



TRANSPORT  
*your BRAND to the*

**GREAT  
OUTDOORS**

*come RAIN or SHINE*

*with*

**nettl**



# 7 ADVANTAGES OF AWESOME OUTDOOR ADVERTISING

*Don't miss out! Get all-in on these outdoorsy marketing ideas and help your business stand out this summer.*

7 Reasons to explore your outdoor marketing opportunities...

## 1 HIGH VISIBILITY AND REACH

Put your brand in front of a large and diverse audience, reaching people on their commutes, lunch breaks, or leisure outings. Target your local customer base by putting your brand in high-traffic areas frequented by your desired demographic.



## 2 RECENCY & FREQUENCY

Unlike a fleeting advert or social media post, people see your brand, product or promotion multiple times, reinforcing the message. Repeated exposure to your brand builds familiarity and recognition, making your business top-of-mind for consumers.

## 3 IMPULSE DECISIONS

Eye-catching outdoor ads can trigger impulsive purchases, especially for convenient items. Use the power-combo of attention and timing to boost your bottom line.



#### 4 SPARK DESIRE

Unlike solutions like Search Engine Marketing (SEO & PPC), Outdoor Marketing enables your business to attract people even when they are not actively searching.



#### 5 EXTEND SPACE

Branded outdoor furniture can visually expand your usable space. By creating comfortable seating areas outdoors, you encourage customers to linger longer, increasing the effective footprint of your business.



#### 6 CREATE A VIBE

Strategically create a sense of buzz or excitement around your brand. Use flags and fabrics to create a specific vibe, like a relaxed beachy feel or a festive and energetic atmosphere.



#### 7 COMPLEMENTARY MARKETING

Outdoor advertising can work well alongside digital marketing campaigns and direct mail, creating a more cohesive and everlasting brand experience. It's all about the marketing mix.





# GET UNDER COVER

- A MARQUEES** Set up an outdoor store instantly with a freestanding waterproof Pop-up Marquee  
**3 X 3M STAND + GRAPHIC** from **\$2092** MARQUEE3

## UMBRELLAS

Tee off outdoor events, product launches and corporate away days with custom golf umbrellas

- B HYDRA SPORTS UMBRELLA**  
from **\$17.79 each** 107909

## CLOTHING

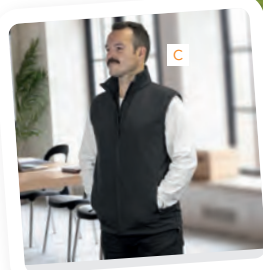
Proudly advertise your brand every time you step out the door with embroidered clothing

- C HUDSON VESTS**  
from **\$42.56** 125953

- D SOLS SNAKE HOODIES**  
from **\$33.12** 118084

- E CRUSADE FLAT PEAK CAPS**  
from **\$6.54** 114232

- F SOLS POLO SHIRTS**  
from **\$16.64** 119582



less than  
**\$18**  
each

ASK US  
ABOUT  
DESIGN

Add  
Your  
Brand

# GET WAVING

Attract attention to your outdoor event with an array of fluttering flags.

Stand out from the crowd with custom printed outdoor wind blade or teardrop flags, available in various heights and with a choice of bases.

Flags are the perfect way to get your business noticed. Use it on the road-side, at an exhibition or conference to add impact to your stand.



**MAKE THE MOST OF YOUR FLAG**  
Print on both sides so your stall can be seen from every angle!

**MOST POPULAR**

# GET BIG

What's a sure-fire way to get your message seen? Make it BIGGER than everyone else's with large format solutions!



A



B



C



Footpath Signs

ASK FOR A QUOTE

## A PULL-UP BANNERS

2010(h) x 850(w) mm

Printed one side, two swing out feet

Padded carry bag included

**Banner + Stand from \$285** SFPBLS

Or Banner only from \$172 SFPBL

## B CORFLUTE SIGNS

Latex Print direct to 5mm Corflute Board

**A0 from \$87** CF5MAO

## C CANVAS PRINTS

260gsm Polyester Canvas

**A0 from \$203** CANAO

## D FABRIC CURVED WALL

Stand + Graphic

**6m from \$2095** FWCL5F40

or Graphic only

**6m from \$1110** FWCL540



D

SEARCH OUR ONLINE SHOP AT [NETTL.CO.NZ](http://NETTL.CO.NZ)



ARCHES  
Stand + Graphic  
from  
**\$1740**  
ARCHCF44





# GET OUT THERE

Encourage customers to hang around for longer (and spend more) by providing comfy branded camping, picnic or holiday accessories

**A** **EVEREST BEANIE WITH PATCH**

from **\$5.68 each** 115716

**B** **IGLOO COOLER SEAT**

11L Cooler bag, holds 24 cans & doubles as a seat  
from **\$26.85 each** 109080

**C** **NIAGARA FOLDING CHAIR**

from **\$44.45 each** 117602

**D** **ARCADIA PICNIC BACKPACK**

Four person from **\$53.36 each** 112790

**E** **COLORADO PICNIC BLANKET**

1200 x 1370mm from **\$15.49 each** 109067

**F** **STADIUM CUSHION**

from **\$16.67 each** 109060

**G** **NAVIGATOR TORCH**

Woven strap, 3 x AAA batteries (included)  
from **\$3.06 each** 117638





SEARCH OUR ONLINE SHOP AT [NETTL.CO.NZ](http://NETTL.CO.NZ)



from  
**\$3.06**  
each



# GET DIGITAL

Update your website to promote alfresco events and share photos and videos of your outdoor spaces on social media, with our popular digital services.



## LANDING PAGES

Ask us to add new landing pages to your existing site or transform your website with outdoorsy summer graphics.

Scan the QR code or visit [nettl.com/nz/landing-pages](http://nettl.com/nz/landing-pages)

## SOCIAL MEDIA

Let us take care of your social media presence. We'll make sure everyone sees your fabulous new branded outdoor areas and events.



Scan the QR code or visit [nettl.com/nz/social-media](http://nettl.com/nz/social-media)



# GET TACTILE

**A GLOSSY PRINTED LEAFLETS**  
Get 1,000 A6 double sided leaflets  
**for only \$159** LGA64T

**B POSTCARDS**  
Matt or Gloss Laminated on the front  
**500 for only \$224** XMPPC4T or GPP2

**C TABLE (TENT) CARDS**  
Creased, supplied flat  
**1000 for only \$709** TCXM4V

**D MENU HOLDER AND INSERTS**  
Laminate holder for easy wipe clean  
**250 A5 Holders for \$925** FMH? or LMH?  
**1000 A5 Menu Inserts for \$283** PMIA50T

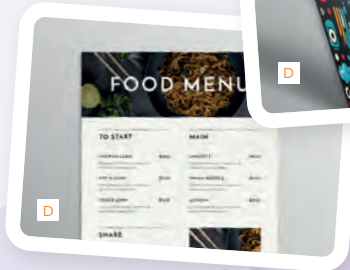
**E WATERPROOF LABELS**  
Come in a variety of shapes and sizes

ASK FOR  
A QUOTE

1,000  
from  
**\$159**



ASK US  
ABOUT  
DESIGN





TRANSPORT  
*your BRAND to the*

# GREAT OUTDOORS

*come RAIN or SHINE*

*Haven't found what you want?*



call us **FREE** on  
**0800 466 388**

or order at  
**nettl.co.nz**

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