

Frankfurt
Christmas Market
Exclusive Advertising



Frankfurt Christmas Market Victoria Square Christmas Tree

The focal point of Christmas in Birmingham



6 x digital
screens



full motion
creative



52 days festive
advertising

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 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 8 SOV
- 2nd November - 23rd December 2022 (52 days)



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