

A billboard advertisement for the Ford Mustang Mach-E. The billboard features the text "WATCH ME" in large, bold, white letters at the top. Below the text is a photograph of a red Ford Mustang Mach-E driving on a road. The billboard is set against a background of trees and a clear sky.

# Motorway Service Area Advertising

Nationwide D48 advertising network

The logo for ELONEX, featuring the word "ELONEX" in a bold, white, uppercase, sans-serif font, with a small "TM" trademark symbol to the right of the "X".

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

# Connect with a 52 Million Footfall & 38.5 Million Car Turn Ins Every Year

Reach big audiences and achieve unrivalled brand visibility on the UK's most powerful Motorway Service Area (MSA) Digital Advertising Network

**Located in a unique environment**, the Elonex MSA advertising network features 29 external Digital 48 sheet screens.

So, with over a third of all UK traffic on motorways at any one time, with MSA's playing a crucial role in all journey types, and with audience profiles **clearly defined** by time of day and final destination - book the Elonex MSA advertising network as an instant national campaign or alternatively to target specific geographical areas, and position your brand where fully engaged consumers can't fail to see.



100%  
Full Motion



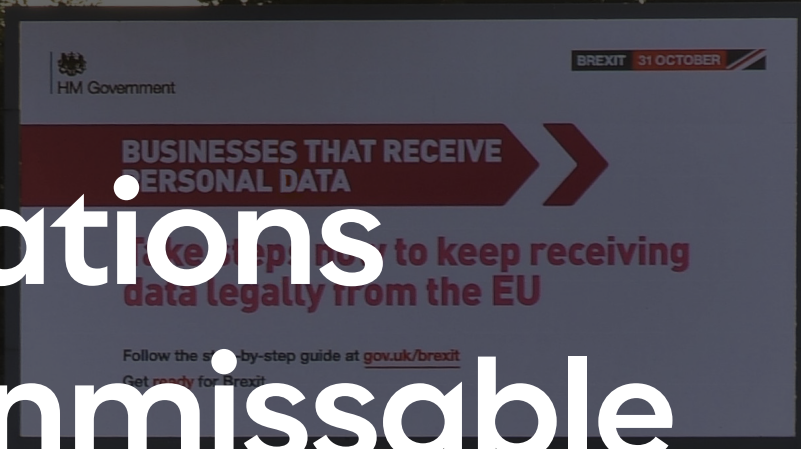
Precise  
Targeting



29 sites  
across the UK



# 29 locations featuring unmissable D48 advertising screens





# the Roadchef story

Roadchef is one of Britain's leading roadside service area businesses, operating at 29 Motorway and Major Trunk Road Service Area locations covering the length and breadth of the country. Roadchef has been serving the needs of the travelling public for over 40 years, during which time it has been at the forefront innovation in its sector.

Roadchef operate an impressive portfolio of leading high street catering, retail and hospitality brands including McDonald's, Costa Coffee, LEON, WHSmith, SPAR and Days Inn, as well as in-house catering brand Fresh Food Cafè.

Famously, Roadchef is the proud owner and operator of Roadchef Watford Gap, the first and most iconic MSA in the UK, which opened its doors on 2nd November 1959.

