boomerang

Shopping Mall Media

2026 Media Kit

Shopping Mall Media

Influence the final purchasing decision

Shopping Malls

The Marketplace

- **Value:** A staggering **27%** of all sales in the UK retail market are still made in a shopping centre

- **Lifestyle Destination:** No longer 'just' shopping malls, many centres are now lifestyle destinations, offering a place to shop, eat & relax; operators are creating compelling experiences for shoppers to visit more often & stay

- **Reach:** **13%** of the UK adult population visit a shopping mall each week, whilst over **50%** of UK shoppers visit a shopping centre every 2 weeks

Source: The Shopping Centre Hub/Intu

Shopping Malls

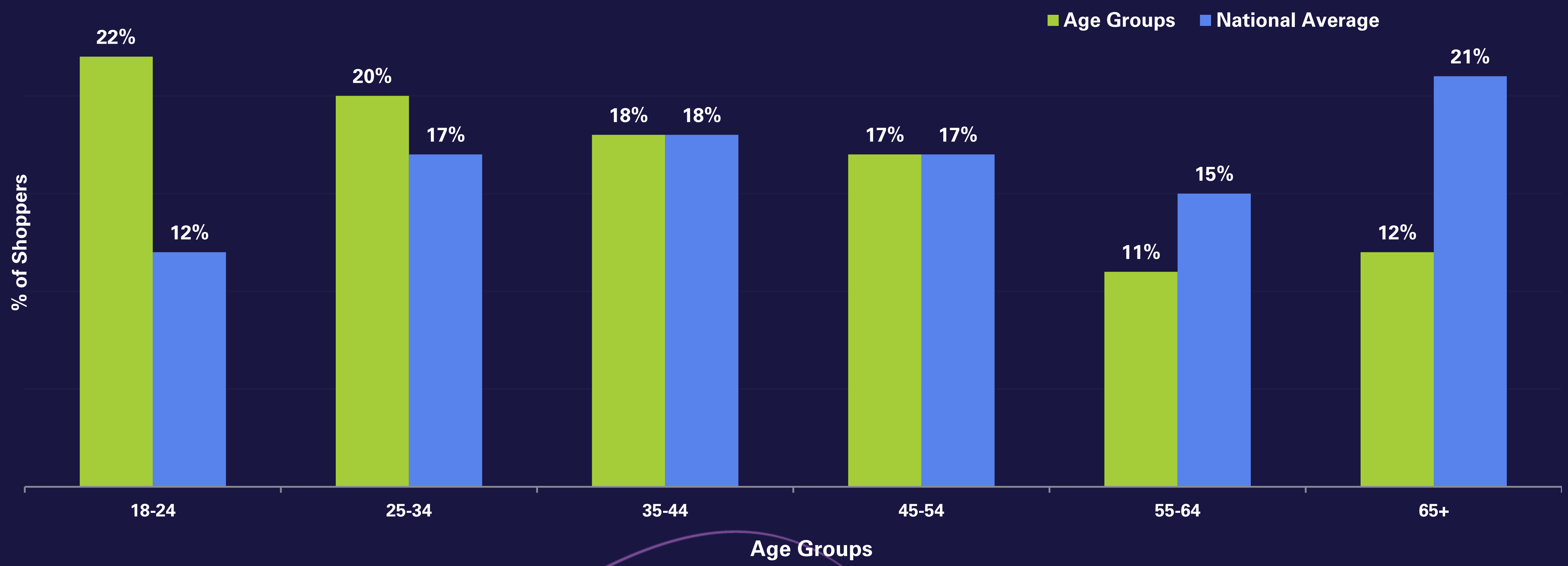
Audience Groups & Planning Insights

boomerang

Gen Z & Millennials

Key Audiences

A wide spread of age ranges visit a shopping mall each week, although Gen Z & Millennials (18-44s) over index against the UK population, whilst those aged 55+ under index



