

Panoramic

Our Panoramic product is the largest standard advertising format available in the UK retail environment.

Panoramic formats are located in the busiest central atria in three handpicked UK destinations. Their sheer size, elevation and quality make them the ideal platform to create brand fame and talkability.

KEY STATISTICS

- 4 million impacts each fortnight (source: Route 28.01)
- 2.3 million ABC1 impacts every two weeks (source: Route 28.01)
- 1.4 million 15 – 34 year old impacts every two weeks (source: Route 28.01)
- Visible from every level in the eyeline of each visitor
- Elevation ensures that your brand is seen above the audience traffic
- A creative canvas that measures up to 2,000 square feet



Features



LASTING IMPRESSION

Iconic sites stand out and leave a lasting impression



CREATIVE SCOPE

Use different vinyl effects to make your Panoramic even more eye-catching



DIVERSE AUDIENCE

Almost every mall goer in a Panoramic mall will see these sites



LONG LINE OF SIGHT

More chances to view

