



Activation Space – Arcade Entrance, K' Road

2018 Ratecard



ST. KEVINS ARCADE

1924

LORD OF THE FRIES

LORD OF THE FRIES

24 HOUR

The K' Road entrance to St. Kevins Arcade provides a unique heritage space for the right brands to engage with up to 15,000 pedestrians each day.

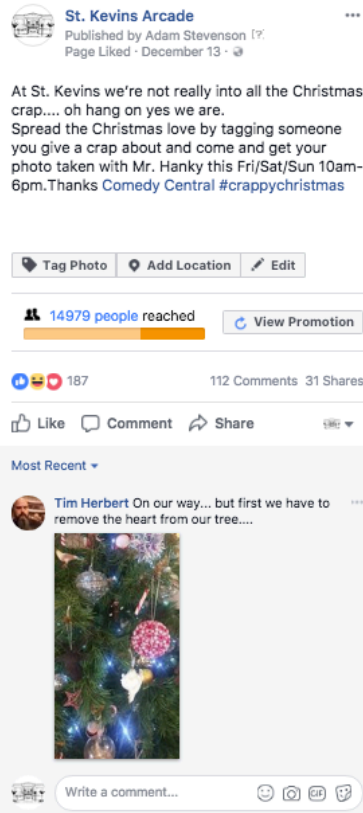
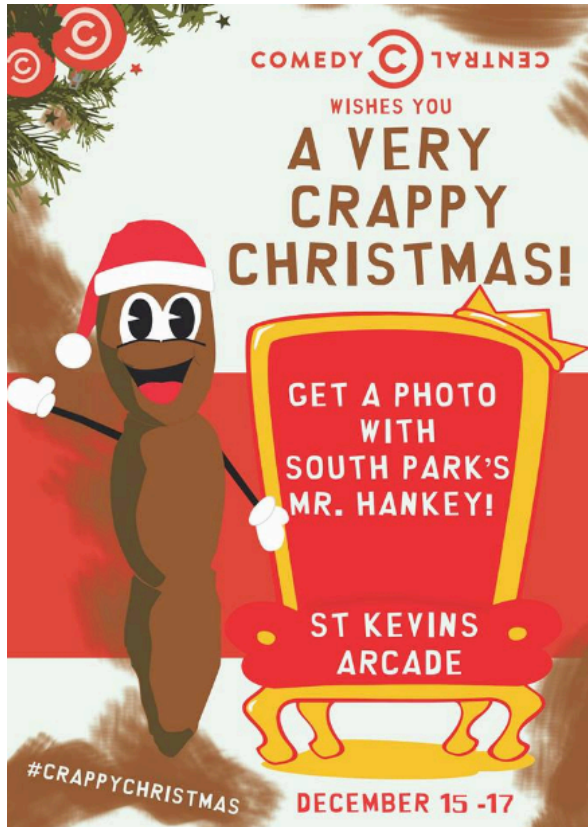




‘St. Kevins Arcade provided Tiger Beer with the opportunity to activate an interactive art piece within the entrance of the arcade during the bStreet festival. Being a busy thoroughfare and drawing a diverse crowd, Tiger Beer was able to raise awareness of the illegal Tiger trade on International Tiger Day, via an interactive art work that engaged families as well as festival goers alike.’

Kate Baars – Marketing Manager, International Premium, DB Breweries

Comedy Central – Mr. Hanky



MTV Tattoo Booth



'The team at St Kevin's were fantastic to work with, super professional and flexible. They made our activation with MTV work perfectly – it's a great location!'

