



Shopping Mall 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'**

The Blackspot Banisher

Our new signal kicks
Indoor Blackspots' ass

#makeitright

3
Three.co.uk

boomerang

nex

1st floor
MEN

ground floor
WOMEN
CHILDREN

4 YEARS

GIRLS
3-12

CUSTOMER COLLECTION

NEW
CASHmere
FASHION

nex

Shopping Malls
Influence the final purchasing decision

Shopping Malls

The Marketplace

- **Lifestyle Destination:** Many centres are no longer 'just' shopping malls - they're lifestyle destinations, offering a place to shop, eat & relax; operators are increasingly looking to create compelling experiences that encourage shoppers to visit more often & stay
- **Value:** A staggering 27% of all sales in the UK retail market are still made in a shopping centre
- **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





Post-COVID High Street Renaissance?

52%

of UK consumers say they will actively spend more money locally in order to support independent businesses

60%

plan to base their choice of shopping location on the distance from home

Audience Rate-of-Return

During September, footfall levels hit 90%+ of 2019 levels

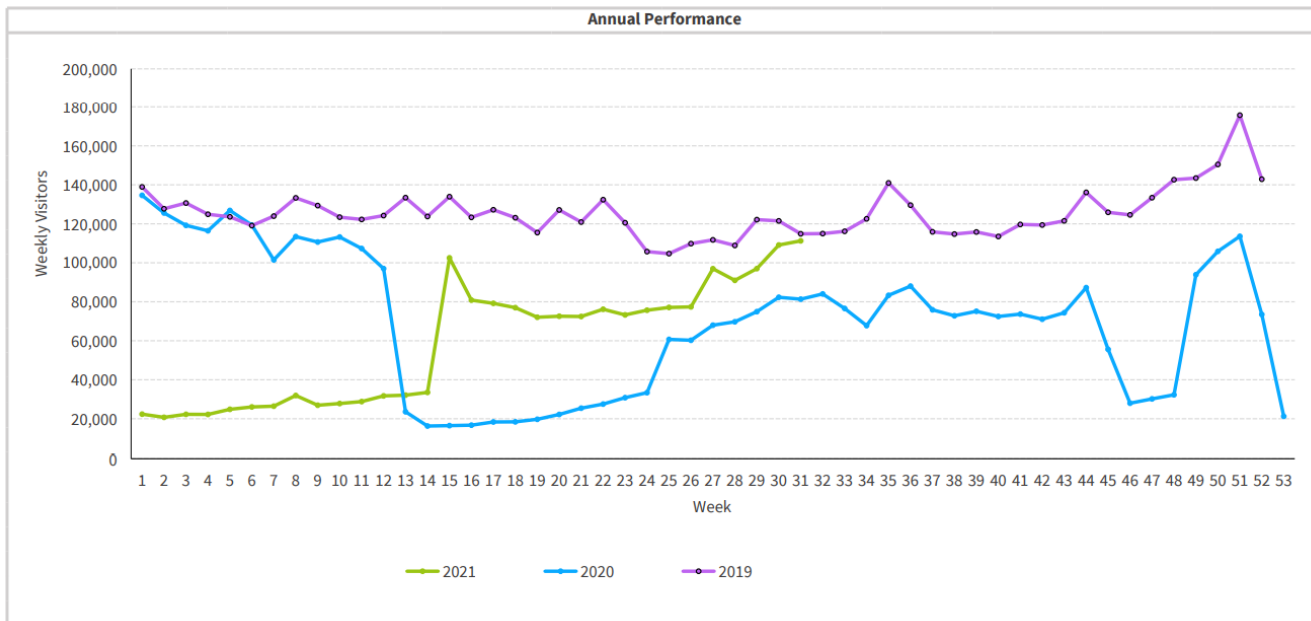
ShopperTrak

Castle Quay Shopping Centre

Sensormatic
by Johnson Controls

Last Completed Week : 02-Aug-2021 to 08-Aug-2021

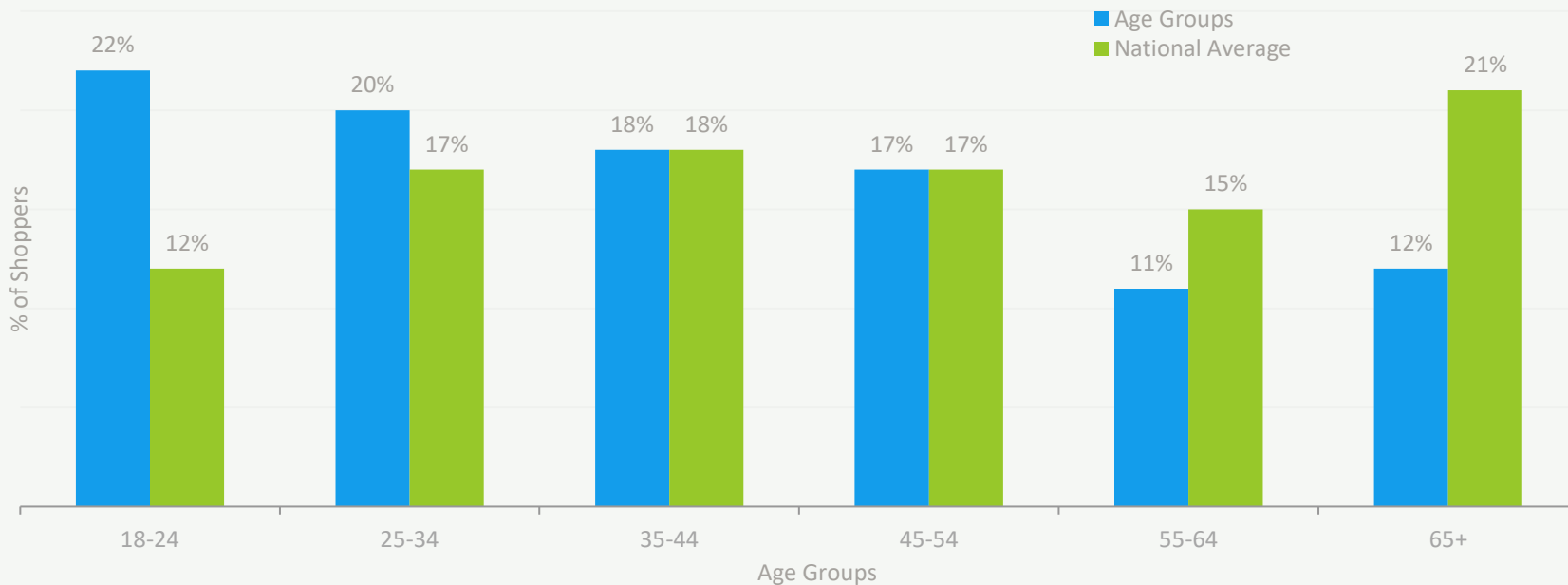
Week : 31



Age Demographics

Shopping Malls

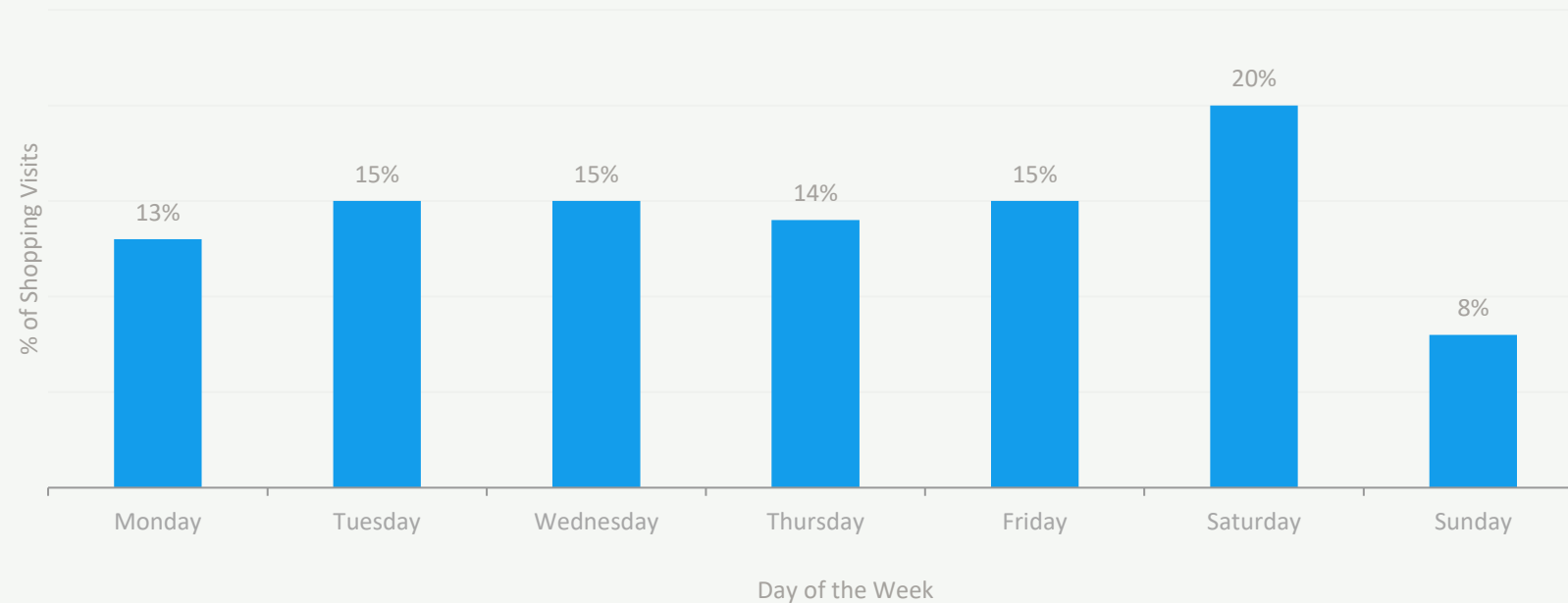
A wide spread of age ranges visit a shopping mall each week, although 'Gen Z' & 'Millennials' (18-35's) over index against the UK population, whilst those aged 55+ under index



