



ELONEX™ EveryDay Media Network

Every Neighbourhood. Every Community. **EveryDay.**

Morrisons
Daily

Nisa
Making a Difference Locally

Londis

one|stop

Premier

Costcutter®

best-one

golocalextra

selectsave



Building the **Largest**
DOOH Retail Media
Network In The UK

1,370
stores
installed

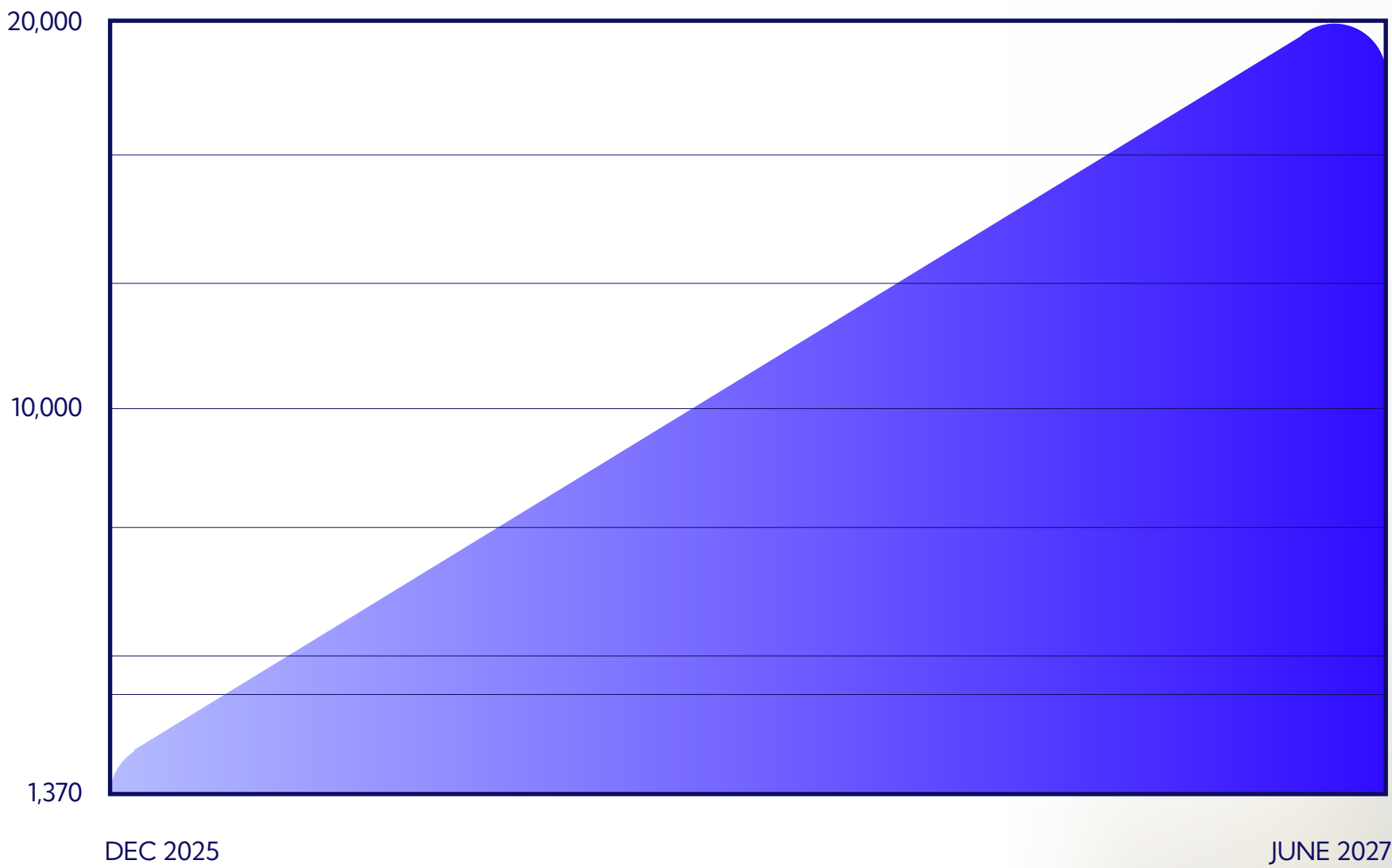
21,120
stores
contracted

90M
nationwide
reach

Local Targeting with **National Reach**

We're deploying **premium format digital screens** across convenience stores in towns and cities throughout the UK.

