

Top 10 UK Regional Mall

merry hill

Shopping & Attractions
Food & Drink
Arts & Culture

HOME TO OVER 250 BRANDS

NEXT MANGO FLANNELS PRIMARK® M&S EST. 1884 H&M JD NIKE

BRIERLEY HILL, WEST MIDLANDS, DY5 1QX

merry hill

hello
merry hill



Brand new premium advertising

ELONEX

High
Impact
Retail
Advertising

ELONEX™

Connect with 20 Million Visitors Every Year



Merry Hill is a Top 10 UK Regional Mall.

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 2.5 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, Nike, 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.

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



The Power of Numbers

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

 **#2**

Merry Hill Ranks No.2 out of 494 centres in West Midlands Mall Venues.

10,000
FREE PARKING SPACES

+34%

Retailer Sales Perform
+34% Above Chain
Average

TOP 10
REGIONAL
MALL

20M
Annual
Footfall

42.5% Merry Hill Dominates with 42.5% Market Share within core catchment

52% of the peak profile are in the most affluent groups

£104

Retail Spend

£100 Regional Mall Average

2.5M Total Catchment Population

118
Minutes
Dwell Time

82 Mins Regional Mall Average

69% Female Visitors

1.5M
SQ FT

95% Retail Conversion

78% Regional Malls Average

31% Male Visitors

OVER 250
Occupiers

Merry Hill Mega48

Brand new and positioned to dominate one of the main entrances to Merry Hill, this stunning Mega 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.

252%
Larger than
Normal D48s

**merry
hill**



10.8 x 4.2M
45 SQM

Merry Hill Internal D48

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.



