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Game On: APN Outdoor Celebrates the Invictus Games Sydney 2018

SYDNEY: With the Opening Ceremony of the Invictus Games Sydney 2018 presented by Jaguar Land Rover less than a week away, leading media business APN Outdoor has unveiled the next phase of its marketing campaign to promote the Games.

Today APN Outdoor has launched digital billboards in each state displaying a daily countdown to the start of the Invictus Games this Saturday, plus billboards promoting ticket sales and television coverage of the Games on the ABC.

At the same time, APN Outdoor and Sydney Airport have joined forces to use key internal digital sites at the airport terminals this week to run a video welcoming Invictus Games competitors to Sydney.

APN Outdoor is the Official Outdoor Media Partner of the Invictus Games Sydney 2018. Running from 20 October to 27 October, the Games will see 500 wounded, injured and ill defence personnel from 18 nations taking part in 11 medal sports.

APN Outdoor Chief Executive Officer and Managing Director, James Warburton, said: "We have been supporting the Invictus Games Sydney 2018 since 2016, running several campaigns across our national digital billboard portfolio, airport offering, XtrackTV network and key transit formats.

"With the start of the Games now less than a week away, we are delighted to once again use the reach and power of the out-of-home medium – and the APN Outdoor network – to promote the Games and welcome these amazing competitors to Sydney.

"We are very proud of our association with the Invictus Games Sydney 2018 and wish everyone involved all the very best," he said.

Invictus Games Sydney 2018 CEO Patrick Kidd OBE is grateful for the support of APN Outdoor since the announcement of the Invictus Games Sydney 2018.

"While held in Sydney, these are Australia's Games and Australia's opportunity to put on an international show of support for our defence community.



“It is wonderful to have the support of APN Outdoor to help us spread the world on the healing power of sport all around the nation.”

Sydney Airport CEO Geoff Culbert said the airport was honoured to welcome the exceptional athletes of the Invictus Games to Australia.

“As Australia’s gateway, we’re very proud to play such a significant role in shaping the athletes’ first impression of Australia – delivering a warm welcome to Sydney to the teams, their families and friends,” he said.

“Our volunteers, transport and operations teams will be on hand to support the athletes as they make their way through the airport, while a traditional Welcome to Country and other arrival celebrations will herald in the start of their Australian visit.”

For more information, please contact:

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About APN Outdoor

APN Outdoor is a leading provider of outdoor advertising across Australia and New Zealand, with over 40,000 high-impact connection points.

APN Outdoor has a quality network that reaches 97% of Australians every day. Our focus on insights, powered by data, provides a deep understanding of audiences, including where to find them and how to connect with them. At the heart of our business are innovative media solutions that amplify, engage and inspire action – ensuring our advertisers achieve smarter impact. It's not outdoor without us.