



The Retail Network

CONNECT WITH OVER 1 BILLION
SHOPPERS EVERY YEAR

ELONEXTM

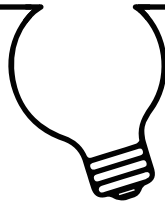
Why Digital Out of Home?

Creating unavoidable impact



Digital Out of Home is different from other media. It can't be avoided or blocked and, as more people spend more time out and about, its audiences are huge. It's a public, broadcast, medium with reach and impact. It conveys stature and authority, making brands famous and iconic.

Driving creativity



Digital Out of Home is the ultimate creative medium. It offers unavoidable impact and memorability, and provides advertisers and agencies with a wealth of creative opportunities. Time-sensitive, location-specific, multi-creative, contextual and other dynamic messaging triggers provide advertisers with new creative opportunities to engage with an even more defined audience.

Provoking action

Post Covid, as consumers spend more time out and about, they are completely exposed to Digital Out of Home advertising. Academic studies show that when consumers are out and about, they are in an active mindset. This means they are more inclined to absorb and engage with new messages.





CONNECT WITH OVER

1 billion shoppers
every year

CUSTOMER SERVICES
Here to Help

merry hill





Reach unrivalled retail audiences and directly influence buying decisions

Elonex operate a vast portfolio of digital advertising screens across the best known Shopping Centres in the UK, and perfectly position your advertising campaigns so to influence buying decisions right at the point of purchase.

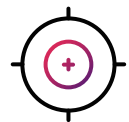
Multi-format (including D6, D48 and PanVision screens) and with real time messaging, advertising on the Elonex Shopping Mall Network means you directly reach and engage with consumers as they shop, eat and play, with precise targeted campaigns built across single or multiple mall locations.



42 sites
across
the UK



100%
full motion
advertising



Drive sales
right at the point
of purchase

all mapped out

- 1 Bullring Birmingham | B5 4BU **6 x PanVision**
- 2 Four Oaks | Sutton Coldfield, B74 2UG **2 x D6s**
- 3 Birmingham Lights | City Centre, B4 6SX **2 x D48s** **1 x D96**
- 4 Merry Hill | Brierley Hill DY5 1QX **2 x D48s**
- 5 Coventry City Centre | Coventry, CV1 1JD **1 x D48**
- 6 Highcross Leicester | Leicestershire, LE1 4AN **2 x PanVision**
- 7 Mander Centre | Wolverhampton, WV1 3NH **8 x D6s** **3 x PanVision**
- 8 The Telford Centre | Telford, TF3 4BX **2 x PanVision**
- 9 Fosse Park | Leicester, LE19 1HY **14 x D6s**
- 10 The Hildreds Centre | Skegness, PE25 3NR **1 x D6**
- 11 Rushden Lakes | Rushden, NN10 6FH **10 x D6s**
- 12 Derbion, Derby | Derby, DE1 2PL **4 x PanVision**
- 13 Arndale Manchester | M4 3AQ **4 x PanVision**
- 14 Quayside Media City | Manchester, M50 3AH **10 x D6s**
- 15 Market Place | Bolton, BL1 2AL **4 x D6s**
- 16 Golden Square | Warrington, WA1 1QB **1 x PanVision**
- 17 County Oak Retail Park | Crawley, RH11 7XN **10 x D6s**
- 18 Arndale Morecambe Bay | Lancaster, LA4 5DH **4 x D6s**
- 19 Luton Retail Park | Luton, LU1 3JH **14 x D6s**
- 20 Frenchgate | Doncaster, DN1 1SW **1 x D48**
- 21 Prospect Centre | Hull, HU2 8PP **4 x D6s**

- 22 Promenades Shopping | Bridlington, YO15 2PY **2 x D6s**
- 23 Grosvenor Shopping | Northampton, NN1 2EW **4 x D6s**
- 24 Gloucester Quays | Gloucestershire, GL1 5SH **10 x D6s**
- 25 The Square | Camberley, GU15 3SL **1 x D48**
- 26 Mercury Shopping Centre | Romford, RM1 3EE **4 x D6s**
- 27 Grays Shopping Centre | Grays, RM17 6QE **4 x D6s**
- 28 The Beacon Centre | North Shields, NE29 6QF **2 x D6s**
- 29 Priory Meadow Shopping | Hastings, TN34 1PH **4 x D6s**
- 30 St Elli Shopping Centre | Llanelli, SA15 1SH **1 x D6**
- 31 Merlin's Walk | Carmarthen, SA31 3BN **2 x D6s**
- 32 Eastgate Shopping Centre | Gloucester, GL1 1PA **4 x D6s**
- 33 Marlands Centre | Southampton, SO14 7SJ **4 x D6s**
- 34 The Forum | Wallsend, NE28 8JN **4 x D6s**
- 35 Hillstreet | Middlesbrough, TS1 1SU **1 x D6**
- 36 Cornmill Centre | Darlington, DL1 1NH **5 x D6s**
- 37 The Avenue | Newton Mearns, G77 6AA **4 x D6s**
- 38 The Piazza | Glasgow, PA1 1EL **2 x D6s**
- 39 Burns Mall | Kilmarnock, KA1 1LT **2 x D6s**
- 40 Lower Precinct | Coventry, CV1 1NQ **4 x D6s**
- 41 Durham Town Centre | Durham, DH1 4SL **2 x D6s**
- 42 Solihull Retail Park | Solihull, B90 4LD **9 x D6s**



x2 = number of screens



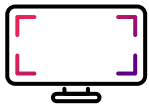
PANVISION

Designed to dominate retail settings, PanVision screens are super-sized and dual-sided to engage consumers as they shop and enjoy leisure time.



Premium advertising in the UK's most successful shopping destinations

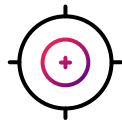
Dominate some of the UK's most successful shopping destinations and reach huge footfall by advertising on the Elonex PanVision Network. Large format (D96) and dual-sided, PanVision screens are designed to present premium advertising opportunities, deliver unmissable messaging and guarantee advertisers really stand out from the crowd!



21 premium
advertising
screens



100%
full motion
advertising



Drive sales
right at the point
of purchase

including:

- Birmingham Bullring
- Mander Centre
- Highcross Leicester
- Arndale Manchester
- Telford Centre
- Derbion Derby





retail parks

Target big audience numbers as consumers enjoy the convenience and variety of UK retail parks.

Take your advertising out of town

Reach large and engaged audiences, build brand recognition, and drive sales by taking advantage of the Elonex UK retail park advertising network.

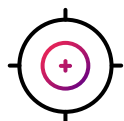
UK retail parks provide a fertile ground for targeted marketing efforts, and their unique characteristics, such as high footfall, extended dwell times and mixed retail and leisure offerings, make them a key element of effective national and local advertising campaigns.



High footfall



Extended dwell times



Targeted audiences

including:

- Fosse Park
- Luton Retail Park
- Solihull Retail Park
- Rushden Lakes
- County Oak





Build national packages or target specific areas



Delivering high impact messaging



Strategically placed across the UK's most popular retail destinations



Designed to dominate retail settings





ELONEX™

hello@elonex.com

0121 270 8550

elonex.com