

City Domination

Advertise on the
Birmingham Big Screens

ELONEXTM



DOMINATE BIRMINGHAM ON THE ELONEX BIG SCREENS

As the central region's most powerful Digital Out of Home network, the Elonex Birmingham Big Screens provide the ultimate in City Domination advertising.

Flexible and in real time, the Birmingham Big Screens enable fast and effective targeting of huge audiences, make it easy to deliver high impact brand messaging and drive integrated marketing campaigns right across the city.

Dominate Birmingham in the following locations...



BIRMINGHAM SCREEN LOCATIONS

- 1 Starlights
- 2 Birmingham Lights
- 3 A38 Aston Expressway
- 4 Spaghetti Gateway
- 5 Lichfield Road
- 6 Cuckoo Wharf
- 7 Albert Street
- 8 A38M
- 9 Southside 48
- 10 Tyburn Road
- 11 M5 Junction 1
- 12 Bullring & Grand Central
- 13 Arena Birmingham



STARLIGHTS

B7 5SA

This super-size structure delivers over 4000 sq ft of digital advertising space and is located above the Star City entertainment complex adjacent to junction 6 of the M6, Spaghetti Junction. A landmark Digital Out of Home advertising site, Starlights creates an iconic backdrop to the landscape at the busiest motorway junction in Great Britain. Starlights is the most prominent digital outdoor advertising location in the central region.

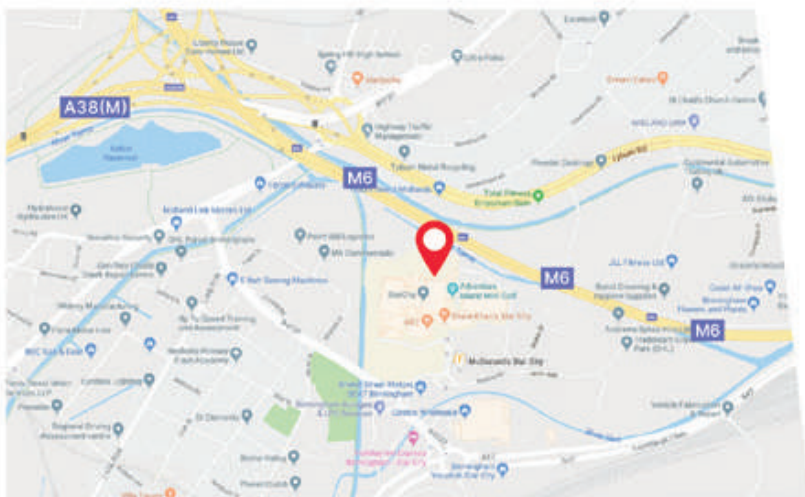
❌ **SCREEN SIZE:** North: D96

❌ **SCREEN SIZE:** South: D96

📄 **FORMAT:** Digital, Static

DELIVERING AN AUDIENCE OF **3.2 MILLION** PER FORTNIGHT

- Largest Motorway Screen in the UK.
- Highest Unique Reach (60%) of Any DOOH Advertising Screen in Birmingham.



BIRMINGHAM LIGHTS

B4 6SX

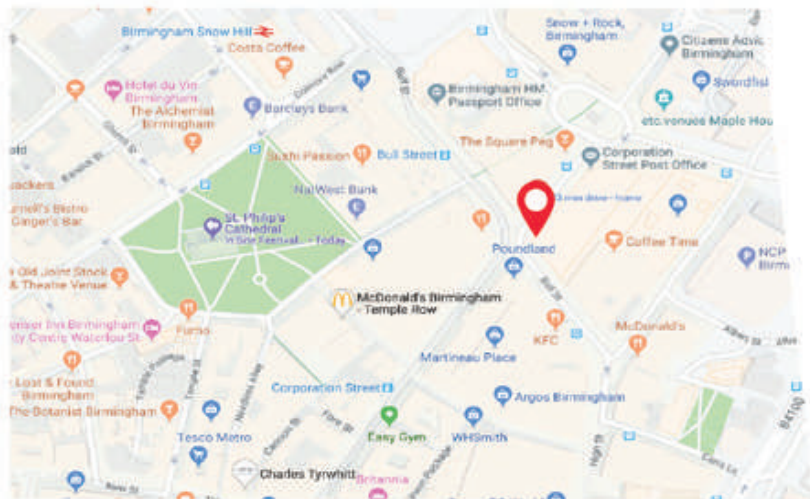
An unmissable Times Square style wraparound digital billboard at the heart of Birmingham City Centre. This large-format digital billboard, named Birmingham Lights, is the first of its kind in the city and wraps around two sides of 'The Square' building in typical New York fashion on the busy corner of Bull Street and Corporation Street. Birmingham Lights broadcasts stand-out advertising content in two different directions. With one side facing the route to Bullring Birmingham and Grand Central, and the other to Colmore Row and Snow Hill Station.

✂ **SCREEN SIZE:** D96 (2 x D48's)

📄 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **6.7 MILLION**
PER FORTNIGHT

- The Only Wraparound DOOH Site in Birmingham.
- Two Thirds of Audience Don't See Another D96.



