

# The Retail Network

Own the retail moment — make your brand unmissable in the UK's busiest shopping destinations

**ELONEX™**

**ROUTE**



# 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.





# Strategically placed across the UK's **most popular retail destinations**

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.



## **FOSSE PARK**

RANKED THE UK'S NUMBER 1 SHOPPING PARK



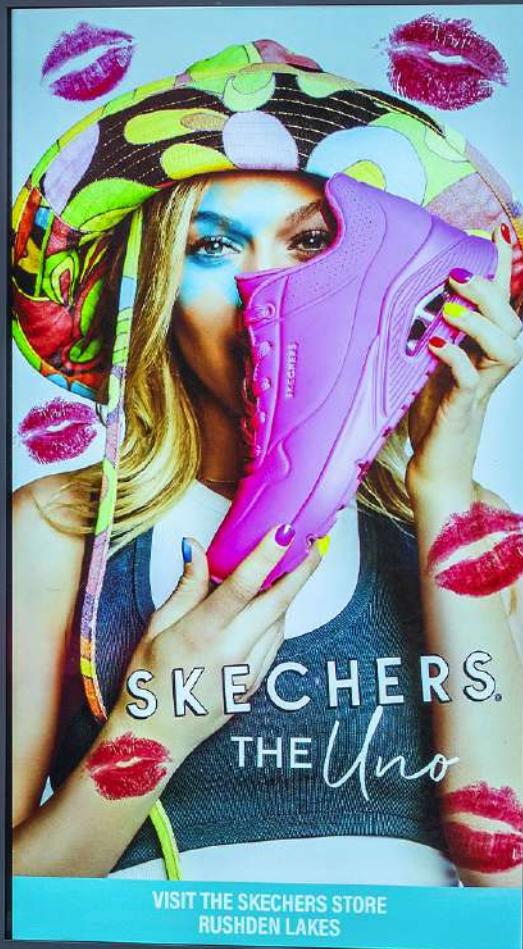
## **BIRMINGHAM BULLRING**

ONE OF THE UK'S MOST FAMOUS RETAIL DESTINATIONS



## **MANCHESTER ARNDALE**

THE UK'S LARGEST INNER-CITY SHOPPING CENTRE







Make your brand  
unmissable in the UK's busiest  
shopping destinations



Reach unrivalled retail audiences and directly influence buying decisions

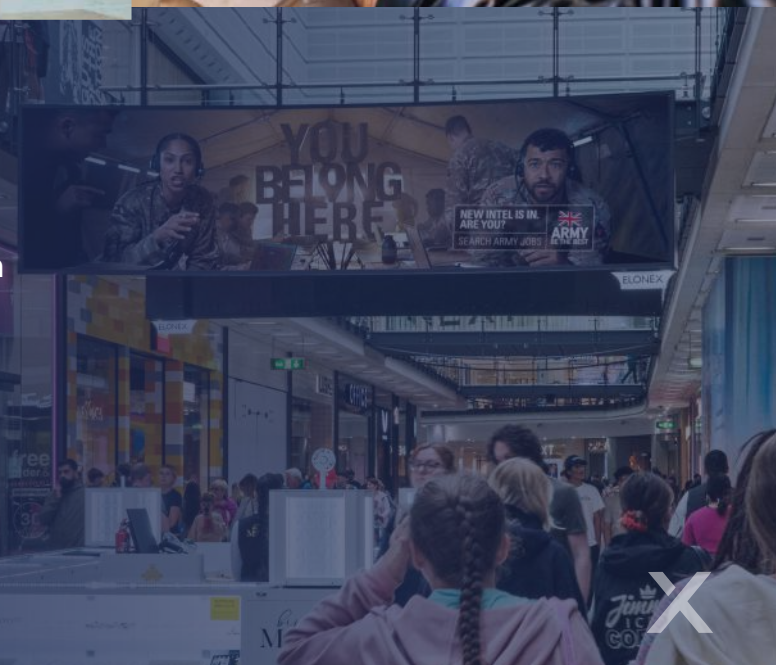
 Build national packages or target specific areas



 Drive sales 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.





# Advertise at the UK's **biggest** **and best**

The Elonex retail network consists of 40 advertising locations across the UK, including some of the country's biggest and most popular shopping malls and parks.



