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# **Citybox Background**

- 10 Years Experience exclusively in Shopping Centres
- Largest mall media owner in UK & Ireland (150+ in the UK & 78 centres in Ireland)
- The best media locations available in malls Primarily centre aisle every 5 10 meters
- Unrivalled coverage, frequency & proximity
- Dual action raising awareness & driving sales
- Footfall per 2 weeks: UK 54+ million Ireland 12.5 million
- Flexible targeting, flexible posting and flexible planning suitable for all budgets
- Only medium designed specifically for Shopping Malls
- The most cost effective mall medium

**Proven sales success for music, DVD, games** 







# 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

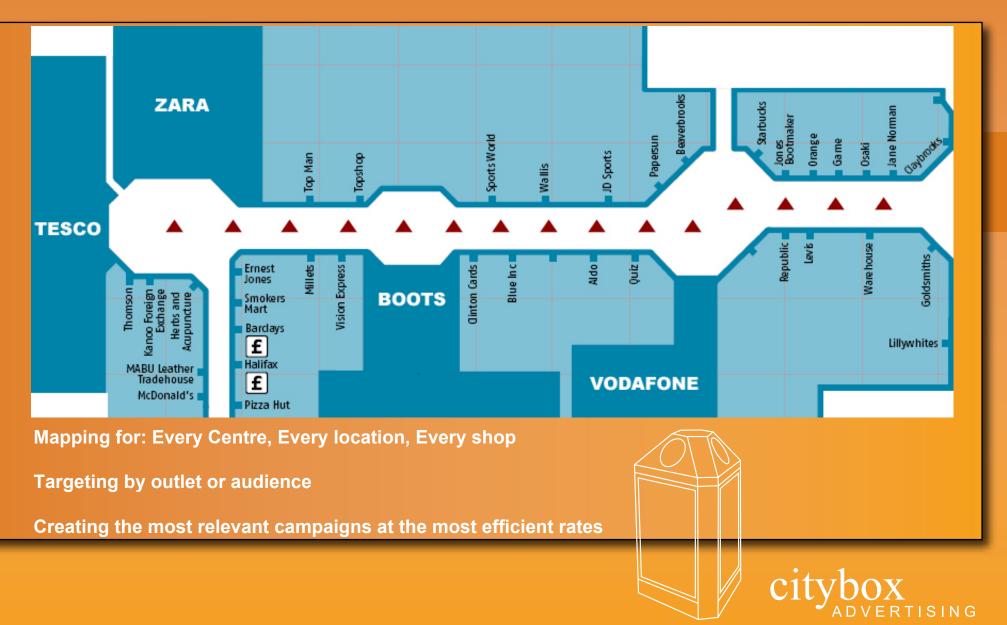








## **Bespoke Targeting**







## 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

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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



















































### citybox ADVERTISING















citybox

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