

merry
hill

NEW ADVERTISING PROPOSITION

Merry Hill

Advertise at the Shopping,
Entertainment & Leisure Destination
for the Heart of the Country

TOP 10
SHOPPING
CENTRE IN
THE UK
Internal & External D48 Advertising



HOME TO OVER **250 BRANDS**

NEXT MANGO FLANNELS

PRIMARK® M&S EST. 1884 H&M JD

ELONEX™

Connect with 20 Million Visitors Every Year



Merry Hill is a Top 10 Shopping Centre in the UK.

Located at the heart of the West Midlands ten miles west of Birmingham and five miles from J2 of the M5, Merry Hill covers a catchment of 2.8 million people within a 45-minute drive and boasts an impressive annual footfall of 20 million.

Home to over 250 brands, including Next, Mango, Primark, M&S, JD Sports, H&M, Hobbs, Flannels, ASDA and many more, this premier shopping destination dominates retail in the region, while at the same time delivering outstanding entertainment and leisure offerings.

Well-known, trusted and part of people's lives for over 30 years Merry Hill continues to evolve after a multi-million pound external transformation and will be welcoming two stops of the Midland Metro link soon.

Merry Hill is placed among the UK's Premier retail destinations.

Global data 2019

One of the best performing retail destinations in the UK for a number of multinational stores.

Javelin 2021



2
STAND OUT
D48
ADVERTISING
SCREENS

Merry Hill

Pedmore Rd, Brierley Hill DY5 1QX

Number
of Digital
48 Sheet
Screens

x2

Outlets: Over 250

Annual Footfall: 20 Million

Average Dwell Time: 129 Minutes

Average Spend: £112 Per Visit

Size: 1.5M sq ft

Parking: 10,000 Free Spaces

Catchment Area: 2.8 Million people within
a 45 minute drive



TOP 10
SHOPPING
CENTRE
IN UK

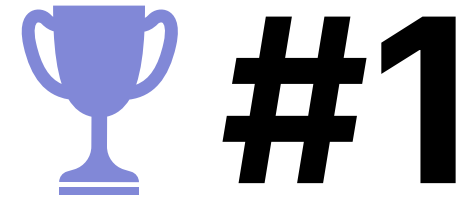


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The Power of Numbers

The numbers speak for themselves. Some statistics and data to tell the story of success at Merry Hill.



Merry Hill Ranks No.1 in West Midlands Mall Venues, beating Birmingham Bullring

+34%

Retailer Sales Perform +34% Above Chain Average

TOP 10

+15%

Anticipated Sales Uplift at Merry Hill from consumer spending and population growth by 2025

UK SHOPPING CENTRE GLOBAL DATA 2019

25%

Merry Hill Dominates with 25% Market Share within the principal catchment

129

Dwell Time 129 Mins

CACI

**20
23**

Introduction of the metro extension to make Merry Hill more accessible to consumers and drive additional sales.

