



**iHeart**RADIO

# CORONA NZ SURF REPORT

DCO + LIVE EVENTS

**NZ  
ME.**  
NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

**WE'RE ALL EARS. EVERYONE'S HERE.**



BRAND



AGENCY

**MEDIACOM**

PUBLISHERS

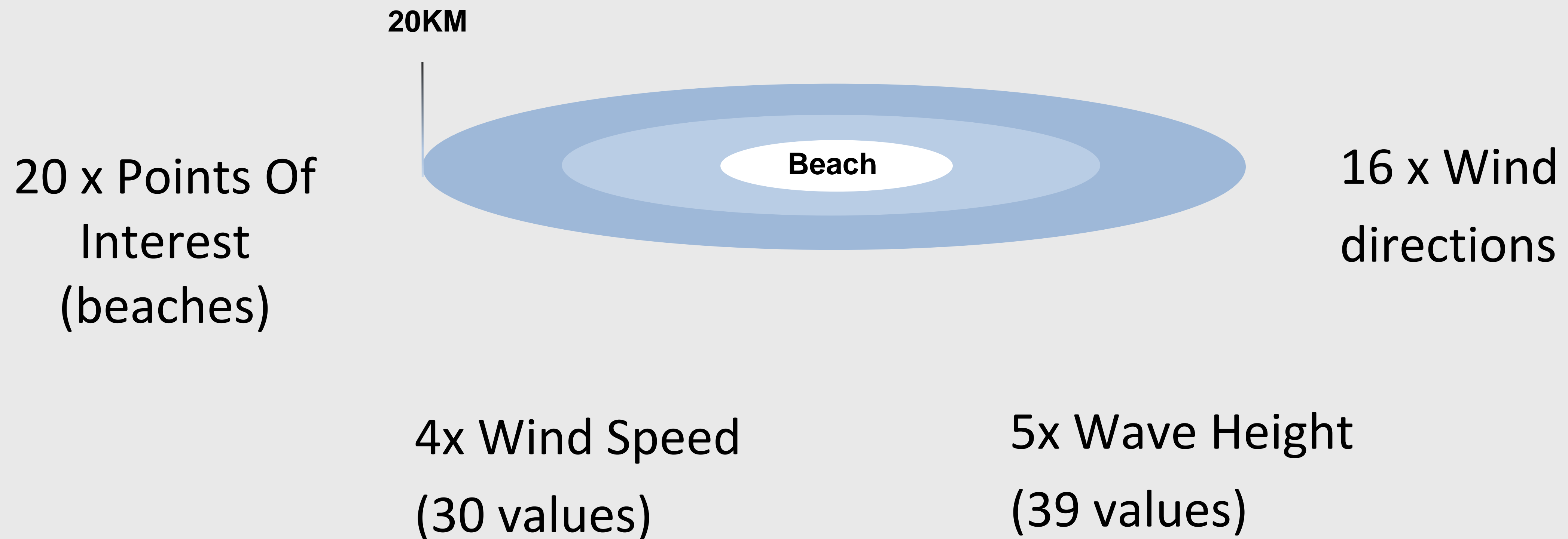
**NZME.**

PLATFORM



**WE'RE ALL EARS. EVERYONE'S HERE.**

# 6,400 POSSIBLE DIFFERENT AUDIO COMBINATIONS



**WE'RE ALL EARS. EVERYONE'S HERE.**



Using an API feed the campaign had a personalised audio message based on different data sources, i.e Listener's Location, Wind Speed, Wind Direction and Swell (Wave height) at the closest surf beach to that location.



[CLICK HERE TO LISTEN TO AUDIO](#)

Days of week

Audience segments

Locations

Device

051015202530

intro.mp3

1st Party Data

1st Party Data

1st Party Data

1st Party Data

outro.mp3

beachname+FitzroyBeach.mp3

beachname+MangawhaiHeads.mp3

beachname+MtMaunganui.mp3

beachname+Piha.mp3

beachname+Raglan.mp3

beachname+SandyBay.mp3

beachname+ShipwreckBay.mp3

beachname+StClairBeach.mp3

beachname+SumnerBeach.mp3

beachname+TaurangaBay.mp3

beachname+Wainui.mp3

beachname+Whangamata.mp3

winddir+E.mp3

winddir+ENE.mp3

winddir+ESE.mp3

winddir+N.mp3

winddir+NE.mp3

winddir+NNE.mp3

winddir+NNW.mp3

winddir+NW.mp3

winddir+S.mp3

winddir+SE.mp3

winddir+SSE.mp3

windspeed+0Knots.mp3

windspeed+10Knots.mp3

windspeed+15Knots.mp3

windspeed+5Knots.mp3

swell+1m.mp3

swell+2m.mp3

swell+3m.mp3

swell+Over4m.mp3

swell+Under1m.mp3

Your background track

bed.mp3

WE'RE ALL EARS. EVERYONE'S HERE.