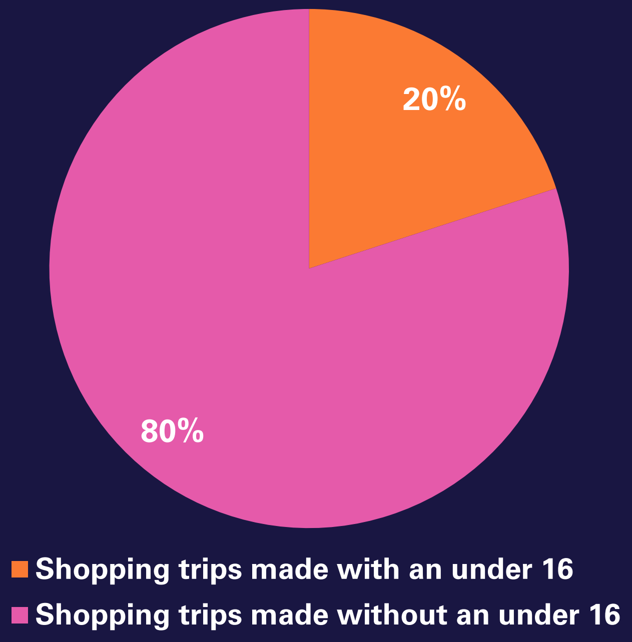
Source: TGI/ONS

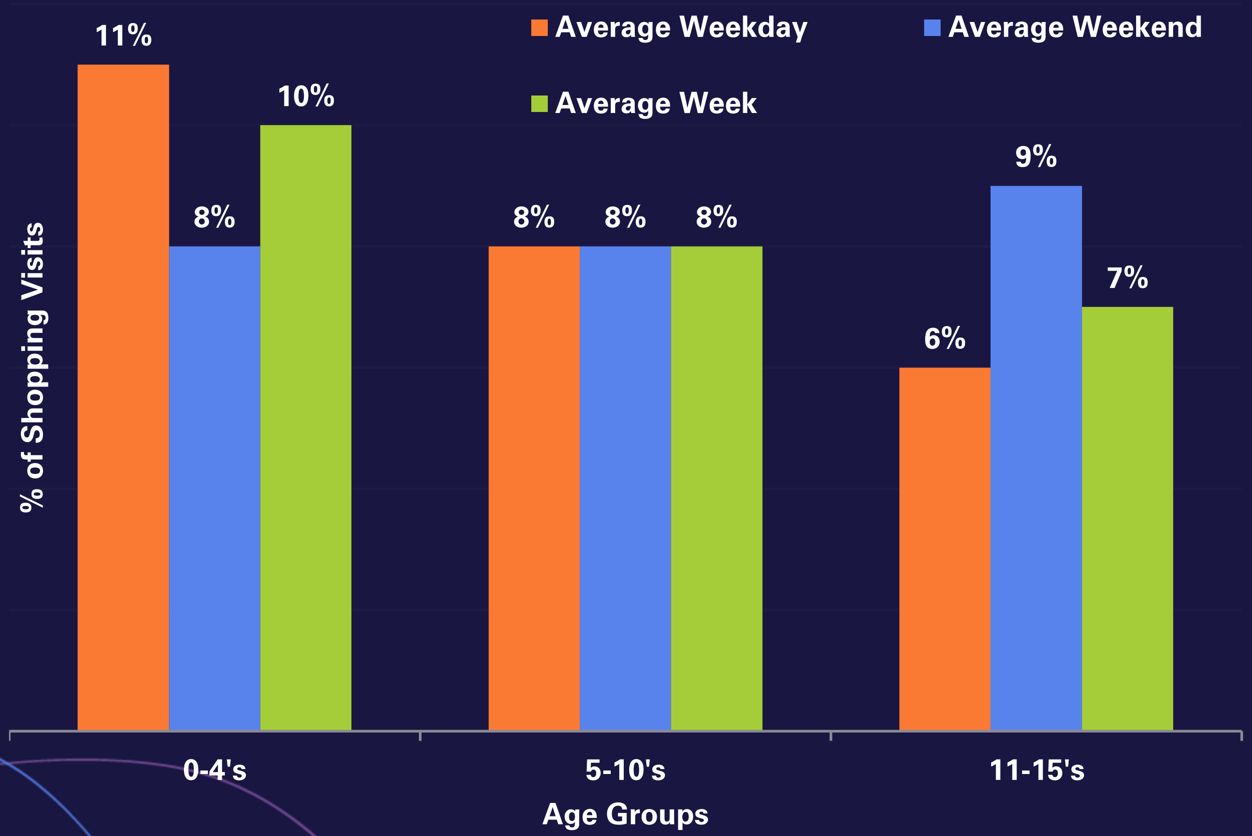
boomerang

Active Families

Key Audiences

20% of adult shopping trips are made with a child under the age of 16;
the average number of children a parent visits with per trip is 1.3





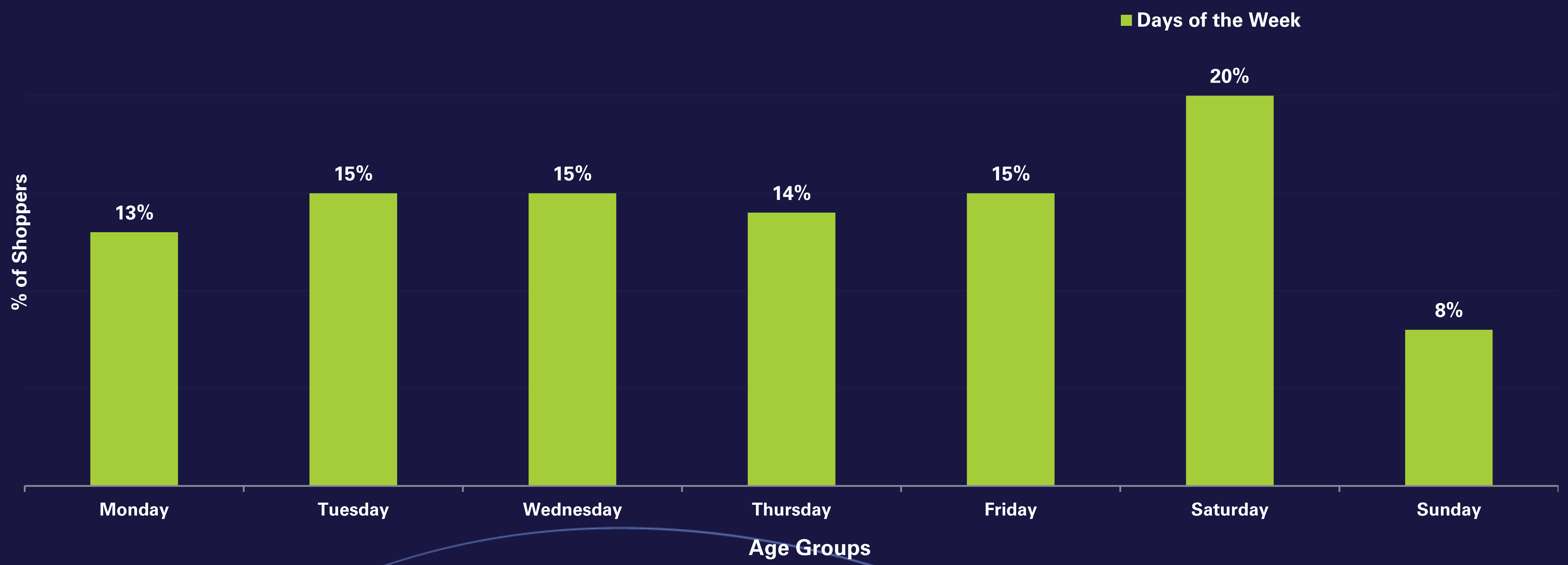
Source: TGI

boomerang

Footfall by Day

Planning Insights

Unsurprisingly, Saturday is the most popular day of the week for shoppers, representing 20% of the total footfall, whilst midweek footfall is consistent at 12%-15%