Midland Metro Alliance

£112

Retails Spend £112

CACI

92%

Retail Conversion CACI

52%

of the peak profile are in the most affluent groups

OVER 250

Occupiers

merry
hill

Home to over 250 Brands Including

NEXT

PRIMARK®

M&S
EST. 1884



MANGO

HOBBS
LONDON

SPORTS
DIRECT com

H&M

ASDA

T.K. maxx®

極度乾燥(しなさい)
Superdry®


Foot Locker®

PANDORA

FLANNELS

NEW
LOOK

ODEON

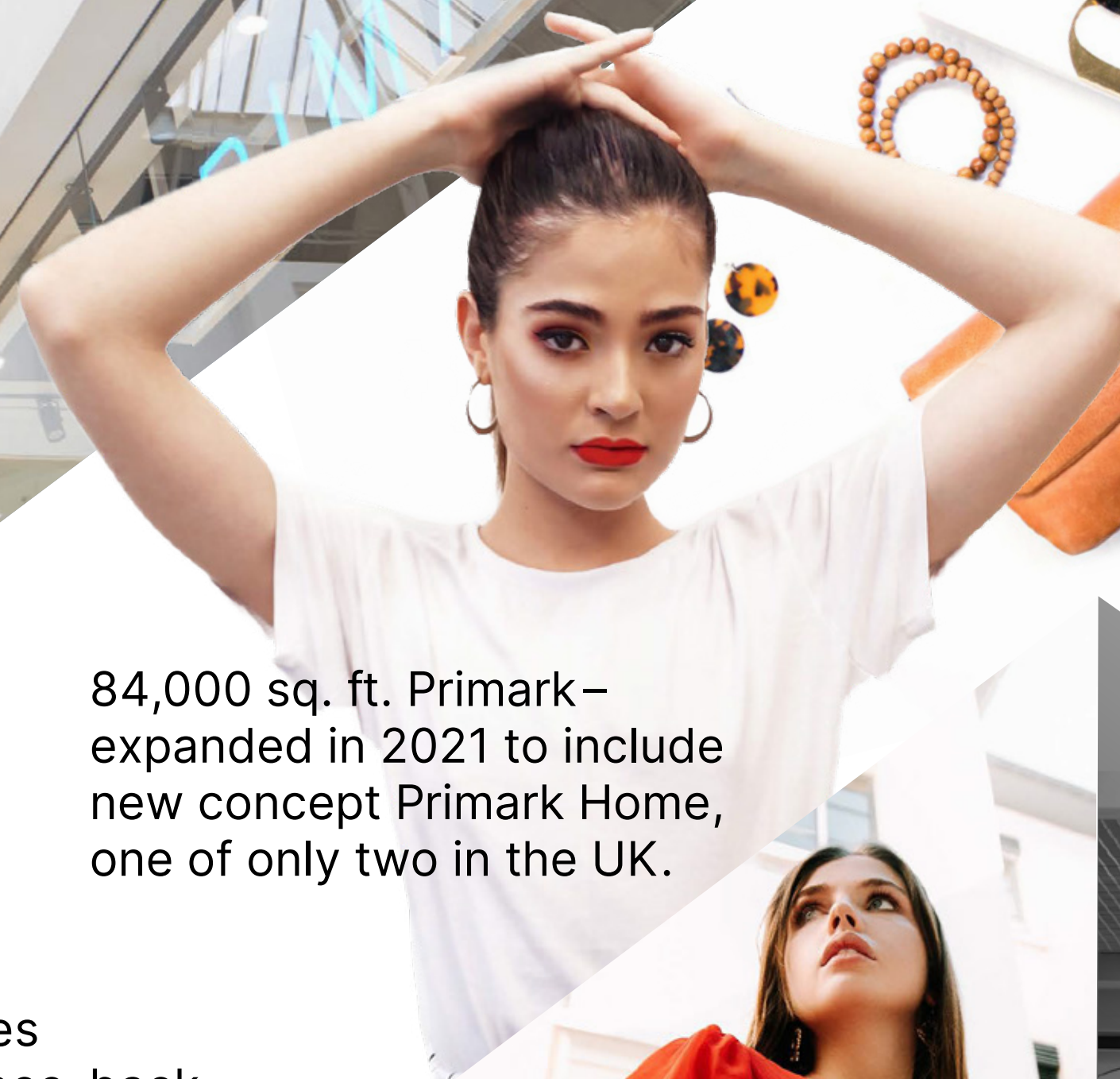
 Nando's

FIVE GUYS®
BURGERS and FRIES

ELONEX™

Flagship Stores

Fashion shoppers at merry hill will find a diverse best-in-class blend of regional flagship stores, alongside many well-known high street names and local independent brands.



84,000 sq. ft. Primark – expanded in 2021 to include new concept Primark Home, one of only two in the UK.

Dudley – Merry Hill comes fourth in the top 10 bounce-back cities ahead of Brent Cross, Newcastle-upon-Tyne, Kingston-upon-Thames and Harrogate.

