

A street scene with a large digital billboard for JD Sports, a man walking, and a child with a dog sculpture. The scene is overlaid with a red-to-purple gradient. The billboard shows a man in a blue t-shirt with the JD logo. In the background, there are signs for 'CENTRAL' and 'Good awaits'.

# The Retail Network

CONNECT WITH OVER 1 BILLION SHOPPERS EVERY YEAR

**ELONEX**<sup>TM</sup>

# Why Digital Out of Home?

## Creating unavoidable impact



Digital Out of Home is different from other media. It can't be avoided or blocked and, as more people spend more time out and about, its audiences are huge. It's a public, broadcast, medium with reach and impact. It conveys stature and authority, making brands famous and iconic.

## Driving creativity



Digital Out of Home is the ultimate creative medium. It offers unavoidable impact and memorability, and provides advertisers and agencies with a wealth of creative opportunities. Time-sensitive, location-specific, multi-creative, contextual and other dynamic messaging triggers provide advertisers with new creative opportunities to engage with an even more defined audience.

## Provoking action

Post Covid, as consumers spend more time out and about, they are completely exposed to Digital Out of Home advertising. Academic studies show that when consumers are out and about, they are in an active mindset. This means they are more inclined to absorb and engage with new messages.





CONNECT WITH OVER

**1 billion shoppers**  
**every year**

ERNES JONES

RADO  
SWITZERLAND

daire's

Three

JACK & JONES

CUSTOMER SERVICES  
Here to Help

merry hill

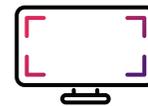




# Reach unrivalled retail audiences and directly influence buying decisions

Elonex operate a vast portfolio of digital advertising screens across the best known Shopping Centres in the UK, and perfectly position your advertising campaigns so to influence buying decisions right at the point of purchase.

Multi-format (including D6, D48 and PanVision screens) and with real time messaging, advertising on the Elonex Shopping Mall Network means you directly reach and engage with consumers as they shop, eat and play, with precise targeted campaigns built across single or multiple mall locations.



41 sites  
across  
the UK



100%  
full motion  
advertising



Drive sales  
right at the point  
of purchase

# All mapped out

- 1 Bullring Birmingham | B5 4BU 6 x PanVision
- 2 Four Oaks | Sutton Coldfield, B74 2UG 2 x D6s
- 3 Birmingham Lights | City Centre, B4 6SX 2 x D48s 1 x D96
- 4 Merry Hill | Brierley Hill DY5 1QX 2 x D48s
- 5 Coventry City Centre | Coventry, CV1 1JD 1 x D48
- 6 Highcross Leicester | Leicestershire, LE1 4AN 2 x PanVision
- 7 Mander Centre | Wolverhampton, WV1 3NH 8 x D6s 3 x PanVision
- 8 The Telford Centre | Telford, TF3 4BX 2 x PanVision
- 9 Fosse Park | Leicester, LE19 1HY 14 x D6s
- 10 The Hildreds Centre | Skegness, PE25 3NR 1 x D6
- 11 Rushden Lakes | Rushden, NN10 6FH 10 x D6s
- 12 Derbion, Derby | Derby, DE1 2PL 4 x PanVision
- 13 Arndale Manchester | M4 3AQ 4 x PanVision
- 14 Quayside Media City | Manchester, M50 3AH 10 x D6s
- 15 Solihull Retail Park | Solihull, B90 4LD 9 x D6s
- 16 Golden Square | Warrington, WA1 1QB 1 x PanVision
- 17 County Oak Retail Park | Crawley, RH11 7XN 10 x D6s
- 18 Arndale Morecambe Bay | Lancaster, LA4 5DH 4 x D6s
- 19 Luton Retail Park | Luton, LU1 3JH 14 x D6s
- 20 Frenchgate | Doncaster, DN1 1SW 1 x D48
- 21 Prospect Centre | Hull, HU2 8PP 4 x D6s
- 22 Promenades Shopping | Bridlington, YO15 2PY 2 x D6s
- 23 Grosvenor Shopping | Northampton, NN1 2EW 4 x D6s
- 24 Gloucester Quays | Gloucestershire, GL1 5SH 10 x D6s
- 25 The Square | Camberley, GU15 3SL 1 x D48
- 26 Mercury Shopping Centre | Romford, RM1 3EE 4 x D6s
- 27 Grays Shopping Centre | Grays, RM17 6QE 4 x D6s
- 28 The Beacon Centre | North Shields, NE29 6QF 2 x D6s
- 29 Priory Meadow Shopping | Hastings, TN34 1PH 4 x D6s
- 30 St Elli Shopping Centre | Llanelli, SA15 1SH 1 x D6
- 31 Merlin's Walk | Carmarthen, SA31 3BN 2 x D6s
- 32 Eastgate Shopping Centre | Gloucester, GL1 1PA 4 x D6s
- 33 Marlands Centre | Southampton, SO14 7SJ 4 x D6s
- 34 The Forum | Wallsend, NE28 8JN 4 x D6s
- 35 Hillstreet | Middlesbrough, TS1 1SU 1 x D6
- 36 Cornmill Centre | Darlington, DL1 1NH 5 x D6s
- 37 The Avenue | Newton Mearns, G77 6AA 4 x D6s
- 38 The Piazza | Glasgow, PA1 1EL 2 x D6s
- 39 Burns Mall | Kilmarnock, KA1 1LT 2 x D6s
- 40 Lower Precinct | Coventry, CV1 1NQ 4 x D6s
- 41 Durham Town Centre | Durham, DH1 4SL 2 x D6s

