
From: Hazlewood, Kathryn
Sent: Tuesday, 2 June 2026 3:36 pm
To: Romanos, Ashleigh; Duncan, Amanda
Subject: RE: NZ Super Rugby - Tactical Media Opportunity

Ok..I'm just working through that now

From: Romanos, Ashleigh <Ashleigh.Romanos@fireandemergency.nz>
Sent: Tuesday, 2 June 2026 3:35 pm
To: Duncan, Amanda <Amanda.Duncan@fireandemergency.nz>; Hazlewood, Kathryn <Kathryn.Hazlewood2@fireandemergency.nz>
Subject: RE: NZ Super Rugby - Tactical Media Opportunity

Kia ora @Hazlewood, Kathryn,

Amanda and I have just caught up regarding the below opportunity and have decided to not progress.

Instead, we would like to exist existing / recently used channels. Can you please confirm how much budget is remaining under 5210-4215-MPC022? And also any budget still available from our other subledgers?

Ngā mihi,

Ash Romanos (she/her)
Kaitohutohu Whakatairanga - Senior Advisor Marketing

National Headquarters
Level 7, Spark Central
42 - 52 Willis Street, Wellington 6011



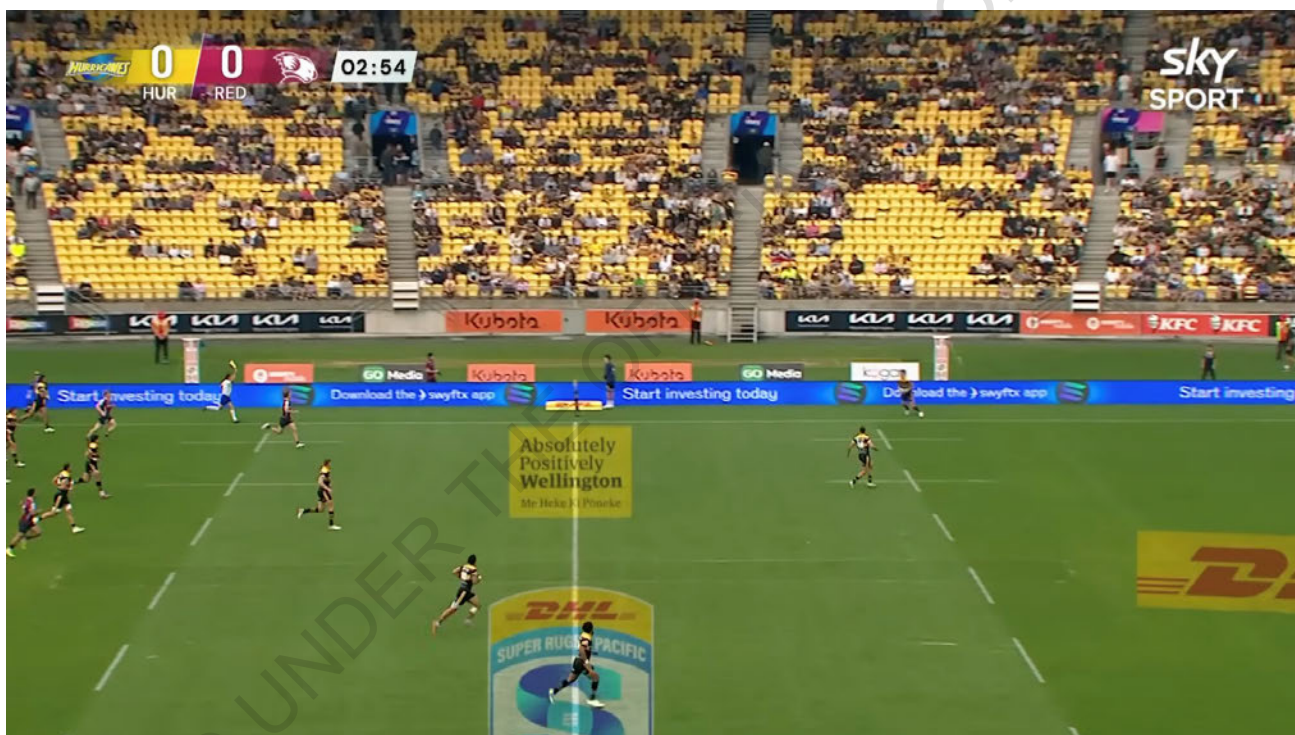
Ashleigh.Romanos@fireandemergency.nz
www.fireandemergency.nz

From: Romanos, Ashleigh
Sent: Tuesday, 2 June 2026 11:31 am
To: Duncan, Amanda <Amanda.Duncan@fireandemergency.nz>; Hazlewood, Kathryn <xxxxxxx.xxxxxxxx@xxxxxxxxxxxxxxxxxx>
Subject: NZ Super Rugby - Tactical Media Opportunity

Kia ora Amanda,

With Sarah's help, I've sent through a meeting invite to discuss the following opportunity this afternoon at 3pm but thought I'd get the key information to you sooner in case you have time prior to that. In my opinion, the recommendation is solid, well thought out and I like the multiple touchpoints during and surrounding the game/s. My concern is that timing is tight so we need to move quickly – which is doable.

- Tactical, simple and high impact media placement to reach The Disengaged in a peak attention moment – NZ Super Rugby x Hurricanes finals series
- This Friday, our You're Cooked | Stay Off The Stove lock up can be virtually projected onto the field during the Hurricanes vs Brumbies game.
- Our campaign can also feature on the LED screens that surround the field (visible to those at home, and in the stands).
- To maximise impact, provided Hurricanes make the semi's, we will ensure our You're Cooked digital OOH placements (showing a live map of nearby food options) are on the screens surrounding the venue
- We have a media-first opportunity to extend this to a 'Backpack activation'. Essentially, Hyper have LED backpacks screens that real people will wear as they move around high footfall areas prior, during and after the game (Hurricanes still to approve).
- Cost is TBC but MBM predict around the 9(2)(b)(ii) mark for all of the above. We will also require creative support from Motion Sickness which I think will be a max of 9(2)(i) @Hazlewood, Kathryn, can you please let Amanda and I know if this is within budget for MPC022?



Ngā mihi,

Ash Romanos (she/her)

Kaitohutohu Whakatairanga - Senior Advisor Marketing

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