANDERS SPENDING ON CATALOGUE PURCHASES?



Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019 Amount spent on most expensive item bought after seeing it in a catalogue in the last 6 months

WHY

KIWIS READ

CATALOGUES



FOR

INSPIRATION



62%

READ CATALOGUES TO DISCOVER
NEW PRODUCTS

57%

FIND INSPIRATION FOR GIFT IDEAS
IN CATALOGUES

53%

READ CATALOGUES BECAUSE THEY
INSPIRE NEW IDEAS

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019
% of New Zealanders who have read catalogues in the last 4 weeks who agree with the attitude statements

TO UNWIND



67%

SAY "CATALOGUES ARE A STRESS-FREE
WAY TO BROWSE OR WINDOW-SHOP"

24%

SAY "WHEN I READ A CATALOGUE IT
HAS MY FULL ATTENTION"

34%

READ CATALOGUES TO
RELAX AND UNWIND

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019
% of New Zealanders who have read catalogues in the last 4 weeks who agree with the attitude statements

IT'S

USEFUL

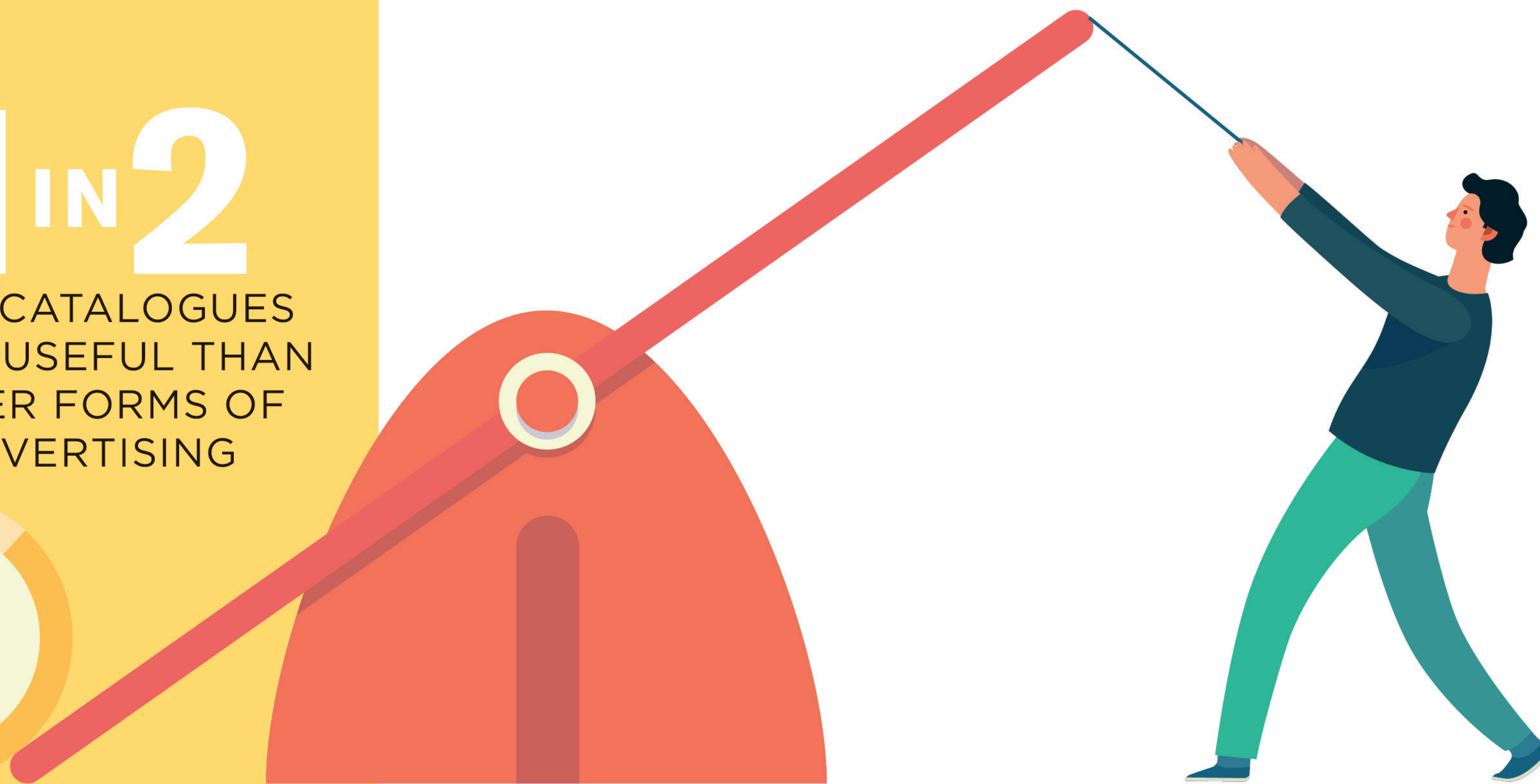
1^{IN}2

FIND CATALOGUES
MORE USEFUL THAN
OTHER FORMS OF
ADVERTISING



69%

BELIEVE CATALOGUES
ARE A HELPFUL
SHOPPING TOOL



Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019
% of New Zealanders who have read catalogues in the last 4 weeks who agree with the attitude statements

TO

RESEARCH



37%

WOULD RATHER
READ A CATALOGUE
THAN SEARCH FOR A
PRODUCT ONLINE

38%

CHECK A CATALOGUE
TO FIND THE BEST
PRICE AFTER
RESEARCHING ONLINE

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019
% of New Zealanders who have read catalogues in the last 4 weeks who agree with the attitude statements

