

health and beauty

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



Fragrance to pharmacy, deodorant to dental...

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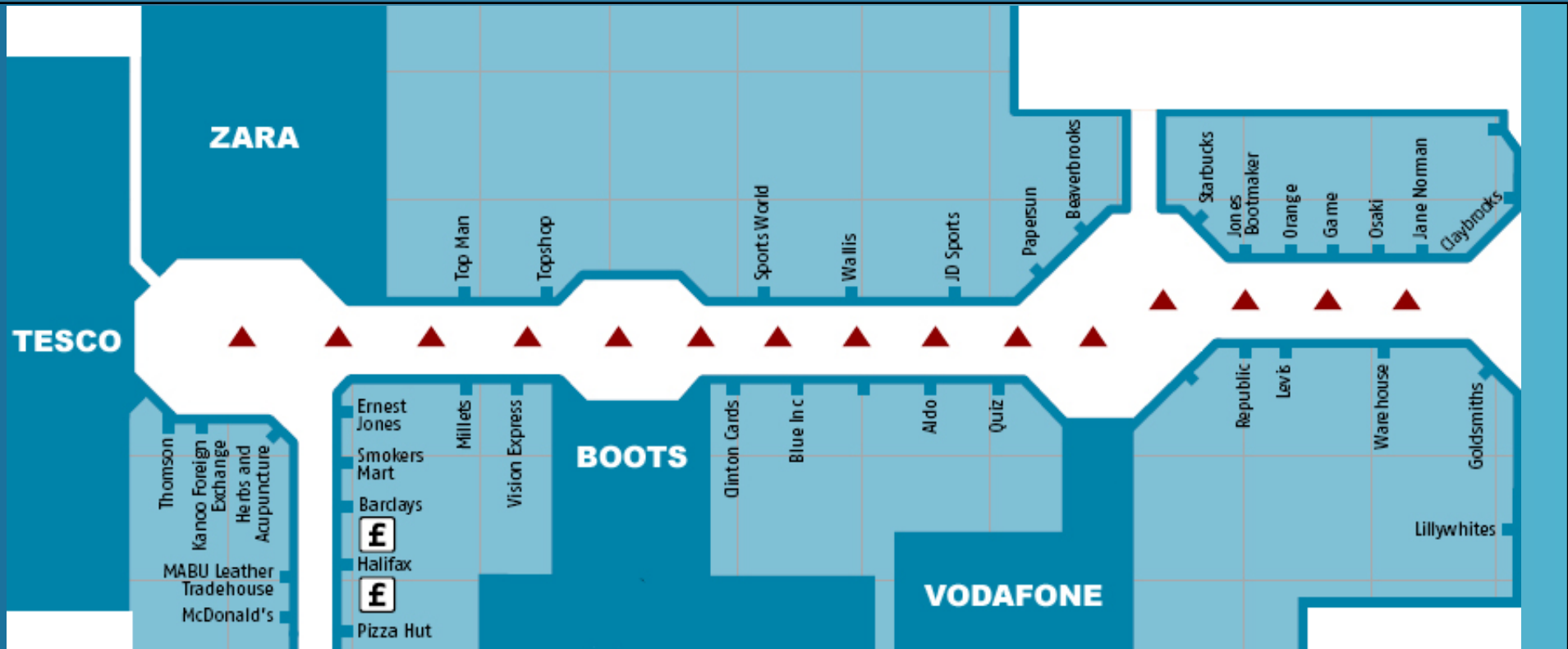
Shopping

- 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



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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









DEBENHAMS





























Wel
phan
opti
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food
baby
photo













Other Citybox Clients



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