D48

D96

FULL
MOTION



A38 ASTON EXPRESSWAY

B6 4BA

The Aston Expressway, just half a mile from Birmingham's city centre, boasts the country's first seven lane motorway and is the main arterial route into, and out of, the city centre. Facing opposite directions, one screen is in clear view of inbound traffic, the other outbound. Both have the ability to show different advertisements at any one time, allowing for bespoke content, targeted directly at each traffic flow.

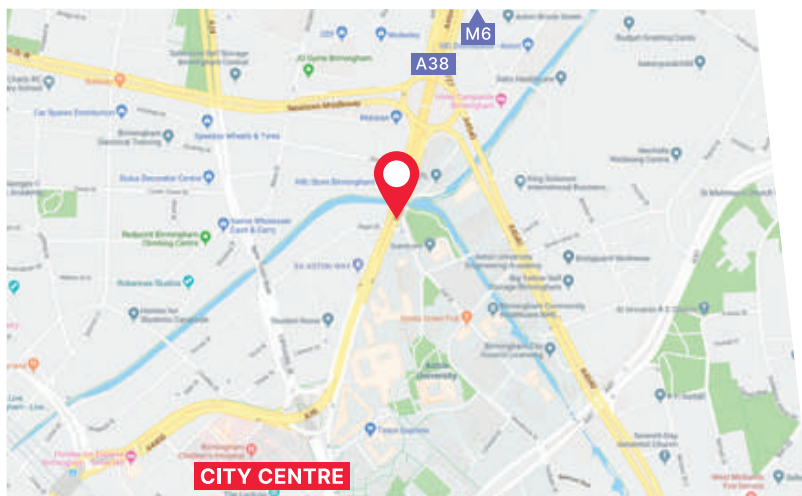
✂ **SCREEN SIZE:** City bound: Mega 6

✂ **SCREEN SIZE:** M6 bound: Mega 6

📄 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **5.6 MILLION** PER FORTNIGHT

■ Second Highest Audience of any Mega 6 in Birmingham.



MEGA
6

FULL
MOTION



SPAGHETTI GATEWAY

B6 7SS

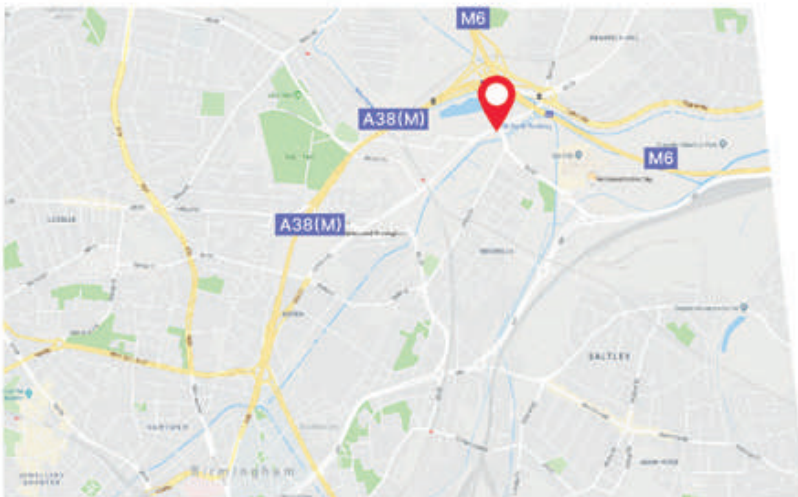
Spaghetti Gateway is perfectly positioned to target mass audiences at one of Birmingham's busiest traffic hotspots. With each of its 3 full motion Digital Out of Home advertising screens facing in different directions, Spaghetti Gateway must be seen by commuters traveling in all directions between Birmingham City Centre, Spaghetti Junction and the M6.

