



Including
**Black
Friday**

the GOLDEN QUARTER

OCT - DEC 2021
DOOH ADVERTISING



ELONEX™

Christmas is most certainly back!

Last year the devastating effects of Covid-19 saw the festive season as we normally know it all but cancelled, but on the back of a successful vaccine roll out, marked increases in consumer confidence, bulging personal savings accounts and a real appetite to make up for lost time, Christmas 2021 is set to be bigger than ever!

And it's going start early!

A 'new' normal and opportunity to enjoy the festive season once again, coupled with the potential for supply chains to be disrupted, means Christmas plans are already being made and consumers are already considering purchases across all price points, and even buying now to avoid missing out.



With brands needing to capitalise!

The lucrative Golden Quarter trading period has never been so important. Having missed out to a large extent in 2020, it's time for brands to bounce back and really take advantage of consumer optimism and new-found ability to spend on gifts, luxury products and celebrations.

By really standing out!

Buying habits have certainly changed during the pandemic and so has how marketing information is consumed and recalled. With online advertising platforms saturated, TV and print audiences seriously down and people outside on the move again, the ability for **DOOH advertising** to make brands famous in non-competitive environments will, more than ever, propel those serious about maximising sales during the Golden Quarter 2021.



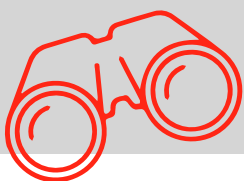
**“Out of Home
advertising reaches
98% of the
UK population
every week”**

(Route)

Why DOOH?

Digital Out of Home creates unavoidable impact

Digital Out of Home is different from other media. It can't be avoided or blocked and, as more people spend more time out and about, its audiences are huge. It's a public, broadcast, medium with reach and impact. It conveys stature and authority, making brands famous and iconic.



Digital Out of Home provokes action

As consumers spend more and more time out and about, they are completely exposed to Digital Out of Home advertising. Academic studies show that when consumers are out and about, they are in an active mindset. This means they are more inclined to absorb and engage with new messages.



Digital Out of Home drives creativity

Digital Out of Home is the ultimate creative medium. It offers unavoidable impact and memorability, and provides advertisers and agencies with a wealth of creative opportunities. Time-sensitive, location-specific, multi-creative, contextual and other dynamic messaging triggers provide advertisers with new creative opportunities to engage with an even more defined audience.



**“83% of people
recall seeing
DOOH advertising
within the last
30 minutes
before shopping”**

(Outsmart)



DOOH Environments

**Advertise where your
customers are looking!**

To capitalise on the Golden Quarter 2021, the time to advertise is now!

Build awareness with audiences considering Golden Quarter purchases or provoke immediate buying decisions by placing Digital Out of Home advertising in exactly the right environments.

The UK is outdoors again, and, with its unavoidable nature, Digital Out of Home allows brands to precisely target big audiences wherever they gather.





Big Cities



High street hustle and bustle is back, and Christmas is top of everyone's shopping list! Target big audiences as they work, shop and play on the Elonex Big Screens in big towns and cities across the UK.

including:

**Birmingham, Manchester,
Liverpool, Leeds, Newcastle,
Cardiff, Coventry, Leicester**



Panvision

Premium Advertising Screens in the UK's Most Successful Shopping Destinations

Go big during the Golden Quarter at the UK's most successful shopping destinations! Designed to dominate retail settings, PanVision screens are super-sized and dual-sided to target and fully engage with consumers throughout this vital trading period.

**26
Premium
Screens**

across 7
Shopping Malls



Bullring Birmingham
Arndale Manchester
Highcross Leicester
Meadowhall Sheffield
Derbion Derby
Telford Centre Telford
**Mander Centre,
Wolverhampton**



Shopping Malls

Christmas shopping and a chance to splash savings on treats for ourselves...we're all heading to the shops!

Advertise at shopping centres across the UK, and perfectly position your advertising campaigns to influence immediate buying decisions.

Key Dates:

Black Friday
Cyber Monday
Boxing Day



including:

Liverpool ONE
Bullring Birmingham
Arndale Manchester
Fosse Park Leicester
Waterside Lincoln
Gloucester Quays



Roadside

All roads lead to successful trading this Christmas!

Reach mass audiences and build major awareness on large format roadside advertising screens, positioned to reach on-the-move, commuters as they travel on the UK's busiest transport routes.

60
Digital
Screens
across the UK



including:

Birmingham
Manchester
Warrington
Leeds
Cardiff
Newcastle
Sheffield



75
million
impacts every month!



