

YELLOW TOOLBOX PUSHES OUTDOOR INNOVATION

Starcom/DDB were tasked with the job of promoting Yellow's new marketing tool "yellowtoolbox.co.nz". As part of the media mix they selected key APN Outdoor billboards on which they delivered six unique creative executions.

The innovative builds were tailored to showcase six different businesses and the results they were generating from using the Yellow Toolbox service.

The two LED builds worked in the following manner.

Urban Flowers

This LED screen gave Yellow the ability to illustrate the number of bouquets Urban Flowers had sold since using the Yellow Toolbox service. For every bouquet sold Urban Flowers took a photo which was then remotely uploaded to the billboard's LED screen. Each time a photo was uploaded, a ticker also increased showing the number of bouquets sold.

Back Door Cat Door Man

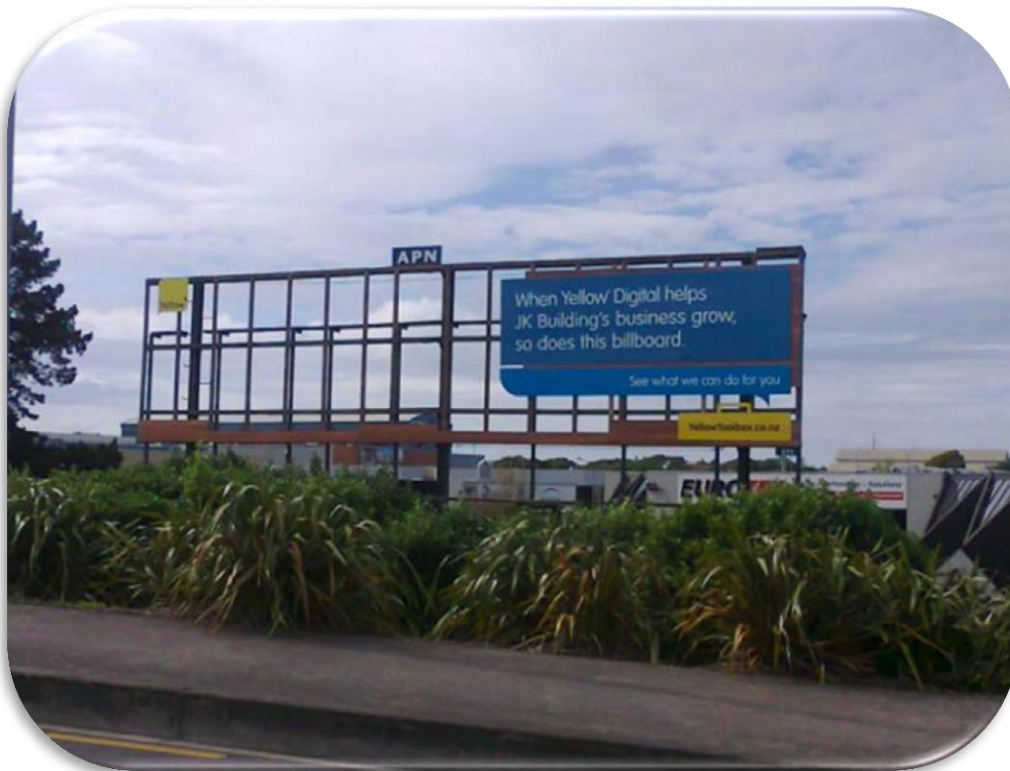
This execution again showed the results Back Door Cat Door Man was generating via the Yellow Toolbox. A similar concept to the Urban Flowers creative was used where a counter showed the number of cat doors installed along with a PRRRR meter illustrating increased customer satisfaction.



Urban flowers billboard with LED component.



Back door Cat Man billboard with LED component.



This 12x3 billboard grows when Yellow Digital helps JK Building's business grow.



The TreeContracts wood-chipper billboard.



As TreeContracts get more jobs, the woodchip pile increases up the job meter.



As Strictly Spouting gets busier from the help of Yellow Digital, water passes through the special build components filling up the beaker.



As Frolic Café sell more cups of coffee thanks to Yellow Digital, the coffee grinder loses coffee beans.