✂ **SCREEN SIZE:** D96 & 2 X D48

📺 **FORMAT:** Digital, Full Motion

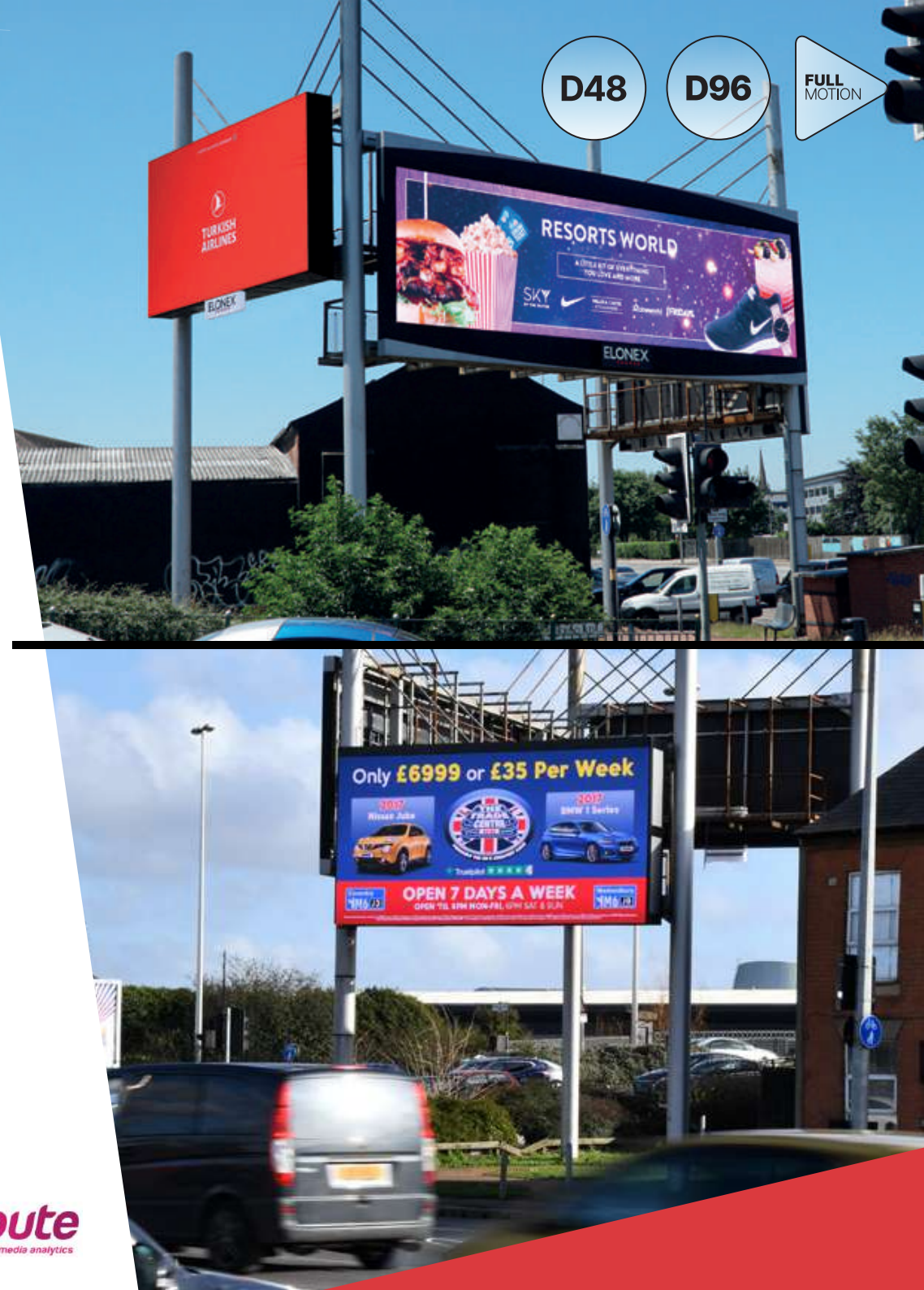
DELIVERING AN AUDIENCE OF **3.2 MILLION** PER FORTNIGHT

- 3 Large Format Digital Advertising Screens.
- 1 Key Birmingham Location
- 3 Huge City Audiences



elonex.com

 **route**
outdoor media analytics



LICHFIELD ROAD

B6 7SS

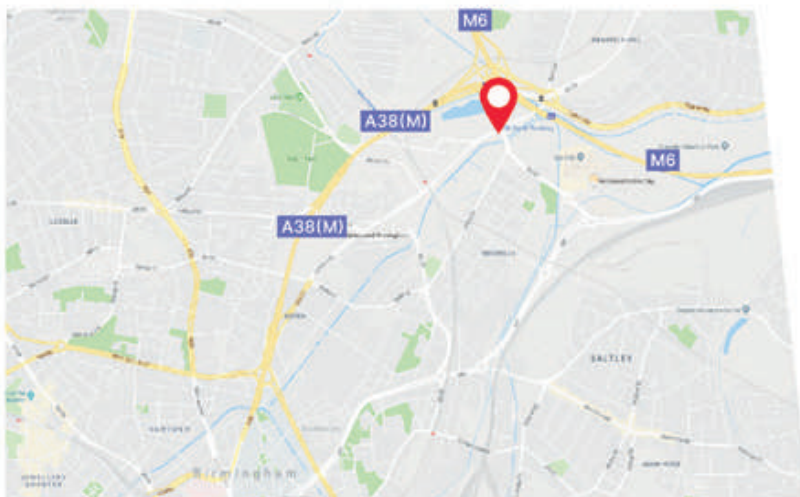
Targeting commuters traveling from Spaghetti Junction and the M6 to Birmingham City Centre.