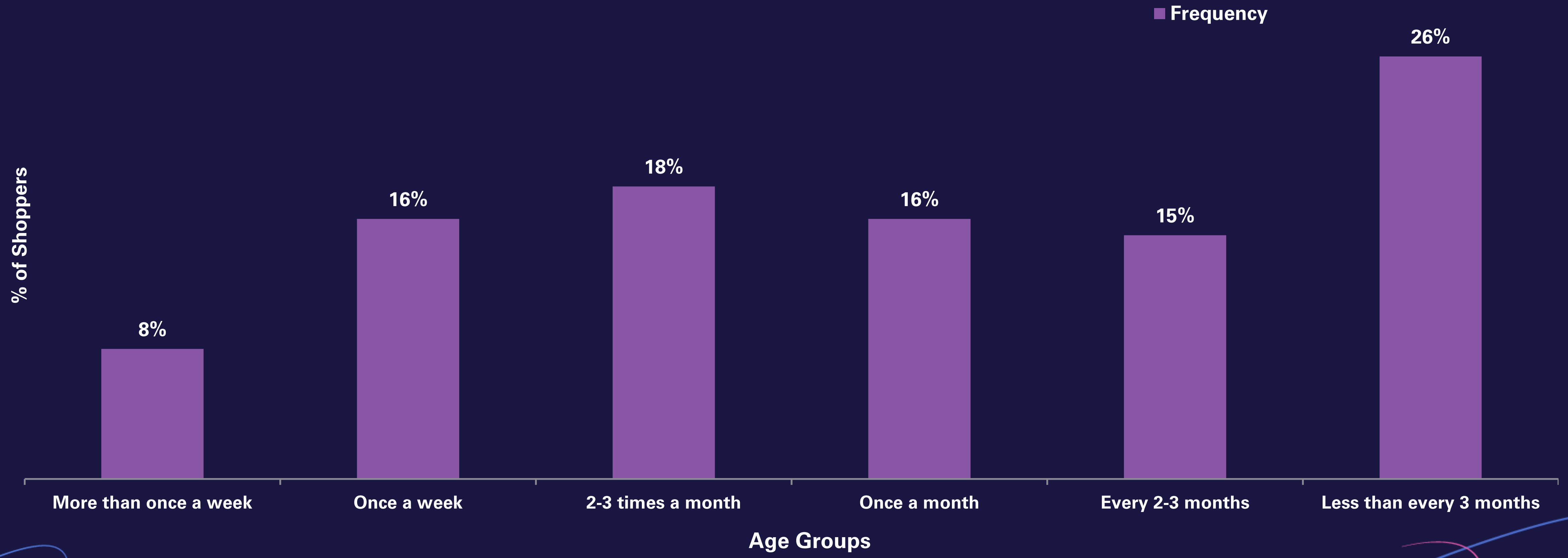


Source: TGI

Frequency of Visits

Planning Insights

1-in-4 shoppers visit their local shopping centre once a week or more, rising to 42% every fortnight



Source: TGI

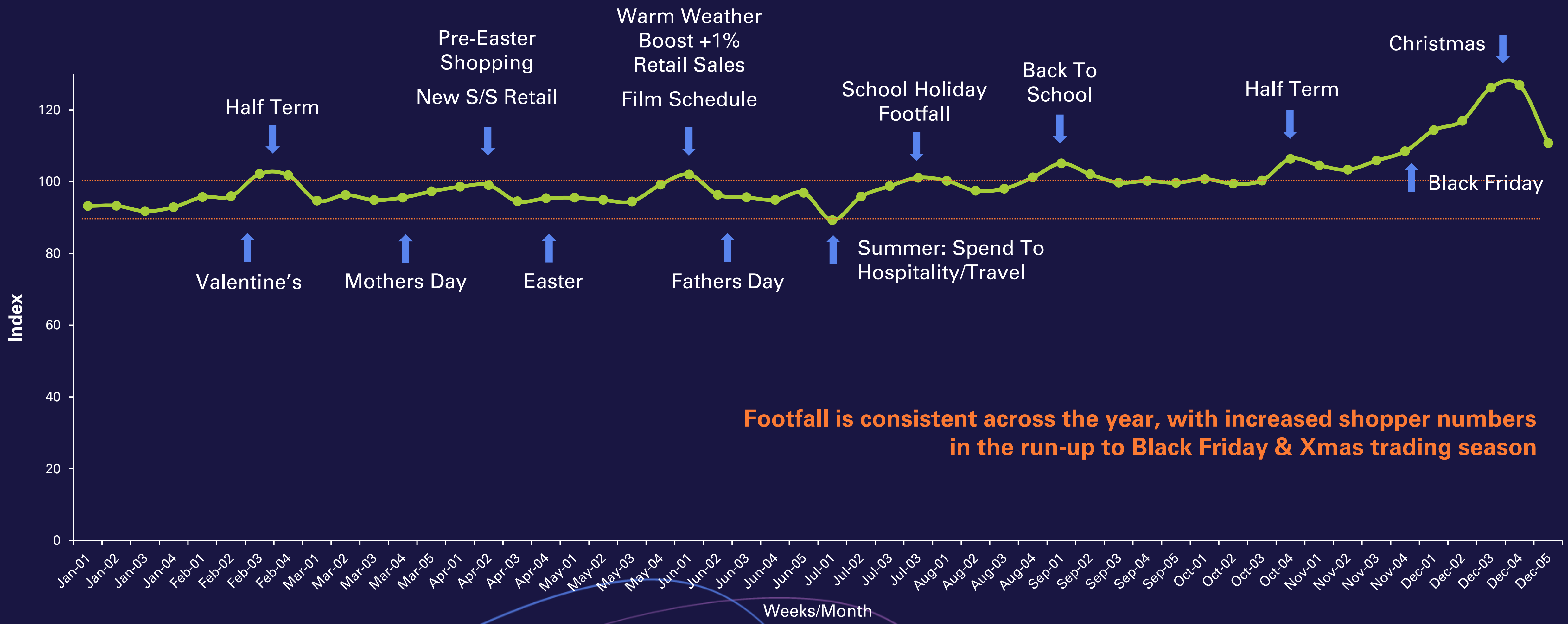
Weekly Footfall Trends

Key Uplift Periods

Source: First Party Malls Data

Weekly Footfall Trends

Key Uplift Periods



Footfall is consistent across the year, with increased shopper numbers in the run-up to Black Friday & Xmas trading season

Source: First Party Malls Data

boomerang

Valentines & Mothers Day

Spending Habits

£1.1bn

is spent on gifts for Valentine's Day

£1.6bn

is spent on Mother's Day

37%

of shoppers buy for Valentines Day

53%

of shoppers buy Mother's Day gifts

28-37

year olds are most likely to get involved with Valentines Day - spending £82 on average

