



Boomerang Media

Company Overview

Active Advertising

boomerang

Who Are Boomerang Media?

- Boomerang Media offer effective & engaging advertising solutions within popular consumer destinations, providing brands with a unique & valuable opportunity to engage hard-to-reach target audiences
- We specialise in targeting upmarket professionals, active families & young adults via Shopping Malls, Health Clubs, Gyms, Leisure Centres, Playcentres, Cinema & Schools



Shopping Malls

Health & Fitness

Leisure Centres

Playcentres

Cinema

Schools

Boomerang Media

Our Four Key Verticals

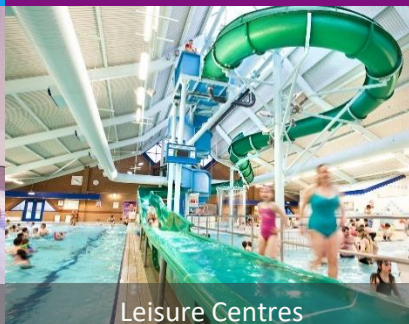
Retail



Health & Fitness



Active Family



Youth



Shopping Centres



Gyms



Playcentres



Schools & 6th Forms



Boomerang Media

Our Media & Landlord Partners

We generate commercial revenues for leading corporates & independents alike including -



Boomerang Media

Our Media Portfolio

Digital



Large Format & Digi-Walls

Classic



6-Sheets

Experiential & Ambient



Events

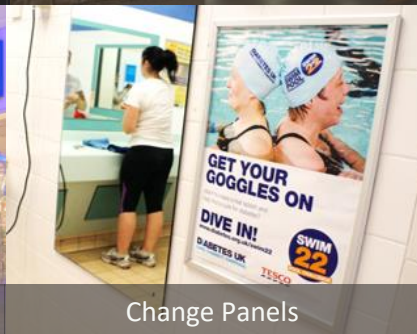
Sampling



Active



Digital 6-Sheets



Change Panels



Bespoke Media Formats



Passive



Large Format



Digital 6-Sheet

6-Sheet



Ambient



The advertisement features a dark background with two bottles of CONTROLGX Grey Reducing Shampoo. The left bottle is labeled 'GREY REDUCING SHAMPOO' and the right bottle is labeled 'GREY REDUCING SHAMPOO' with a 'NEW' tag and 'REDUCES GREY WITH EACH SHAMPOO'. Below the bottles, the text 'FIND IT IN THE MEN'S AISLE' is visible. To the right of the bottles, the headline reads 'THE FIRST SHAMPOO SO SMART IT GRADUALLY REDUCES GREY.' followed by 'USE IT UNTIL YOU LIKE WHAT YOU SEE.' Below this text is a row of four small images showing hair with varying degrees of grey reduction.

REDUCES GREY WITH EACH SHAMPOO

NEW

CONTROLGX

GREY REDUCING SHAMPOO

GREY REDUCING SHAMPOO

THE FIRST SHAMPOO SO SMART IT GRADUALLY REDUCES GREY.

USE IT UNTIL YOU LIKE WHAT YOU SEE.

FIND IT IN THE MEN'S AISLE



The photograph shows a trade show booth for On the Border (OTB). A woman in a white shirt is serving a drink from a large glass dispenser into a cup. The dispenser has the OTB logo and the text "100% NATURAL". Two customers, a man with a backpack and a woman with a fur collar, are standing at the counter. The booth has a white counter with a black frame and a sign that says "OTB". The background is a dark wall with a blue screen on the left.

Events

collect nectar points
at vision express

nectar

**We'll see you get
4 FREE cinema
tickets**



when you take a free trial of contact lenses

See your participating store in the British Dental Association or on the Post Office website

vision express
We'll see you right

Active Sampling



Passive Sampling

Boomerang Media

A Digital Player with Scale

1,081

VENUES

2,287

DIGITAL PANELS

859

CLASSIC DISPLAYS

50.1m

2 WEEKLY FOOTFALL



Our outdoor media estate covers the length & breadth of the UK.
With **3,000+** panels reaching an audience footfall of **50.1m** every 2 weeks,
our portfolio covers a lot more of the population than some may believe

