positive media marketing

“How often would you stare at a newspaper advert – never! I like washroom advertising because its 100% captive!”

Rick Hans, Marketing Manager, South East Essex College

Call **now!** 01603 394959

MEDIA PACK

Shopping Centre Washroom Poster Sites

...where smart advertisers spend their pennies!

Introduction

Established since 1996 and based in Norwich, we are passionate, honest poster advertising experts!

Being a small company, we charge less and give you more!

1/ Better returns: You will spend less money reaching more people because our Shopping Centres have massive footfalls (thousands everyday)

2/ Better value: Fact; our 'cost per thousand' is better than our competition so you get more for your money!

3/ Better service: For proof of how efficient and friendly we are, *please see our case studies and testimonial pages on our website positivemediamarketing.co.uk*

Poster Storyboard…

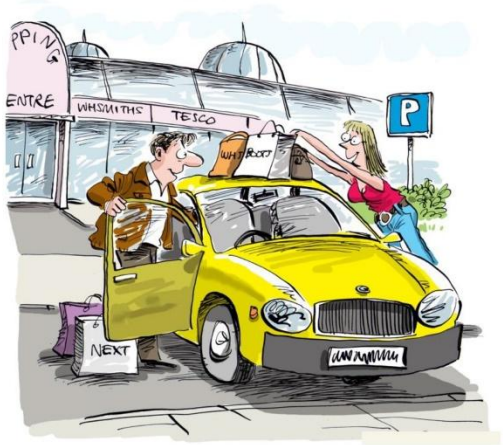
Parking outside the centre

Going In!

Grabbing Something to eat!

Seeing our posters!

Unmissable above the urinals!



Going home happy!

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"Within the first 2-3 weeks, we have already noticed Sales and Service enquiries who have mentioned the posters"

Matthew Howarth, Group Marketing Executive, Keighley Kia & Mazda

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Media

- ✓ A3 Posters in totally captive positions...*so your message is guaranteed to be read!*
- ✓ True gender targeting…*reach exactly who you want!*
- ✓ Huge dwell times…55 seconds; gents and 105 seconds; ladies…*effective if you have lots of information to get over!*

OUR 'X' FACTOR

Washroom (toilet) posters are highly effective because they have to be read!

Frame Locations

In both ladies and gents toilets above the hand dryers
...high-vis!

On the back of ladies cubicle doors
...very captive!

Above the gents urinals
...unmissable!

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“…have had customers mentioning to us that they saw the ads”
Cian O'Regan, Inbound Marketing Manager Solvotrin Therapeutics – Active Iron

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Shopping Centres

You can promote your business in some of the busiest Shopping Centres in the U.K. :-

- ✓ Over 30 Malls with a combined total of over 4 million shoppers every week
- ✓ Regional and local shopping centres
- ✓ Located at the heart of local communities and our poster sites are visible seven days a week targeting people in a receptive frame of mind

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“ ...we’ve had an excellent response and the posters look great. We are really happy with the service we have received ”

Kirsty Rough, Marketing Officer, Mercury Theatre Colchester

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Shopping Centre Shopper Demographics

Social Class
ABC1 60%

Age Range
16-44 years 67%

Gender
Male 33%,
Women 67%

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"...the media really works – a client recently received a direct response to their posters almost instantly."

Emma Ward, Client Relationship Director, MJD Consultancy Ltd. Agency for Colchester Institute

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Proof our posters work!*

- ✓ 57% of people noticed the poster sites
- ✓ 56% recalled the campaign advertised
- ✓ 50% intend to follow up

* Survey carried out by the R.O.I. team at the Oxford Street Plaza Shopping Centre London for The West End Skills Shop campaign

Specification

- A3 Portrait 297mm (Wide) x 420mm (High)
- Safe copy area: 262mm (Wide) x 385mm (High)
- Paper weight: 170gsm (recommended)
- Quantity: Campaign plus spare(s)
- Artwork Format: 300 dpi, cmyk in pdf or jpeg. Please provide posters without print trim lines.
- Delivery: Positive Media Marketing offices - ten working days before campaign start date

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"...seen an increase in telephone queries and have even had people make a beeline for the park after seeing the posters!"

Fiona Paterson, Marketing Manager, Wildwood Trust

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Who uses this Media?

- Attractions
- Car Dealers
- Charities

- Cosmetics & Toiletries
- Finance
- Government

- Primary Care Trust
- Private hospitals
- Property

- Retailers
- Travel

& too many others to list!

Interested?

Step 1
Please contact me…

Step 2
Please let me know which centre(s) are of interest & when you might want to start…

Step 3
Let me check availability and give you a quote!

Please call Mr. Positive, Simon Grant on ***07803 850 300***

simon.grant@positivemediamarketing.co.uk

Positive Media Marketing Limited, Media House, 63 Thorpe Rd, Norwich NR1 1UD

www. positivemediamarketing.co.uk

The 30-Day Results Promise: If within 30 days of this proven advertising, you believe you haven't increased your sales, awareness or enquiries massively, simply let us know and we will work with you on a new concept and compile new design FREE OF CHARGE.

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"We've had some very positive feedback on our posters in the Waterside"
Julie Ellerby, Marketing Manager, Lincoln Performing Arts Centre

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Keep your mind positive at all times…
Interpret things in a positive way!

30 EST. OVER 30 YEARS ESTABLISHED IN 1991

Positive Media Marketing Limited, Media House, Thorpe Road, Norwich NR1 1UD

www. positivemediamarketing.co.uk