merry
hill



Home to over 250 Brands Including

merry
hill

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®



PANDORA

FLANNELS

NEW
LOOK

ODEON



FIVE GUYS®
BURGERS and FRIES

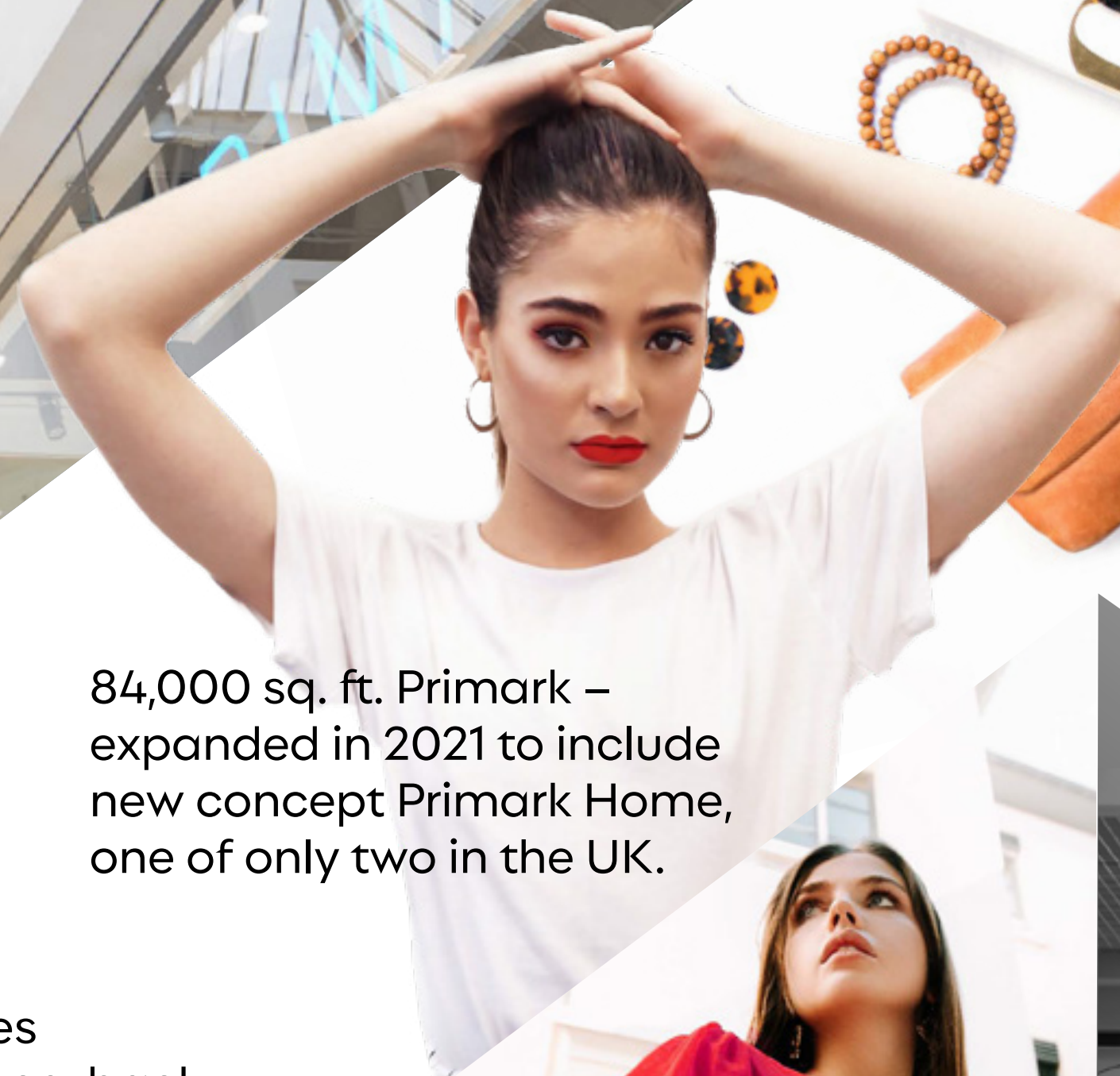


Boots

COSTA
COFFEE

TESSUTI

Flagship Stores



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

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.

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.



Key Facts

Connectivity

Merry Hill is perfectly situated in the centre of the country. 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.

Return Visits

Merry Hill enjoys high frequency return numbers with average visits totally 30 times per year.