TO

SAVE



63%

READ CATALOGUES
TO SAVE MONEY

55%

READ CATALOGUES TO KEEP
UP-TO-DATE ON PRODUCTS
AND PRICES

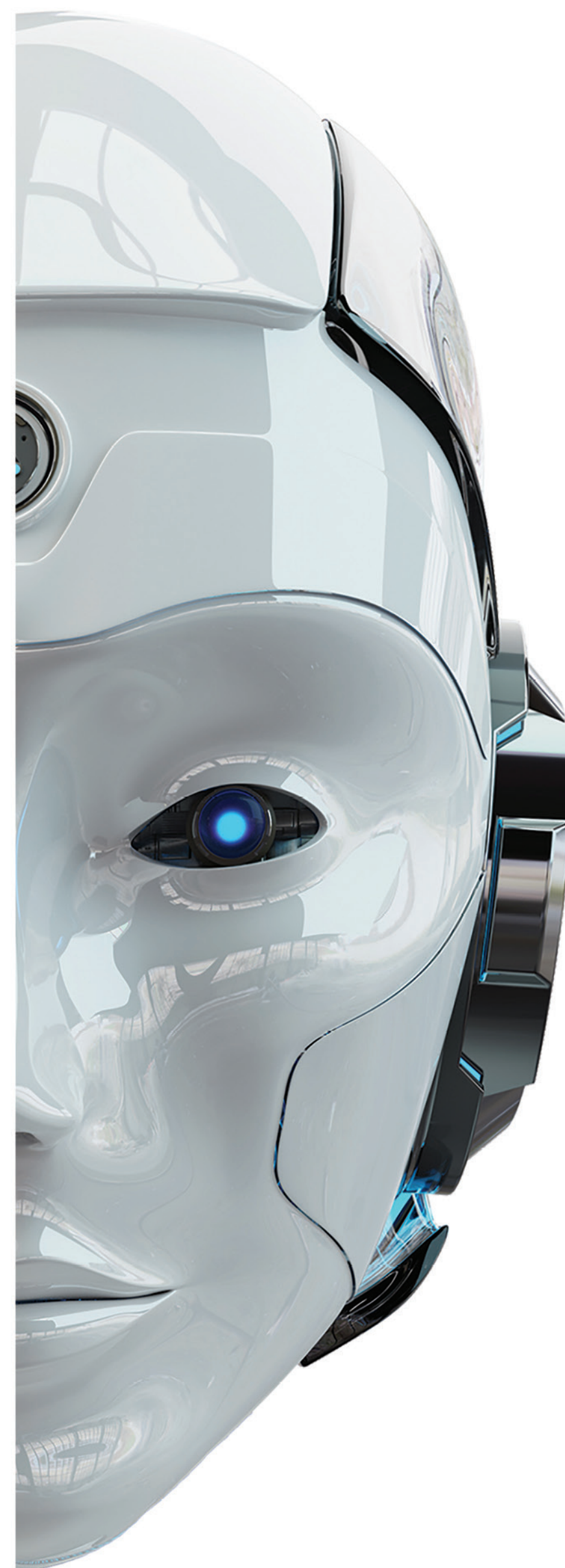
37%

USE SUPERMARKET
CATALOGUES TO PLAN
THEIR GROCERY SHOPPING
AND MEALS

Source: Roy Morgan Single Source (New Zealanders 14+): July 2019 – September 2019
% of New Zealanders who have read catalogues in the last 4 weeks who agree with the attitude statements



REAL MEDIA AWARDS



**NZ CUSTOMER
INSIGHTS
AND LOCAL
EXCELLENCE
AWARDS**



WINNER

HOME

Furniture, Bedding and Manchester

EZIBUY LIMITED
'EziBuy Home Winter 2'

Produced By
EziBuy In-House Team



Matala Occasional Chairs Grey or Blue were \$199.99 **\$99.99** ea
Urban Loft Velvet Cushions 6 colours, 5 sizes were \$24.99 - \$39.99 **\$10** ea
Kas Montauk Throws 130x170cm, 6 colours, 400 thread count, Flax or fitted, were \$149.99 **\$59.99** ea
Royal Premiere Egyptian Cotton White Queen Sheets 400 thread count, Flax or fitted, were \$109.99 **\$44.99** g
Also in S, KS, D, K, SK, CK
Standard Pillowcases, were \$39.99, now \$14.99 pair
Flax sheets not in D

Thermosoft Fannel Fleece Comforters S, Q, K were \$109.99 - \$159.99 all sizes 1 price **\$39** ea Purple only in S

EASTER HOURS