Motorway Service Areas

Driving Home for Christmas!

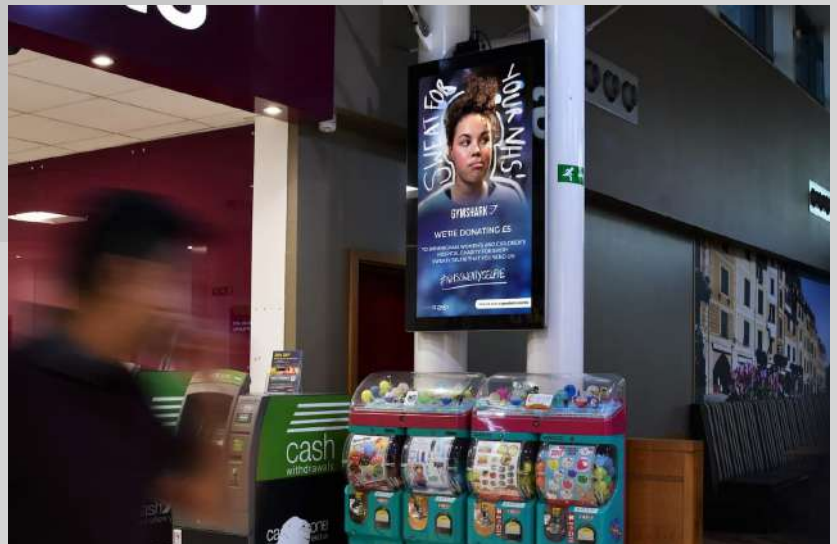
Shopping trips, family visits and days out mean MSAs will enjoy peak audience numbers over the festive period. Don't miss it, achieve unrivalled brand visibility on the UK's most powerful MSA advertising network.

**30
sites**
across the UK



including:

Watford Gap
Killington Lake
Strensham
Northampton
Chester
Norton Canes



DigiVans & Advertising Trailers

High impact advertising where other brands just can't reach!

Take your Golden Quarter advertising direct to big audiences, target high dwell areas and deliver the most memorable of campaigns by deploying the Elonex DigiVans and Advertising Trailers.

7 Vans
21 Screens



**Go to places
where DOOH
doesn't exist!**

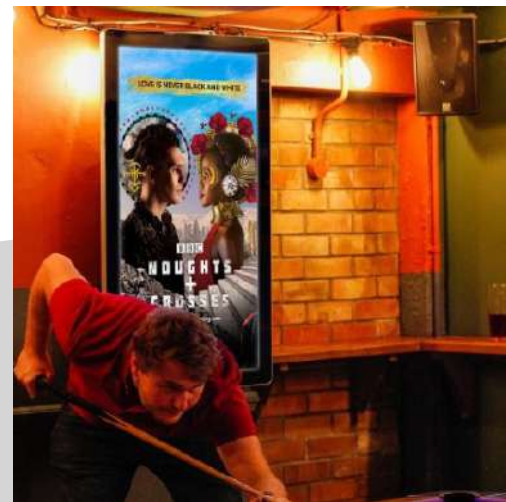
**Anywhere,
Everywhere,
UK-wide!**



Discover New Audiences

Whatever audience you're looking to reach during the Golden Quarter, we've got it covered!

Target clearly defined audiences where consumers go to relax, unwind and enjoy by taking your advertising to big entertainment and sporting venues.



Christmas in Birmingham

Reach unrivalled audience numbers in Birmingham City Centre this Christmas!

over
5.5 million
visitors every year!



Advertise across the Elonex network of stand-out City Centre Digital Screens, including screens located throughout the world-famous **Birmingham Frankfurt Christmas Market**, the largest authentic German Christmas market outside of Germany or Austria that attracts over 5.5 million visitors every year.



Elonex D96 Network

Large Format Advertising
Reaching Huge Audiences.



**Featuring iconic D96
sites including:**

Queens Road
Manchester

Ashton Old Road
Manchester (x2)

Birmingham Lights
Birmingham City Centre

The Bristol Big Screens
Bristol

Starlights
M6 Birmingham

The Hub
Manchester

Warrington Wolves
Warrington



Elonex D48 Network

Stand out D48, Predominantly
Full Motion, Advertising Screens.



Targeting vast audiences in
towns & cities including:

Birmingham

Manchester

Bristol

Leeds

Coventry

Leicester

Newcastle



Elonex D6 Network

Attention grabbing, purchase influencing
D6, Full Motion, Advertising Screens.



