



Media Release

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Seven and KERV revolutionise shopping Officeworks launches first campaign with 7ACT

Seven West Media has announced an Australian-first partnership with KERV Interactive to deliver the revolutionary shoppable ad experience, 7ACT.

The new product allows advertisers to dynamically insert QR codes seamlessly into video assets, enabling brands and content creators to showcase specific products, offer relevant information and provide contextual shopping opportunities.

Seven has launched 7ACT with a programmatic-first partnership with key agency partners Matterkind and Initiative, developing an all-new campaign for Officeworks.

Officeworks is using 7ACT as part of its “Mind Grown” campaign, providing children new avenues to grow and learn through a range of learning resources. It is a collaborative partnership that sets the standard for future ad experiences on screens.

7ACT is an innovative addition to Seven’s Enhanced Advertiser and Viewer Experience (E.A.V.E.) initiative, which was launched last year.

Seven West Media Network Digital Sales Director, Nicole Bence, said: “Our mission with premium ad experiences such as 7ACT is to make advertising more enjoyable, more engaging and more relevant through personalisation.

“E.A.V.E. is central to our approach to innovation, creating ad experiences that are unique, customised and bring brands to life through interactive storytelling. We believe that by delivering valuable ad experiences to our viewers, they will be more loyal to our platforms, more engaged with our content and therefore much more responsive to brand messages from advertisers.”

KERV is a global, multi-award-winning, patented video technology company that lifts existing video assets to become unique, interactive experiences for consumers. The QR code response process is unique to KERV and allows information and shopability to dynamically shift where the mobile destination is directed, based on the KERV object-level AI.

Matterkind National Head of Partnerships & Strategic Investments, Flaminia Saponi, said: “We are extremely excited to be part of this launch with Seven West Media, who have been leading the market through their programmatic-first approach in the BVOD space. This approach allows Matterkind to trade easily on a diverse variety of advertising products and innovative solutions for our agencies and brands.

“Ad product innovations like 7ACT represent a huge step forward for brands, leveraging high-impact and immersive formats to expand their addressable footprint. Most importantly,



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7ACT's use of QR codes enables accurate measurement of success across Connected Television, far beyond standard brand metrics."

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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** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.