IPSOS Retail Performance's Retail Recovery Index July 202

- 150,000 sq. ft. M&S
- 30,000 sq. ft. JD Sports
- 35,000 sq. ft. H&M
- 25,000 sq. ft. River Island

Our flagship stores trade alongside retailers including Mango, Hobbs, Sports Direct, Pandora, Flannels and New Look.



75,000 sq. ft. Next – over two floors and the largest new Next concept store in the UK, including homewares, stationery and Costa coffee shop.



Connectivity

Merry Hill is perfectly situated in the centre of the country for visitors with cars, while planned improvements to public transport links will further boost connectivity and increase footfall.

10

Just 10 miles west of Birmingham and 5 miles from Junction 2 on the M5, Merry Hill enjoys a uniquely connected location in the heart of the West Midlands.

**5
MINS**

Five minutes' walk from the shopping centre, two new stations will be on the merry hill estate, the Waterfront station and merry hill station.

10K

Offering more than 10,000 free car parking spaces.

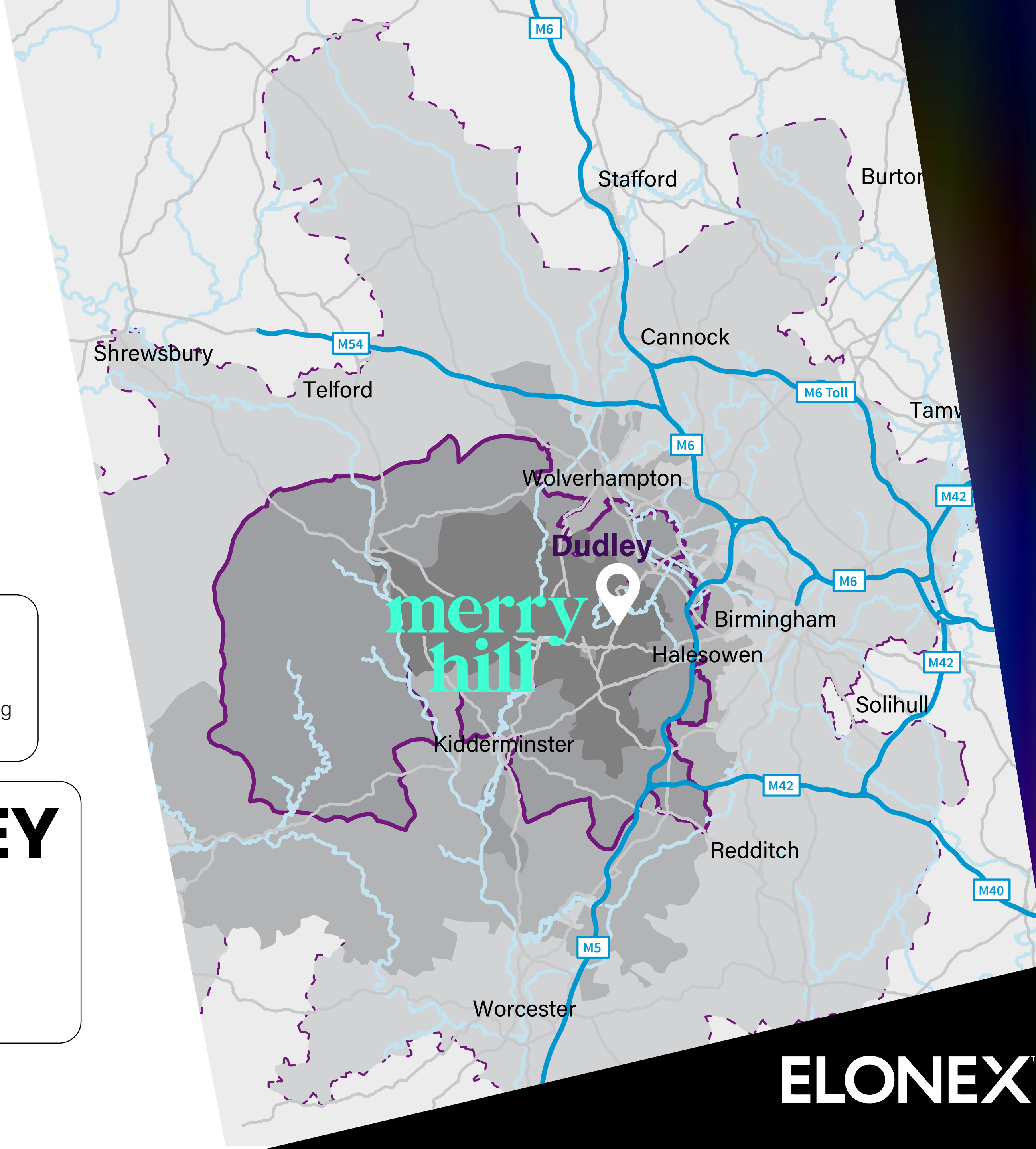
2025

The Brierley Hill Metro Extension will open up two new Metro Stations to visitors travelling from across the region.

**TRAM JOURNEY
TIMES**

53 mins - Birmingham – Merry Hill
30 mins - Wolverhampton – Merry Hill

Source: Midland Metro Alliance 2021



External D48 Advertising Screen

Brand new and positioned to dominate one of the main entrances to Merry Hill, this stunning Digital 48 Sheet advertising screen presents brands with a unique opportunity to target seriously high-volume audiences as consumers arrive at one of the UK's most iconic retail destinations.

Visible from incredible distances, to reach a consumer's journey from arriving at Merry Hill by car to entering the mall itself, this external D48 utilises the very latest in Elonex full motion LED technology to create unmissable, immersive and memorable advertising experiences that are sure to drive maximum brand awareness and influence revenue generating buying decisions.



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hill

COMING
SOON



ELONEX™

Internal D48 Advertising Screen

The ultimate in internal Shopping Mall advertising, this Digital 48 Sheet screen is designed to absolutely stand-out and totally dominate by being visible from both levels of one of the UK's most iconic retail destinations.

Sure to capture attention, drive awareness and provoke buying decisions, this internal D48 is unmissable to the consistently high footfall Merry Hill enjoys all year round and presents brands with a guaranteed means of effectively reaching consumers with advertising campaigns that can't fail to be noticed.