✂ **SCREEN SIZE:** D96

📄 **FORMAT:** Digital, full motion

🕒 **DURATION:** 10 seconds

**DELIVERING AN AUDIENCE OF
504,232 PER FORTNIGHT**



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 **route**
outdoor media analytics



CUCKOO WHARF

B6 7SS

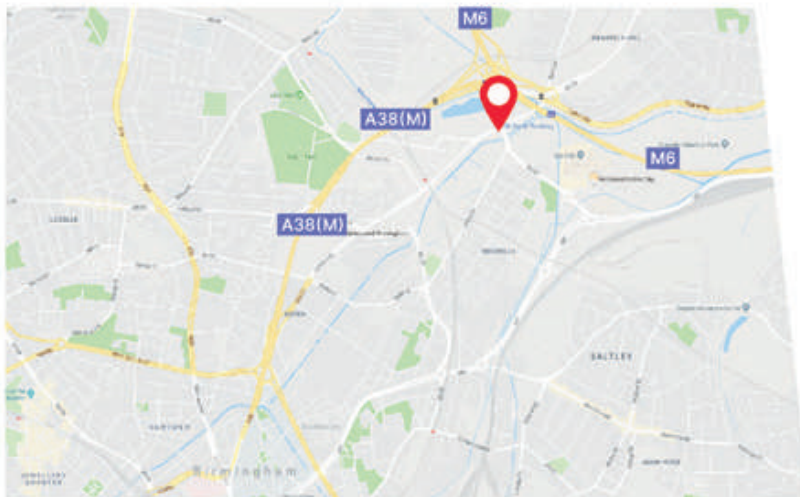
Targeting commuters traveling to Birmingham City Centre, Spaghetti Junction and the M6.

✂ **SCREEN SIZE:** D48

📄 **FORMAT:** Digital, full motion

🕒 **DURATION:** 10 seconds

**DELIVERING AN AUDIENCE OF
916,461 PER FORTNIGHT**



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 **route**
outdoor media analytics



A5127 LICHFIELD ROAD

B6 7SS

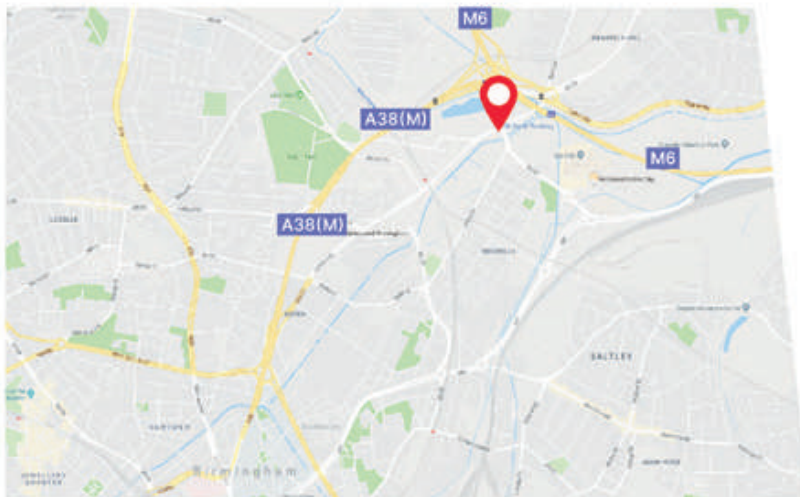
Targeting commuters traveling to Spaghetti Junction, the M6 and the A38 from Birmingham City Centre.

✂ **SCREEN SIZE:** D48

📄 **FORMAT:** Digital, full motion

🕒 **DURATION:** 10 seconds

**DELIVERING AN AUDIENCE OF
1,746,217 PER FORTNIGHT**



elonex.com

 **route**
outdoor media analytics



D48

FULL
MOTION



ALBERT STREET

B4 7LN

Albert Street is located on the peripheral of Birmingham's inner-city centre, adjacent to the world's biggest Primark, close to Bullring Birmingham and within easy access of both New Street and Moor Street Stations.

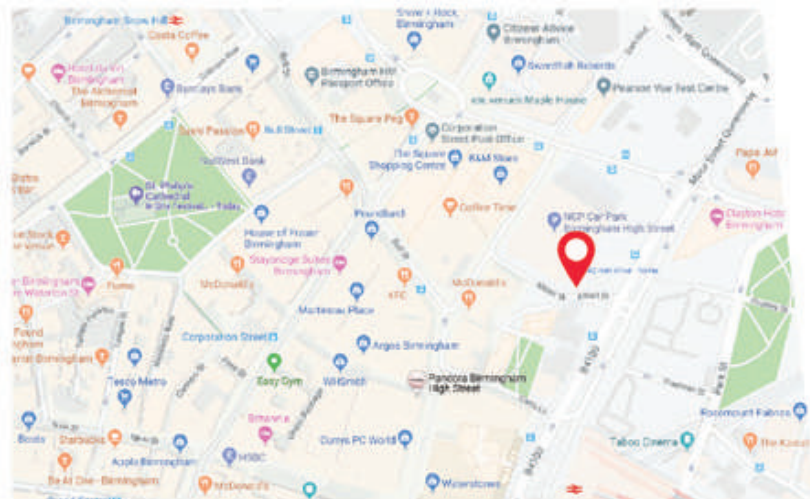
Albert Street paves the way to Moor Street Queensway, the principal arterial route in and around the city, leading to all central locations as well as out of town towards the A38 and M6.

Targeting big audiences made up of shoppers, students and leisure seekers, Albert Street is a key location for brands to be seen in Birmingham.

