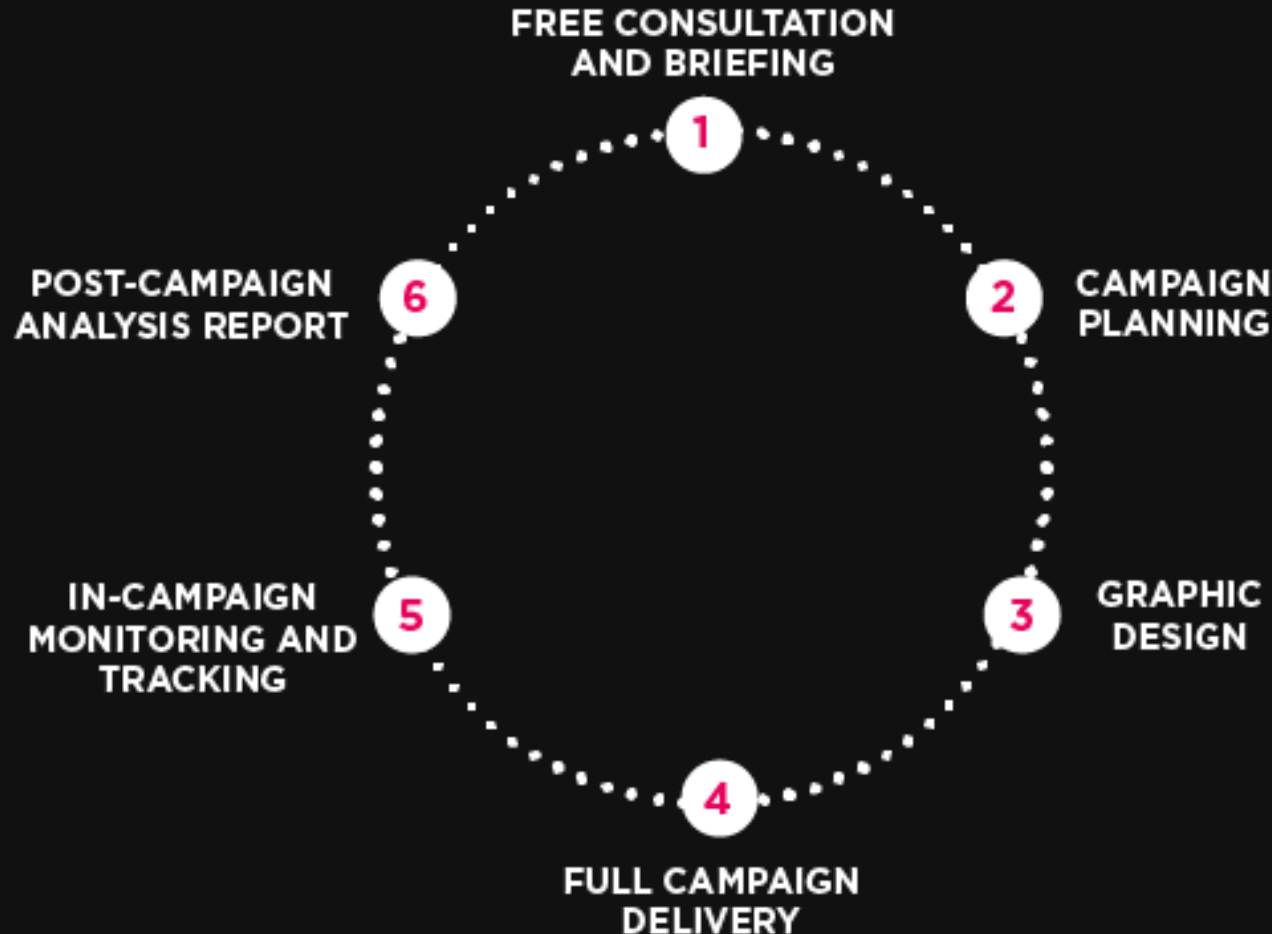


# RETAIL ADVERTISING

# THE PLANNING PROCESS.

We tailor each campaign to suit your brief, and will assist you from the start, right through to post-campaign analysis.



