

Christmas 2023 in Birmingham

DIGITAL OUT OF
HOME ADVERTISING

ELONEX™

including **exclusive**
advertising at the
**Frankfurt
Christmas
Market**

Christmas 2023 in Birmingham

Digital Out of Home Advertising

Birmingham is set to be the centre of attention again when it welcomes millions of visitors for **Christmas 2023!**

A city beating at the heart of the country, Birmingham provides everyone with a reason to visit and boasts an exceptional retail offering, a vibrant restaurant and entertainment scene, rich and diverse cultural experiences and a thriving business community.

Add to that the absolutely must visit festive attractions during November and December, including the **Frankfurt Christmas Market**, the largest authentic German Christmas market outside of Germany or Austria (attracting over 5.5 million additional visitors to the city each year) and Birmingham really does stand out as the place for brands to guarantee outstanding advertising success this Christmas 2023!



We've got Birmingham all wrapped up!

Elonex has Birmingham covered this Christmas!

Our roadside digital billboards target every major route in and out of the city, our city centre screens are unmissable and we've really gone to town at the Bullring, where our premium PanVision advertising screens play out to huge festive audiences.

In addition, we hold exclusive rights to deliver digital out of home advertising inside the **Frankfurt Christmas Market** for 52 days, including at the city's focal point Christmas Tree in Victoria Square.

This year's Christmas Market runs from 2nd November – 23rd December, and the big festive audiences that gather there each year, added to the ones viewing those Elonex city-wide screens, make our Birmingham Christmas 2023 advertising proposition truly irresistible!

- Victoria Square
- New Street Market Entrance
- New Street Central
- Bullring Birmingham
- Birmingham Lights
- Southside 48
- Albert Street
- Spotlight New Town Row
- Dartmouth Middleway
- A38M
- Spotlight Birmingham Road
- Tyburn Road Inbound
- Tyburn Road Outbound
- StarLights
- Solihull Retail Park

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)



ELONEX™

Frankfurt Christmas Market
Exclusive Advertising



Frankfurt Christmas Market New Street Market Entrance

The gateway to all city centre attractions

 2 x D48
screens

 full motion
creative

 52 days festive
advertising

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
- 5.5 million visitors to the Frankfurt Christmas Market
- 1 in 8 SOV
- 2nd November - 23rd December 2022 (52 days)



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

*Location to be confirmed.



ELONEX™



Bullring PanVision

Birmingham Bullring, B5 4BU

Premium shopping mall advertising



6 x PanVision
screens



full motion
creative



huge festive
audiences

Designed to dominate retail settings, PanVision screens are super-sized and dual-sided to target and engage with consumers as they shop and enjoy leisure time. Reflecting the D96 format of premium screens in major airports / rail hubs, and featuring Ultra Tight Pixels quality, PanVision screens are unmissable and deliver high impact messaging for brands serious about standing out from the crowd.

- Average dwell time 110 minutes
- 39 million annual footfall
- Average spend £94 per visit
- 1 in 6 SOV
- November / December packages available





Birmingham Lights

City Centre, B4 6SX

Delivering an audience of 6.7 million per fortnight



2 x D48
screens



full motion
creative



huge festive
audiences

An unmissable Times Square style wraparound digital billboard at the heart of Birmingham City Centre. This large-format digital billboard, named Birmingham Lights, is the first of its kind in the city and wraps around two sides of 'The Square' building in typical New York fashion on the busy corner of Bull Street and Corporation Street. Birmingham Lights broadcasts stand-out advertising content in two different directions. With one side facing the route to Bullring Birmingham and Grand central, and the other to Colmore Row and Snow Hill Station.



- The only Wraparound DOOH site in Birmingham
- High pedestrian footfall, high dwell times
- 1 in 6 SOV
- November / December packages available



