



including
**Frankfurt
Christmas
Market**

**50 Days
Festive
Advertising**

Christmas 2021 Birmingham City Centre

Domination Advertising

4th November – 23rd December 2021

ELONEX™
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Christmas 2021 Domination Advertising

Birmingham City Centre

4th November – 23rd December 2021

Reach unrivalled audience numbers in Birmingham City Centre this Christmas!

With Christmas as we know it cancelled in 2020, this year is going to be even bigger and better than ever before!

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 additional visitors every year, in addition to the regular high Christmas footfall.

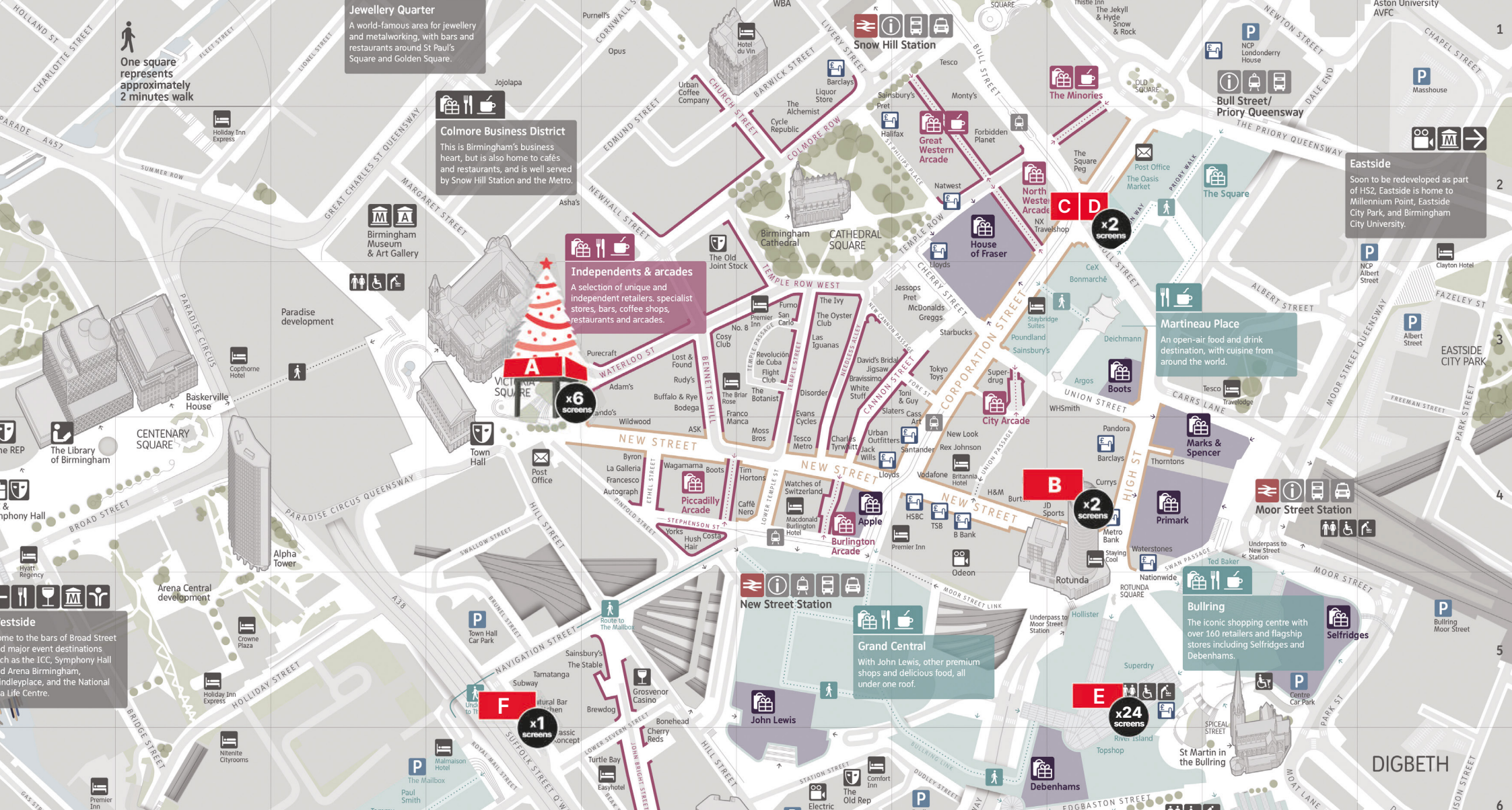
The Elonex digital network targets high footfall, high dwell visitor locations in the City's central retail, entertainment and gastro districts, whilst being unmissable at the Frankfurt Christmas Market, to deliver unique and real-time digital advertising propositions for brands serious about targeting mass and lucrative festive audiences in Birmingham.

50 Days
Festive
Advertising

100%

FULL
MOTION





Locations

- | | | |
|--|--|---|
| A Victoria Square – 6 x Screens around Christmas Tree (3.84m x 1.28m) | C Corporation Street D48 (6m x 3m)
Can be combined with screen “E” to make D96 | E Bullring Screens x 24 (16:9 + PanVision) |
| B New Street Frankfurt Market Entrance
2 x D48 (4.8m x 2.1) | D Bull Street D48 (6m x 3m)
Can be combined with screen “D” to make D96 | F Christmas at City Social – TV Commercials 16:9 (5m x 3m) |

Victoria Square Christmas Tree

The Focal Point of Christmas in Birmingham.

