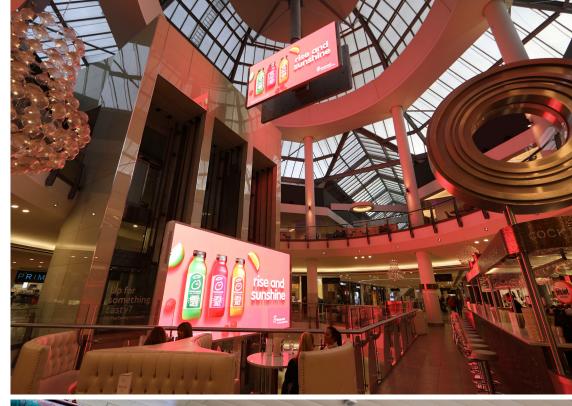
# **Orbit**

Orbit delivers the highest average individual screen impacts in the retail environment. Orbit is a large format, spot-based digital network. Sites are positioned prominently and use the latest technology, creating one of the market's most eye-catching advertising platforms that benefits from full audio and HD displays.

#### **KEY STATISTICS**

- 6.7 million impacts each fortnight (source: Route 28.01)
- 3.4 million ABC1 impacts every two weeks (source: Route 28.01)
- 2.8 million 15 34 year-old impacts every two weeks (source: Route 28.01)
- The best share of voice available to the market 1 in 4
- Screens range from 5m x 3m to 7m x 4m, the largest screen size in the UK retail environment
- Designed to be seen and heard: 58% of shoppers say that sound attracts their attention





## **Features**



## **COMPLEMENTARY**

A perfect creative fit for classic 48 sheet billboard advertisers



## **PERSUASIVE**

Almost a third of visitors say that ads help their purchasing decisions



## **LASTING IMPRESSION**

Three in five visitors said they had seen ads on digital screens



## **SOUND**

Attract consumer attention with full zonal sound - unique to Orbit



## **CINEMATIC**

High definition landscape screens that make you look