❏ **SCREEN SIZE:** D48

📄 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **3.3 MILLION** PER FORTNIGHT



A38M

B6 4TN

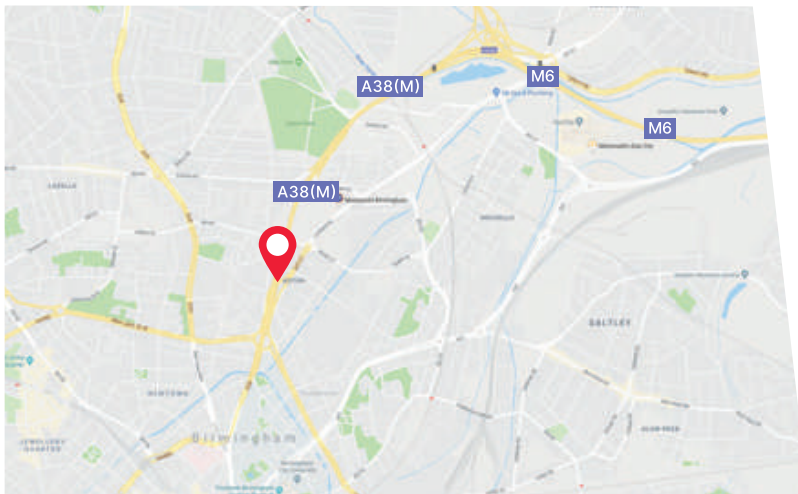
A brand new roadside Digital 48-sheet HDR screen located on Thomas Street. The flyover is positioned to target high volume traffic on one of the UK's most notorious travel routes, and the first Digital Out of Home advertising site visible to Birmingham bound commuters when exiting the M6 at Spaghetti Junction and joining the A38(M) Aston Expressway to the City Centre.

✂ **SCREEN SIZE:** D48

📄 **FORMAT:** Digital, Static

DELIVERING AN AUDIENCE OF **2.4 MILLION**
PER FORTNIGHT

■ City Bound from the M6.



SOUTHSIDE 48

B5 6UU

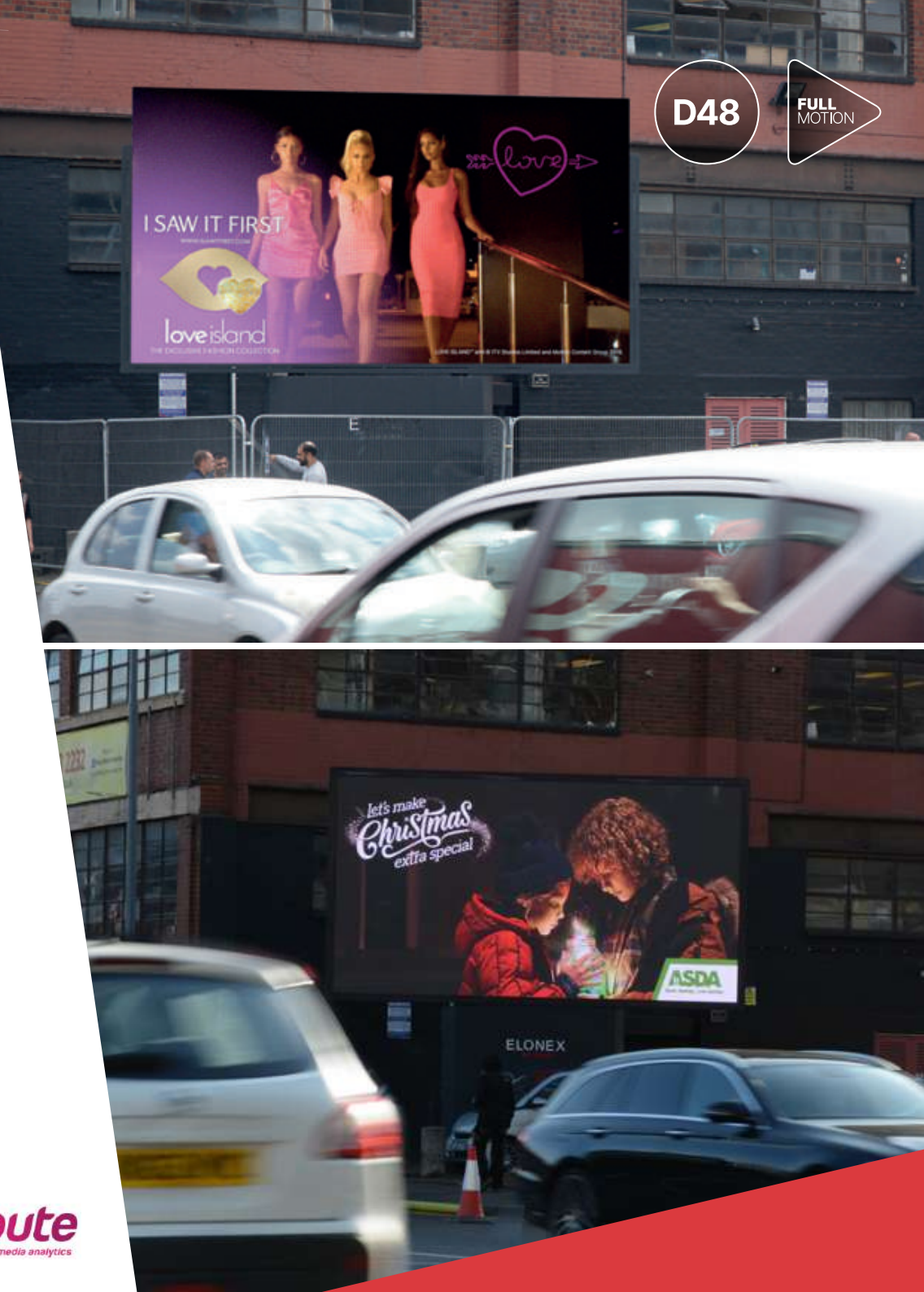
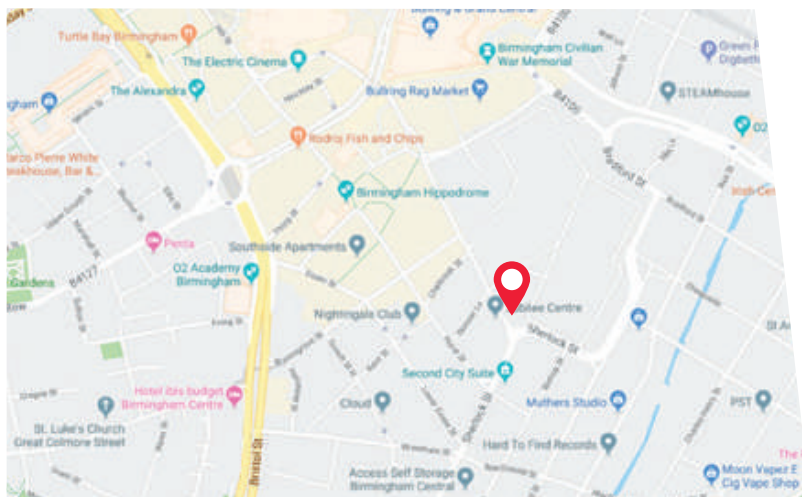
A brand new Digital 48-sheet advertising screen located at the heart of Birmingham City Centre's vibrant and diverse Southside district, home to Chinatown, Theatreland, the Gay Village and the city's Creative Quarter.