Source: Retail Times/TGI

Back to School

Spending Habits

3rd

The back to school retail period is now the 3rd largest UK retail period behind Christmas & Black Friday

£1.2bn

spent sending children back to a new academic year

£533

is the average parents spend on school/college supplies & uniform

60%

of parents save throughout the year for back to school expenses

45%

of parents do their shop in high streets/shopping centres

Source: Retail Times/TGI

Black Friday

Spending Habits

£7.5bn
is spent on Black Friday sales

60%
increase in revenue on Black Friday since 2013

9%
of Black Friday purchases are made on impulse

36%
increase in mobile searches on Black Friday as a result of OOH

47%
of spend is on Electronics & Tech, making it the most popular category

33%
of sales are spent on fashion & accessories

Source: Statsitica/PWC

Xmas Holidays

Spending Habits

60%

of Christmas shopping is done in-store rather than online

55%

spend £200 or more on their Christmas shop

6.5%

increase in shopping centre footfall during November

15%

increase in shopping centre footfall during December

56%

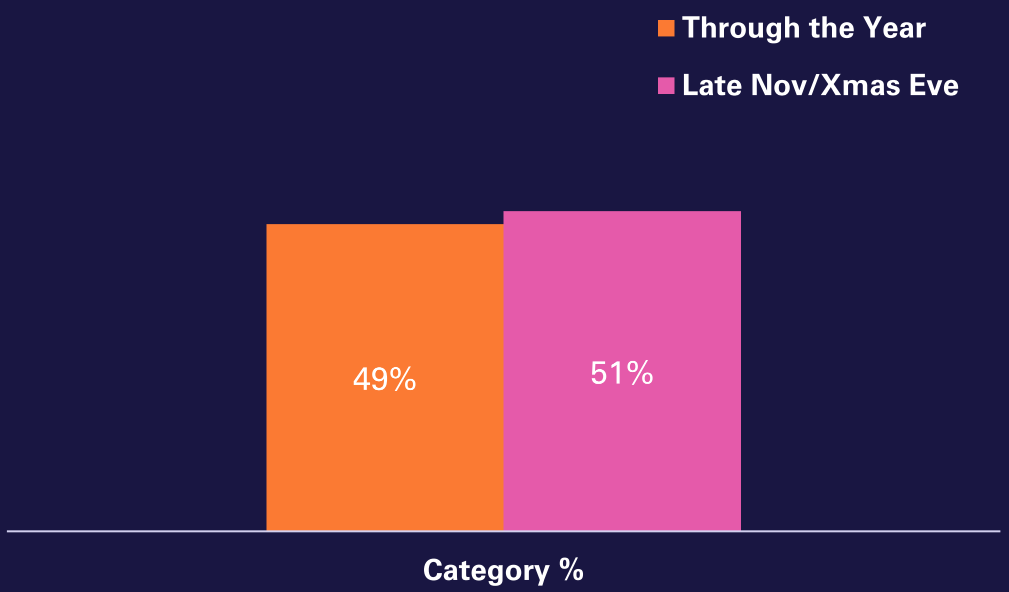
of shoppers begin their shopping in October & November

Source: Retail Times/TGI

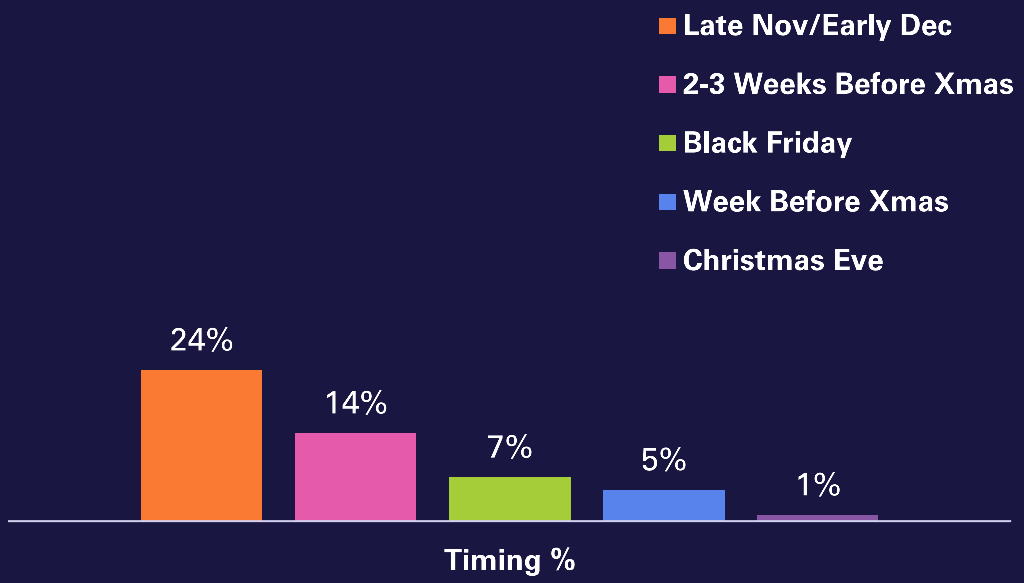
Xmas Gift Buying Timescales

51% of main gift buying is undertaken in the 4-week period before Xmas

Christmas Gift Buying



Four Weeks Pre-Xmas



Source: YouGOV

Shopping Malls

Media Formats & Popular Buying Packs

boomerang

Shopping Malls

Segmenting Our Offering

Digital 6-Sheets

- Town centre, ‘community malls’
- Shorter, more frequent visits
- Day-to-day transactions

Large Format Digital

- ‘Destination mall’ driven
- Longer, pre-planned visits
- Higher value purchases

boomerang

Shopping Malls

Digital 6-Sheets

Available across 75 shopping centres

- 320+ x D6 displays
- 10" - 15% SOT

Bespoke proximity packs are available

- Boots, Superdrug, Telecoms, GAME, HMV, Waterstones, Cinema, Toys & Games

Audience packs include -

- Gen Z, Millennials & Family

Flexible

- Day-part & day-of-week buys available - including Q4

Shopping Malls

Mall D6 Market Overview

Boomerang 'Fast Facts'