# about Roadchef

The world's  
biggest  
**COSTA**  
concession

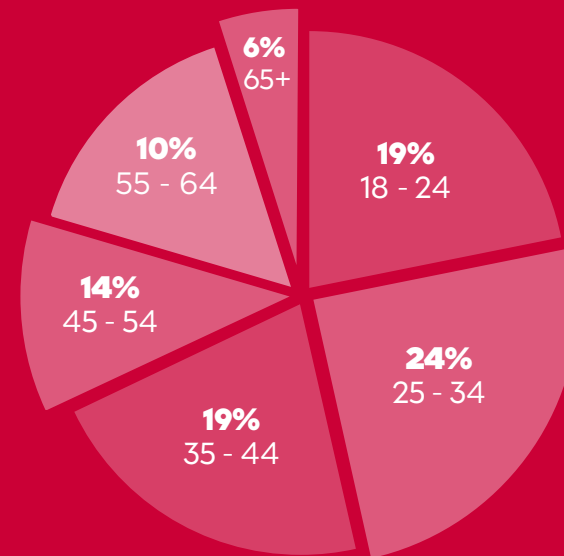
695 Hotel  
Rooms



EV charging  
points **across**  
**all sites**



**98,210** sqft of Catering  
**40,924** sqft of Retail  
**14,800** sqft of Grocery



**63% male**  
footfall  
**37% female**  
footfall



footfall of  
**52 million**  
each year



**38.5 million**  
car turn ins  
every year



HGV / Haulier  
Overnight Parking  
**Consistently Full**



The **only corporate**  
**franchise** partner for  
McDonald's in the UK

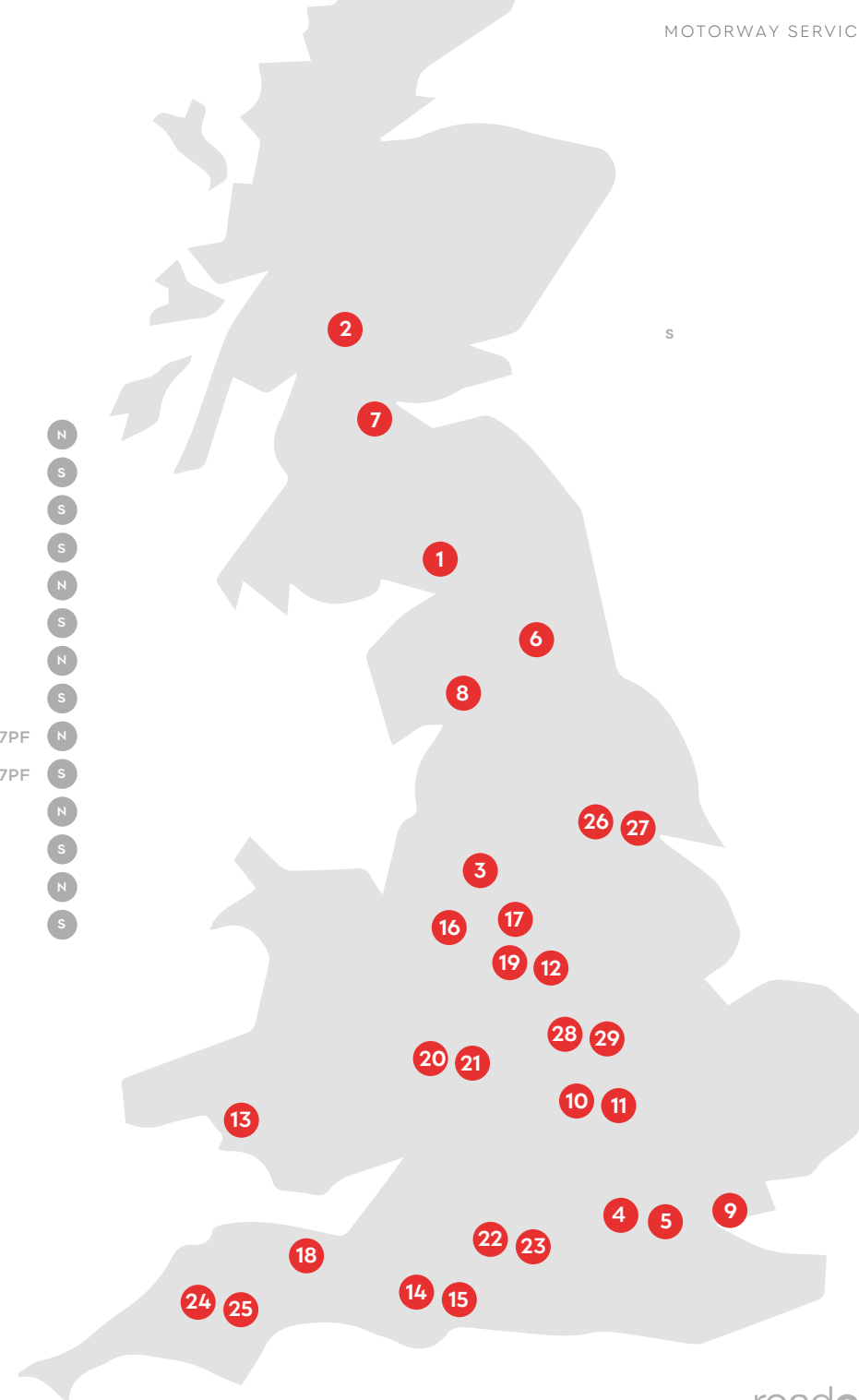
# all mapped out

<b>1</b> Annadale Water A74 (M)(J16)   DG11 1HD	(N/S)	<b>16</b> Sandbach M6 (J16/17)   CW11 2FZ	(N)
<b>2</b> Bothwell M74 (J4/5)   G71 8BG	(S)	<b>17</b> Sandbach M6 (J16/17)   CW11 2FZ	(S)
<b>3</b> Chester M56 (J14)   CH2 4QZ	(S)	<b>18</b> Sedgemoor M5 (J21/22)   BS26 2UF	(S)
<b>4</b> Clacket Lane M25 (J5/6)   TN16 2ER	(N)	<b>19</b> Stafford M6 (J14/15)   ST15 OXE	(S)
<b>5</b> Clacket Lane M25 (J5/6)   TN16 2ER	(S)	<b>20</b> Strensham M5 (J7/8)   WR8 0BZ	(N)
<b>6</b> Durham A1 (M)(J61/A177)   DH6 5NP	(N/S)	<b>21</b> Strensham M5 (J7/8)   WR8 0BZ	(S)
<b>7</b> Hamilton M74 (J6/5)   ML3 6JW	(N)	<b>22</b> Sutton Scotney A34   SO21 3JY	(N)
<b>8</b> Killington Lake M6 (J36/37)   LA8 ONW	(S)	<b>23</b> Sutton Scotney A34   SO21 3JY	(S)
<b>9</b> Maidstone M20 (J8)   ME17 1SS	(N/S)	<b>24</b> Taunton Deane M5 (J25/26)   TA3 7PF	(N)
<b>10</b> Northampton M1 (J15A)   NN4 9QY	(N)	<b>25</b> Taunton Deane M5 (J25/26)   TA3 7PF	(S)
<b>11</b> Northampton M1 (J15A)   NN4 9QY	(S)	<b>26</b> Tibshelf M1 (J28/29)   DE55 5TZ	(N)
<b>12</b> Norton Canes M6 Toll (J6/7)   WS11 9UX	(N/S)	<b>27</b> Tibshelf M1 (J28/29)   DE55 5TZ	(S)
<b>13</b> Pont Abraham M6 Toll (J6/7)   SA4 0FU	(N/S)	<b>28</b> Watford Gap M1 (J16/17)   NN6 7UZ	(N)
<b>14</b> Rownhams M27 (J7/8)   SO16 8AP	(N)	<b>29</b> Watford Gap M1 (J16/17)   NN6 7UZ	(S)
<b>15</b> Rownhams M27 (J7/8)   SO16 8AP	(S)		

(N/S) Northbound & Southbound

