

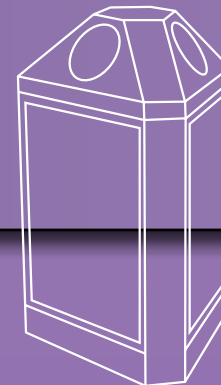
entertainment health and beauty movies fast food finance retail movies fast
tail movies fast food finance retail phones entertainment health and beauty movies entertainment
entertainment finance retail phones entertainment health and beauty movies fast food movies
movies fast food finance retail phones entertainment health and beauty entertainment health
health and beauty movies fast food finance retail phones entertainment fast food finance reta
od finance **fmcg** phones entertainment health and beauty movies fast phones entertainmen
ones entertainment health and beauty movies fast food finance retail finance retail movies fas
tail movies fast food finance retail phones entertainment health and beauty movies entertainm
entertainment finance retail phones entertainment health and beauty movies fast food movies
movies fast food finance retail phones entertainment health and beauty entertainment health
health and beauty movies fast food finance retail phones entertainment fast food finance rela
phones entertainment health and beauty movies fast food finance retail finance retail movies fas
tail movies fast food finance retail phones entertainment health and beauty movies entertainm
entertainment finance retail phones entertainment health and beauty movies fast food movies
movies fast food finance retail phones entertainment health and beauty entertainment health
health and beauty movies fast food finance retail phones entertainment fast food finance rela
phones entertainment health and beauty movies fast food finance retail finance retail movies fas
tail movies fast food finance retail phones entertainment health and beauty movies entertainm
entertainment finance retail phones entertainment health and beauty movies fast food movies
movies fast food finance retail phones entertainment health and beauty entertainment health

citybox
ADVERTISING



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



Product Support, Final Reminders, Product Sales...

citybox
ADVERTISING

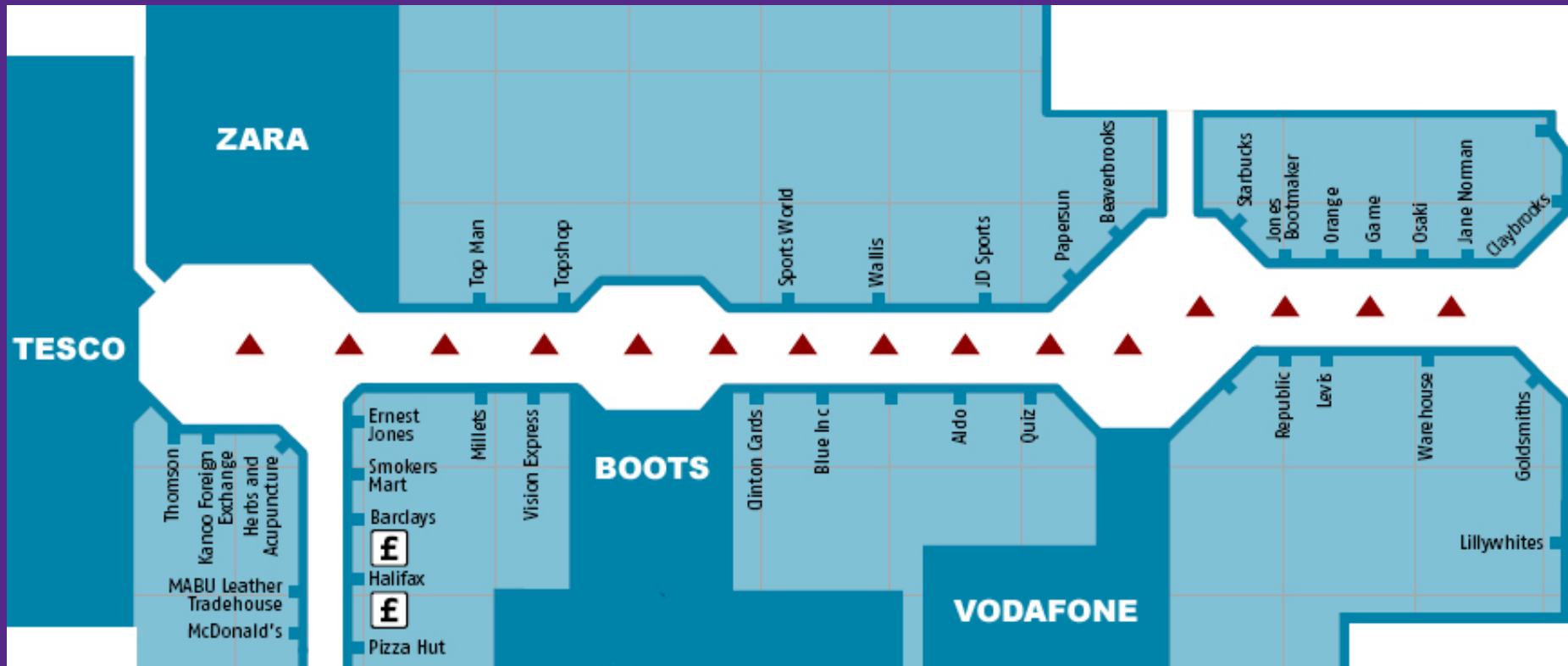


Shopping

- 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



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









Pause, then play

GET BACK IN THE GAME

































DUNNIES















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