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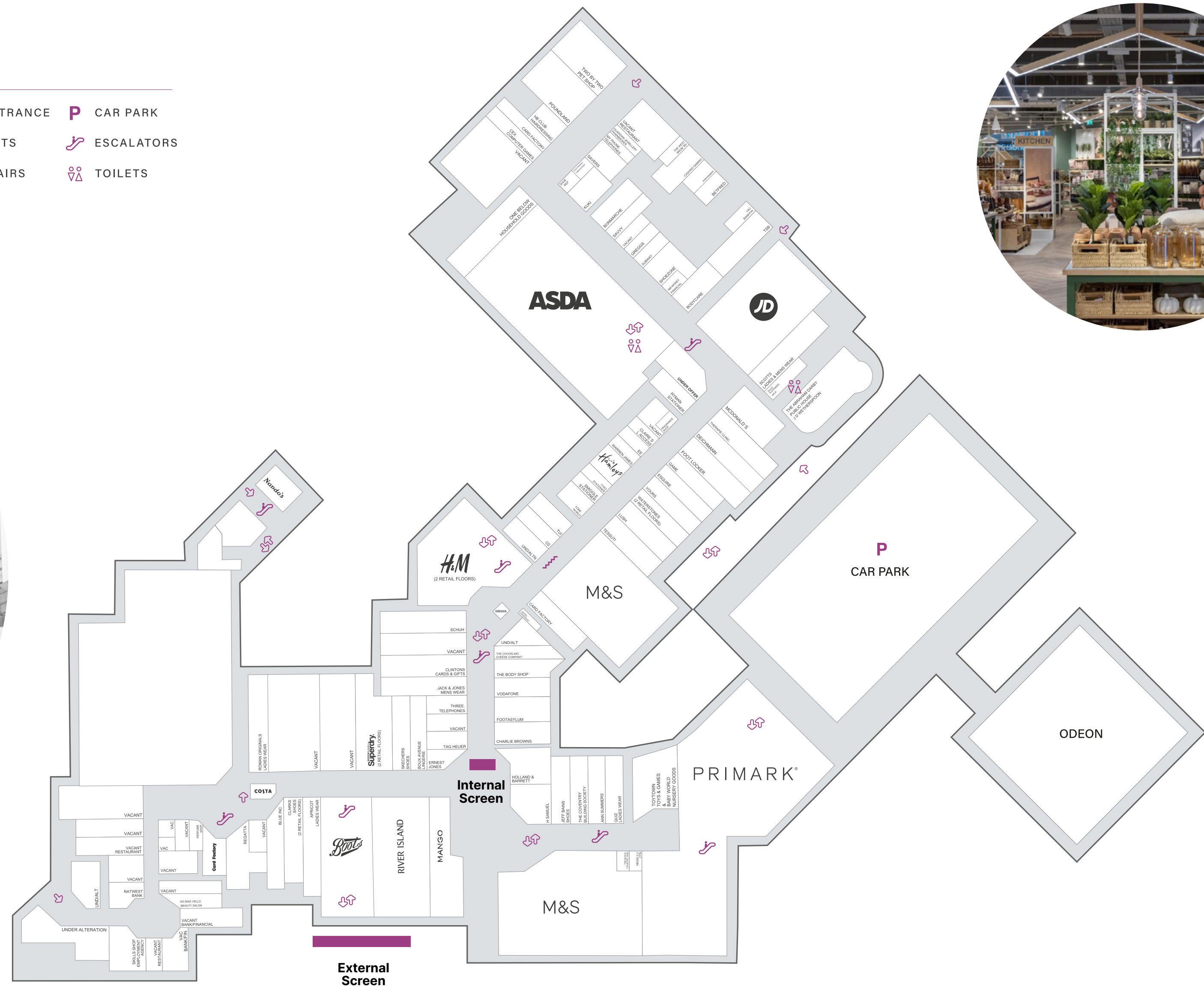
AVAILABLE
NOW



ELONEX™

Site Plan Lower Floor

- ENTRANCE
- LIFTS
- STAIRS
- CAR PARK
- ESCALATORS
- TOILETS



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Site Plan Upper Floor



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- ENTRANCE
- LIFTS
- STAIRS
- CAR PARK
- ESCALATORS
- TOILETS



External Screen Specifications



SPECIFICATIONS



SCREEN SIZE: (TBC)



DURATION: 10 Seconds



DIMENSIONS: (TBC)



DISPLAY TYPE: Static / Motion



FILE FORMAT: JPEG | PNG | MP4



FILE COMPRESSION FORMAT: .zip

DEADLINES

All design briefs must be provided no less than 14 working days before start date.

All artwork must be provided no less than 5 working days before start date.

FILE NAME

All files to be named using the following convention:

Digivan-Near-CLIENTNAME.fileformat
Digivan-Far-CLIENTNAME.fileformat

If special day parting/advert playback is required, please label your files accordingly - 'weekday-A'. Please detail your requirements via email at the time of your artwork submission.

CONTACT / DELIVERY

For queries and sign-off approval please
e-mail: creative@elonex.com
or call: 0871 222 3456 | 0871 222 7222