Footfall by Day

Shopping Malls

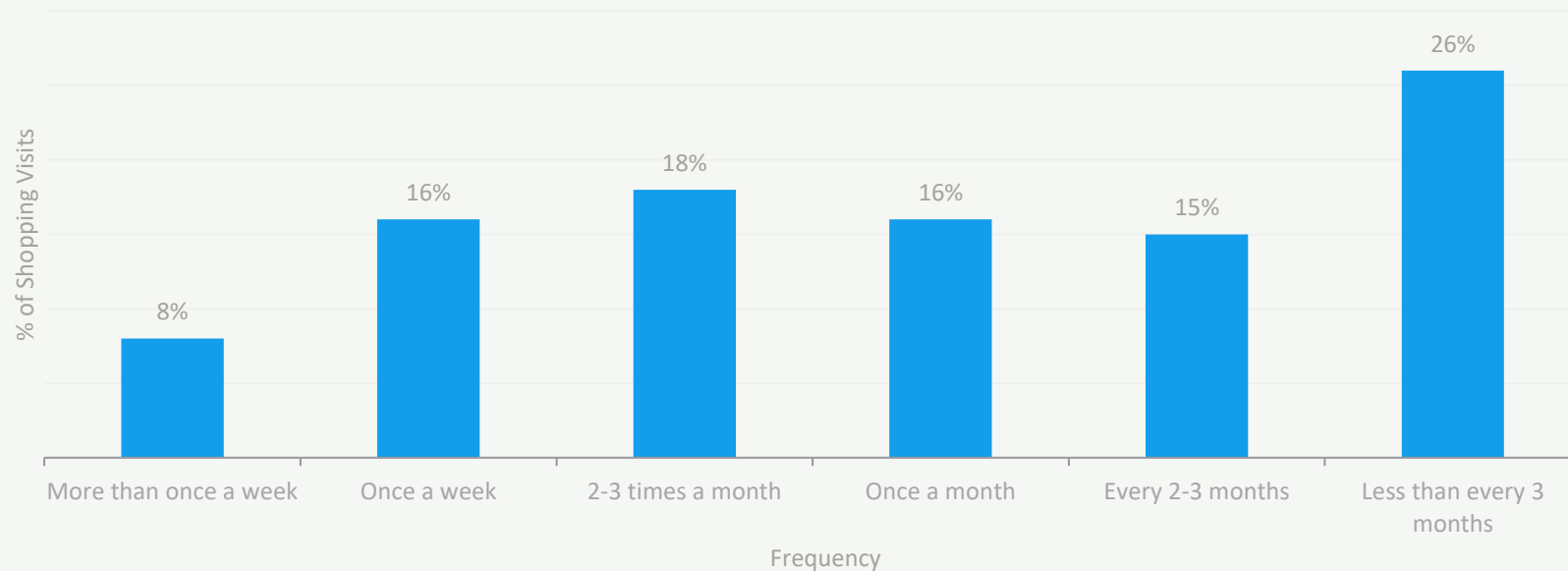
Unsurprisingly, Saturday is the most popular day of the week for shoppers, representing 20% of the total footfall, whilst midweek footfall is consistent at 12%-15%



