

## 2018 Media Kit





## The Classic Postcard

Drawcard's creatively driven and quintessential format, allowing for eye-catching design in take-away form. Postcard campaigns include high quality production and tailored distribution across our network of exclusive venues.

On Display for 4 Weeks | 10,000 Minimum Quantity

Specialty finishes : die-cut, foil, spot UV, embossing and more

Post-Campaign report delivered 6-8 weeks after completion of campaign



## Mini-Mags & Folded Posters

Mini-mags and folded posters are the perfect way to get your campaign's message across in more detail, be it in written or graphic content form.

On Display for 6-8 Weeks | 10,000 Minimum Quantity

Specialty finishes : wide range of paper stocks, page quantities & panels/folds

Post-Campaign report delivered 6-8 weeks after completion of campaign

## Programs, Magazines & Brochures

Using our specialised distribution service and premium venue network, you can reach Drawcard's unique audience with your large publications.

Contact your Drawcard campaign manager to discuss your requirements

Post-Campaign report delivered 6-8 weeks after completion of campaign





# Integrated Campaigns

Using Mr Moto's media channels, your Drawcard campaign becomes a multi-touchpoint Out-of-Home campaign.

Be featured across Mr Moto's Digital Screen Network, found in some of Melbourne's most popular and recognisable venues. Utilise video and animation to maximise engagement with your audience. We offer in-house digital content production.

Combine your Drawcard release alongside indoor café posters in over 200 locations, or extend your collateral reach even further throughout Mr Moto's established distribution network.

Contact us to discuss your communication objectives, and we'll provide you with an integrated campaign schedule which meets your needs.



## Interactive Postcards

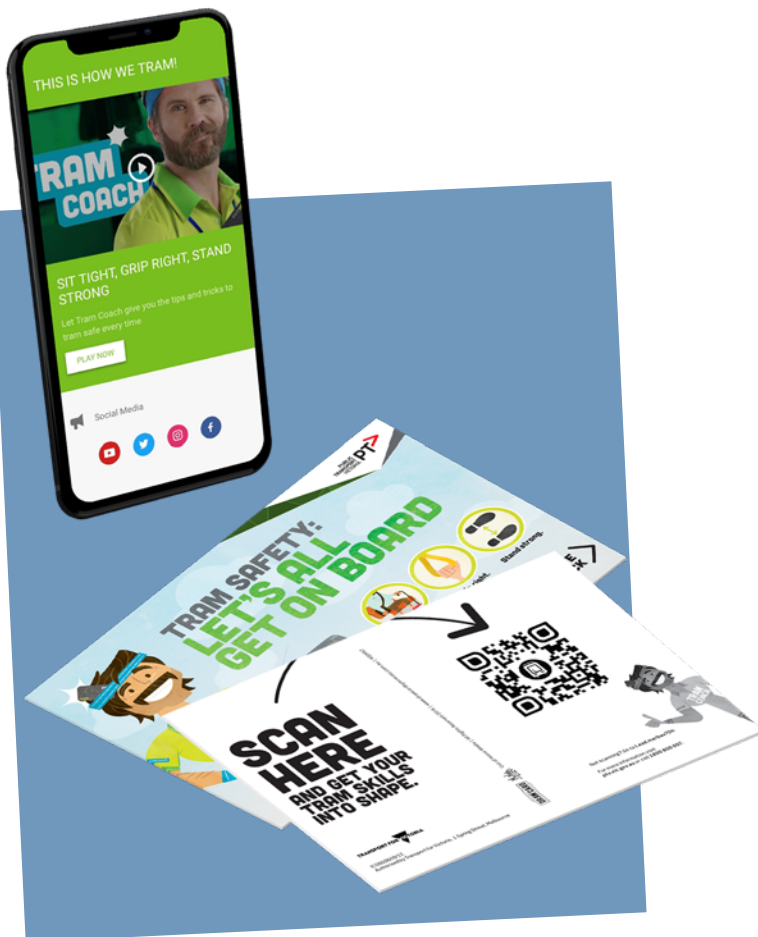
Interactive Postcards create a fusion between tangible print material and the power of the digital medium.

Smartphone manufacturers are bringing native QR scanning features into the Camera app.

Link your Drawcard campaign to rich mobile content, video content, app downloads, competition entry, social media and more.

You can update the content of your scan tag – even after it's printed and in-market!

Scan statistics will be included as part of your post-campaign report.

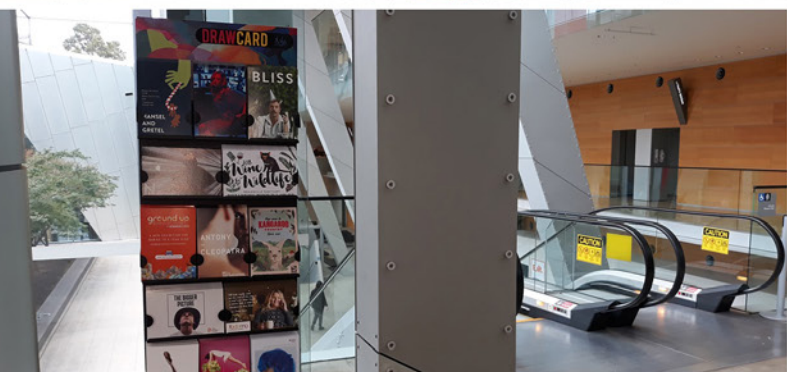






64%

Bars, restaurants  
and cafés



12%

Universities &  
Educational Institutes

