

**ELONEX™**

# The Coventry Big Screens

City Domination Advertising





# Dominate **Coventry** on the Elonex Big Screens

Rich in history and heritage and home to two leading Universities, Coventry is currently embarking on an exciting future as the UK City of Culture 2021 and a host city for the Commonwealth Games 2022.

Renowned for being the home of the UK car industry, Coventry continues to push boundaries in technology and innovation, and is rapidly becoming a leading international business hub for modern, new and progressive industries.

Couple that with a young and vibrant community, including an exciting student scene, and Coventry offers advertisers big rewards, with the Elonex Big Screens delivering huge audiences for those wanting to reach big cities with both national and well-targeted local advertising campaigns.

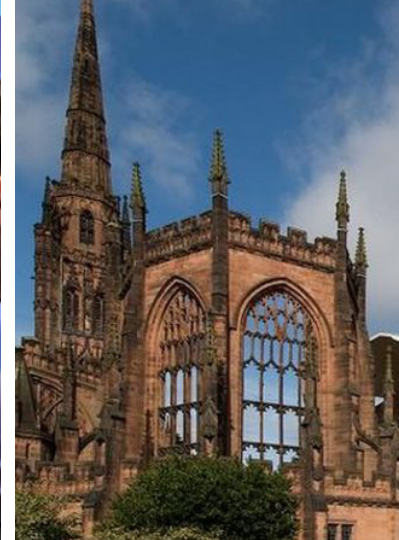
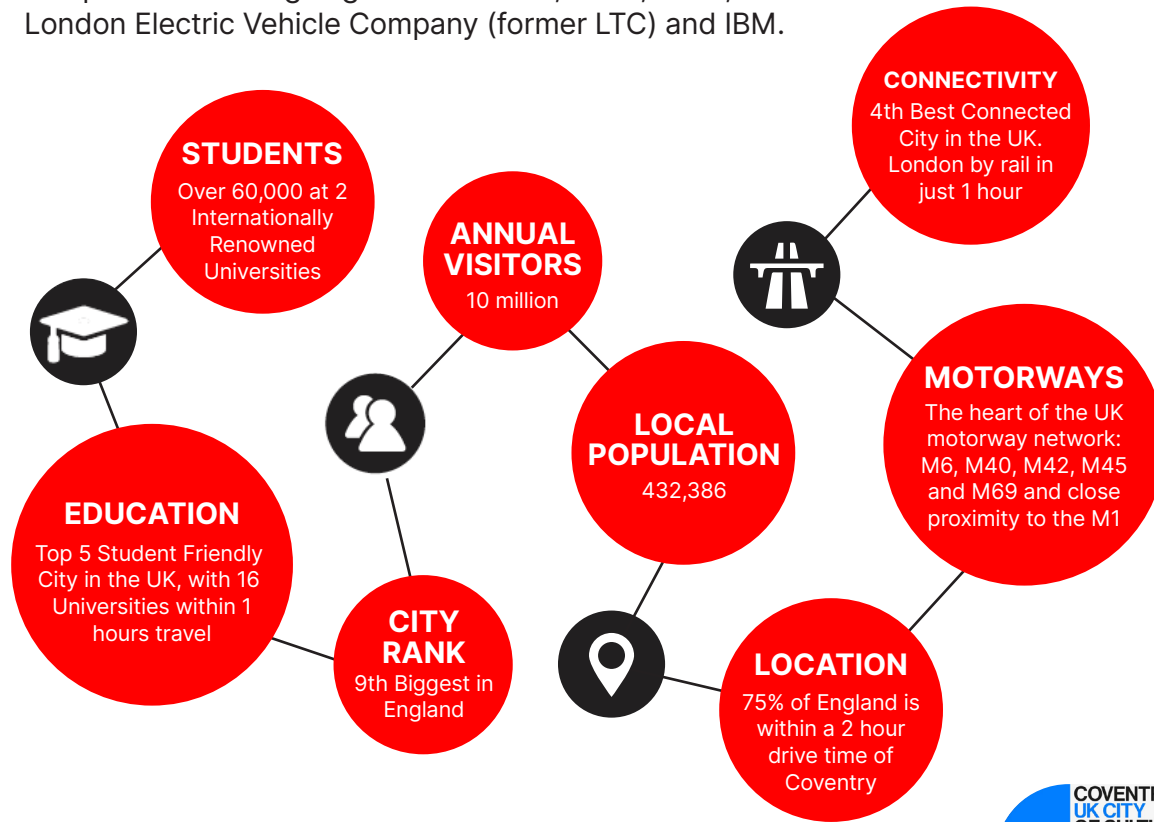
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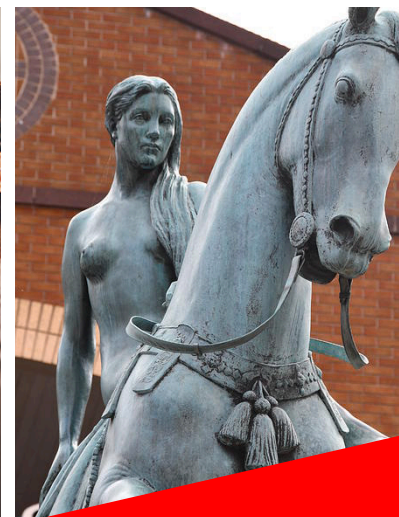
# COVENTRY