## RETAIL.

Our Retail network is ideal for reaching a wide audience. We have a large presence of D6's in shopping centers across Wales, such as Newport, Caerphilly, Bangor and Colwyn Bay.

### Network Features

- 📍 High footfall areas with engaging audiences from all regions.
- 📍 Target consumers who are already in the purchasing mindset.
- 📍 Regular exposure to frequent shoppers can build brand awareness.



# FRIARS WALK - NEWPORT

With a population of 159,600 (Census 2021), Newport is the third-largest and fastest growing authority with city status in Wales.

Friars Walk is Newport's major shopping and entertainment hub. The centre is home to, and in close proximity to, restaurants such as TGI Friday's and Las Iguanas and retail shops Boots, Pandora, River Island and Primark. The centre is also a short walk to the newly developed Newport Market.

## Network Features

- 📍 Retail and entertainment hub for Newport City Centre.
- 📍 Footfall of 200,000 per week.
- 📍 Network of D6's.





# CASTLE COURT - CAERPHILLY

We have two D6 sheets located in the Castle Court Shopping Centre. Almost thirty high street names all in one place and situated in the middle of Caerphilly town centre, it's a great opportunity to capture the attention of shoppers.

## Features

- 📍 Busy shopping centre and throughfare.
- 📍 Estimated footfall 90,000 people per week.
- 📍 Video copy enabled.





# ABERAFAN CENTRE – PORT TALBOT

Our two double-sided D6 sheets at Aberafan Shopping Centre present an opportunity to reach a large audience. The centre is home to national brands, the county library as well as being a busy throughfare for bus station passengers.

## Features

- 📍 Busy shopping centre and throughfare.
- 📍 Estimated footfall 108,930 people per week.
- 📍 Video copy enabled.

**ROUTE**





# ST ELLI CENTRE - LLANELLI

Located in Llanelli town centre, St Elli shopping centre has a large catchment area. There are over 46,000 people living in a 10-minute drive and it has an average dwell time of 56 minutes.

Anchored by a large Asda supermarket, the centre also houses national brands such as Greggs, Poundland, Sports Direct and Principality Building Society, as well as local stores.

## Features

- 📍 Busy shopping centre and throughfare.
- 📍 Estimated footfall 129,019 people per week.
- 📍 Two D6 sheets.



# DEINIOL CENTRE - BANGOR

A busy shopping centre right on the high street and steps away from the bus station, Deiniol Centre guarantees your brand grabbing the spotlight from countless passersby.

It caters to both residents and visitors, with brands including Specsavers, EE, Subway, Iceland and H.Samuel.

Our inventory in the centre includes two wall-mounted digital 4-sheets (D4s) and a digital 6-sheet (D6), these screens can display static and full motion copy.

## Features

- 📍 Busy shopping centre and throughfare.
- 📍 Estimated footfall 41,678 people per week.
- 📍 D6 & D4 sheets.

**ROUTE**





# BAY VIEW CENTRE – COLWYN BAY

Showcase your message to locals and tourists on our wall mounted D6 screen at the Bay View Shopping Centre in Colwyn Bay. It's situated at the entrance of the popular and high footfall area.

## Features

- 📍 Busy shopping centre and throughfare.
- 📍 Estimated footfall 70,000 people per week.
- 📍 D6 sheet, wall mounted.