Situated on Pershore Street, Southside 48 targets visitors arriving in the City Centre, heavy traffic heading out of the City Centre and high footfall leisure goers accessing all city attractions; to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audience in Birmingham

✂ **SCREEN SIZE:** D48

📺 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **163,000**
PER FORTNIGHT



D48

FULL
MOTION

TYBURN ROAD

B24 8NP

This Tyburn Road Digital Out of Home site targets high volume traffic travelling on the A38 immediately prior to Spaghetti Junction, where commuters must choose to either access the M6 (north or south) or enter the A38(M), Aston Expressway towards all major Birmingham destinations. Renowned for being a traffic bottleneck, Tyburn Road guarantees advertisers big number audiences and high-level engagement by being unmissable to commuters driving on one of the busiest travel routes in the central region.

✕ **SCREEN SIZE:** D48

📺 **FORMAT:** Digital, Full Motion

DELIVERING AN AUDIENCE OF **1.1 MILLION**
PER FORTNIGHT

■ Only D48 on Entry to Spaghetti Junction.



D48

FULL
MOTION



M5 JUNCTION 1

B70 6BZ

Double sided with over-sized Mega screens, standing 30m high. Situated between Junctions 1 and 2 on one of the busiest stretches of motorway in the UK, Elonex Outdoor Media's roadside digital advertising screens are the largest on the entire M5.

Targeting commuters traveling northbound towards the M6 and southbound towards the M42, these screens provide unique out of home advertising potential at a key travel location. Delivering over 11m audience advertimpacts every fortnight, Elonex Outdoor Media's M5 advertising proposition is unmatched and allows forward thinking brands to precisely target a high volume audience in order to achieve major impact.

❌ **SCREEN SIZE:** North: Mega 6

❌ **SCREEN SIZE:** South: Mega 6

📄 **FORMAT:** Digital, Static

DELIVERING AN AUDIENCE OF **5.2 MILLION**
PER FORTNIGHT




PANVISION @BULLRING & GRAND CENTRAL

B70 6BZ

Designed to dominate retail settings, PanVision screens are super-sized and dual-sided to target and engage with consumers as they shop and enjoy leisure time.

Reflecting the D96 format of premium screens in major airports and rail hubs, and featuring Ultra Tight Pixels quality, PanVision screens are unmissable and deliver high impact messaging for brands serious about standing out from the crowd.

 **SCREENS:** 6 x PanVision Screens

 **FORMATS:** Static or Full Motion

 **AVG DWELL TIME:** 110 minutes

 **AVG FASHION SPEND:** £85

PREMIUM
SHOPPING MALL
ADVERTISING

ANNUAL FOOTFALL 39,000,000

Debenhams

COSTA

The Entertainer
TheToyShop.com

Goldsmiths
UNIVERSITY OF LONDON

SELFRIDGES & CO

Fumo

MICHAEL KORS *Nando's*

elonex.com

 **route**
outdoor media analytics

D96

FULL
MOTION




WALKWAY @BULLRING & GRAND CENTRAL

B70 6BZ

One of the UK's best-known retail destinations and the prime shopping location in Birmingham. With its unique architecture creating an iconic city centre landmark, Bullring is home to over 160 retail and leisure outlets including Selfridges, Debenhams and TK Maxx.