EASTER SATURDAY: 9am-6pm EASTER SUNDAY: Closed* EASTER MONDAY: 9am-6pm ANZAC DAY: 1pm-9pm
*These stores open Easter Sunday: Blenheim, Gisborne, Kerikeri, Masterton, Napier, New Plymouth, Whangarei, Upper Hutt open 10am-6pm. Taupo, Whakatane open 10am-3pm. Timaru, Tauranga open 10am-5pm. Queenstown, Rotorua open 9am-4pm.



Urban Loft Metro Dinnerware were \$6.99 - \$19.99 **\$3.49 - \$9.99**
Wiltshire Stemware were \$29.99 **\$14.99** set of 4



Kitchen Appliances Deep Fryer, was \$199.99, now **\$69.99** Deep Fryer offer valid until 5th May 2019. Sandwich Maker For 2, was \$69.99, now **\$19.99**
6 Litre Digital Pressure Cooker, was \$269.99, now **\$99.99** 30 Litre Microwave, was \$599.99, now **\$219.99**



5 Piece Cookware Set was \$799.99 **\$299.99**



NUTRIBULLET 1200 Series 12 Piece Nutri Bullet Powerful 1200 watt motor was \$259.99 **\$159.99**



60% OFF **ablefair** 16 Piece Stainless Steel Cutlery Sets Modern or Avonline designs were \$59.99 **\$23.99** set



hot price **ZIP** Double/Queen Electric Blanket With 60 degree **\$39.99** No further discount applies

Offers available Saturday 20 - Sunday 28 April 2019.
While stocks last. Deals not to be used in conjunction with any other offer. Best offer applies on the day.