Coventry is at the heart of a vibrant economic area, which is the location of choice for many of the world's leading companies including Jaguar LandRover, BMW, E.ON, London Electric Vehicle Company (former LTC) and IBM.



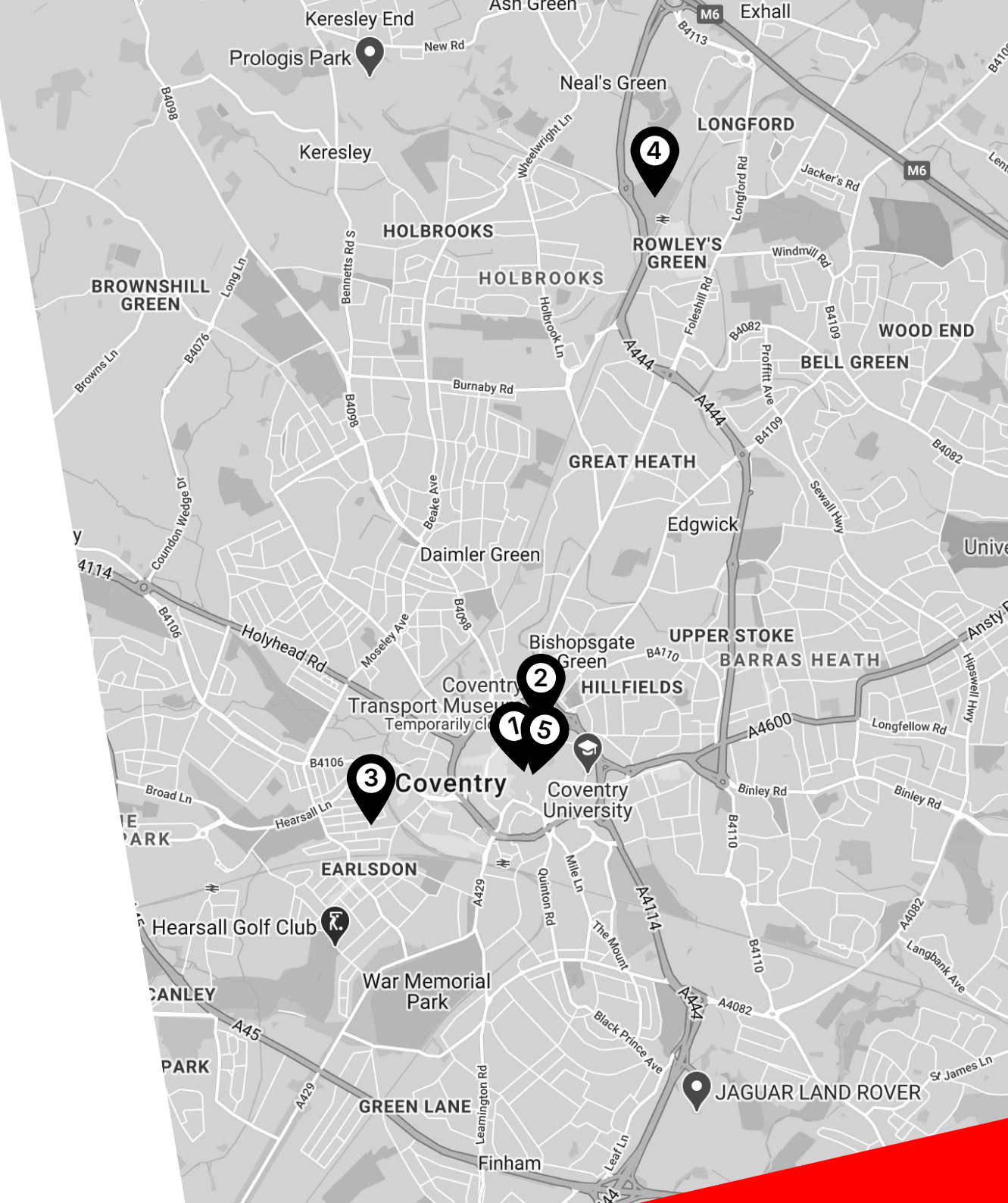
## COVENTRY'S DOMINANT BUSINESS SECTORS:

