



Playcentre Media

2022 Media Kit

Active Advertising

boomerang

The OOH Destination & Audience Specialist

We create engaging communication solutions in desirable consumer environments

Retail



Destination Malls

Health & Fitness



Health Clubs

Active Family



Leisure Centres

Youth



Cinema



Shopping Centres



Gyms



Playcentres



Schools & 6th Forms

Our Media Portfolio

Designed to entertain, engage & standout

Digital



Large Format & Digi-Walls

Classic



6-Sheets

Experiential & Ambient



Events

Sampling



Active



Digital 6-Sheets



Change Panels



Bespoke Media Formats



Passive

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'**



Playcentres

Engage an active family audience

What is a Playcentre?

- A playcentre is a large purpose built indoor activity centre
- Encourage exercise & active play
- All sites feature three key areas
 - Large 'Over 5's' play area
 - Smaller area for 'Under 5's'
 - Café & seating area for parents
- An affordable, safe environment
- [Click here to see our playcentre video](#)





Playcentre 2.0

- A real growth industry in the UK
 - 6 in 10 parents use playcentres
 - Search volume for 'soft play near me' has doubled since 2016
- The next generation of play -
 - Rapid growth in activity centres offering fun exercise & fitness challenges for children & teens
 - 200+ x Trampoline Parks have opened since 2014
 - 65+ x 'Clip 'n' Climb' centres are now live across the UK
 - Investment comes as research shows children/teens want their physical activity to be more focused on fun & socialising



Post-COVID Recovery

- Last Autumn, it became apparent that parents with children at school were still likely to visit a playcentre, reasoning that 'the risk' was much the same
- Industry COVID precautions include -
 - Pre-booking slot systems
 - Temperature checks on arrival
 - Modifications to play equipment
 - Enhanced cleaning regimes
- Pre-lockdown 3.0, the audience rate of return was a healthy 74%
- Since reopening on 17th May '21 -

102% audience
rate-of-return

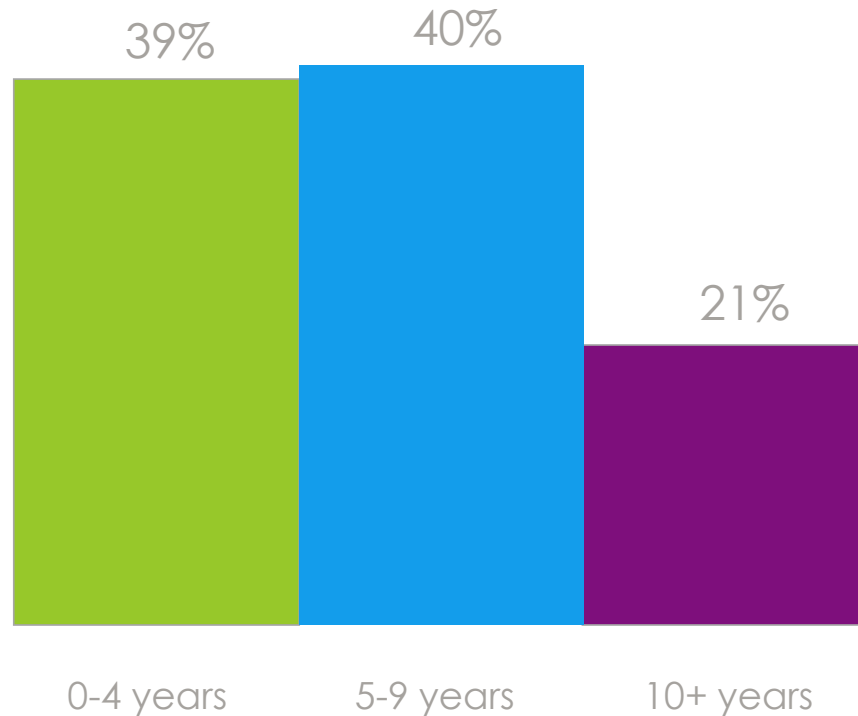


Who Visits?

- 750k children & 500k parents visit our 200+ playcentres every 2 weeks
- Venues & facilities cater for kids aged under 13 & their parents
- Broad demographic spread -
 - 66% of adult visitors are mothers
 - 86% visit with more than one adult
 - 50% arrange to meet with other parents at the venue