SHOP ONLINE @ briscoes.co.nz

WINNER

HOME

Furniture, Bedding and Manchester

BRISCOES 'Savings From The Easter Bunny'

Produced By Ogilvy NZ



 **Farmers**
NEW A/W 19 COLLECTION

WINNER

FASHION

Women and Men's Apparel

FARMERS
'Made For You'

Produced By
Farmers In-House Team



 **Farmers**
NEW A/W 19 COLLECTION

WINNER

RETAILERS

Chain / Department Stores

FARMERS
'Made For You'

Produced By
Farmers In-House Team



Kathmandu: Adapt All-
Weather Wedding Dress



WINNER

MEDIA BRANDS

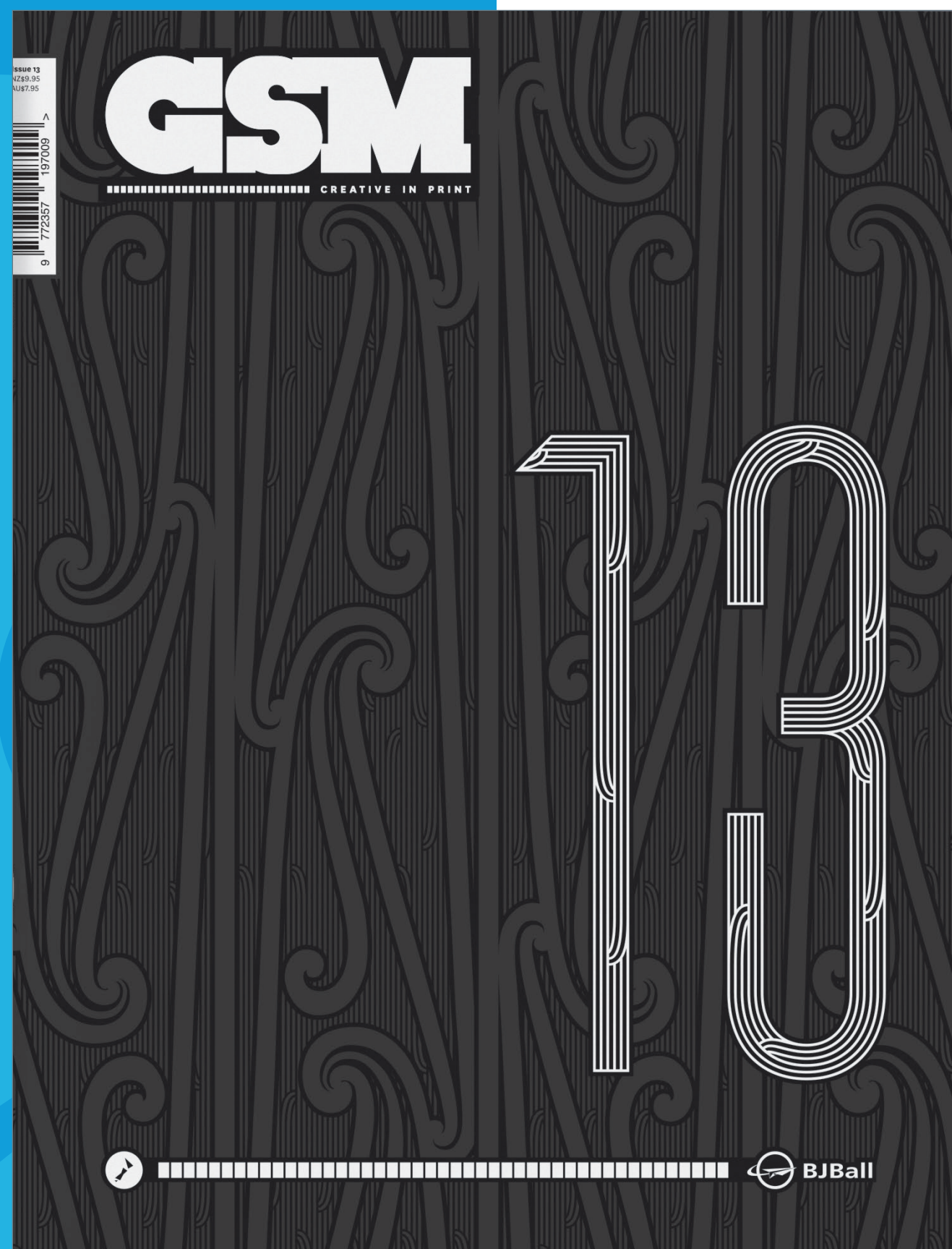
Consumer

KATHMANDU

‘Adapt All-Weather Wedding Dress ‘19’

Produced By
Kathmandu In-House Team

la



WINNER

MEDIA BRANDS

Trade

BJ BALL NZ
'GSM 13'

Produced By
Zoo Creative



Oct-Dec 2018 **oobe**
OUT OF BOX EXPERIENCE

Skinny

Free. Data. Weekends.