- 80 x Shopping Malls
- **57%** venue share
- 300 x D6s
- Average of **4 x D6s** per mall
- Est. **30%** share of footfall

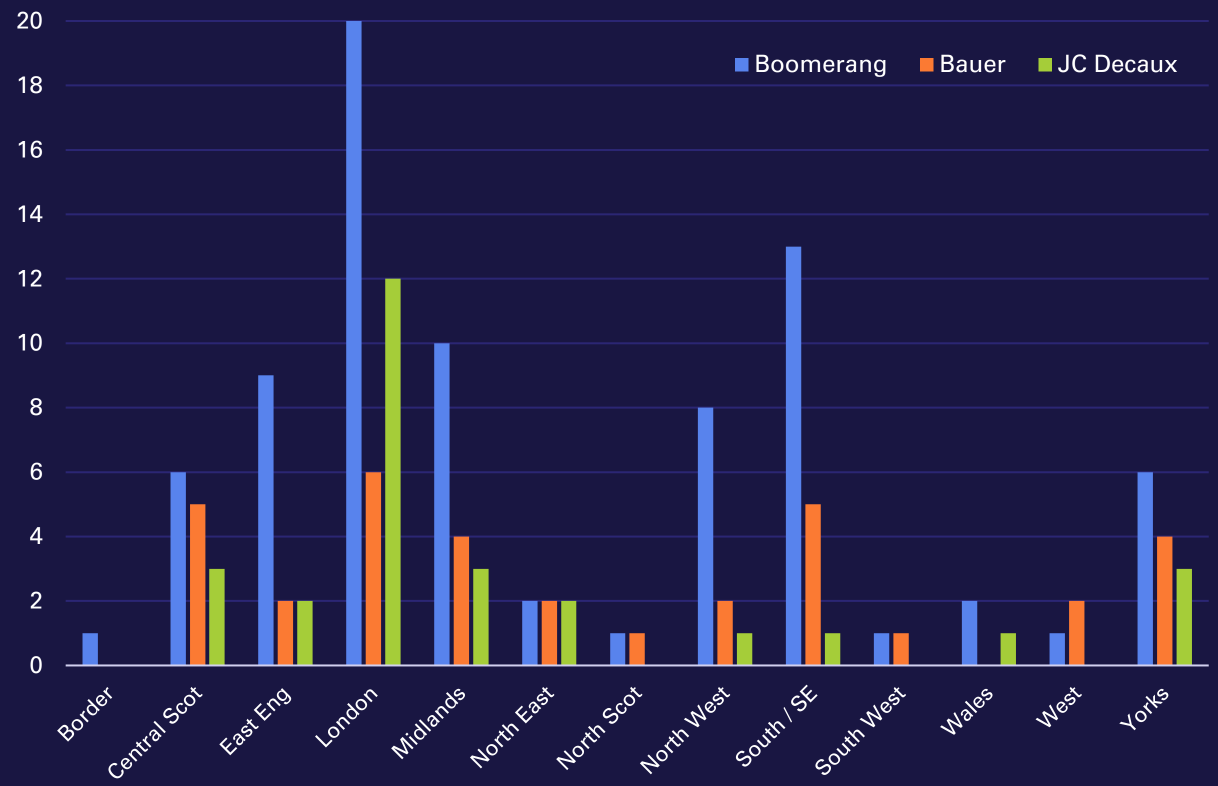
Source: TWR/SPACE

boomerang

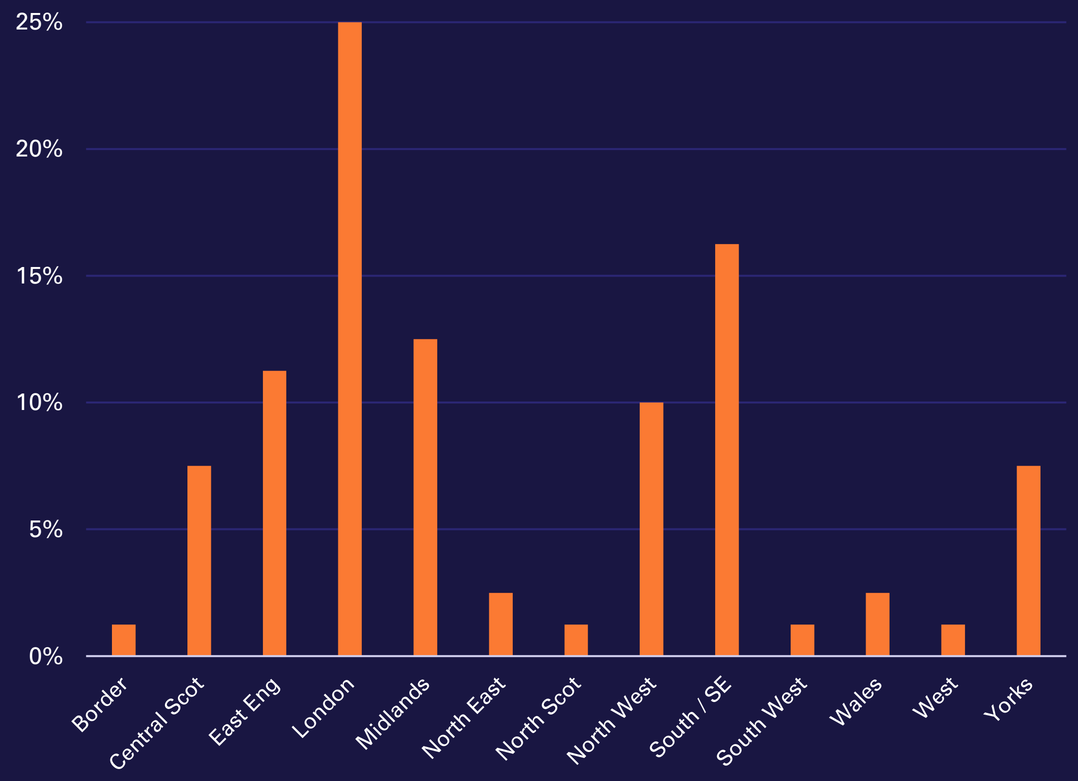
Shopping Malls

Dominate Key ITV Regions

Number of Malls by TV Region



Boomerang % of Malls By ITV Region



64% of Boomerang's malls fall into the London, South & Southeast, Northwest & Midlands ITV regions.