Active Advertising

Our Positioning Platform

Destination Features

01 Lifestyle choice - 'me time'

02 With their peer group

03 High dwell-time

Advertiser Benefits

01 Open, receptive mindset

02 Generate word-of-mouth

03 Superior engagement & recall

**'Unlocking the power & value within
audience destinations'**

Boomerang Media

Our Key Clients

We work with hundreds of national & local advertisers including -





O2 Retail

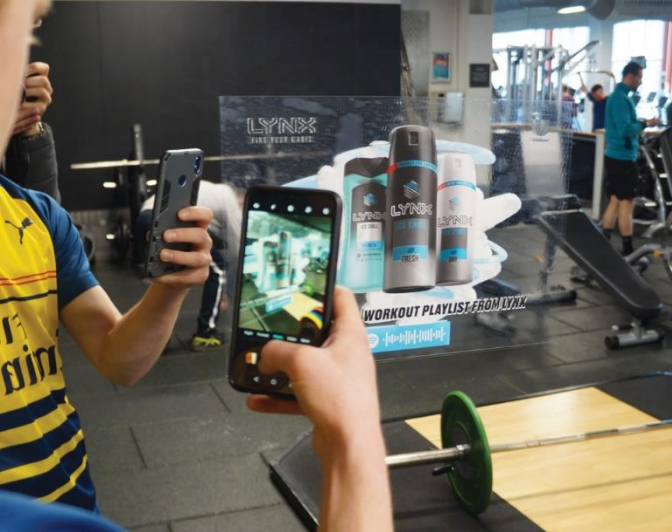
O2 needed to drive retail sales of the new Huawei P smartphone. To do that, they wanted to communicate with shoppers nearby key stores and encourage them to pick up one of their Huawei deals. With our D6 network they were able to engage with their target audience at the point of sales, and at the most relevant time during the Christmas retail period.



Warner: Stormzy

Following the release of Stormzy's latest album 'Heavy is the Head', Warner Music wanted to run a short burst tactical campaign to release weekend sales. Our flexible digital mall estate allowed them to run the short term campaign and have the creative live within hours, helping boost album sales in a retail based environment. The album went straight to #1.





Lynx Ice Chill

Lynx wanted to advertise their Ice Chill range in front of a young male audience. We developed an ambient campaign using mirror vinyls in the locker room and weights areas of Pure Gym advertising the product. The vinyl's also encouraged the consumer to scan a Spotify code to listen to a playlist created by Lynx for customers whilst they're in the gym.





L'Oréal Elvive

L'Oréal came to us with the challenge of getting their latest product 'Rapid Reviver' conditioner into the hands of young, beauty conscious women, who are keen to try new hair care products. We created a bespoke national campaign using a combination of a D6 full motion creative in addition to product sampling on the gym floor and changing rooms to get their brand directly into the hands of their target consumer.





Tinder

Dating app Tinder were running a multi-channel media campaign to engage with single 18-24 year olds. Alongside their social influencer campaign #SingleNotSorry, they ran a series of creatives across both gyms & cinemas around Star Wars, engaging with their target audience whilst out of the home, re-enforcing their social campaign whilst in their leisure time and more receptive to advertising.



British Airways

British Airways wanted to inspire a young, adventurous audience to take up one of their summer 2020 travel deals. They ran a multi-creative campaign across our national Vue cinema advertising network, reaching travel lovers in an environment where they're naturally more adventurous and open to trying something new. The cinema environment allowed them to reach consumers away from their busy days and non-interrupted by any other media channels.



Nintendo Switch

Nintendo wanted to advertise their new Lets Go, Pikachu Switch pack. We promoted their campaign across our large format screens in VUE cinemas around the release of the film Pokémon Detective Pikachu. The Insights People listed Nintendo as one of kids' favourite brands, so this campaign ensured their targeted audience was able to see their campaign at a contextually relevant time.



Nationwide

Nationwide carried out a study which found that half of all twenty-something adults had no savings at all. To help consumers out, they wanted to encourage the audience group in our playcentre network to stay saving through their pay day save day campaign. Using eye catching D6 screens, they were able to educate playcentres' family based audience about the new initiative at a time when planning for the future was front of mind.



Marks & Spencer

Marks & Spencer wanted to advertise their back to school range across key dates in middle of August about the time when parents would start to be thinking about buying uniforms. Our playcentre network of sites nationally was a natural fit as to reach these young families when they're out with their kids and thinking about preparing them for the new term.