- Aerospace
- Automotive
- Rail
- Digital & Creative
- Gaming
- Energy and Low Carbon Technologies
- Low Carbon Vehicles
- Connected and Autonomous Vehicles
- Business, Professional & Financial Services
- Advanced Manufacturing & Engineering



# COVENTRY SCREEN LOCATIONS

- 1 ▪ City Centre Smithford Way
- 2 ▪ City Centre Transport Museum
- 3 ▪ Butts Park Arena
- 4 ▪ Coventry Building Society Arena
- 5 ▪ West Orchards Shopping Centre





# COVENTRY CITY CENTRE

SMITHFORD WAY, COVENTRY CV1 1QS

A brand new and stand out Mega 6 positioned right at the heart of Coventry's central retail district.

Dominating its surrounding, this Mega 6 faces Coventry's famous pedestrianised shopping 'precinct' and boasts high visibility from long distances on the approach to West Orchards Shopping Centre. Targeting high footfall, this new Mega 6 is a unique Digital Out of Home offering in Coventry City Centre, and one that demands attention, enjoys long dwell times and reaches big audiences as consumers shop, relax and enjoy the city's café culture.



**SCREENS:** Mega 6 Sheet



**FORMATS:** Digital, Full Motion or Static Image



**LOCAL POPULATION:** 432,386 (9th Biggest City in England)

**Annual Visitors: 10,000,000**  
(Contributing £594 million to the local economy)

Awaiting Route Audience Figures

elonex.com



FULL  
MOTION

MEGA 6

Launch Date  
**1<sup>st</sup> June**



# COVENTRY CITY CENTRE

## COVENTRY TRANSPORT MUSEUM Millennium Place, Hales Street, CV1 1JD

A brand new proposition for advertisers and a unique opportunity to reach big city centre audiences in Coventry, which is rich in history and heritage, home to two leading Universities and currently embarking on an exciting future as the UK City of Culture 2021 and a host city for the Commonwealth Games 2022.

Located right at the heart of the city, both geographically and where homage is paid to what the city's proud roots are built upon, this stand out, full motion, Digital 48 Sheet advertising screen is unmissable to visitors to all city centre attractions, including Coventry's main retail, hospitality, entertainment and student zones.



**SCREEN SIZE:** 6m wide x 3m high



**FORMATS:** Digital 48 Sheet, Full Motion or Static



**LOCAL POPULATION:** 432,386 (9th Biggest City in England)

**Annual Visitors: 10,000,000**  
(Contributing £594 million to the local economy)

Awaiting Route Audience Figures

[elonex.com](http://elonex.com)



FULL  
MOTION

D48

Launch Date  
**18<sup>th</sup> May**




# BUTTS PARK ARENA

BUTTS ROAD, COVENTRY, CV1 3GE

Two brand new and unmissable Digital 48 Sheet advertising screens located immediately outside Butts Park Arena, the home of Coventry Rugby.

These two new Digital 48 Sheets target high volume traffic travelling in both directions along the busy Butts Road, just one mile away from Coventry City Centre.

Dominating the landscape and reaching big audiences heading to and from the city centre, as well as to and from the city's famous inner ring road, these two new Digital 48 Sheets demand attention, enjoy long dwell times at peak traffic hours and provide a unique Digital Out of Home proposition in the city of Coventry.

 **SCREEN:** 2 x Digital 48 Sheets

 **LOCAL POPULATION:** 432,386 (9th Biggest City in England)

**Annual Visitors: 10,000,000**  
(Contributing £594 million to the local economy)

Awaiting Route Audience Figures

2x  
D48



Launch Date  
**1<sup>st</sup> June**



# COVENTRY BUILDING SOCIETY ARENA

A444, COVENTRY CV6 6GE

Located at the Gateway to Coventry on the A444 (on the approach to the M6 at Junction 2), the Coventry Building Society Arena is a multi-function facility and home to Coventry City FC and Wasps RFC. On the busiest route into the city, commuters must pass by this large format roadside digital advertising screen to visit Coventry and to access events at the Coventry Building Society Arena.

Boasting high impact presence directly in front of the Coventry Building Society Arena. Gateway to Coventry targets a high volume, captive audience to provide unparalleled reach and unique marketing opportunity.



**SCREEN:** Digital 48 Sheet



**FORMATS:** Digital, Static Image

Delivering an Audience of  
**532,000** Per Fortnight

[elonex.com](http://elonex.com)





# WEST ORCHARDS SHOPPING CENTRE

COVENTRY, CV1 1QX

The premier retail destination in Coventry and located at the heart of the city, West Orchards Shopping Centre spans over three floors and 220,000 square feet.

