

# Banners

Our banner network delivers scale and stature through a large-format creative canvas in the direct eyeline of consumers.

Situated in high traffic areas in the UK's most prestigious retail destinations, our banners create impact through size and creative flexibility.

## KEY STATISTICS

- 28 million impacts each fortnight (source: Route 28.01)
- 15 million ABC1 impacts every two weeks (source: Route 28.01)
- 10 million 15 – 34 year-old impacts every two weeks (source: Route 28.01)
- our banners measure 5 metres by 3 metres
- classic brand-building with 100% share of voice
- a quarter of retail destination visitors say ads help them choose what to buy (source: TGI 2017 Q4)





# Features



## COMPLEMENTARY

Our banners are in pro to a 48 sheet



## CREATIVE SCOPE

Bring your suspended media to life with a 3D special build and box banners



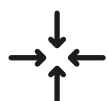
## FLEXIBILITY

These sites can be used portrait or landscape to suit your creative



## LONG LINE OF SIGHT

Suspended banners ensure your campaign is seen more easily



## IMPACT

100% SOV, size and location creates impact