(N) Northbound

(S) Southbound



# home to big brands

COSTA Drive Thru's prove extremely popular, especially with commuters who may not utilise main building services



UK MOTORWAY SERVICE AREAS

# the audience



MSAs deliver core audience groups for advertisers





## UK MOTORWAY SERVICE AREAS

# the facts

- MSAs are a place to relax and recharge
- Average dwell time is **20 minutes** (based on a 90-minute journey time) and longer if EV charging
- MSAs are home to **major retail** and hospitality brands
- Annual non-fuel spend at MSAs is in excess of **£3 billion**
- An AB audience accounts for **a third of all MSA visitors**
- 57% of families visiting MSAs are ABC1
- MSA visitors have 42% **more household disposable income** than average
- EV owners are **8 times more likely** to visit MSAs
- 80% of MSA visitors consume some form of sports media, compared to 67% in the UK
- Total annual UK motorway journeys: **896,000,000**
- Total annual UK motorway miles driven: **68 billion**









## UK MOTORWAY SERVICE AREAS

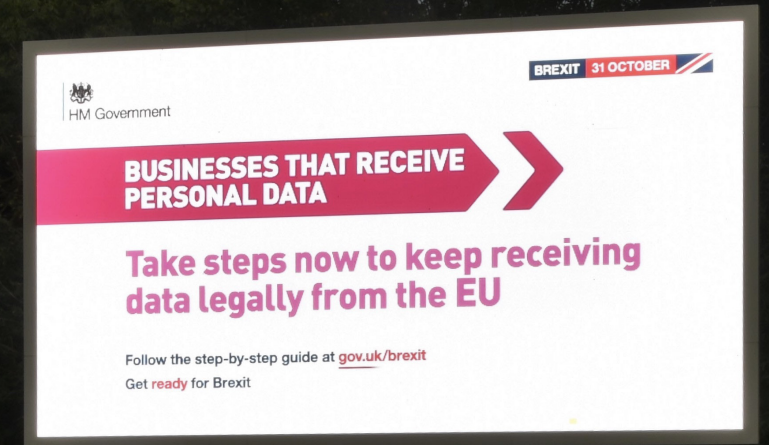
# measuring audiences

s

- Routes methodology does not capture the MSA audience accurately
- Route is not effective in measuring leisure journeys, which make up 65% of our audience
- Route fails to capture seasonality and peaks during the key long weekends and school holiday periods
- Route does not factor in the dwell time in excess of 20 minutes
- Elonex is working with Route and various third parties, and funding research to fix these problems in order to provide accurate MSA audience figures and impact delivery

# D48 screen specifications

-  **SCREEN SIZE:** 6m x 3.2m
-  **DIMENSIONS:** 720 x 384 pixels
-  **FILE FORMAT:** JPEG / PNG / MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Digital, full animation
-  **FILE COMPRESSION FORMAT:** .zip





**WATCH  
ME**

ALL-ELECTRIC FORD MUSTANG MACH-E

*Ford*

**ELONEX™**

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