



Media Release

Thursday, 14 April 2022

Seven launches 7Connect New ad solution to maximise national reach

The Seven Network today announced the launch of a significant new advertising product to turbocharge marketers' national reach across Seven, [7plus](#) and [7news.com.au](#).

7Connect gives clients the ability to simultaneously place one television commercial at the same time in all capital city and regional markets, plus parallel placements across 7plus and 7news.com.au.

7Connect will come to life on Sunday 17 April during **7NEWS** at 6.00pm with the official launch of Hyundai's major new "[We're not waiting for the future | Imagine that](#)" campaign.

The first of its kind ad solution in Australia, 7Connect is part of Seven's ongoing strategy to deliver unmatched national total video trading for commercial partners and brands.

Seven NSW Sales Director, Georgie Nichols, said: "Following the acquisition of Prime, Seven is the largest premium video content company in the country and we're focused on creating easier and more effective ways for advertisers to connect with the scale of our unrivalled audience.

"7Connect is a new product within Seven's Enhanced Advertiser and Viewer Experience [E.A.V.E.] initiative and was developed to help brands easily maximise reach across capital city and regional markets on our broadcast and premium digital channels.

"7Connect is the best place for brands to achieve fast and effective reach across Australia's most-watched network and we are thrilled that Hyundai and its media agency, Hearts & Science, are the first to take up the opportunity and we can't wait to see their new brand spot up in lights this Sunday," she said.

Hyundai Marketing Director, Kevin Goult, said: "Hyundai Motor Company demonstrates and delivers leadership in innovation. Locally in Australia we excite with the innovative products on sale today. At Hyundai, we believe innovation comes in more forms than just product, it's the product and services that are available. What better way to demonstrate such attributes than by launching the campaign via another innovative and exciting platform such as 7Connect?"

Hearts & Science Business Director, Gail Halbert, said: "We are proud to be partnering with the Seven Network to launch 7Connect. Hyundai's shift to brand marketing is a game changer and our campaign needed unmissable media moments to showcase Hyundai as the most progressive automotive brand in Australia. A nationwide 6pm news roadblock across linear TV and digital screens is the perfect platform to launch Hyundai's new brand messaging into market."



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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.