2GB per weekend.
Any rollover mobile plan.
All summer long.

Excludes Skinny Direct customers.
Last free data weekend ends 3
March 2019. Free weekend data
does not rollover. Starts 5PM
Friday ends midnight Sunday.
SIM promo from 21/01/2019-
11/02/2019. Skinny T&Cs apply.

Get a free
Skinny SIM and
a \$20 top-up
for only **\$10**
with any new
device

skinny.co.nz

AUCKLAND | HAMILTON | WELLINGTON | CHRISTCHURCH | FIJI ISLANDS
www.oobe.co.nz

Apple Authorised Reseller Authorised Service Provider

APPLE WATCH
SERIES 4

WATCH | **NIKE** +
SERIES 4

Walk Out Working

WINNER

B2C

Telecommunications

OUBE
'Free Data Weekends'

Produced By
Oobe In-House Team



WINNER

B2C

Real Estate and Property

RAY WHITE

'Your Home News - Winter Edition '19'

Produced By

Ray White In-House Team



**SUPERCHEAP
AUTO**

**SUPER
SAVINGS**

TREAT YOUR CAR

Castrol
EDGE ENGINE OIL
5 Litre 5W-30 API SAE 5W-30 ACEA A3/B4 Full Synthetic. Boosted with Titanium Fluid Strength Technology. Reduces engine deposits. Sustains maximum performance for longer.
* Shop stock only, while stocks last, no rainchecks 292256

50% OFF
EACH \$46.99
SAVE \$47

* LIMIT 2 PER CUSTOMER

WE FIT THIS!

RIDGE RYDER DEEP DISH RUBBER FLOOR MATS
Set contains front pair & rear pair. Designed to capture sand, dirt & mud. Available in black or charcoal. Heat wearing rubber. Anti-slip backing. 2018/19.

50% OFF
SET \$32.45
SAVE \$32.45

COMBO DEAL
20 PIECE KIT
2.5HP DIRECT DRIVE AIR COMPRESSOR COMBO
180 Litre/min (240 PSI) Flow Air Delivery
30 Litre tank capacity, 8 Bar (115 PSI).
Combo includes: 26 Piece Air Tool Kit & 10m Air Hose.

50% OFF
THE LOT \$339
SAVE \$340.79

MULTI BUY
Take your car proof!
HEAVY DUTY DEGREASER
500g. Spray on, hose off. Powerful cleaning action dissolves grease, oil, dirt & grime. 2018/19.

50% OFF
3 FOR \$10
SAVE \$11.57

TOOLPRO NEON TOOL CABINETS
Heavy duty ball bearing drawer slides. Non-slip drawer liners. Control locking. Top Chest \$349.50 **SAVE \$349.50**. Roller Cabinet \$499.50 **SAVE \$499.50**.
* Shop stock only, colours may vary by store. 28/07/19

50% OFF
Regular retail price • Shop stock only

MULTI BUY
NEW

SCA 53 LITRE STORAGE BOX
Dimensions: (L) 56 x (W) 40 x (H) 30cm. Stackable. 2017/18.

2 FOR \$13.98
SINGLE PRICE \$7.99

WE FIT THIS!

SILVER CLOUD SHEEPSKIN SEAT COVERS
Front pair. 12mm Plush sheepskin. Sheepskin front & acrylic fur on the back of the seat cover. Available in black, grey or slate.
* An colours not available in all stores, check online for availability. 24/07/19.