Children in Playcentres

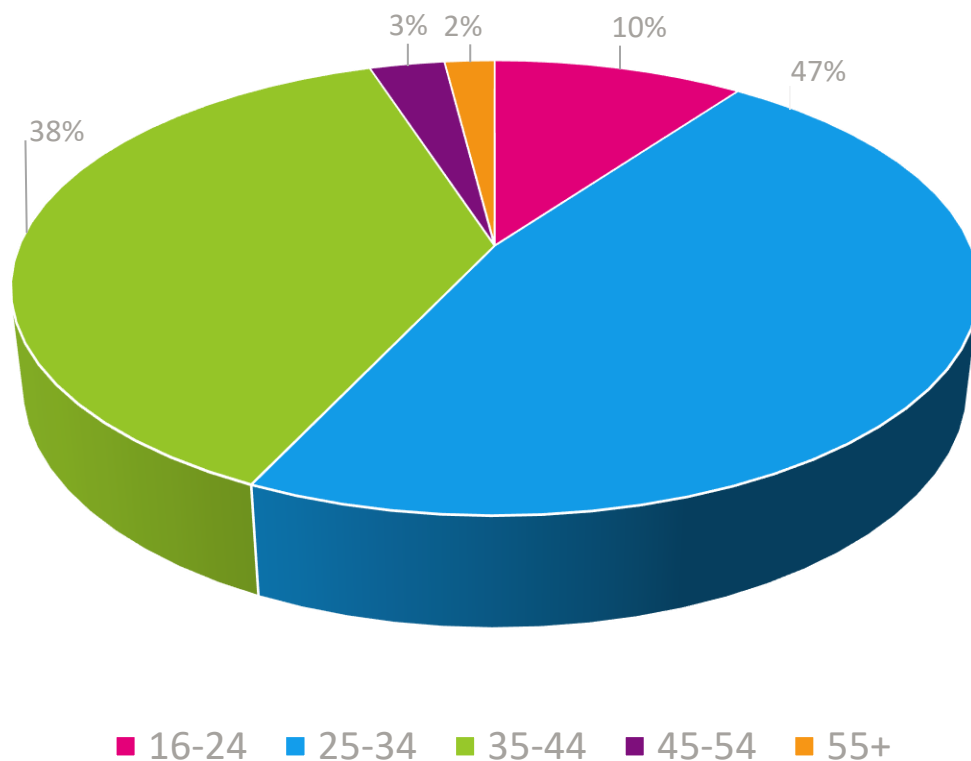
Core Target Market



The most frequent visitors are parents with children aged 0-4 and 5-9, although 21% are still aged 10+

Adults in Playcentres

Core Target Market



- 85% of parents aged between 25-44 year olds
- Parent demographic: 57% ABC1, 43% C2DE
- 60% of all playcentre parents work full or part time
- 4.8 million UK households have children between 0-8 years old
- 3.8 million UK households with children between 3-8 years old

Communication Opportunity

- Three distinct audiences -
 - Parents
 - Kids
 - The family unit
- A rare opportunity to reach parents & their children together
 - Away from day-to-day routine
 - With the family front-of-mind
- Dwell time & frequency of visits provide repeated exposure
- Deliver your message away from the clutter of traditional channels



Media & Promotions

Playcentres



33%

of playcentre visitors
agree: “when I see a new
brand, I buy it to see what
it’s like” (Index 154)



40%

of playcentre visitors
state: “I’m tempted to
buy products I’ve seen
advertised” (Index 157)



46%

of playcentre visitors
agree: “I love anything
new” (Index 137)



32%

of playcentre visitors
agree: “Advertising helps
me choose what to buy”
(Index 153)



24%

of playcentre visitors state:
“OOH advertising helps
change my perception of a
brand” (Index 167)



28%

of playcentre visitors
state: “I buy new
products before most of
my friends” (Index 159)

Our Media Portfolio

Media formats designed to entertain, engage & stand-out



Digital 6-Sheets

125+ x D6's
Across 125+ venues



6-Sheets

220+ x 6's
Across 130+ venues



Ambient

Impactful, innovative,
engaging & unique



Sampling

Press rivalling
cost-per-sample rates

Digital 6-Sheets

- 125+ x high impact digital 6-sheets
- Available across 125+ playcentres, trampoline parks & climbing centres
 - Full motion dynamic content
 - Situated in high footfall areas like the café or reception area
 - 10" spot, 1 in 6 rotation / 16.67% SOT
 - Day-part & day-of-week campaigns are available
- Reach 312,500 parents & 468,750 kids aged 0-13 every 2 weeks





6-Sheets

- Largest format available, providing excellent stand-out & cut-through
- Prominent in each venue
 - High footfall
 - Long dwell-time
- Up to two panels per venue
 - Café area or play area
 - Provides the option of a 'parent' or 'kids' buy
- Domination available
- Reach 325,000 parents & 487,500 kids aged 0-13 every 2 weeks



Ambient

- Creative formats designed to deliver your message at the ideal time during the visit
- Take-home media for later use & referral
- Engaging formats for children
- Information delivery to receptive & 'information hungry' parents

Activity Sheets





Height Charts

A young girl in a yellow floral dress is holding a large Dora the Explorer mask over her face. She is in a colorful indoor play area with a red slide and other children playing in the background. The scene is bright and lively.