# All locations

- 1 Bullring Birmingham | B5 4BU 8 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 Solihull Retail Park | Solihull, B90 4LD 9 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 Prospect Centre | Hull, HU2 8PP 4 x D6s
- 21 Promenades Shopping | Bridlington, YO15 2PY 2 x D6s
- 22 Grosvenor Shopping | Northampton, NN1 2EW 4 x D6s
- 23 Gloucester Quays | Gloucestershire, GL1 5SH 10 x D6s
- 24 The Square | Camberley, GU15 3SL 1 x D48
- 25 Mercury Shopping Centre | Romford, RM1 3EE 4 x D6s
- 26 Grays Shopping Centre | Grays, RM17 6QE 4 x D6s
- 27 The Beacon Centre | North Shields, NE29 6QF 2 x D6s
- 28 Priory Meadow Shopping | Hastings, TN34 1PH 4 x D6s
- 29 St Elli Shopping Centre | Llanelli, SA15 1SH 1 x D6
- 30 Merlin's Walk | Carmarthen, SA31 3BN 2 x D6s
- 31 Eastgate Shopping Centre | Gloucester, GL1 1PA 4 x D6s
- 32 Marlands Centre | Southampton, SO14 7SJ 4 x D6s
- 33 The Forum | Wallsend, NE28 8JN 4 x D6s
- 34 Hillstreet | Middlesbrough, TS1 1SU 1 x D6
- 35 Cornmill Centre | Darlington, DL1 1NH 5 x D6s
- 36 The Avenue | Newton Mearns, G77 6AA 4 x D6s
- 37 The Piazza | Glasgow, PA1 1EL 2 x D6s
- 38 Lower Precinct | Coventry, CV1 1NQ 4 x D6s
- 39 Durham Town Centre | Durham, DH1 4SL 2 x D6s
- 40 Queensgate Centre | Peterborough, B24 9FP 2 x PanVision

x2 = number of screens







# PANVISION




Designed to dominate retail spaces, PanVision screens combine scale, clarity, and strategic placement to make your brand impossible to ignore.



# Unmissable advertising in premier retail destinations

Premium advertising across the UK's most successful shopping destinations, bringing brands face-to-face with engaged consumers in the heart of retail and leisure environments.

Engineered to capture attention and deliver a memorable brand experience, these super-sized digital displays provide ultra-tight pixel quality, ensuring every image and message is crystal clear and visually striking.

-  25 x PanVision screens
-  Designed to dominate
-  100% full motion advertising







# All PanVision locations

- 📍 **Birmingham Bullring** | 8 X PANVISION  
Delivering 51.2 million impacts every fortnight
- 📍 **Manchester Arndale** | 4 X PANVISION  
Delivering 19.2 million impacts every fortnight
- 📍 **The Telford Centre** | 2 X PANVISION  
Delivering 1.7 million impacts every fortnight
- 📍 **Highcross, Leicester** | 2 X PANVISION  
Delivering 6.8 million impacts every fortnight
- 📍 **Mander Centre, Wolverhampton** | 3 X PANVISION  
Delivering 2.4 million impacts every fortnight
- 📍 **Queensgate, Peterborough** | 2 X PANVISION  
An annual footfall of over 18 million
- 📍 **Derbion, Derby** | 4 X PANVISION  
Delivering 8.5 million impacts every fortnight





# Retail parks

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



# Advertise across the UK's most popular retail parks

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

Visitors to retail parks are there with purpose - unlike commuters or passers-by, these audiences are already in a mindset for spending, making them highly receptive to brand messages!



**High footfall**



**Extended dwell times**



**Captive audiences, ready to spend**



• Solihull •

• Leicester

• Rushden

• Luton •

• Crawley





## Continuing to outperform

Retail parks continue to outperform their town centre counterparts, with retail park footfall on a sharp rise since Covid. A key reason for retail park success lies in the adaptability of retail parks, with ease of access as well as free car parking.

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## One-stop-shop approach

Retail parks allow consumers to shop, eat, take in a movie, visit the gym and check out lots of additional on-site attractions all in one visit – broadening the customer demographic as well as bringing new consumers onsite.





# All retail park locations

📍 **Fosse Park, Leicester** | 14 X D6  
Connect with 11.5 million visitors every year

📍 **Rushden Lakes** | 10 X D6  
Delivering 1.25 million impacts every fortnight

📍 **Luton Retail Park** | 14 X D6  
Deliver 779,900 impacts every fortnight

📍 **Solihull Retail Park** | 9 X D6  
Delivering 336,272 impacts every fortnight

📍 **County Oak Retail Park** | 8 X D6  
Delivering 168,600 impacts every fortnight





# Talk to us

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**ELONEX**<sup>TM</sup>

**ROUTE**