25% OFF
PAIR \$199.98
SAVE \$75

BIG BOTTLES LOW PRICE
MEGUIAR'S GOLD CLASS WASH RANGE
Next Generation Wash 1.9 Litre (2018/19). Gold Class Wash 1.9 Litre (2018/19). Ultimate Wash & Wax 1.42 Litre (2018/19). Soft Wash Gel 1.82 Litre (2018/19).

EACH \$25

THINK SAFE DRIVE SAFE

NANO CAM DASH CAMERAS & REVERSING CAMERA SYSTEMS
Stay safe on the roads.

25% OFF
Regular retail price • Shop stock only

CMX THE FUTURE OF CAR CARE IS HERE
SEE PAGE 4

SALE DATES 24/04/19 - 05/05/19
WWW.SUPERCHEAPAUTO.CO.NZ

WINNER

B2C

Automotive Vehicles and Parts

SUPERCHEAP AUTO
‘Week 43 - Super Savings’

Produced By
Supercheap Auto In-House Team



WINNER

B2C

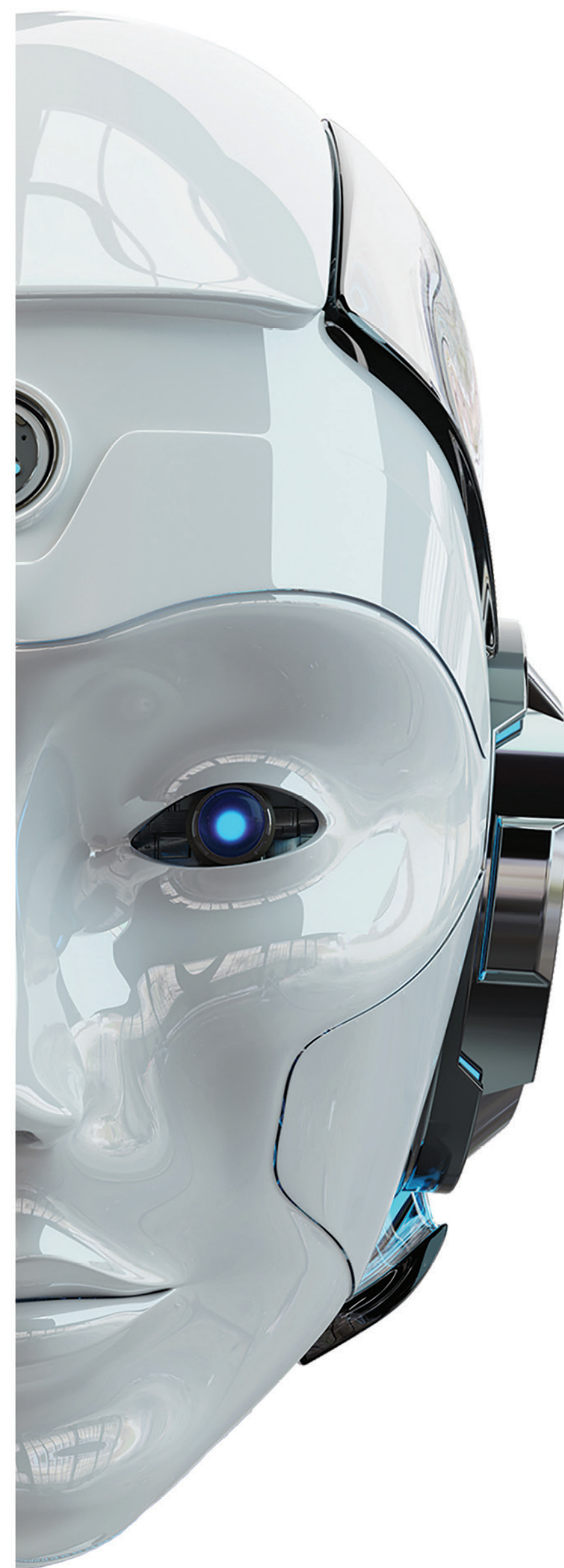
Tourism, Education and Government

STA TRAVEL
'Pick Your Package'

Produced By
STA Travel In-House Team



REAL MEDIA AWARDS



**NZ CUSTOMER
INSIGHTS
AND LOCAL
EXCELLENCE
AWARDS**