





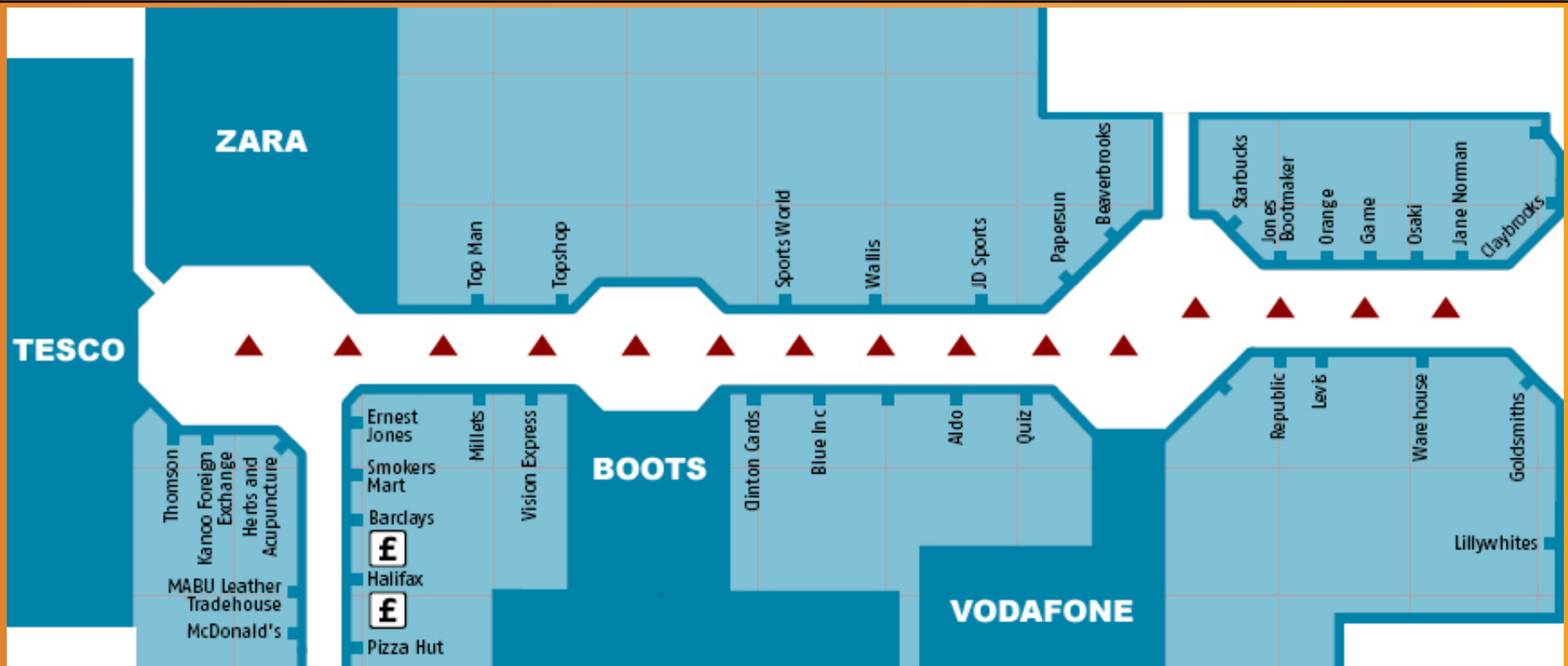
Shopping

- The Number 1 leisure activity
- Shoppers prefer shopping centres to high streets – Huge range of stores all under one roof
- Average dwell time of 1.5hrs
- 100% Pedestrian Audience – Ideal environment as shoppers are more receptive to advertising
- Everyone shops & visits centres with the intention to spend money
- 72% of visitors travel to centres by car
- Citybox provides bespoke solutions to maximise relevance and minimise wastage in this environment





Bespoke Targeting



Mapping for: Every Centre, Every location, Every shop

Targeting by outlet or audience

Creating the most relevant campaigns at the most efficient rates



citybox
ADVERTISING



Research

- On average 54% prompted recall on Citybox campaigns
- Recall of Citybox was significantly higher than any other medium (90% of those who saw advertising, saw it on Citybox)
- 20 times more awareness than 6 sheets in the same mall
- Higher recall against specific target audiences through campaign positioning

e.g. Meteor (Mobile Phone Operator)
54% awareness against all adults
68% among target male under 35's

- Over 80% of shoppers consider Citybox an effective way to advertise
- 88% of shoppers like the idea of Citybox

Sources: Dipsticks, Grassroots





Results

- Alvin & The Chipmunks DVD :

Week 12 targets reached by week 4
Citybox the only outdoor used

- Club Orange and Cranberry:

Campaign had to be taken down early, demand outweighed supply
Citybox was the only outdoor used

- EMI NOW 70:

69% year on year increase in sales
Citybox the only new addition to media mix

- PlanYourBreak.com:

After two bursts, hits went from 2,500 to 86,000
Citybox was the only outdoor used

































Other Citybox Clients



Dublin

5 Fitzwilliam Place
Dublin 2

Tel: +353 1 506 5630
Mob: +353 86 825 2600
Email: paul@citybox.ie

London

Abbey House,
18-24 Stoke Road,
Slough, Berkshire, SL2 5AG

Tel: 0845 68 00 871
Mob: +44 7747 1188 68
Email: peter@citybox.ie

citybox
ADVERTISING