

Case Study

Advertiser: Moveit.co.nz
Campaign name: Small Space Ads
Campaign date: 2014

The challenge

moveit.co.nz is an online transport company that offers a cheaper way to move domestic items to and from locations around the country.

Why newspapers?

The aim was to increase traffic to the website. moveit.co.nz placed small space ads in daily newspapers, taking in the main areas of New Zealand.

The outcome

Every day the advertising ran, traffic to moveit.co.nz increased by up to 31%. After one insertion in a Sunday newspaper, there was a 31% increase in traffic to the website compared to the previous Sunday and a 17% increase in new visitors to the Website during the campaign period, compared to the 3 weeks prior to advertising.



“These creative small space ads were a great way of associating the newspaper medium with our service offering.”



Talk to us to find out more
call 09 306 1600 email info@newsworks.co.nz