Key Acorn Groups



Executive Wealth



Steady Neighbourhoods



Striving Families



Mature Money

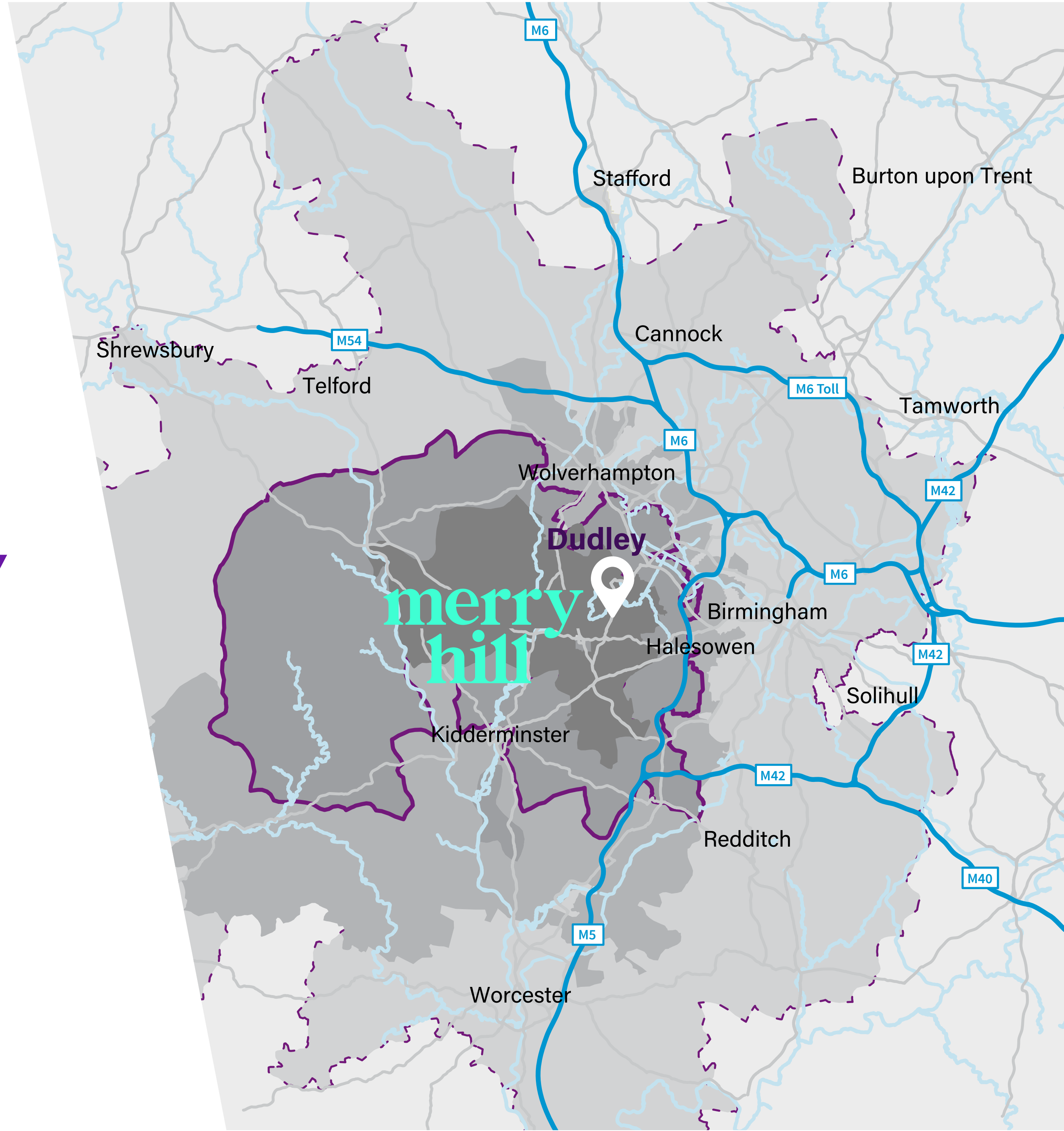
Merry Hill has a diverse shopper profile.

Spend Potential

Merry Hill has a distinct core market with only 10% overlapping with Birmingham's core catchment to deliver £298m of untapped spend potential.