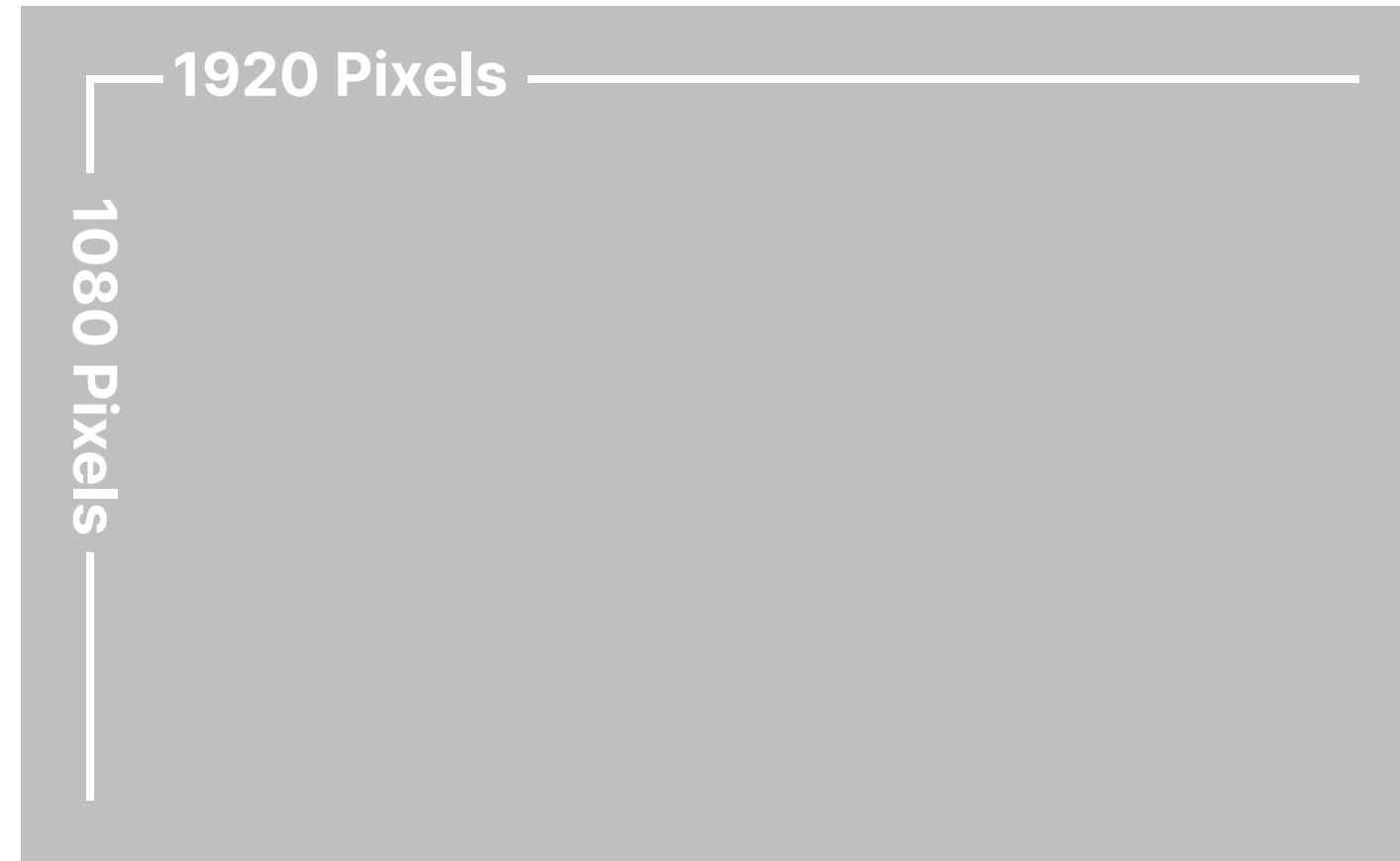
Files can also be sent via 'wetransfer.com'

Artwork must be the exact stated pixel resolution - no trim, bleed or safe-area is required. Maximum file size 150MB.

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Internal Screen Specifications



SPECIFICATIONS



SCREEN SIZE: 10.8M x 4.8M (TBC)



DURATION: 10 Seconds



DIMENSIONS: 1080 x 1920 Pixels



DISPLAY TYPE: Static / Motion



FILE FORMAT: JPEG | PNG | MP4



FILE COMPRESSION FORMAT: .zip

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