boomerang

Source: TWR/SPACE

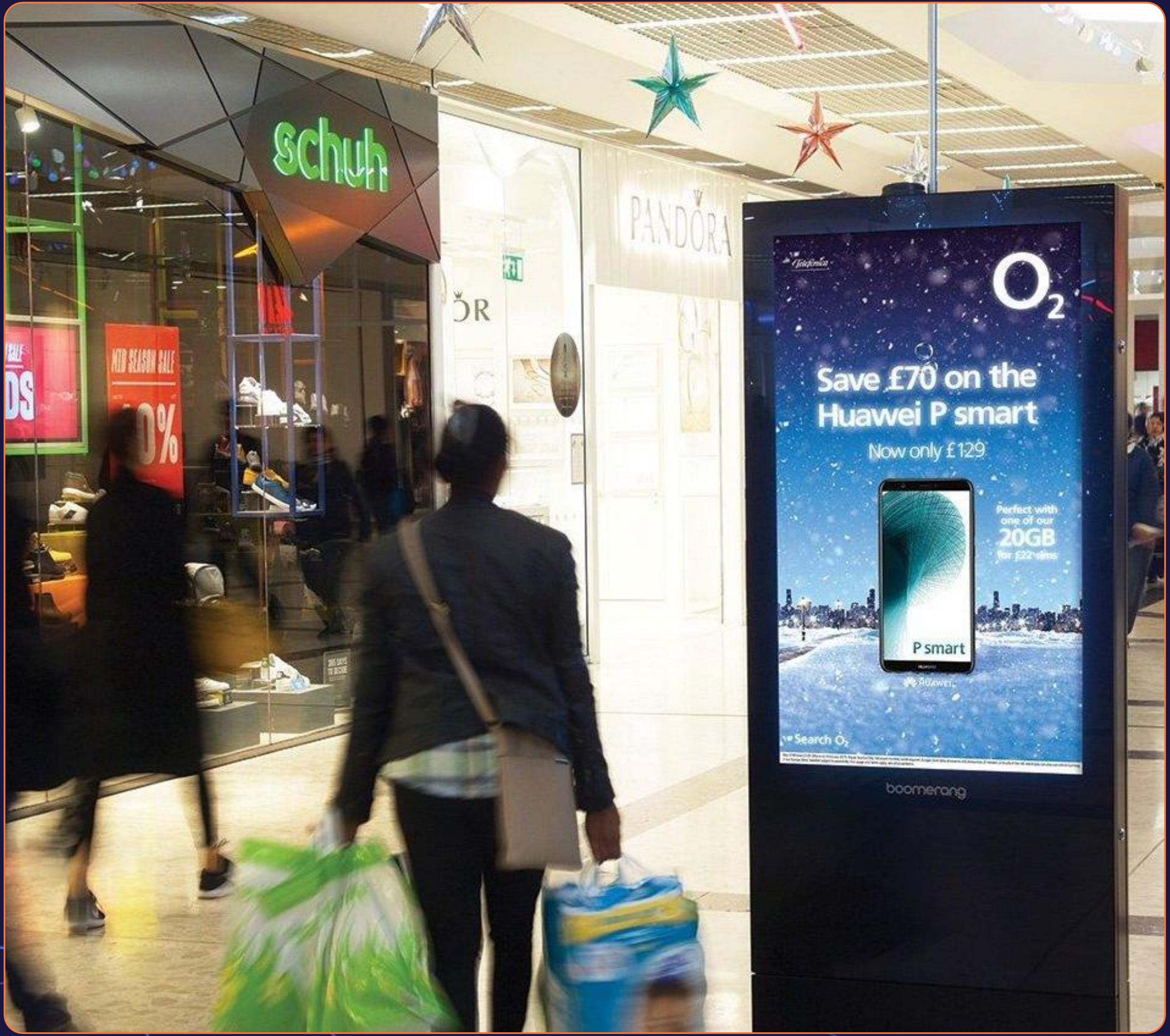
Beauty Pack

- Delivering 18.7m+ footfall per 2 weeks
- Boots - 281 x D6’s across 69 x Malls
- Superdrug - 238+ x D6’s across 57 x Malls
- Holland & Barrett - 263 x D6’s across 61 x Malls
- House of Fraser & John Lewis available as campaign extensions

boomerang

Telecom Pack

- Delivering 18m+ footfall per 2 weeks
- O2 - 235x D6's across 55 x Malls
- Vodafone - 204 x D6's across 51 x Malls
- EE - 265 x D6's across 63 x Malls
- Three - 223 x D6's across 49 x Malls



boomerang

Supermarket Pack

- Delivering 17m+ footfall per 2 weeks
- Tesco - 249 x D6's across 59 x Malls
- Sainsbury's - 184 x D6's across 42 x Malls
- ASDA - 130 x D6's across 35 x Malls
- Morrison's - 83 x D6's across 22 x Malls
- Iceland - 216 x D6's across 54 x Malls

Cinema Pack

- Designed for the Film Distributor category
- In proximity to ODEON, Cineworld & VUE cinema locations
- Delivering 6m+ footfall per 2 weeks
- 127 x D6's across 23 x Malls

HMV+ Pack

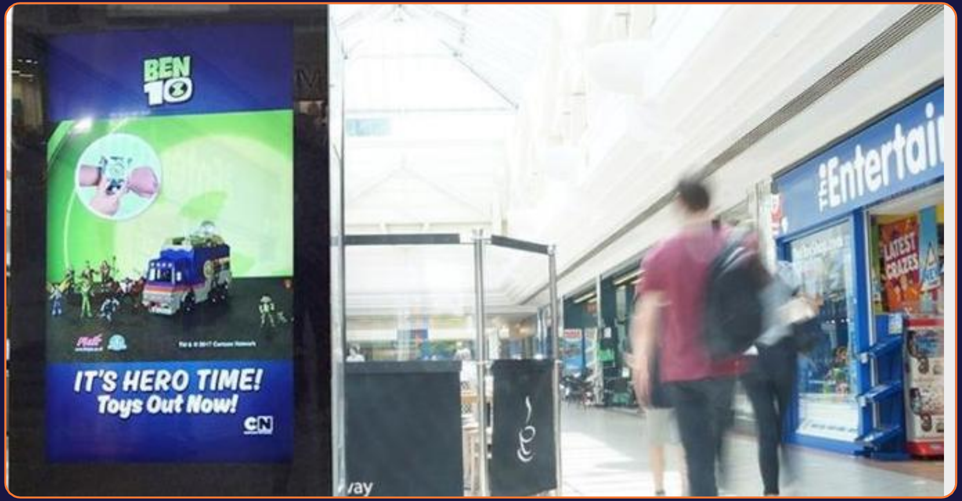
- Popular amongst the Music & Home Entertainment categories
- 19 x Malls deliver 6.5m+ footfall per 2 weeks
- 91 x D6's

