

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

