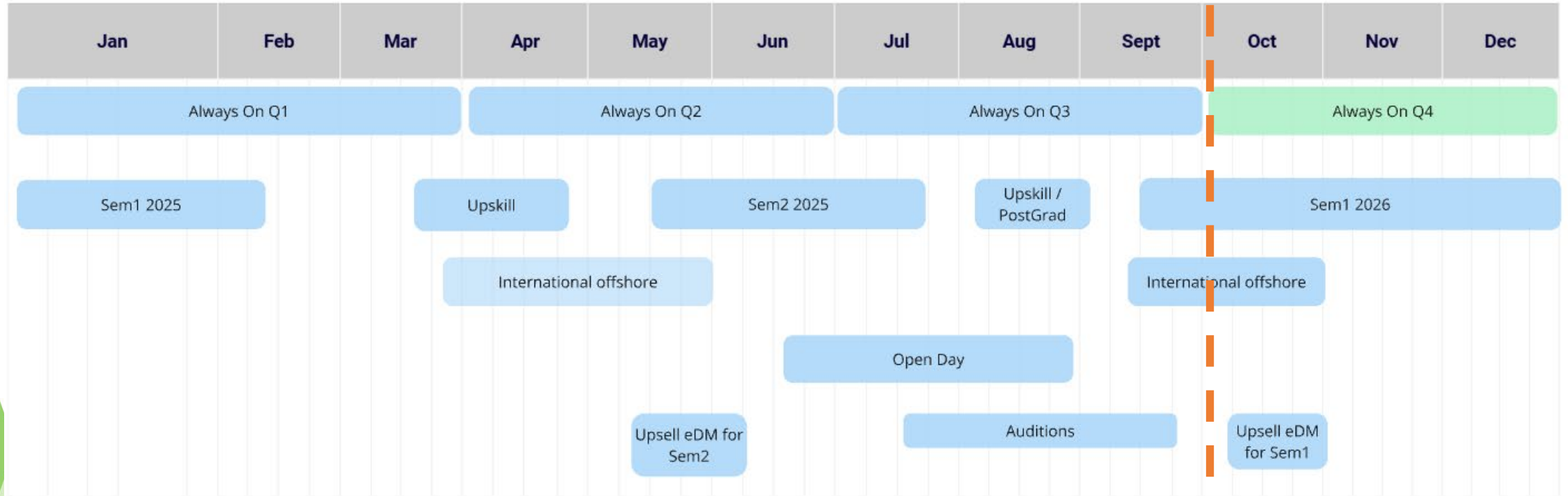


2025 advertising – end-of-the-year campaign activities

- **Always On Q4 Oct-Dec**
- **Semester 1 26 Oct-Feb**

Year view of main campaigns



Sample – Always On Schedule

ALWAYS ON - OCT DEC 2025																				
Channel	Publisher	Targeting	Start	End	OCTOBER					NOVEMBER				DECEMBER						
Prospecting					29	6	13	20	27	3	10	17	24	1	8	15	22	29		
Programmatic	DV360	AP 18-44, Auckland EXCLUDE RECENT CONVERTERS	1/10/2025	31/10/2025	█	█	█	█	█											
			1/11/2025	30/11/2025						█	█	█								
			1/12/2025	31/12/2025											█	█	█	█		
		Maori & Pasifika Audience : AP 18-44, Auckland Only. Interests: Samoa, Polynesia, Maori language, Cultural history, Tonga, Fiji, Maori music, Cultural heritage, Maori culture, Samoan language, Tahiti, Tongan language, Kapa haka, Maori All Blacks, Rarotonga, Cook Islands or Pacific Islands. EXCLUDE RECENT CONVERTERS	1/10/2025	31/10/2025	█	█	█	█	█											
			1/11/2025	30/11/2025						█	█	█								
			1/12/2025	31/12/2025											█	█	█	█		
Programmatic	Facebook/Instagram	AP 18-44, Auckland EXCLUDE RECENT CONVERTERS	1/10/2025	31/10/2025	█	█	█	█	█											
			1/11/2025	30/11/2025						█	█	█								
			1/12/2025	31/12/2025											█	█	█	█		
		Maori & Pasifika Audience : AP 18-44, Auckland Only. Interests: Samoa, Polynesia, Maori language, Cultural history, Tonga, Fiji, Maori music, Cultural heritage, Maori culture, Samoan language, Tahiti, Tongan language, Kapa haka, Maori All Blacks, Rarotonga, Cook Islands or Pacific Islands. EXCLUDE RECENT CONVERTERS	1/10/2025	31/10/2025	█	█	█	█	█											
			1/11/2025	30/11/2025						█	█	█								
			1/12/2025	31/12/2025											█	█	█	█		