 **SCREENS:** 18 x Digital Walkway Screens, 16:9 ratio

 **FORMATS:** Static or Full Motion

 **AVG DWELL TIME:** 110 minutes

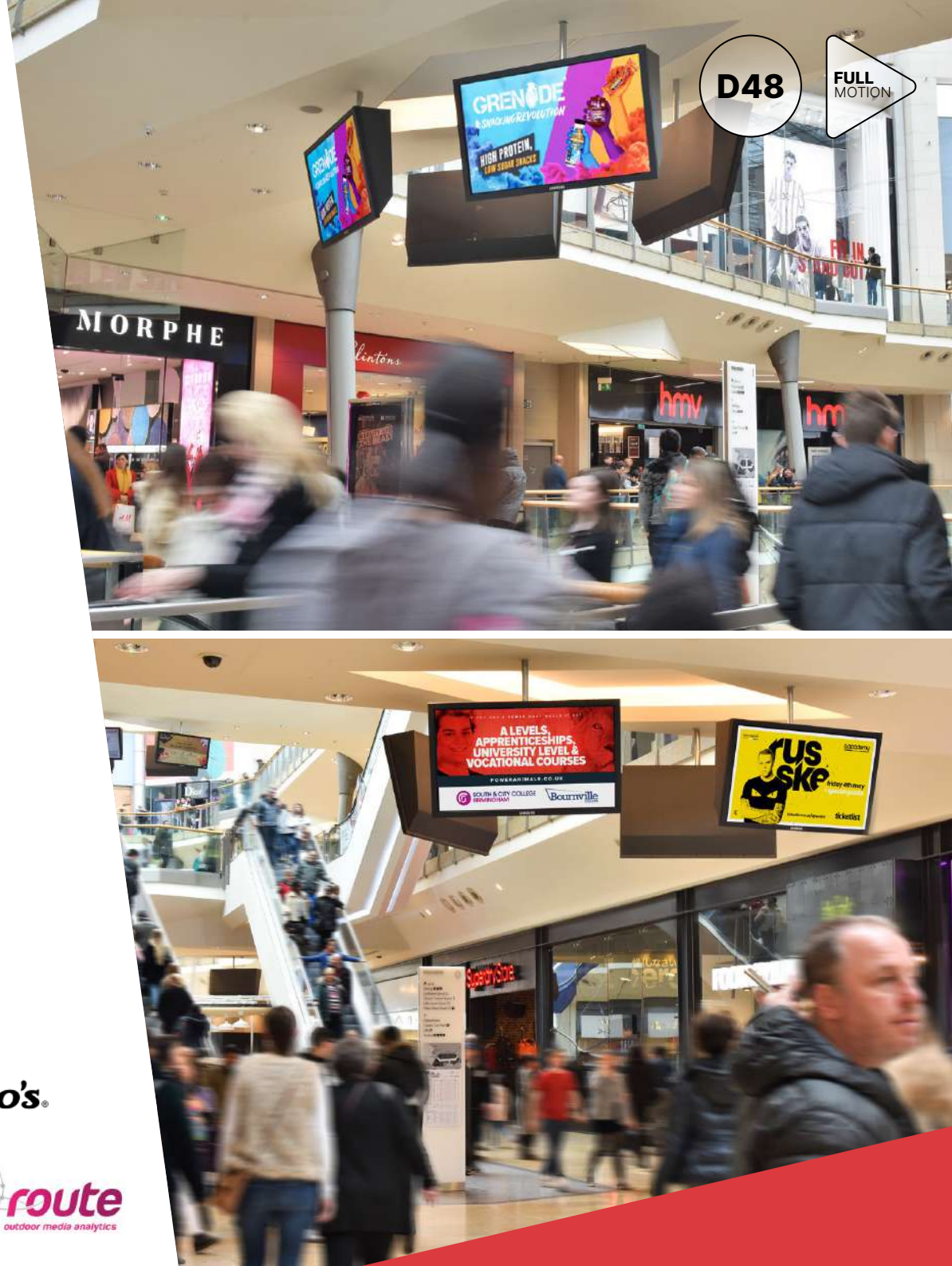
 **AVG FASHION SPEND:** £85

ANNUAL FOOTFALL 39,000,000

Debenhams **COSTA** The Entertainer
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UNIVERSITY OF LONDON
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elonex.com

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outdoor media analytics



D48

FULL
MOTION

ARENA BIRMINGHAM

B1 2AA

Renowned as a world class music and entertainment venue that provides a best-in-class customer experience, variety really is the spice of life at the Arena Birmingham. Live music, comedy and sport make up just some of the must-see events on offer at the Arena Birmingham, and with the hottest tickets in town always selling fast this really is a number one destination for the world's best known acts and sporting occasions. As the Official Visual Technology Partner to the Arena Birmingham, Elonex provides exclusive advertising opportunities during every show at the venue.