Reaching unrivalled audiences in shopping
malls & public spaces including:

Fosse Park
Leicester

Excel London
London

Roadchef MSAs
UK Wide

Mander Centre
Wolverhampton

Bluewater
Kent

MediaCity
Manchester

PowerLeague
UK Wide

Gloucester Quays
Gloucester



the GOLDEN QUARTER DOOH ADVERTISING

As we enter possibly the most important trading period in living memory, this Golden Quarter make sure you're brand really stands out by advertising on the Elonex Digital Out of Home advertising network.



**Build awareness, drive sales
& capitalise on the desire of
consumers to spend.**

Book Your Golden Quarter Advertising Now!

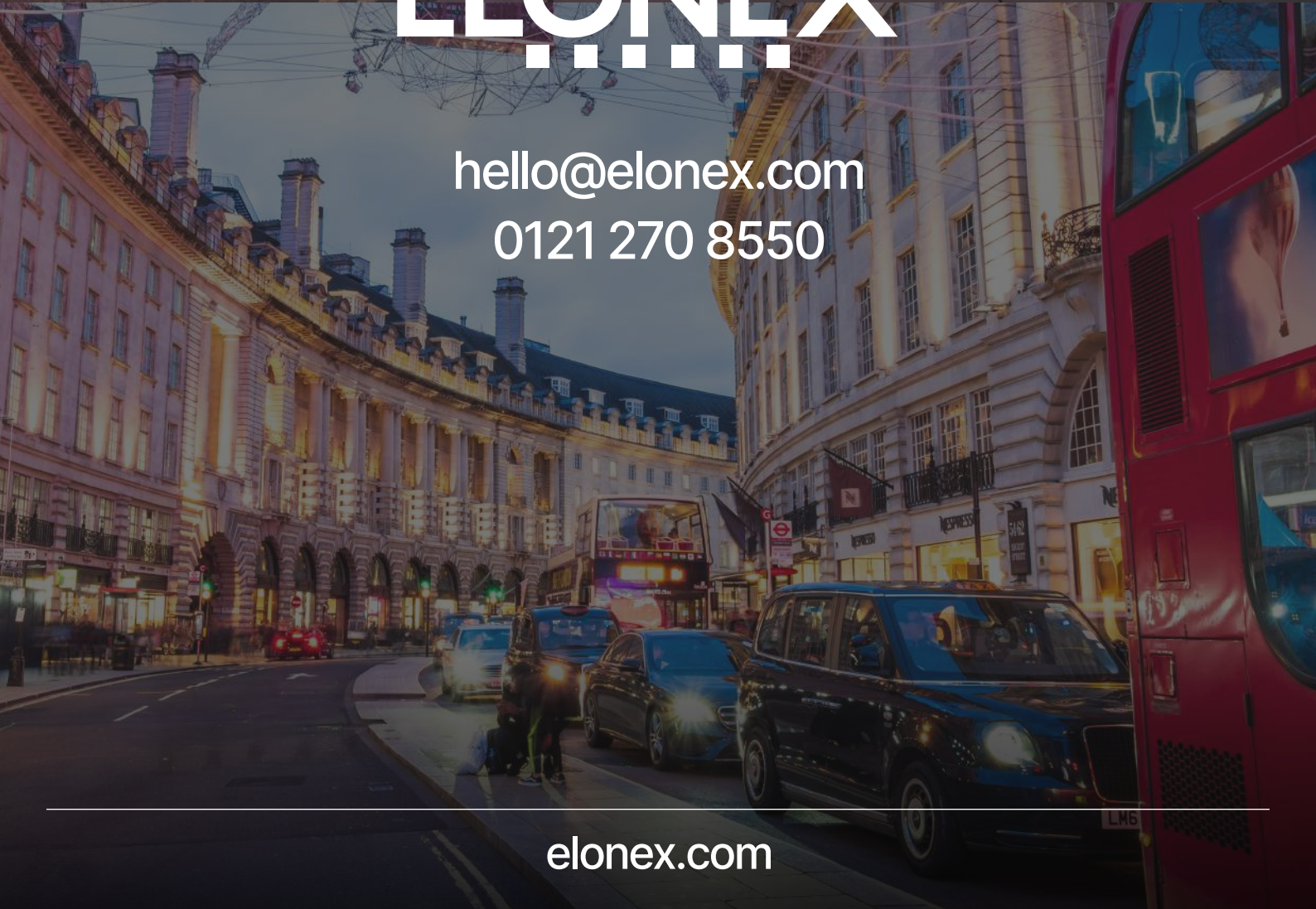


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