

Let us entertain you



Introduction

Kedron-Wavell Services Club is the Brisbane's North largest entertainment and leisure destination and one of Australia's finest Clubs. As a non-profit organisation Kedron-Wavell has strong links with in its local community and is often the central hub for community organizations, schools and local businesses.

The club is conveniently located 10km north of the city of Brisbane at Chermside, Kedron-Wavell Services Club Inc sits in the heart of the ever expanding centre of North Brisbane business district. Located just off Gympie road and adjacent to the Westfield Chermside Shopping town Complex we are easily accessed by all.

Winning tourism and industry awards and recognized as Clubs Queensland's 'Best Entertainment Venue' in two years running, our venue is renowned as a destination that hosts some of the countries most successful touring acts and live entertainment shows. We boast four restaurant outlets, gaming facilities, event/function facilities and much more. The ongoing array of events and community initiatives has positioned the Club at the forefront of the Queensland's entertainment and leisure industry to create a unique location celebrating great Australian tradition and providing a recreational hub for local communities.

Kedron-Wavell currently has approximately 23,000 financial members and is frequented by approximately 15,000 visitors per week.

Let us entertain you



In-house Digital Signage Network

What is Digital Signage?

A Digital Sign is an in-venue sign that presents constantly changing, computer generated, full-motion video, photo-realistic graphics, text and animation. It is a dynamic medium as opposed to static billboards and posters.

Our Digital Signage Network enables you to use numerous connected plasma screens, to schedule and distribute digital media such as images, videos etc. This system will act as an innovative form of advertising media communication, directly broadcasted to all our members and guests, based on the promotion of Kedron-Wavell Services Club.

It is also a valuable medium for the Club to offer exclusive **advertising and marketing** benefits for our corporate partners, sporting clubs, business associates and local businesses.

We are offering such organisations the opportunity to advertise on our system and acquire exclusive access to the local residents, members, visitors and tourists whom visit our Club. As mentioned earlier we have approximately 2,000 members with an average of 15,000 visitors per week.

The majority of our members and visitors are local citizens residing in the immediate North Brisbane region. The Club's core target market includes residents of North Brisbane aged between 35 and 70, who are residing within our 5km catchment area. These people are seeking a comprehensive, exciting leisure destination and great value for money. The Club's facilities and marketing initiatives have been designed to focus on the 45-59 'empty nesters' age bracket, who typically have a higher disposable dollar.

Let us entertain you



What are the Benefits?

A Digital Signage Network delivers targeted, relevant communication, merchandising and advertising messages directly to your target market. Because it is a vibrant, dynamic and digital form of signage it captures the customer's attention and impacts upon them in a highly effective manner. Benefits include;

High Impact – Greater Awareness

- Significant exposure to potential customers
- Enhanced community awareness of your business, brand, product and services.
- Top of the mind position versus your business competitors
- It is a dynamic medium as opposed to static billboards and posters resulting in increased awareness with animated creative messages

Highly Targeted – Greater Efficiency

- Reach your specific audience
- Communicate directly with your target market
- Communicate your promotional messages
- Add continuity to existing marketing activities

Highly Accountable – Greater Effectiveness

- Guaranteed campaign compliance
- Expand your business customer reach
- Increased recall of your communication messages
- Sales uplift through 'narrowcasting' to the right audience
- Increased communication opportunities eg Interactive SMS Competitions

Let us entertain you



The Specifics

The loop of commercials will be broadcasted simultaneously on 15 large plasma screens strategically located throughout the club.

These are soundless ads but can be interactive and eye-catching.

PACKAGES	CAMPAIGN DURATION	SPOTS PER DAY*	SPOTS PER WEEK*
Package 1	1 Month	80	560
Package 2	3 Months	80	560
Package 3	6 Months	80	560
Package 4	12 Months	80	560

- These are approximations and depend on the amount of Club data and other advertisers on the screens at the time.

Format

Your ad can be supplied in the following formats; JPEG, FLASH, or MPEG Video.

Pricing

Please contact Terri Hewardine, Marketing Manager on 07 3350 0903 or kwsc_marketing@kedron-wavell.com.au for prices.