Well established and much loved, West Orchards Shopping Centre is home to many major high street names, and is anchored by Marks & Spencer.

A recent £2million refurbishment also saw the launch of a brand-new Food Hall at the site, to make West Orchards Shopping Centre the place to target consumers as they shop, eat and relax in Coventry.



**SCREENS:** 4 x Digital 6 Sheets



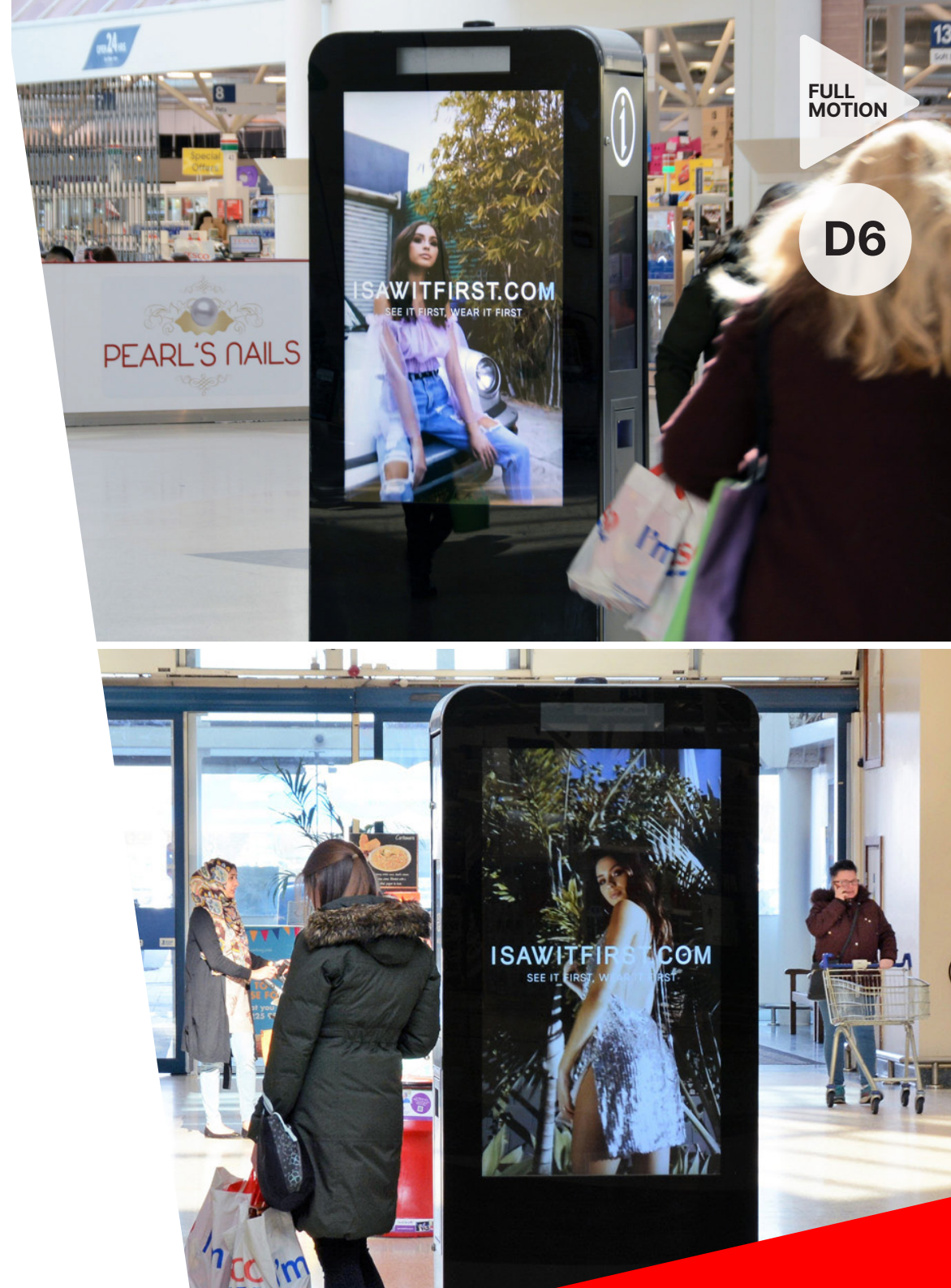
**FORMATS:** Digital, Full Motion or Static Image



**LOCAL POPULATION:** 432,386 (9th Biggest City in England)

## Annual Footfall of 1.7 Million

Awaiting Route Audience Figures







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