Topps Match Attax

Topps wanted to get their new Match Attax cards & Mermaid sticker book directly into the hands of children. Through distribution of 200,000 free packets & activity sheets across 1000 schools, our extensive school network allowed them to put their products directly into their target users hands. The material allowed the children to engage with Topps in a fun and relaxed environment and encouraged them to want to purchase more.





eOne Films

eOne wanted to promote their new 'Ballerina' film to 5-9 year old girls in a highly targeted environment. Our primary school network allowed them to get the film promotion directly into the hands of their target audience. 75,000 activity sheets were handed out by teachers to school girls, creating minimal wastage and building excitement around the story through games and fun facts.

Core Values

A Trusted Partner

We try to make life as simple as possible for our clients -



Trust

We keep our agreements

We aim for strong & productive relationships with advertisers, media agencies, OOH specialists & our media landlord partners



Ingenuity

We always get the job done

Combining creativity & innovation, we create bespoke solutions to meet the needs of advertisers & brands



Spirit

We're great to do business with

Passionate & driven, we focus on results, great customer service & live by a work hard/play hard ethos

A large group of approximately 30 people, diverse in age and appearance, are posed together outdoors on a grassy field. They are arranged in several rows, with some standing and others sitting or kneeling in the front. Many are smiling and looking towards the camera. The background is a soft-focus view of a grassy area with some trees in the distance.

Trust

We keep our agreements

Training & Support

- Every member of staff receives a 1-week induction programme
- Monthly training sessions with an external trainer
- Ongoing mentoring & support from members of the team & Senior Management



Development

- To develop our team, we invest in people through external courses & qualifications
- 18-month career plans for all staff
- 'Smart targets' are set throughout the first year to help develop new starters at a manageable pace
- Trusted to 'run your own desk' & be responsible for own sector(s)
- Three quarters of our staff have been here for 2+ years



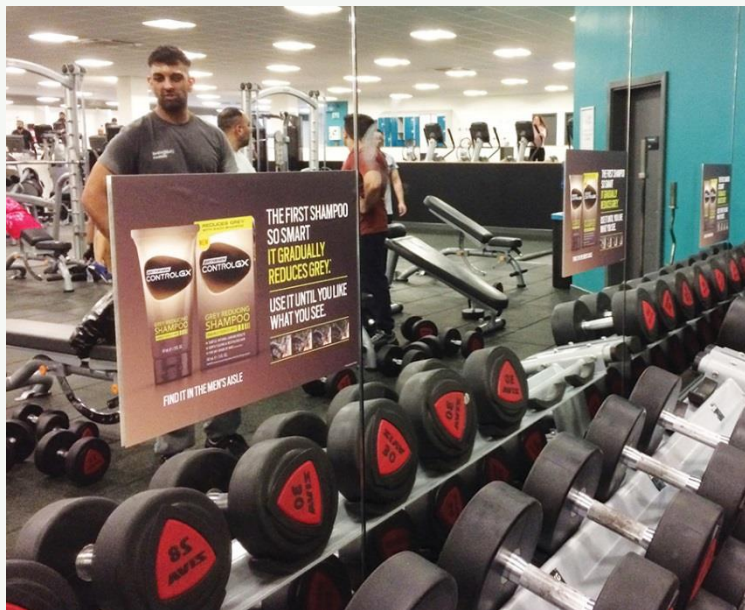


Ingenuity

We always get the job done

Campaign Effectiveness

Just for Men - “One of the best pre-post metric jumps we’ve ever seen” - Dipsticks



Campaign Effectiveness

Calpol - An example of best practice inside J&J



VUE Pitch

- We tendered for a big landlord contract - it would grow us by about 50%
- Although 4 people pitched, it was a group effort around the business, involving all media departments
- Creative ideas brainstorm to come up with marketing ideas





Incredibles 2

Postcard with pop out mask

Chance to win indoor sky diving tickets



Fantastic Beasts

A5 pop-up briefcase

Quiz questions to win cinema tickets



Spirit

We're great to do business with



Work Hard, Play Hard

- Strong work hard/play hard ethos
- For the last 4 years the company has been skiing in the Alps - due to hard work & the team hitting targets!
- 2019/16 Ibiza trips to celebrate a very successful H1 trading
- Regular BBQ's & team night's out to celebrate success

Culture

- We practise what we preach in terms of health and fitness
- Weekly circuits sessions provided with an external company trainer & discounted gym memberships
- Recently, 20 members of Boomerang took part in the 3 Peaks Challenge!