Each screen delivers dynamic, targeted advertising that **authentically connects brands** with shoppers in **trusted community** environments.



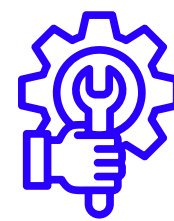
Where **Retail Media** and **DOOH** Converge

The **Elonex Everyday Media Network** in convenience stores seamlessly merges the worlds of retail media and digital out-of-home (DOOH) by capturing audiences at the exact moment shopping decisions are made.

It **delivers the precision, proximity** and shopper influence of Retail Media, combined with the scale, dynamic content and brand-building power of DOOH. The result is a unique, **high-impact** channel where brands and service providers can reach real consumers in real stores, using advertising screens, driving both **immediate action** and **long-term brand visibility**.



Over 20,000 Stores
by June 2027



1 Store Installation
Every Hour

Connect with Everyone in **EveryDay** Neighbourhoods & Communities

The Elonex EveryDay Media Network transforms how FMCG businesses, brands and service providers can connect with consumers in their everyday shopping environments.

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Media
Network



Convenience Stores: Where **EveryDay** Life Happens

The Elonex EveryDay Media Network delivers unrivalled access to thousands of trusted community spaces nationwide, providing a powerful new DOOH Retail Media channel to reach local, regional, and national audiences at unprecedented scale.

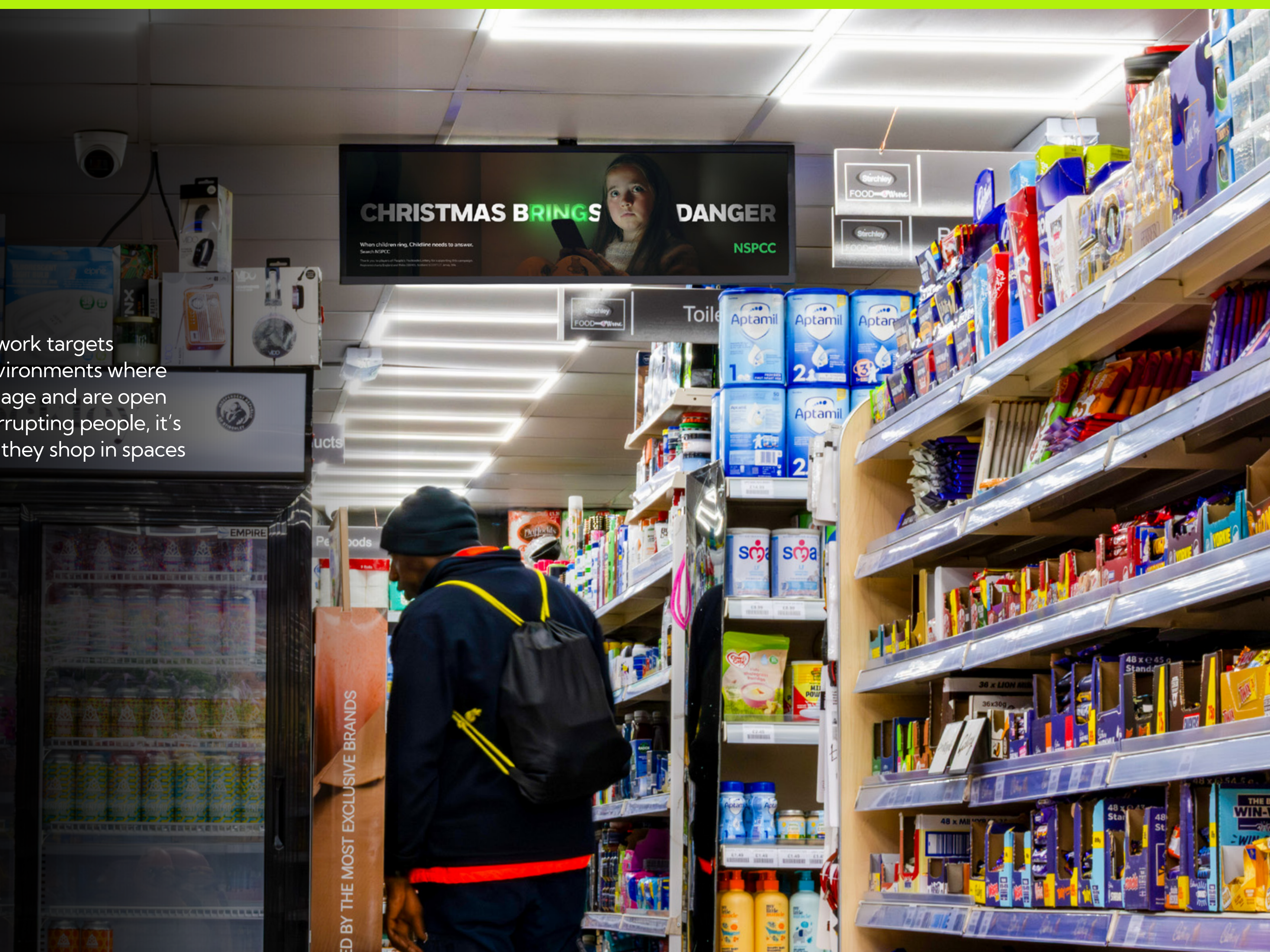
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EveryDay
Media
Network