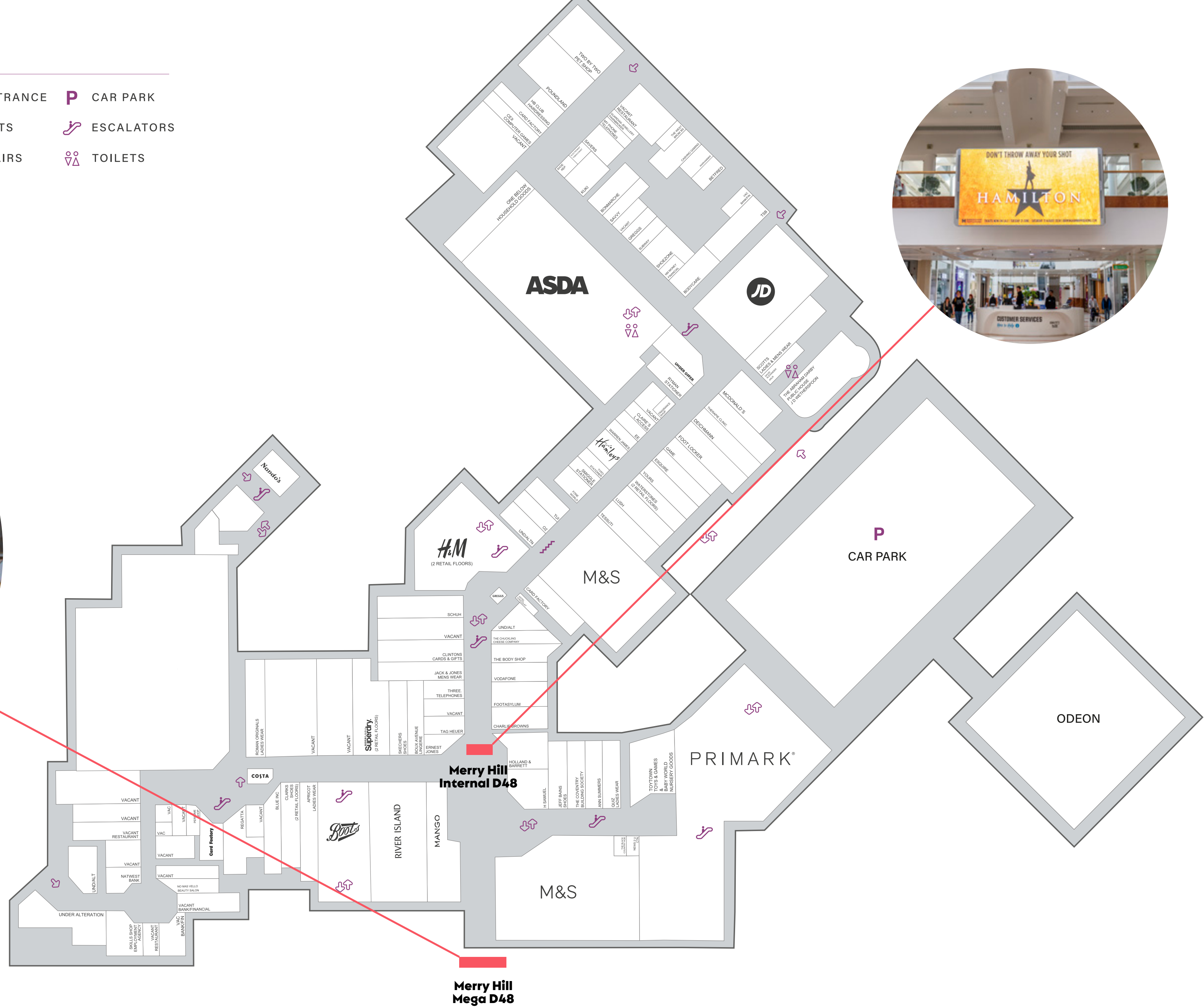
Benchmark ATV

Leading retailers report higher spend at Merry Hill compared to stores elsewhere in the UK.