Southside 48

Pershore Street, B5 6UU

Delivering an audience of 163,000 per fortnight



1 x D48
screens

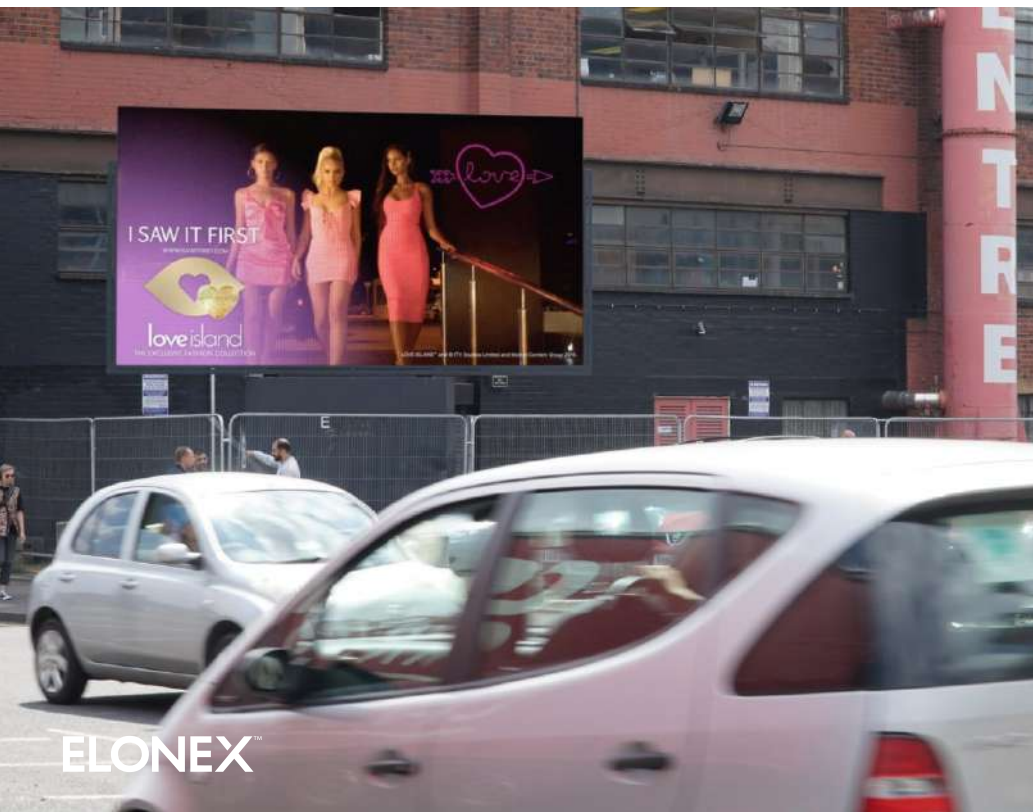


full motion
creative



huge audiences
numbers

Located at the heart of Birmingham City Centre's vibrant and diverse Southside district, home to Chinatown, Theatreland, the Gay Village and the city's Creative Quarter. Situated on Pershore Street, Southside 48 targets visitors arriving in the City Centre, heavy traffic heading out of the City Centre and high footfall leisure goers accessing all city attractions; to deliver a powerful new Digital Out of Home proposition for brands looking to target mass audience in Birmingham



- Delivering an audience of 163,000 per fortnight
- 1 in 6 SOV
- November / December packages available



Albert Street

City Centre, B4 7LN

Delivering an audience of 3.3 million per fortnight



1 x D48
screens



full motion
creative



huge audiences
numbers

Albert Street is located on the peripheral of Birmingham's inner-city centre, adjacent to the world's biggest Primark, close to Bullring Birmingham and within easy access of both New Street and Moor Street Stations. Albert Street paves the way to Moor Street Queensway, the principal arterial route in and around the city, leading to all central locations as well as out of town towards the A38 and M6.

Targeting big audiences made up of shoppers, students and leisure seekers, Albert Street is a key location for brands to be seen in Birmingham.

- Delivering an audience of 3.3 million per fortnight
- 1 in 6 SOV
- November / December packages available





Spotlight New Town Row

West Midlands, B6 4HP

Delivering 3.1 million impacts per fortnight



2 x D96
screens



City bound
from M6



huge audience
numbers

Situated in the heart of Birmingham, Spotlight New Town Row dominates its environment strategically capturing the vast flow of high-volume traffic circulating in and around the city centre. This prime location targets traffic connecting with all prominent city centre destinations and serves as a focal point for all major routes entering and exiting Birmingham.



- Situated in the heart of Birmingham
- 1 in 6 SOV
- November / December packages available



ELONEX

Dartmouth Middleway

City Centre, B7 4LT

Delivering an audience of 705,000 per fortnight



1 x D48
screens



Brand new
screen



huge audiences
numbers

A brand new digital 48 sheet located at a notorious traffic hotspot in Birmingham City Centre. Dartmouth Middleway (A4540 Middle Ring Road) is a major arterial route in Birmingham that receives high volume traffic approaching from the M6/Aston Expressway and main ring road accessing all areas of the city centre. Busy at all times of the day, Dartmouth Middleway experiences heavy congestion during peak traffic hours and its location delivers exceptional audience numbers for brands seeking to make a powerful impact in Birmingham.