Trusted **EveryDay** Environments

The Elonex EveryDay Media Network targets consumers in familiar, trusted environments where they're relaxed, have time to engage and are open to discovery. This isn't about interrupting people, it's about meeting them naturally as they shop in spaces they know and trust.

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Network



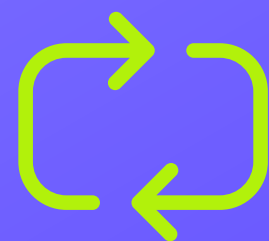
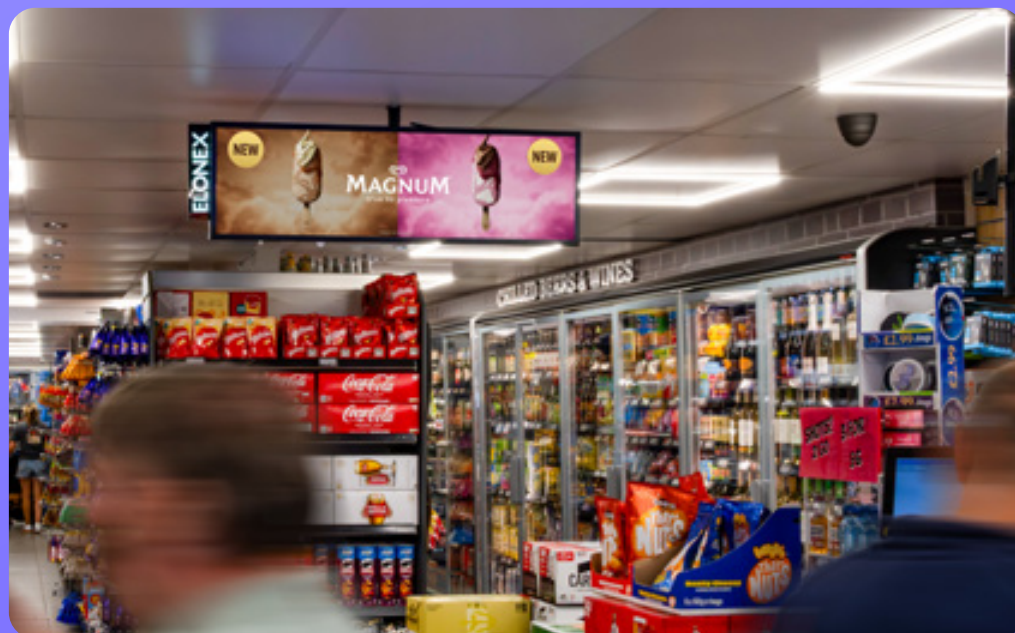
Powering Growth. EveryDay.