Sample – Always On Schedule

ALWAYS ON - OCT DEC 2025																			
Channel	Publisher	Targeting	Start	End	OCTOBER			NOVEMBER			DECEMBER								
Retargeting					29	6	13	20	27	3	10	17	24	1	8	15	22	29	
Programmatic	DV360	Retargeting site visitors - National EXCLUDE RECENT CONVERTERS	1/10/2025	31/10/2025	█	█	█	█	█										
			1/11/2025	30/11/2025						█	█	█	█						
			1/12/2025	31/12/2025											█	█	█	█	
Programmatic	Facebook/Instagram	Retargeting site visitors - National EXCLUDE RECENT CONVERTERS	1/10/2025	31/10/2025	█	█	█	█	█										
			1/11/2025	30/11/2025						█	█	█	█						
			1/12/2025	31/12/2025											█	█	█	█	
Search					29	6	13	20	27	3	10	17	24	1	8	15	22	29	
Resolution - SEARCH	Google/Bing	AUCKLAND SEARCHES ONLY Domestic Search Volume keywords	1/10/2025	31/10/2025	█	█	█	█	█										
			1/11/2025	30/11/2025						█	█	█	█						
			1/12/2025	31/12/2025											█	█	█	█	
Resolution - SEARCH (PMax)	Performance Max (Google)	AUCKLAND SEARCHES ONLY Domestic Search Volume keywords	1/10/2025	31/10/2025	█	█	█	█	█										
			1/11/2025	30/11/2025						█	█	█	█						
			1/12/2025	31/12/2025											█	█	█	█	



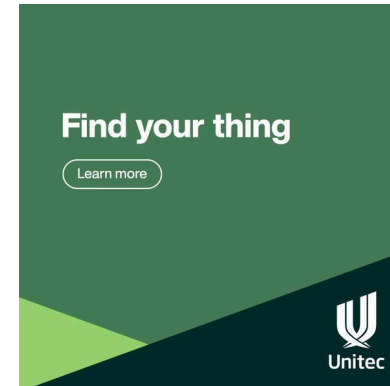
Sample – Always On Search


Google search results for "construction course". The search bar shows "construction course" with a red underline. The results include a sponsored result from Unitec for "Study Civil Engineering | Unitec | Apply Online Now" and a result from "unitec.ac.nz" for "Study Construction | Courses - Unitec". Below these are "People also ask" questions such as "Which course is best for construction?" and "How to get into construction in NZ?". Other results include "Open Polytechnic" for "Construction and Trades Courses | Online Learning" and "Manukau Institute of Technology" for "Study a carpentry and construction pre-trade apprenticeship".

Google search results for "study architecture auckland". The search bar shows "study architecture auckland" with a red underline. The results include a sponsored result from Unitec for "Study Architecture" with sub-links for "Fee Details" and "Career & Study Options". Below this is another sponsored result from "mediadesignschool.com" for "Book A Tour Today | Media Design School" and a result from "The University of Auckland" for "Bachelor of Architectural Studies (BAS)".




Sample creative – Always On Social



 **Unitec**
Sponsored

Study with Aotearoa's leading animal management & welfare tertiary provider. From vet nursing and companion animals to zookeeping. Enrol now.



Study


Animal

Management & Welfare


Unitec

UNITEC.AC.NZ
Find your thing

Learn more

 **Unitec**
Sponsored

Construct your future with an industry recognised qualification in construction management, property development or quantity surveying. Enrol Now.




Study

Construction


Unitec

UNITEC.AC.NZ
Find your thing

Learn more

 **Unitec**
Sponsored

Learn a trade in our modern, practical, purpose-built trades facility. Study automotive engineering, carpentry, mechanical engineering or plumbing. Fee free courses available. T&C's apply.