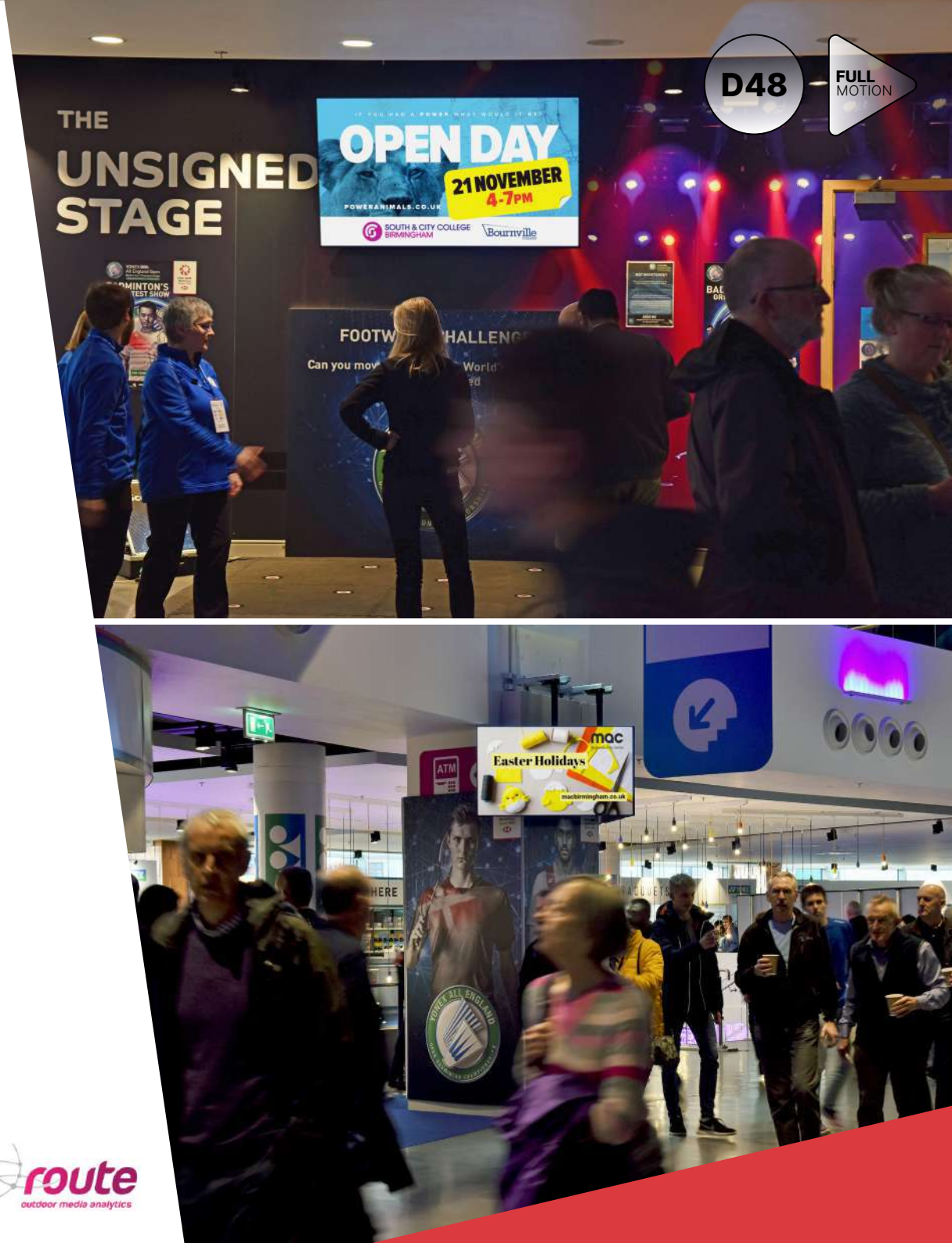
❏ SCREEN SIZE: 9:16 aspect ratio

📄 FORMAT: Digital, full motion

🕒 DURATION: 10 seconds

111 SCREENS ACROSS THE
ARENA CONCOURSE

15,000 ARENA CAPACITY



D48

FULL
MOTION

CITY DOMINATION

Dominate Birmingham and achieve maximum audience coverage across the Elonex Big Screens

Birmingham Big Screen Locations

- STARLIGHTS M6 NORTHBOUND
- STARLIGHTS M6 SOUTHBOUND
- M5 NORTHBOUND
- M5 SOUTHBOUND
- BIRMINGHAM A38M
- ASTON EXPRESSWAY CITY INBOUND
- ASTON EXPRESSWAY CITY OUTBOUND
- ALBERT STREET
- TYBURN ROAD
- SPAGHETTI GATEWAY
- BIRMINGHAM LIGHTS
- SOUTHSIDE 48
- BULLRING & GRAND CENTRAL (24 SCREENS)
- ARENA BIRMINGHAM (111 SCREENS)

Campaign Duration: Specific Day, Multiple Day, Long-Term
Packages Available

To discuss your domination campaign, please contact
the Elonex Birmingham Sales Team on **0121 270 8550**
or email: **hello@elonex.com**





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