x2 = number of screens





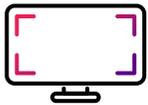
# PANVISION

Designed to dominate retail settings, PanVision screens are super-sized and dual-sided to engage consumers as they shop and enjoy leisure time.



# Premium advertising in the UK's most successful shopping destinations

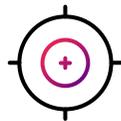
Dominate some of the UK's most successful shopping destinations and reach huge footfall by advertising on the Elonex PanVision Network. Large format (D96) and dual-sided, PanVision screens are designed to present premium advertising opportunities, deliver unmissable messaging and guarantee advertisers really stand out from the crowd!



21 premium  
advertising  
screens



100%  
full motion  
advertising



Drive sales  
right at the point  
of purchase

including:

- Birmingham Bullring
- Mander Centre
- Highcross Leicester
- Arndale Manchester
- Telford Centre
- Derbion Derby





# retail parks

Target big audience numbers as consumers enjoy the convenience and variety of UK retail parks.





Build national packages or target specific areas



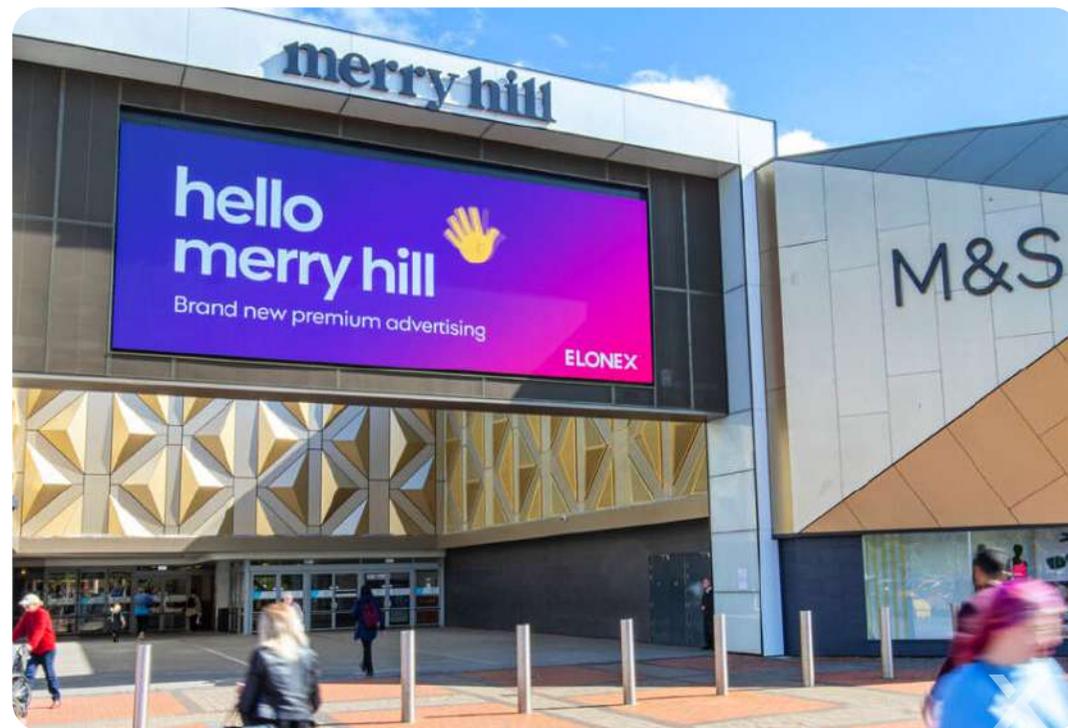
Delivering high impact messaging



Strategically placed across the UK's most popular retail destinations



Designed to dominate retail settings





**ELONEX™**

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