

The UK's largest digital AV outdoor network, extending linear TV campaigns into the Out-Of-Home environment, Sampling, Experiential & Sponsorships

The Network

- Reaching **6m+** people and delivering over **23m+** impacts every month
- Reaching the **right audience** in the **right environment** at the **right time**
- Ethos of '**content & context**' driving audience awareness, engagement & response

**Right Audience, Right Content, Right Environment**

Engage audiences through – SCREEN, SAMPLING, EXPERIENTIAL & SPONSORSHIPS

**Right Audience**



ABC1 Adults



16-34's



House Persons with kids



All men

**Right Content**



Advertisement Engagement



TV Spots



Sponsorship



Sampling



Experiential

**Right Environment**



## Reporting & Accountability

- First party data
- Mobile insight – User demographic plus keyword search
- Facial recognition technology accounting for dwell time & impacts
- Audio Visual Ratings & Impact/Impression delivery
- Rich post-campaign reporting – Including hi-Res live engagement capture
- See our video case studies for yourself on Vimeo below



Mobile



Facial recognition



Beacon Data



EPOS

For Video Case studies see our Vimeo channel