Adam Cubito, PR & Communications Manager - MTV Australia & New Zealand

2017 Events & Activations



AUT Student market



Jive Print Fair



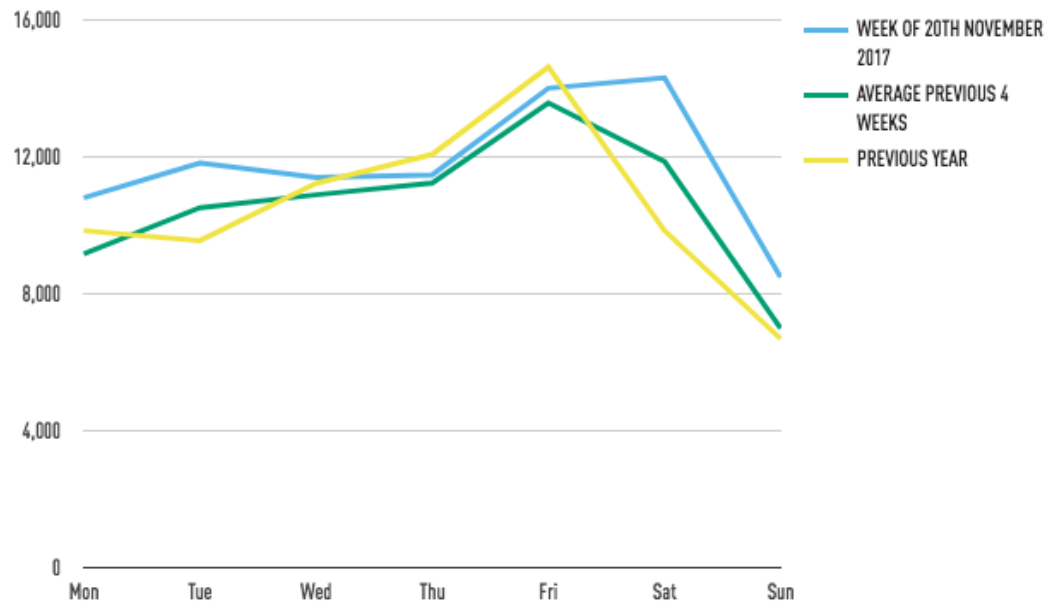
First Thursdays



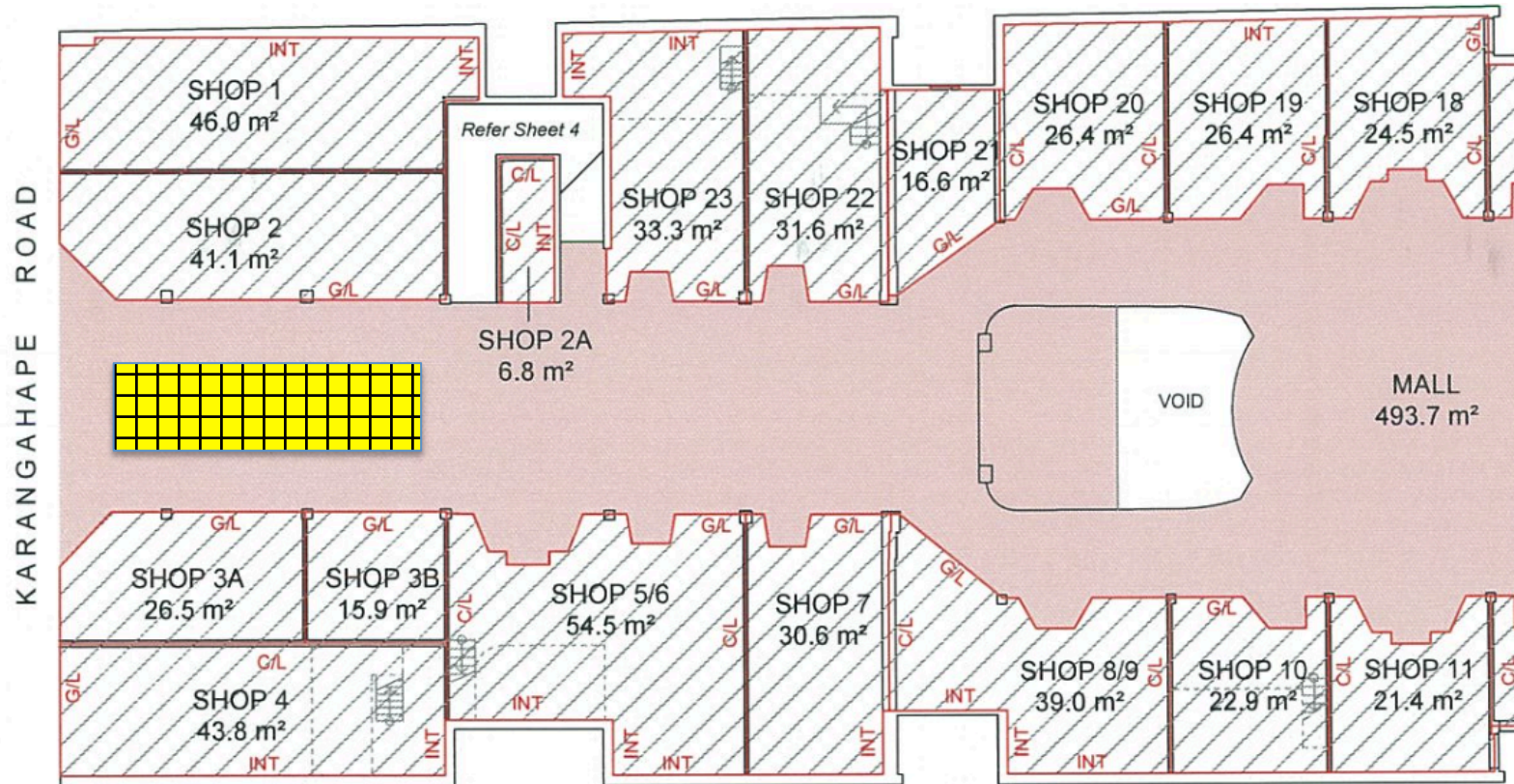
bFM Live Broadcast – Others Way HQ

Foot Traffic

Total last 3 Months: 954,530
Month of October 2017: 320,470
W/C Monday 20th November 2017: 82,312
Source: <https://hotcity.co.nz/pedestrians-in-the-city>



Available Space



The space available is approximately 2m wide x 5m deep.
Activations must ensure a 1.5m egress is provided either side for pedestrian access.

2018 Ratecard

Hire Period	Rate (excl GST)
Mon – Wed (8am – 10pm)	\$500 per day
Thurs – Sunday (8am -9pm)	\$700 per day
3 Day Weekend Activation (Fri/Sat/Sun)	\$2000
1 Week Activation (5-7 days)	\$3000

Other bundled booking discounts may be negotiated

CONTACT:
ADAM STEVENSON
E. adam@theicongroup.co.nz
M. +64 21 887164

ST. KEVINS ARCADE

1924

ST. KEVINS ARCADE

LORD OF THE FRIES

LORD OF THE FRIES

24 HOUR PHOTO