Charities

- We work with a number of charities to help them fundraise, raise awareness of key issues & promote their events
- Recently, we have officially partnered with -
 - Comic Relief
 - Movember
 - The Dame Kelly Holmes Trust





To Dan,

Thank you so much to you and the whole Boomerang team for helping us with the Movember 2020 campaign. Your support means a lot to us and really will help change the face of men's health for so many guys around the world.

Huge thanks from
Adam, Helena & the whole Movember crew



Sustainability

Our Commitment to the Environment



Poster Distribution

The use of cleaner distribution vehicles & a reduction in available paper poster sites, have helped reduce our CO2 emissions by 75% since 2015.



Company Vehicles

All company owned vehicles are now either fully electric or hybrid.



Digital Screens

We use low power consumption displays, equipped with timers to power them down overnight.



Printed Posters

Use of paper posters has reduced by 80% since 2015; we always aim to use sustainable paper & plant based ink.



Energy Consumption

75% of our electricity supply comes from green & renewable sources, some way above the UK suppliers' average of 38%.



Recycling

All electronic equipment & displays are 100% recycled, as is 95% of our office waste.



COP26

We are working with the *Young People's Trust* to educate & encourage young people to make their own difference.

Working at Boomerang Media

What We Offer



Time for You

We offer 22 days annual leave, increasing each year up to 25 days



Future Saving

We operate a work-place pension scheme in accordance with government guidelines



Support

We offer training through a 1-week induction & ongoing mentoring



Development

We invest in staff through courses & qualifications to help them progress



Incentives

We incentivise with bonus schemes & uncapped commission



Free Parking

We have an on-site car park, which is free to use for all staff



Rewards

We reward hard work with company parties & a yearly ski trip



Healthy Lifestyle

We invest in your well-being with circuit classes, discounted gym memberships & challenges (e.g. 3 Peaks)

A Day In The Life

- 8.45 start
- Prepped day before - call lists, proposals, lead generation, etc.
- 09:30-12:00 - 2 x 'power hour' call sessions
- 12:00-13:00 administration - proposals, emails & lead generation
- 13:00-14:00 - lunch (BBQ's & pub!)
- 14:00-16:00 - call sessions
- Monday @ 16:30 - Sales Meeting - leads, pipeline discussions & training
- Tuesday - Team '*Dice Roll Challenge*' - goals & incentives for the week
- Friday - '*Friday beers*' incentive



Testimonials

What it's like to work here



“When I started at Boomerang I was new to the industry - the management were excellent in helping me to progress & develop my abilities. The team I work with have always been positive, professional & willing to share their wisdom. Boomerang has an excellent work environment, with a great team spirit!”

Mark Smith, Sales Executive

Testimonials

What it's like to work here



“Boomerang has the perfect mix of hard work & great fun. A welcoming place to work with a real family feel & the odd ski trip thrown in!”

[James Stevens, Senior Sales Executive](#)

Testimonials

What it's like to work here



“Boomerang has a little bit of everything: it's challenging, fast paced & has a fantastic working relationship between all colleagues - we are fun, interesting, comical & there is a happy atmosphere in all departments!”

Clare Rios, IT Administrator

Testimonials

What it's like to work here



“Being in a friendly & energetic atmosphere, combined with the professional & knowledgeable team surrounding me, makes my job here such a pleasure.”

Liam Keynes, Marketing Executive

Ideal Candidate

- Motivated, resilient & hard working - with a positive outlook
- An outgoing personality to fit into the team & wider 'Boomerang family'
- Sales experience is necessary for the Sales Manager & National Sales roles - but not for Local Sales
- Raw talent - the ability to sell
- An interest in media & advertising is essential
- Hunter/farmer mentality - able to win new business & effectively account manage



The Interview Process

What to expect



1. Telephone

- To check how they perform using the telephone; understand what research they've done; to filter out unsuitable candidates

2. Initial Face-to-Face

- Usually with the Sales Director
- To get to know the candidate, their personality & character

3. PPA/GIA Test

- Short tests to understand general intelligence, sales characteristics & personality

4. Final Face-to-Face

- With Sales Director & Managing Director
- To test sales skill set



For More Information

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