

# Nescafe Britomart Takeover Case Study



## Station Takeover

Nescafe took the opportunity to book all of QMS' assets located in Britomart Train Station to create a station takeover to promote the four flavours in the Nescafe Gold range:

**Smooth, Rich, Original & Intense.**

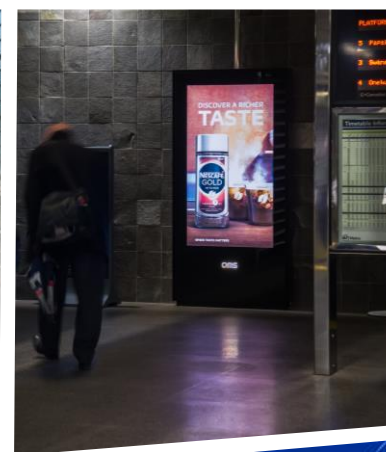
The sites that were booked were:

- Britomart Towers
- Britomart Plaza
- Commuter Network
- Upper Lift Banners
- Britomart Steps
- Britomart Floor Decal
- Britomart Platform Billboards





# QMS Assets





## Activation

There was also an experiential team located at the Britomart Glasshouse handing out samples and takeaway coffee to commuters for the first five days of this campaign.

The activation saw:

- 1560 coffees in total being handed out
- Ran 360 tasting sessions





## Outcome

With a daily footfall of 35,000 - advertising at Britomart, Auckland's most central transit hub, enables clients to target commuters as they enter the heart of the city.

The campaign ran for 4 weeks with the activation running for the first week only.

The campaign reached: **175,000 commuters.**



# Thank You

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