

Frankfurt  
Christmas Market  
Exclusive Advertising



# Frankfurt Christmas Market New Street Central

Christmas tree at the Apple store



4 x D96  
screens



full motion  
creative



52 days festive  
advertising

New Street, directly outside the Apple Store in Birmingham City Centre, is home to the City's second giant Christmas tree. The tree will be surrounded by stand out Elonex Digital Screens, and located on the roof of a Frankfurt Christmas Market stall to guarantee maximum visibility.

This prime location ticks all the boxes for brands wanting to make a big statement in the city centre during the run up to Christmas. New Street is the city's busiest pedestrian area and forms a major gateway to Birmingham's retail, business and gastro districts, and to all major Christmas attractions. Unmissable to all city centre visitors, maximum footfall is guaranteed here.

- High pedestrian footfall, high dwell times
- 5.5 million visitors to the Frankfurt Christmas Market
- 1 in 8 SOV
- 2<sup>nd</sup> November - 23<sup>rd</sup> December 2022 (52 days)

\*Location to be confirmed.



ELONEX™