Digital advertising screens in convenience stores deliver measurable impact through a powerful combination of environmental and behavioural advantages.



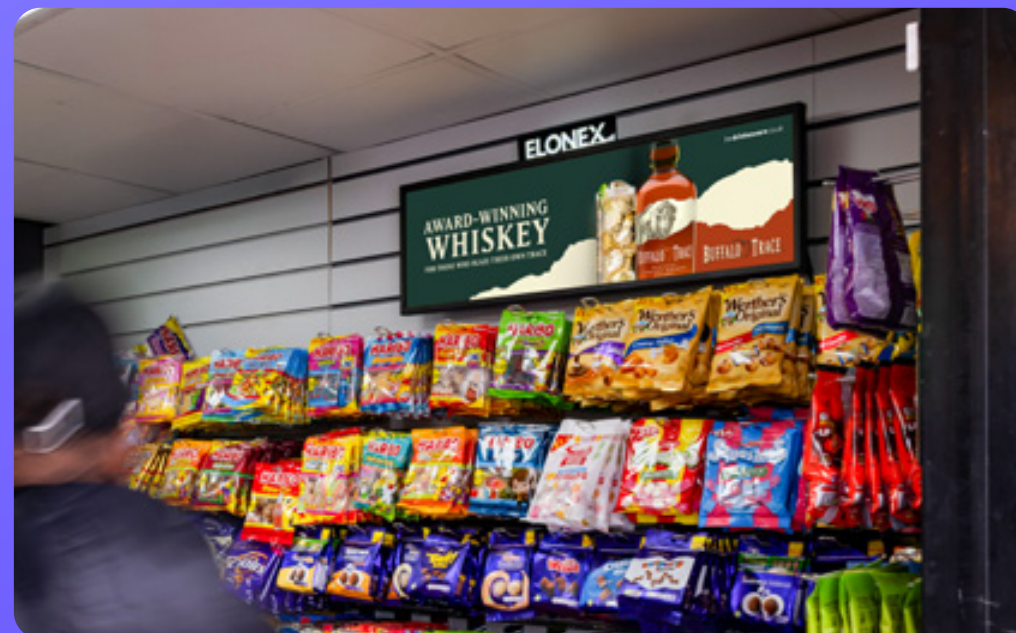
Shopping Local

76% of UK adults regularly visit convenience stores



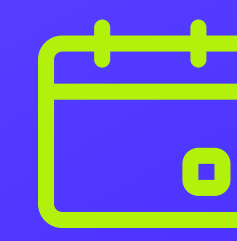
Frequency of Visits

A typical customer visits 2 - 4 times per week



Dwell Times

Average dwell time is 5-10 minutes per store visit



Daily Reach

The EveryDay Media Network will reach 32 million people every day

“This has been the fastest route to market I’ve ever come across”

Adrian Everett, NEAFS

For **Every** Business. **Every**Day



FMCG Brands

Influence Decisions at the Point of Purchase

[Read More](#)



Regional & National Brands

Build Sustained Awareness Across Diverse Communities

[Read More](#)