Newly redeveloped Victoria Square plays host to the centre of Birmingham's Frankfurt Christmas Market, and features a giant Christmas tree mounted on an incredible structure featuring 6 unmissable Elonex digital advertising screens as its stunning surround.

This location forms the focal point of Christmas in Birmingham, with the 6 Elonex digital screens broadcasting to millions in the run up to Christmas at the heart of the most heavily populated festive visitor area in the City Centre.

- High Pedestrian Footfall, High Dwell Times
- 5.5 Million Visitors to the Frankfurt Christmas Market
- 1 in 6 SOV
- 4th November – 23rd December 2021
- 6 Digital Screens (3.84m x 1.28m each)

£12,000 PER 14 DAYS
£30,000 for 50 DAYS



New Street Frankfurt Market Entrance

Double Sided!

The Gateway To All City Centre Attractions

Close to Bullring & Grand Central, New Street features a super structure, containing a giant, double-sided Elonex Digital Screen as its focal point, to form a main entrance to the world famous Birmingham Frankfurt Christmas Market.

Spanning the width of this pedestrianised area, the structure must be passed when entering the Frankfurt Christmas Market and also to access many key City Centre locations from New Street, and makes the giant Elonex Digital Screens unmissable to millions on their way to work, to shop, to socialise and to enjoy all of Birmingham's festive attractions.

- High Pedestrian Footfall, High Dwell Times
- Multiple Audience Profiles
- 1 in 6 SOV
- 4th November – 23rd December 2021
- 2 Digital Screens (4.8m x 2.1m each)

£3,800 per 14 DAYS per Screen
£9,500 for 50 DAYS per Screen

100% FULL MOTION



Corporation Street

City Centre D48 Advertising

Dominating its central location, this Elonex Digital 48 Sheet Screen targets high footfall Christmas audiences on route to all major city centre destinations, including the Birmingham Frankfurt Christmas Market.

As one of Birmingham's best known and busiest pedestrian gateways, Corporation Street provides easy access to Bullring & Grand Central and all festive attractions in one direction, and Snow Hill Station, Birmingham Cathedral and Colmore Row in the other, to ensure this D48 Screen delivers maximum audience numbers

- High Pedestrian Footfall
- Multiple Audience Profiles
- 1 in 6 SOV
- 4th November – 23rd December 2021
- Stand-out Digital 48 Sheet

£3,800 PER 14 DAYS
£9,500 for 50 DAYS



Bull Street

City Centre D48 Advertising

Dominating its central location, this Elonex Digital 48 Sheet Screen targets high footfall Christmas audiences on route to all major city centre destinations, including the Birmingham Frankfurt Christmas Market.

As one of Birmingham's best known and busiest pedestrian gateways, Corporation Street provides easy access to Bullring & Grand Central and all festive attractions in one direction, and Snow Hill Station, Birmingham Cathedral and Colmore Row In the other, to ensure this D48 Screen delivers maximum audience numbers

- High Pedestrian Footfall
- Multiple Audience Profiles
- 1 in 6 SOV
- 4th November – 23rd December 2021
- Stand-out Digital 48 Sheet

£3,800 PER 14 DAYS
£9,500 for 50 DAYS



Bullring & Grand Central

24 Digital Advertising Screens (including PanVision)

Bullring & Grand Central is one of the UK's most successful retail destinations and the prime shopping location in Birmingham.

Bullring & Grand Central is high on the list of must-visits for visitors to Birmingham over the Christmas period, making it a premium advertising location for brands looking to target mass audiences in Birmingham.

- High Pedestrian Footfall
- 110 Minutes Average Dwell Time
- 24 Digital Screens
- 1 in 6 SOV
- 4th November – 23rd December 2021

£3,800 PER 14 DAYS
£9,500 for 50 DAYS

100%

FULL
MOTION



6

PanVision
Screens



18
Digital
Walkway
Screens

6
With
Audio

Christmas at City Social

Christmas at City Social is an annual Christmas market that takes place underneath the Suffolk Street Queensway Underpass in Central Birmingham (directly in front of The Mailbox)

This year, the event is running 4th November to 23rd December 2021, and as always will attract huge festive audiences.

The event will host local food, drink and retail traders, there will be an extensive live entertainment schedule and a calendar of Christmas movies being screened on the Elonex Big Screen!

Limited advertising opportunities exist for brands wishing to broadcast TV commercials with audio.

£6,000 for 1100 × 30 Second TV Commercial Adverts



Specifications

Screen	Description	Screen Quantity	Artwork Size (in pixels)
A	Victoria Square Christmas Tree	6	3240 × 180 <small>540 x 180 per screen x6 screens</small>
B	City Centre - Frankfurt Market Entrance	2	720 × 315
C	Corporation Street	1	880 × 440
D	Bull Street	1	880 × 440
E	Bullring & Grand Central PanVision Screens	6	2304 × 576
E	Bullring & Grand Central Walkay Screens	18	1920 × 1080
F	Christmas at City Social	1	640 × 384



FILE FORMAT: JPEG | PNG | MP4



DISPLAY TYPE: Static / Full Animation



DURATION: 10 Seconds



FILE COMPRESSION FORMAT: Zip



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Birmingham City Centre
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Contact
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