- Delivering an audience of 705,000 per fortnight
- 1 in 6 SOV
- November / December packages available



A38M

Thomas Street, B6 4TN

Delivering an audience of 1.36 million per fortnight



1 x D48
screens



City bound
from M6



huge audiences
numbers

A brand new roadside Digital 48 Sheet HDR screen located on Thomas Street. This digital billboard is positioned to target high volume traffic on one of the UK's most notorious travel routes, and the first Digital Out of Home advertising site visible to Birmingham bound commuters when exiting the M6 at Spaghetti Junction and joining the A38M Aston Expressway to the City Centre.

- City bound from the M6
- 1 in 6 SOV
- November / December packages available



Spotlight Birmingham Road

West Bromwich, B71 4JQ

Delivering 3.1 million impacts per fortnight



2 x D96
screens



A major
arterial route



huge audience
numbers

Located immediately off Junction 1 of the M5, Spotlight Birmingham Road dominates its environment and effectively targets high volume traffic travelling on the A1 to and from Birmingham City Centre. Close to West Bromwich Albion Football Club, Spotlight Birmingham Road offers a new concept in the Digital Out of Home market, creates a unique advertising platform and delivers huge audience numbers for brands who really want to shine.

- Major City Inbound & Outbound Arterial Route
- 1 in 6 SOV
- November / December packages available





Tyburn Road, Inbound

100 Tyburn Road, B24 8PT

Delivering 1.3 million impacts per fortnight



1 x D48
screens



24 / 7
audiences



huge audiences
numbers

Located immediately off Junction 6 of the M6, this new Digital 48 Sheet advertising screen effectively targets high volume traffic exiting Spaghetti Junction and the A38(M) Aston Expressway. Renowned as a major bottleneck route, 100 Tyburn Road targets high volume, high dwell and 24/7 audiences as congested traffic travels inbound to Birmingham City Centre as well as towards the affluent northern districts of the city, including Sutton Coldfield, and the M6 Toll.



- Delivering 1.3 million impacts per fortnight
- 1 in 6 SOV
- November / December packages available



Tyburn Road, Outbound

Birmingham, B24 8NP

Delivering an audience of 1.1 million per fortnight



1 x D48
screens



full motion
creative



huge audiences
numbers

This Tyburn Road Digital Out of Home site targets high volume traffic travelling on the A38 immediately prior to Spaghetti Junction, where commuters must choose to either access the M6 (north or south) or enter the A38(M), Aston Expressway towards all major Birmingham destinations. Renowned for being a traffic bottleneck, Tyburn Road guarantees advertisers big number audiences and high-level engagement by being unmissable to commuters driving on one of the busiest travel routes in the central region.

- The only D48 on entry to Spaghetti Junction
- 1 in 6 SOV
- November / December packages available



Starlights™

JCT 6 M6, B7 5SA

Delivering an audience of 3.2 million per fortnight



2 x D96
screens



full motion
creative



huge audiences
numbers

This super-size structure delivers over 4000 sq ft of digital advertising space and is located above the Star City entertainment complex adjacent to junction 6 of the M6, Spaghetti Junction. A landmark Digital Out of Home advertising site, Starlights creates an iconic backdrop to the landscape at the busiest motorway junction in Great Britain. Starlights is the most prominent digital outdoor advertising location in the central region.



- Largest motorway screen in the UK
- 60% unique reach - highest of any Birmingham DOOH screen
- 1 in 6 SOV
- November / December packages available

Solihull Retail Park

B90 4LD

Premium D6 retail park advertising



9 x D6
screens



full motion
creative



huge audiences
numbers

Solihull Retail Park is a prominent retail destination located in one of Birmingham's most affluent and densely populated suburbs.

Situated close to Junction 4 of the M42, Solihull Retail Park forms part of a cluster of popular retail parks by neighbouring Solihull Gate Retail Park and providing direct access to Sears Retail Park, where M&S, Lidl and Sainsbury's can be found.

With over 1.7 million cars (ANPR) alone visiting each year, and this cluster of retail parks estimated to generate circa £1bn annual expenditure, Solihull Retail Park delivers a powerful advertising proposition for brands looking to reach big number retail audiences.

- Average dwell time 26 minutes
- Size: 198,273 sq ft
- Catchment area: 358,545 within 20 min drive time
- 1 in 6 SOV
- November / December packages available



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**Book your Christmas 2023 in Birmingham
advertising now! Please contact:**

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