Study

Trades

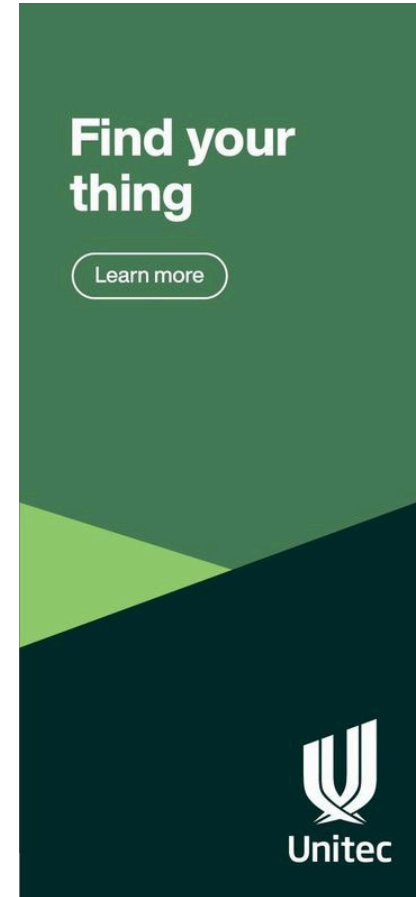
Unitec

UNITEC.AC.NZ
Find your thing

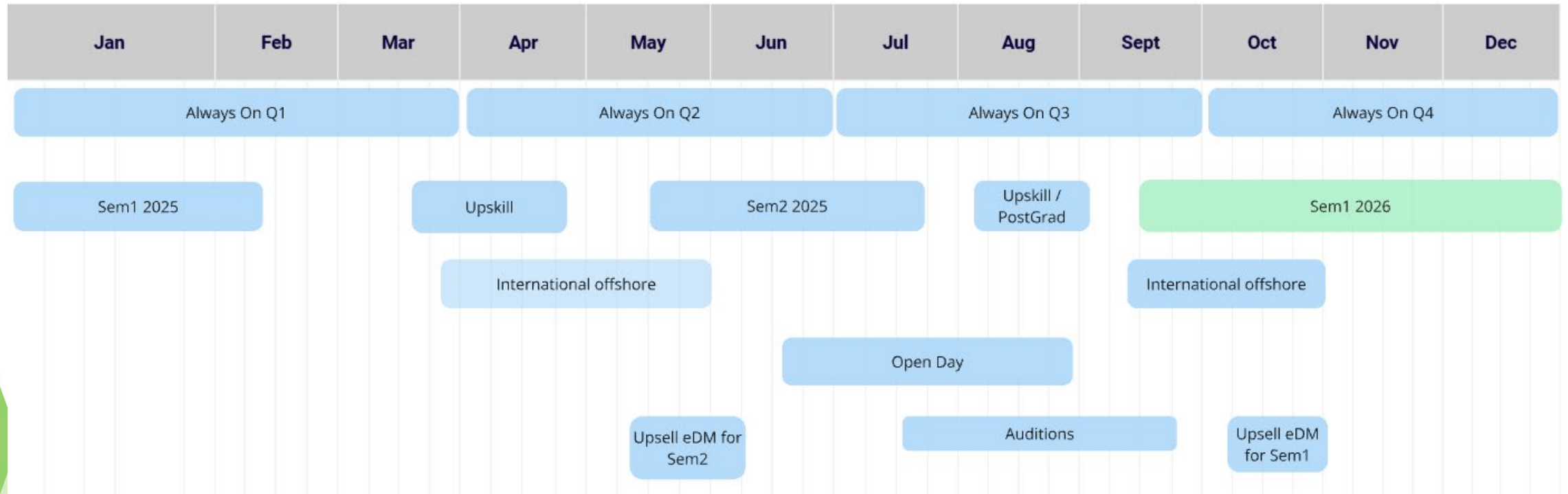
Learn more



Sample creative – Always On digital



Year view of all campaigns



Schedule – Semester 1 2026

Semester 1 2026			OCTOBER				NOVEMBER				DECEMBER					JANUARY				FEBRUARY			
			6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
RADIO	PLACEMENT	ROLE/ACTION																					
Radio	Various Stations	Reach																					
OOH	PLACEMENT	ROLE/ACTION																					
OOH	PDooH + Static	Reach																					
DIGITAL	PLACEMENT	ROLE/KPI																					
Digital	Various	Various																					



Sample creative – Semester 1 2026 Social



Sample creative – Semester 1 Search

Sponsored



Unitec

<https://www.unitec.ac.nz>

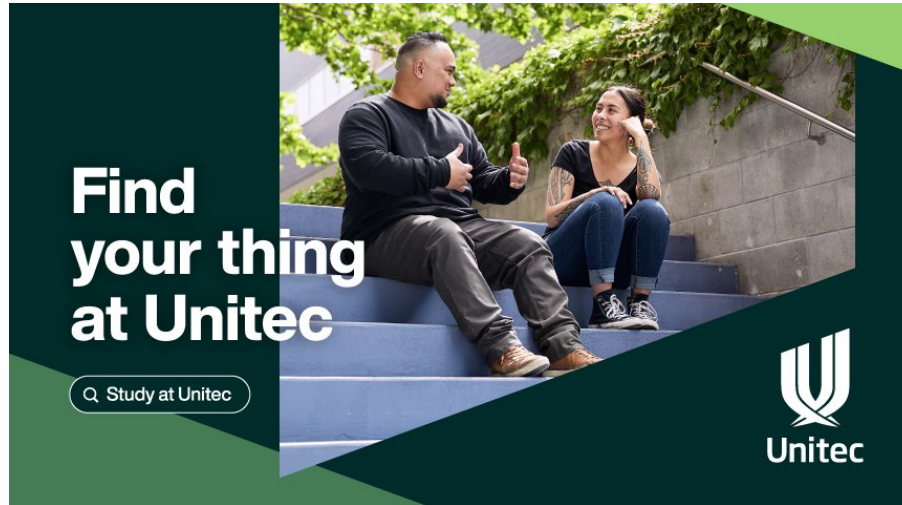
Study Architecture | Unitec

Explore **Architecture Degree** or Diploma **Courses**. Full & part time flexible **study** available. Apply for a Bachelor of **Architectural** Studies. Program leads to industry...

[Fee Details](#) · [Career & Study Options](#) · [On Campus](#) · [Apply Online Now](#) · [Student Life](#)



Sample creative – Semester 1 digital billboards



Sample creative – Semester 1 15” video



Sample creative – Semester 1 bus backs



Updated line: *Apply now for 2026*



Sample creative – Semester 1 Posters



Updated line: *Apply now for 2026*



Sample creative – Semester 1 Radio