Site Plan Lower Floor

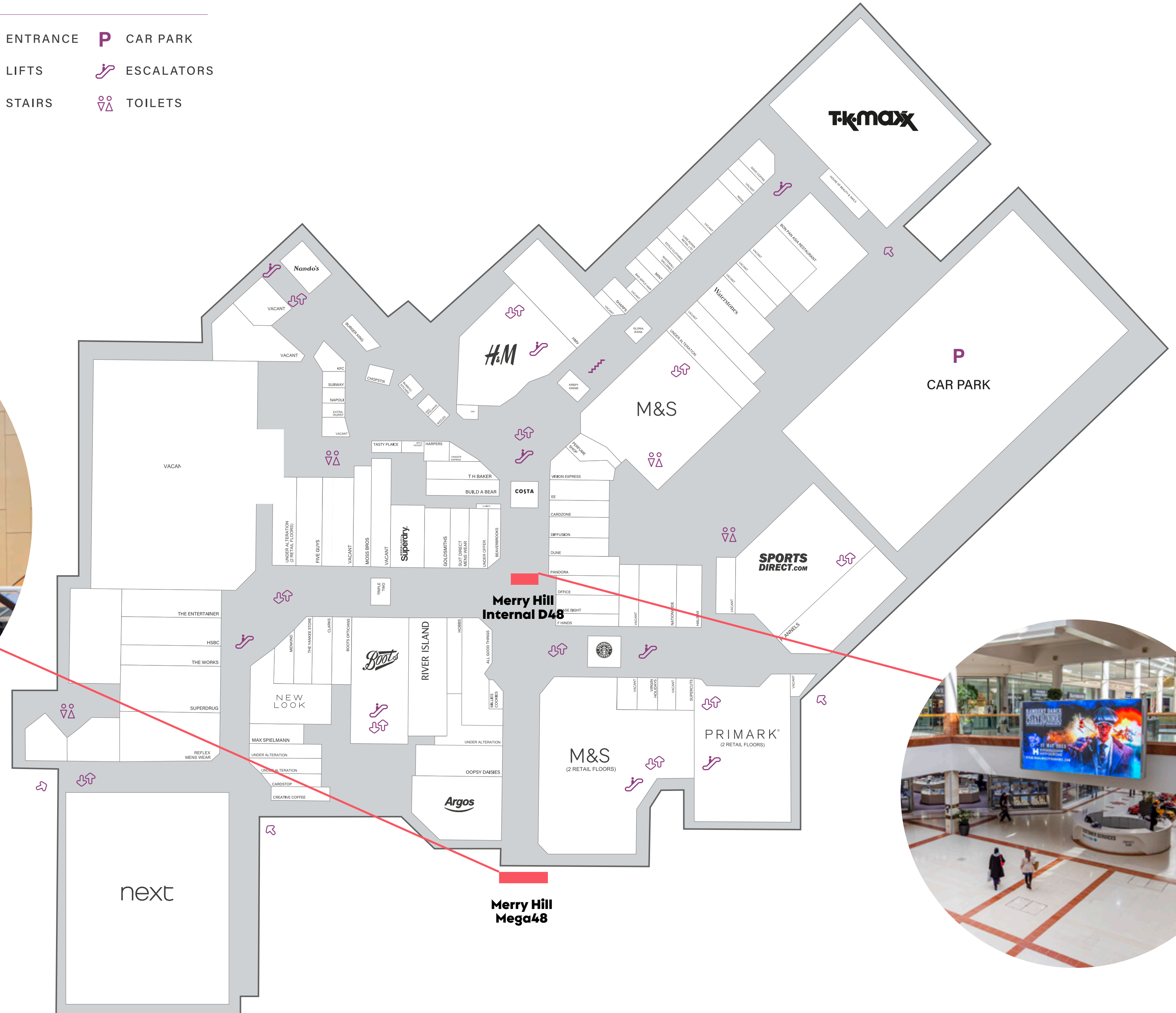
- ENTRANCE
- LIFTS
- STAIRS
- CAR PARK
- ESCALATORS
- TOILETS



merry hill

Site Plan Upper Floor

- ↪ ENTRANCE
- ↕ LIFTS
- ↗ STAIRS
- P CAR PARK
- ↗ ESCALATORS
- ♿ TOILETS



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hill



Merry Hill Mega 48 Specifications



SPECIFICATIONS



SCREEN SIZE: 10.8x4.2M



DURATION: 10 Seconds



DIMENSIONS: 2184x832px



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.