Character Masks



Play Unit

Large Standee

Up to **8** hours
Fever relief

Calprofen
100mg/5ml
ibuprofen
Pain & Fever relief
Strawberry Flavour

Calprofen For children 3 months – 12 years
Lets Kids be Kids

Calprofen 100mg/5ml Suspension. For pain & fever. Can be used in infants from 3 months and weighing over 5kg. Always read the label. UK/CP/116/12081

Brochure Unit





Leaflets



Table-Talkers

Vanity Vinyls





Sampling

- Deliver your brand directly into the hands of your target audience
- Playcentre environment provides exclusive targeting of parents & carers
- Reach peer groups & encourage conversation amongst groups
- Brochures & catalogues can be delivered to be read & referenced on-site

Media Effectiveness

Response & Recall Figures



50p off coupon
4.2% redemption



£1 off coupon
11,000 (6%) redemptions



36% unprompted recall

Calpol

Playcentre Econometric Case Study

Up to 8 hours
Fever relief

3+ months

Calprofen
100mg/5ml suspension
ibuprofen

Pain & Fever relief

Strawberry Flavour

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Calpol

- Playcentres were selected as a means of targeting parents in a contextually relevant environment, where family well-being is front of mind
- 'Parent-friendly' media formats such as table-talkers, leaflets, standees & D6's took advantage of significant dwell-times, providing an 'education window'
- Campaign activity was assessed by econometric modelling

Calpol

OOH Industry Econometric Case Study - 300% ROI





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.



Elastoplast

Elastoplast wanted to advertising their new cleanse, protect and heal range in front of a young family audience. They utilised our digital 6 sheets across our national play centre network over half term which naturally sees playcentres are at their busiest and parents are thinking about looking after their children's health.



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.



Fairy

Fairy wanted to reach parents in their leisure time and encourage them to use their 'best-ever softness' non-bio product. Our playcentre network delivered the perfect fit for them to reach a high concentration of parents. Table talkers in each centre provided key info for parents to read, whilst D6 copy & mirror vinyls increased brand exposure throughout the venue.



STX Ugly Dolls

With Ugly Dolls set for release over the summer holidays, STX wanted to encourage young families to add the film to their to-do list this summer. Our playcentre network is perfect for reach families in their leisure time and on the look-out for things to do. They used activity sheets to engage kids with the film and serve as a take-home reminder, supported by full motion D6 copy encouraging parents to go and watch the film.



Paramount Paw Patrol

Paramount wanted to communicate with young, active families during January and encourage them to watch their latest title 'Paw Patrol'. We ran their highly impactful creative across our playcentre D6 network, communicating with young families whilst in their leisure time and therefore things to do with the kids are at the forefront of their mind.





Nintendo

With a brand new game to promote, Nintendo wanted to communicate with young children and families to drive sales of 'Mario Tennis Aces'. They utilised our playcentre and trampoline park network during the busy holidays when footfall is high, using D6 screens to communicate with their target audience whilst in their leisure time.



Disney Jr

Disney Jr needed to encourage young children and families to watch their latest weekday show, Vampirina. Our playcentre and jump park networks provided them with the perfect platform, during the busy school holidays, to communicate with their target audience whilst in their leisure time and far more receptive to advertising.





Nick Jr - Join In

- Creation of Nick Jr themed 'play zones' within 100 x playcentres
- Each zone had a 'centrepiece' play unit designed for 3-4 month use
- Additional assets included goodie sampling bags, activity sheets, character masks & character visits
- 'Play zone' materials were refreshed three times a year in conjunction with each new season of programmes



ECB

The England Cricket Board needed to encourage young children to get into cricket this summer through their All Stars cricket initiative. To reach their target audience of active children with their parents, they utilised our playcentre network. D6 screens captured the attention of children and their parents, whilst leaflet dispensers acted as a take home reminder for parents to read.





Heinz

Heinz wanted to tap into the demand for healthy snacking with the launch of its Fruitz range. As 93% of playhouse visitors are responsible for the weekly shop, they provided the perfect environment. We distributed free samples to get the product into the hands of young families, supported with activity sheets and leaflets featuring a money off coupon. Post campaign feedback showed the pouches were a massive hit!





Weetabix

Weetabix promoted their new banana flavoured variant, running a sampling campaign with an interactive unit, that encouraged parents to enter a Facebook competition by uploading pictures of their kids interacting with it. 50p off coupons drove subsequent purchase.



Pulsin

Children's snack brand Pulsin wanted to introduce their snack bars in a family focused environment and encourage families to sample them. Their campaign in our playcentre network during half term featured D6, static, activity sheet and sampling media formats to achieve a vast brand exposure across each venue. The campaign also featured a movie-based competition to encourage families to engage with the brand.



Vita Coco

Vita Coco wanted to reach families with young children to promote their Kids range. Playhouses were the perfect environment and we ran an active sampling campaign with reps handing out drinks and 50p off coupons.



Penguin Random House

Penguin Random House wanted to build excitement around the popular 'Where's Spot' lift the flap book amongst young children. We distributed a standee across our playhouse network, encouraging parents to take a photo with 'Spot', to engage children with the story and act as a take home reminder.



For More Information

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