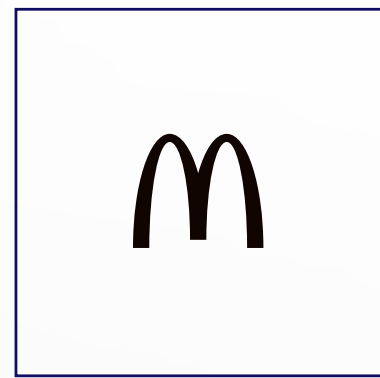
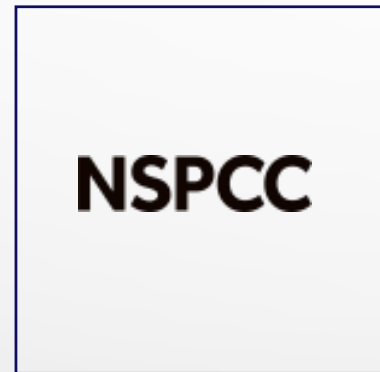
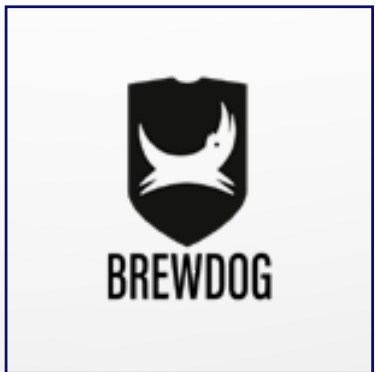


Local Businesses

Hyper-Local Reach in Immediate Marketing Areas

[Read More](#)

Delivering Results for Top Brands



Local, Regional & National EveryDay Coverage

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Local Stores Individual Retail Locations