Publisher Pack

- Utilised by all the major book publishers
- Waterstones & WH Smith proximity
- 54 x Malls deliver 17.5m+ footfall per 2 weeks
- 219 x D6's

boomerang

Toys & Games Pack



- Designed for the Toys manufacturers
- Argos, The Entertainer & Smyths
- 44 x Malls deliver 15.4m+ footfall per 2 weeks
- 200 x D6's

boomerang

Game Pack

- Designed for the Computer Game & Home Entertainment categories
- Delivering 11.5m+ footfall per 2 weeks
- 163 x D6's across 39 x Malls
- HMV available as a campaign extension

Long-Term Holding

- Highly incentivised rates
- Available across our entire estate
- 3 month, 6 month, 9 month & 1 year options
- Differing frequency & rotations allow all budgets levels to be met

boomerang

Shopping Malls

Large Format Digital

- Available across 5 malls
  - 7 x landscape digital displays
  - Inc. Bluewater (#2 TWR)
- Adapt TV creative
- Bespoke packs are available
  - Including fragrance & major department stores
- Flexible
  - Day-part & day-of-week buys available - including Q4

Bluewater

Kent & Greater London

Bluewater sets the benchmark for the ultimate shopping & leisure experience, boasting **300 stores** & over 60 bars, restaurants & cafes.

TWR
2

19
million annual footfall

180
minutes average dwell time

£130
average spend

2
visits per month

boomerang

Broad Street Mall

TWR
126

Reading

A large indoor shopping centre based in Central Reading, offering a range of stores from shops to cafés. The mall benefits from its close proximity to The Oracle & is a key shopping destination to central Reading residents.

7
million annual footfall

40
minutes average dwell time

£32
average spend

2.5
visits per month

boomerang

Broadway

Bexleyheath

The Broadway Centre is located in the centre of Bexleyheath & was refurbished in 2007. It has **60 stores**, including Marks & Spencer, Next, River Island, H&M & New Look.

9
million annual footfall

65
minutes average dwell time

£50
average spend

3.4
visits per month

TWR 132

boomerang

Elmsleigh Centre

Staines

Located in the heart of Staines-Upon-Thames, the Elmsleigh Centre offers a diverse range of shops, cafes & in-centre events. Anchor tenants include Primark, H&M, Matalan & Tesco.

4.7
million annual footfall

76
minutes average dwell time

£68
average spend

3.1
visits per month

TWR 208

boomerang

The Malls

Basingstoke

A shopping centre with a wide range of shops & restaurants closely linked to a cinema & entertainment complex. The Malls also links directly to the popular Festival Place shopping centre, providing plenty to do for visitors in the town.

14
million annual footfall

82
minutes average dwell time

£60
average spend

2.9
visits per month

TWR 253

boomerang

Shopping Malls

Media Effectiveness & Case Studies

boomerang

Eliciting Response

Shoppers: "Actions After Seeing An OOH Ad"

Word-of-Mouth

23%

have spoken to friends & family about the brand in question
(Index 141)

Consideration

24%

have gone on to research the product on their mobile phone
(Index 134)

Purchase

19%

of shoppers have gone to a store to buy the product
(Index 147)

Source: YouGov

Shopping Malls

Media Impact

- Shoppers are **4 x more likely** than average to be influenced by advertising
- **60%** of shoppers agree that advertising in a mall help them to make decisions on what to buy
- **88%** of shoppers can recall an OOH ad when prompted within 30 minutes of seeing it, whilst they are out shopping

Source: TGI/Clear Channel

Shopping Mall Visitors

Media & Promotions

23%

of shopping mall visitors agree: “When I see a new brand, I buy it to see what it’s like” (Index 105)

28%

of shopping mall visitors state: “I’m tempted to buy products I’ve seen advertised” (Index 109)

36%

of shopping mall visitors agree: “I love anything new” (Index 108)

22%

of shopping mall visitors agree: “Advertising helps me choose what to buy” (Index 109)

15%

of shopping mall visitors state: “OOH advertising helps change my perception of a brand” (Index 106)

18%

of shopping mall visitors state: “I buy new products before most of my friends” (Index 104)

Source: TGI

Pampers

Campaign Research

Pampers: Nappy Pants

Campaign Overview

The Challenge

- Pampers have been developing nappies for over 60 years, caring for babies' happy healthy development & creating nappies for every age.
- In a highly competitive category, supermarket 'own label' ranges have been winning significant market share.
- As such, to promote their new nappy pants 'poonami' stop & protect pocket, Pampers wanted to influence parents with young children close to the point of sale.

boomerang

Pampers: Nappy Pants

- Our shopping mall network was used as a key part of a wider campaign.
- Eye-catching full motion copy was used across 130 x D6 displays in 67 x Shopping Malls.
- Key retailers - including Boots, Superdrug and Supermarkets - were targeted allowing Pampers to influence the final buying decision.