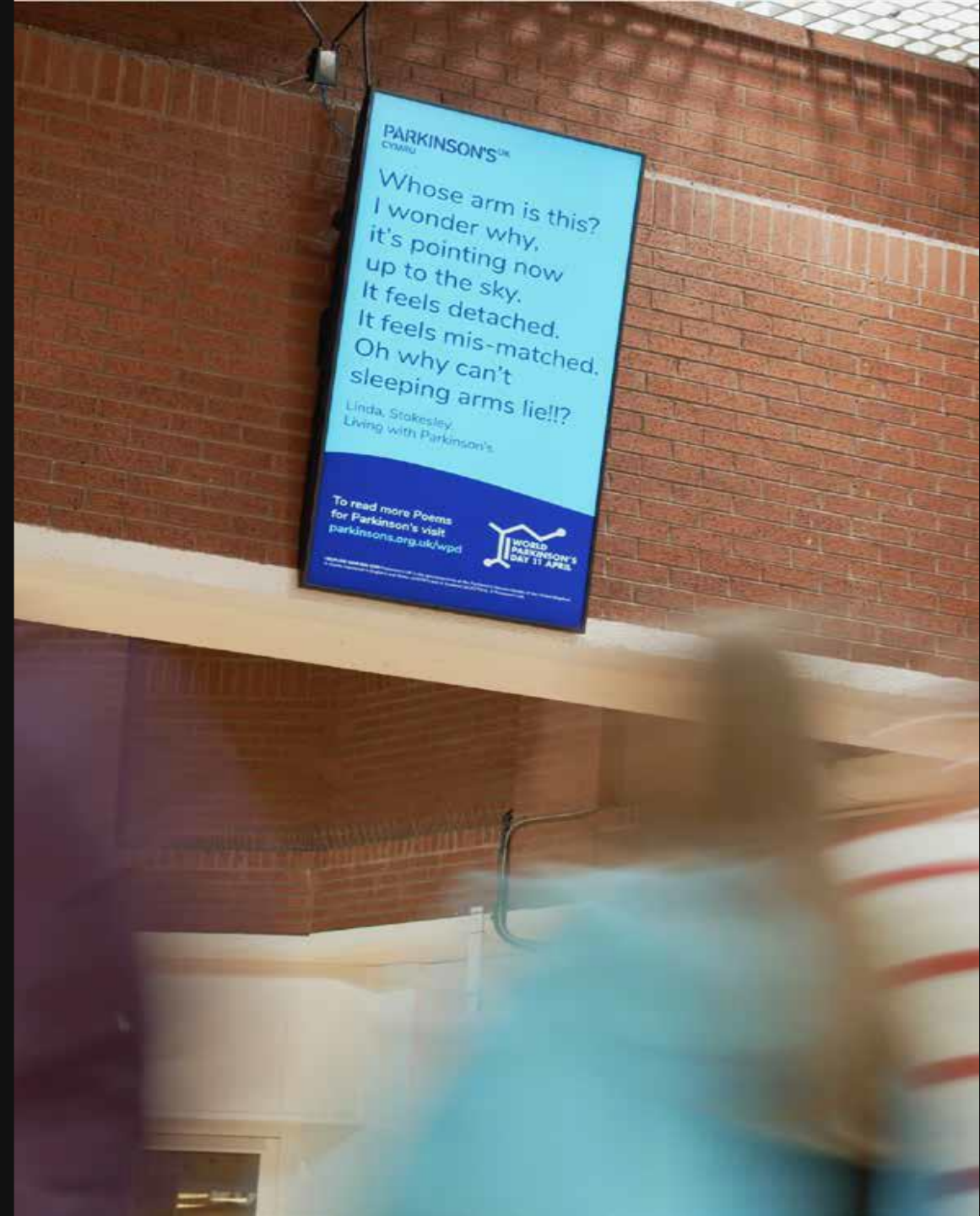
# WHITEROSE CENTRE – RHYL

Have your message displayed to locals and tourists on our D6 sheet at the White Rose shopping centre. It's strategically located at the entrance of the high traffic area, ensuring maximum visibility for your advertisement.

Our inventory in the centre includes three wall-mounted digital 4-sheets (D4s) and two digital 6-sheets (D6s). These screens can display static and full motion copy.

## Features

- 📍 Busy shopping centre and throughfare.
- 📍 Estimated footfall 160,827 people per week.
- 📍 X2 D6 sheets.





**#RIGHTROUTE**

**ROUTE**