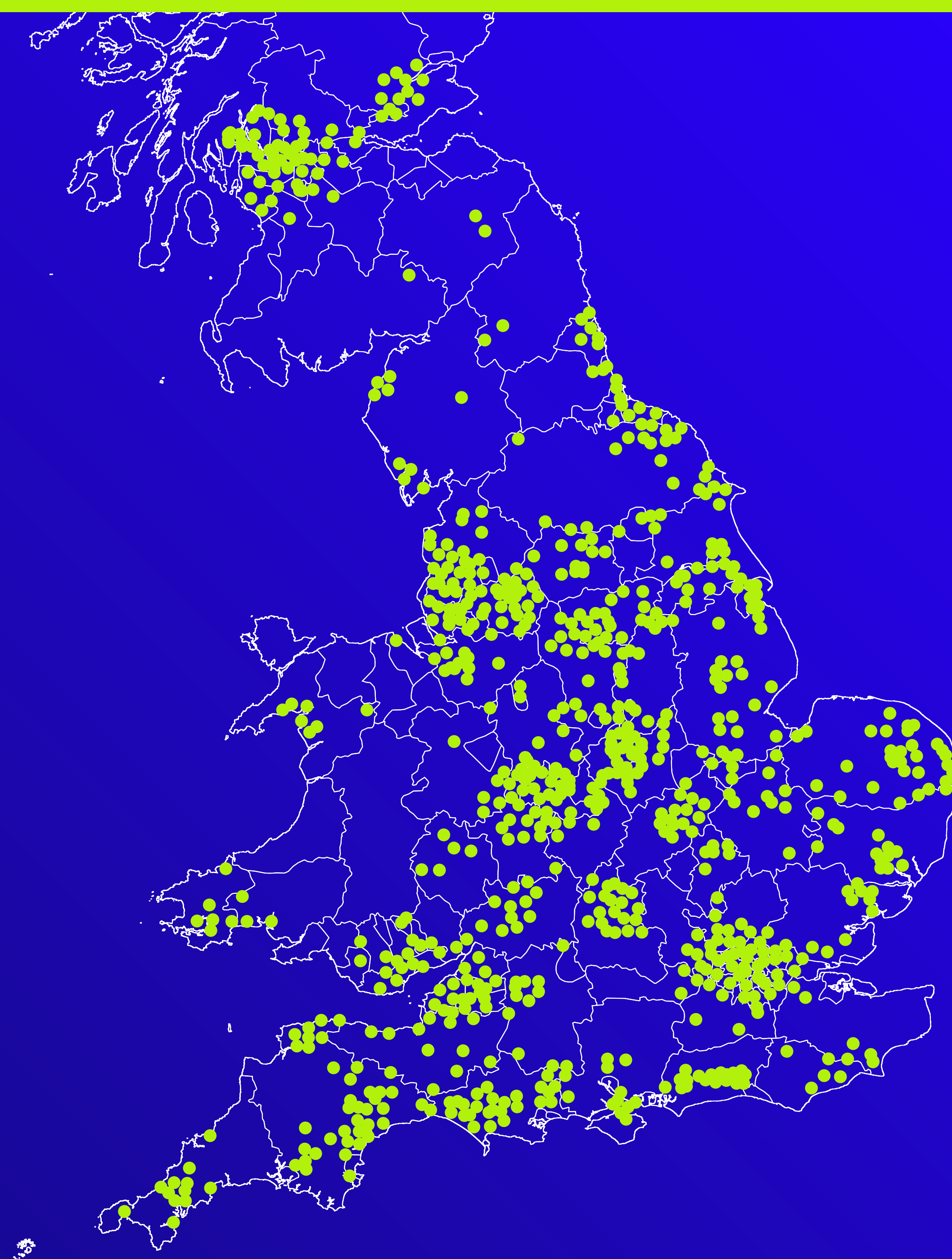


Regional clusters Groups of Local Stores



Nationwide network Comprehensive Coverage

ELONEX™
EveryDay
Media
Network



EveryDay attention.
EveryDay frequency.
EveryDay conversion.



High Frequency Footfall

A typical customer visits a convenience store
2 – 4 times per week

High Engagement



Digital advertising screens command
attention in intimate, familiar store
environments where distractions
are minimal



Actionable Moments

Messages land seconds before purchase
decisions, influencing immediate buying
behaviour



Precision Targeting

Pick and choose exactly who sees your
advert – by neighbourhood, lifestyle, or
nearby retailers



Ability to Have Sound

Add sound to your campaign for
maximum impact



Data-Driven Efficiency

Advanced content scheduling, precise
targeting, and proof of play via Elonex's
technology platform mean you can see the
impact of your campaign, and confidently link
your media spend to real-world outcomes

Perfect For NHS / Local Councils / Government Campaigns / Police & Fire Services / National Charities / Local Charities / Animal Welfare Organisations / Environmental Charities / Food & Beverage Brands / FMCG Brands / Pet Supplies / Seasonal Goods Brands / Takeaways / Fast-food Chains / Coffee Shops / Meal Delivery Apps / Local Restaurants / Banks / Building Societies / Payment Apps / Insurance Companies / Money Transfer Services / Mobile Networks / Broadband Providers / Streaming Services / Gaming Brands / Tech Product Brands / Local Car Dealerships / Car Insurance Companies / Car Rental Companies / EV Charging Networks / Tyre & Service Centres / Pharmacies / OTC Medicine Brands / Opticians / Gyms & Fitness Centres / Mental Health Services / Personal Care Brands / Furniture Retailers / DIY Retailers / Gardening Brands / Home cleaning Brands / Subscription Services / Recruitment Agencies / Gig-economy Platforms / Local Businesses Hiring / Professional Services / Cinemas / Theatres / Local Events / Sporting Events / Theme Parks / Concerts / Rail Operators / Bus Companies / Airlines / Holiday Companies / Local Taxi Firms / Colleges / Universities / Online Course Providers / Apprenticeship schemes / Skill-training Programmes / Green Energy Providers / Eco-friendly Product Brands

Everyone. EveryDay.

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Talk to Us About **Your** **Every**Day Campaigns

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