Pampers

Ad Awareness

45%

of parents displayed awareness of the Pampers campaign

19%

of those correctly attributed this recall to digital screens

21%

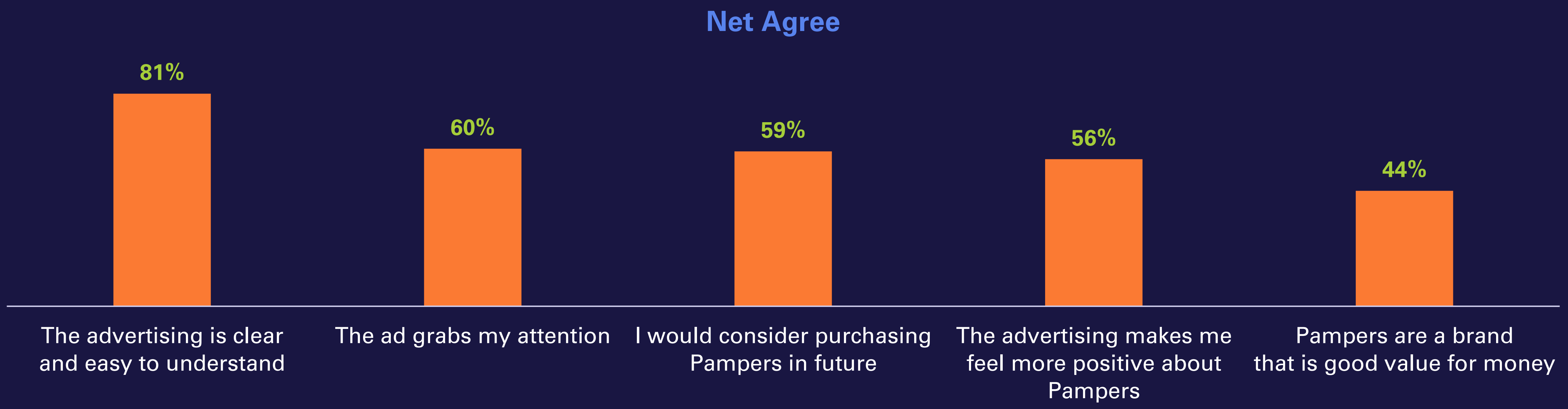
overall prompted recall of seeing the ads in a shopping centre

Source: Dipsticks/Panelbase

Pampers

Campaign Perceptions

Perceptions of the ad were strong, with over half of all respondents claiming the ads made them feel 1) more positive about the brand & 2) that they'd consider purchasing Pampers in the future.



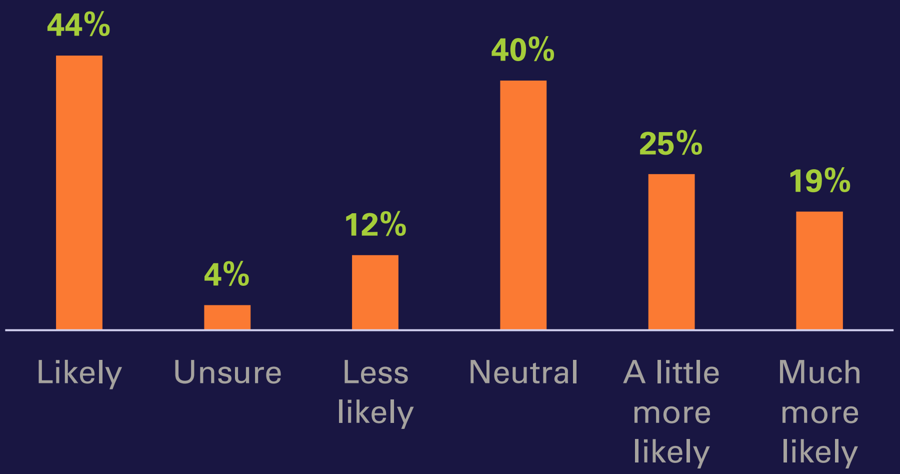
Source: Dipsticks/Panelbase

Pampers

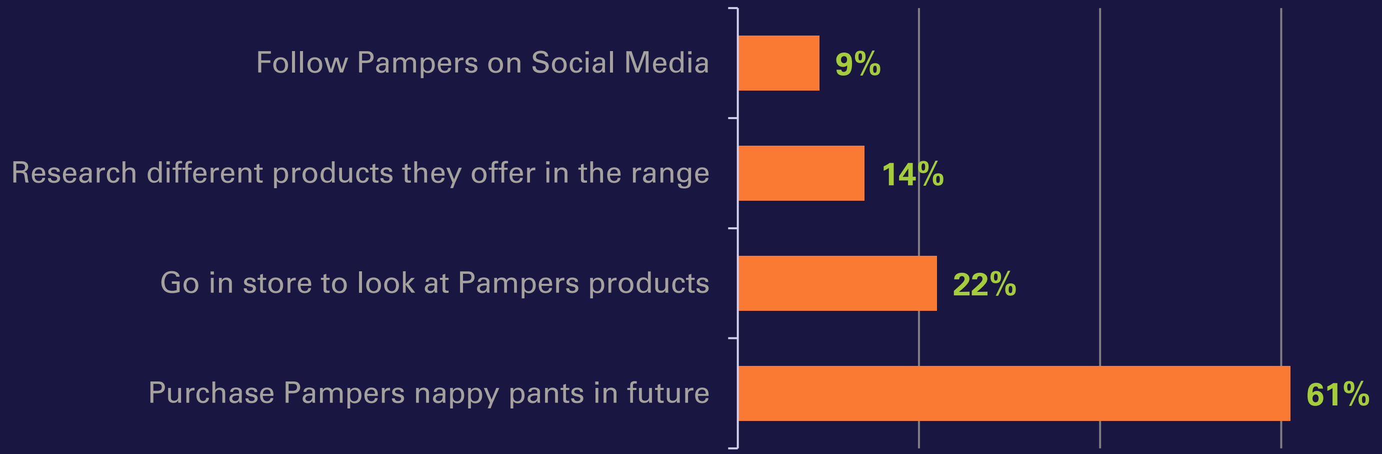
Future Interaction

More than 6 in 10 people that claimed they would be likely to interact with the brand in future, stated that they would purchase the nappy pants.

(Net) Likely Interaction



Type of Interaction



Almost half of all respondents claimed to be (net) likely to interact with the Pampers brand in the next 12 months. Over half (53%) of all respondents that recalled seeing the ads claimed to be likely to interact with the brand, demonstrating the impact of the campaign.

Source: Dipsticks/Panelbase

Boomerang Media

For More Information
Please Call 01252 368308
e. sales@boomerangmedia.co.uk

boomerang