Merry Hill Digital 48 Specifications



SPECIFICATIONS



SCREEN SIZE: 5.8x3M



DURATION: 10 Seconds



DIMENSIONS: 1920x1080px



DISPLAY TYPE: Static / Motion



FILE FORMAT: JPEG | PNG | MP4



FILE COMPRESSION FORMAT: .zip

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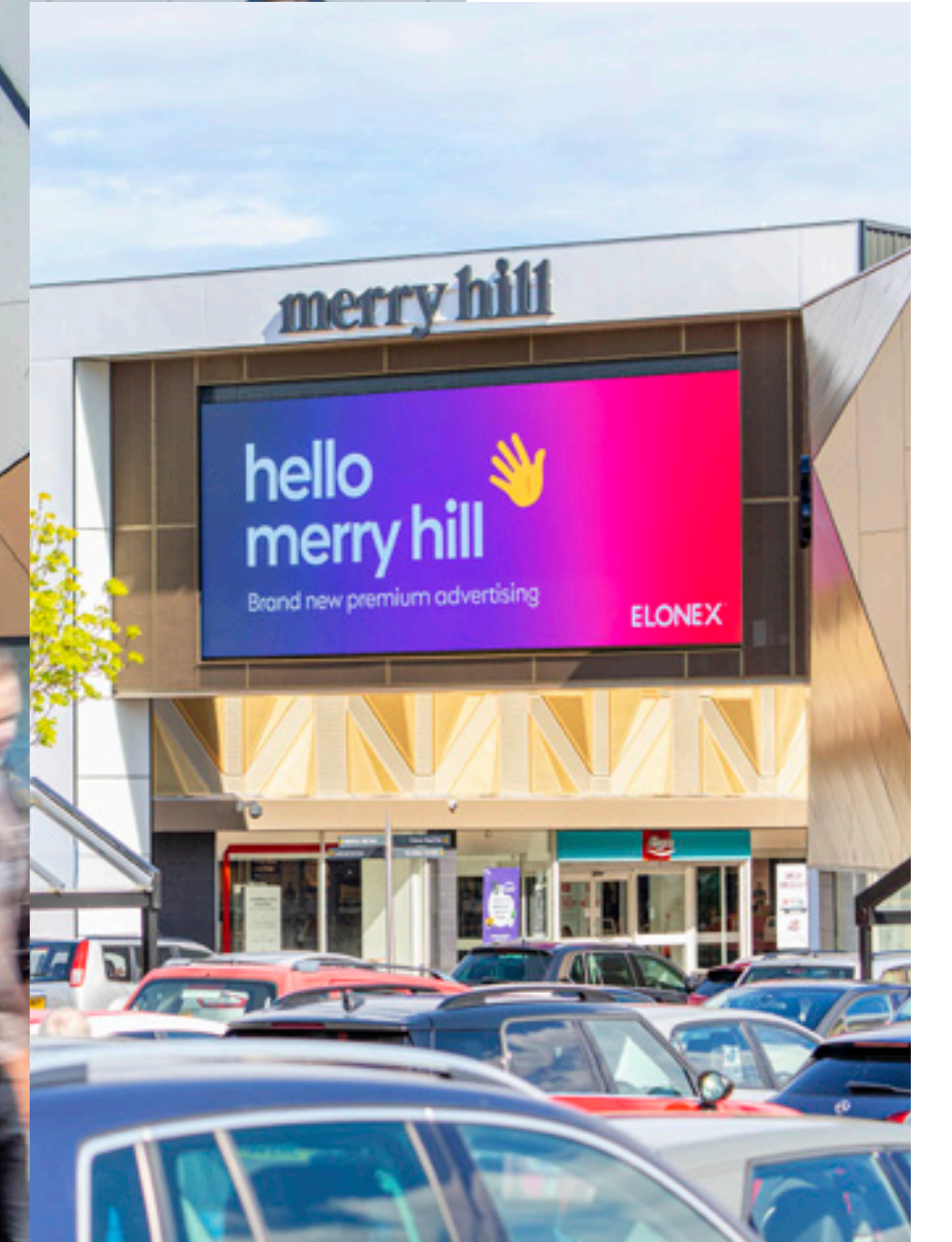
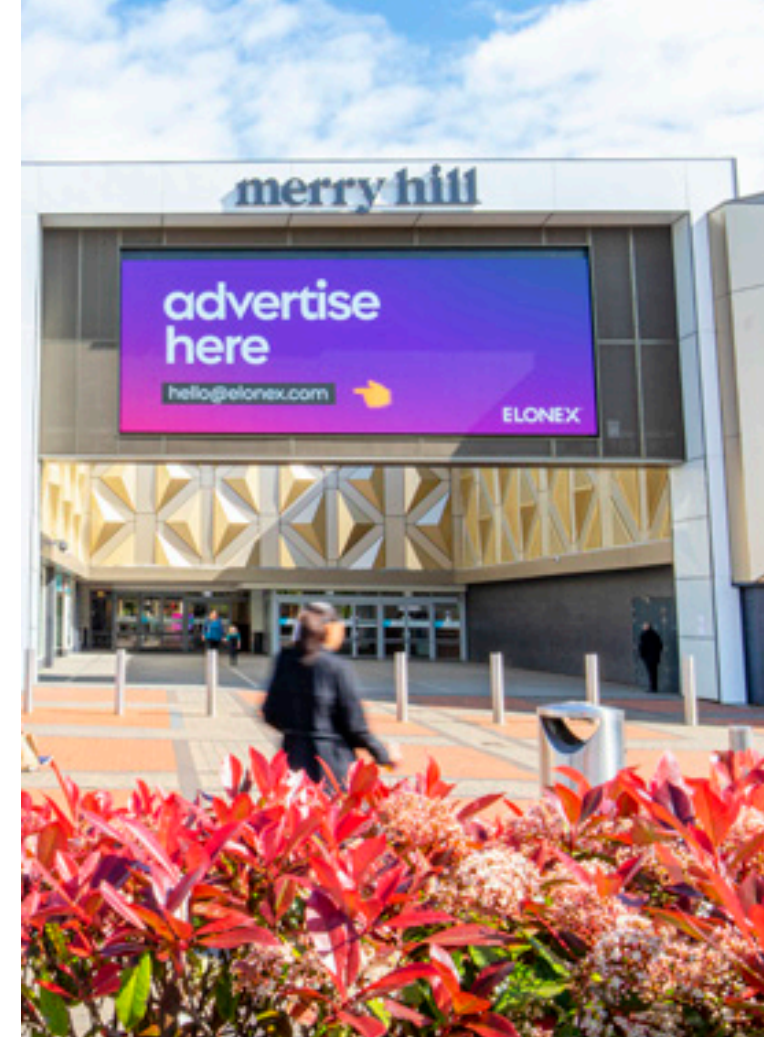
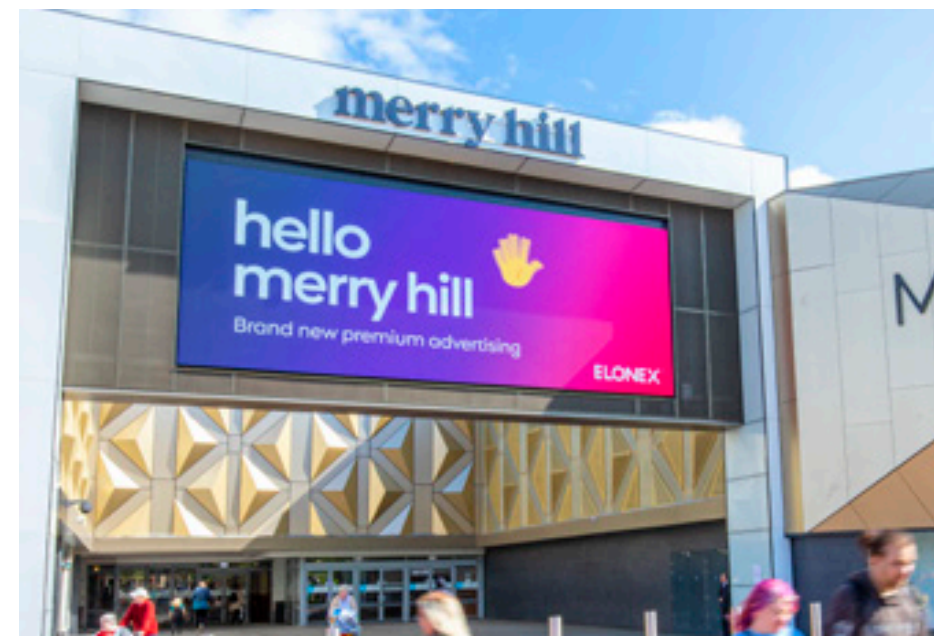
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hello

woah



merry hill



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