

# Expertise in Outdoor Media



APN Outdoor is a subsidiary of APN News & Media, one of Australasia's most dynamic and successful media companies. A market leader in Australia's outdoor advertising industry, with businesses in New Zealand and Asia, APN's companies include Buspak, Cody and Adshel.

Cody is Australia's largest outdoor company in Australia, focusing on the premium end of the market. Their products include specialised signage located on major arterial roads, bridges, buildings and other landmarks that feature fresh and innovative designs and appear in prime positions, offering maximum impact.

Cody was selected by Dove, a well-known women's skin and hair care range, to develop a 'station domination' campaign of Sydney's Central Railway Station, involving a large range and volume of signage displayed throughout the station and concourse to support their national advertising campaign, based on the theme that 'beauty isn't simply about how you look – it's about how you feel'.

## Case Study: APN



The signage featured a selection of striking images of women of different ages and nationalities as well as confronting statistics, taken from a survey conducted by Dove, on women's attitudes towards their bodies.

Cody's national sales manager John Purcell says,

“The success of the job required us to work with a supplier who could provide excellent print quality, on-time delivery of all material, was able to follow all procedures and special instructions and have the facility to provide emergency prints.”

To successfully undertake this extensive project, Cody enlisted the help of VFX. “VFX's experience working with SAV materials, quality of workmanship and customer service were the reasons why they were chosen,” John says.

The project included printing 16 double-sided banners, 100 A2 mini panels and 112 stickers for pillars and walls. The complicated nature of this job meant that prepress involved the use of more than 70 different files.



John says VFX took an active interest in their requirements by participating in site inspections and suggesting the most appropriate substrate and laminates. They also worked with Cody to develop a double-sided banner system that would allow quick installation and removal, which is vital to the success of these campaigns, where the installation access times are very limited.

"VFX's solution allowed for a quick, coordinated installation. We were able to meet our installation targets with 100 percent of material installed correctly, and to our tight deadlines. The quality of material was excellent and we received positive feedback from the end client and the advertising agencies involved."

Cody was also very happy with high level of customer service that VFX provided. "There was one contact to deal with regarding the whole job and VFX helped as much as possible to make sure the project went smoothly," John says.

With further station campaigns planned for Sydney, Melbourne and Brisbane, Cody is keen to continue its working relationship with VFX. John believes, "VFX's quality printing, fast turnaround time and superior customer service makes them a logical choice for future outdoor projects."