Frequency of Visits

Shopping Malls

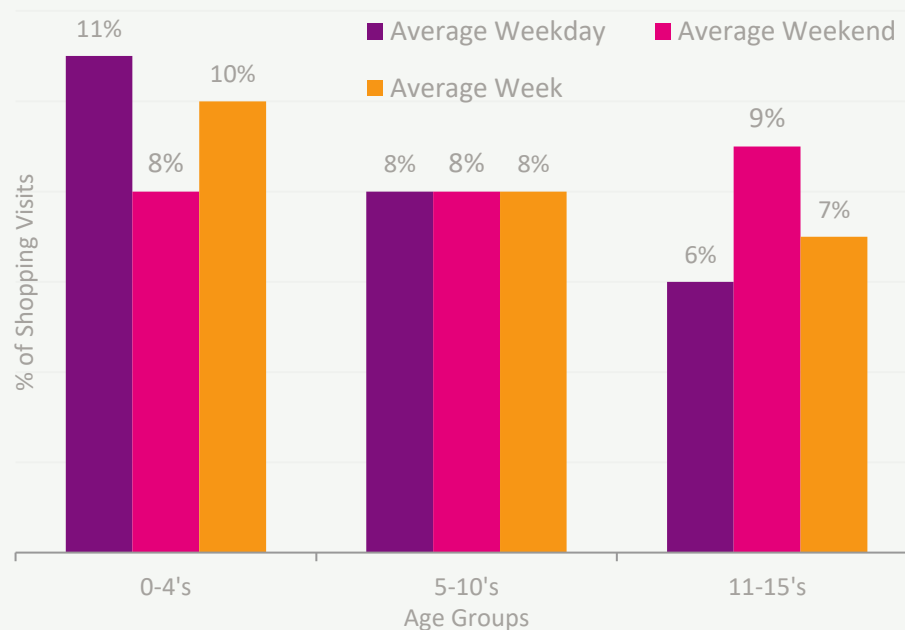
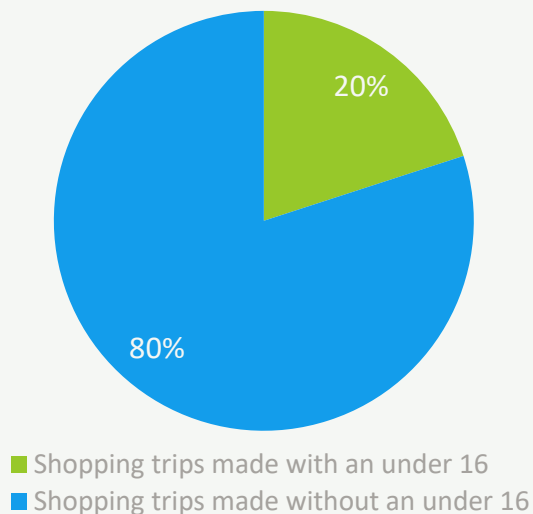
1-in-4 shoppers visit their local shopping centre once a week or more, rising to 42% every fortnight



Reaching Families

Shopping Malls

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



Valentines & Mother's 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

Back to School

Spending Habits

3rd

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

£

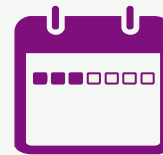
£1.2bn

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

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

Christmas Holidays

Spending Habits



60%

of Christmas shopping
is done in-store rather
than online



55%

spend £200 or
more on their
Christmas shop



15%

increase in shopping
centre footfall
during December



6.5%

increase in shopping
centre footfall during
November



56%

of shoppers begin their
shopping in October &
November

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



Our Mall Estate

- Universe of 75 quality malls
- 10 feature in the top 100 (TWR)
- Excellent fit with the other major malls contractors
 - 'Exclusive' in 65+ of our malls
- Footfall of 20m+ per fortnight
- Combination of digital, static, portrait & landscape solutions
- Affordable & flexible



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

Shopping Malls

Digital 6-Sheets

- Available across 70 shopping centres
 - 250+ x D6 displays
- Bespoke proximity packs are available
 - Boots, Superdrug, Telecoms, GAME, HMV, Waterstones, Cinema, Toys & Games
- Affordable & flexible
 - Day-part & day-of-week buys available - including Q4
 - Utilise as a 'cost-averager' on audited business
 - National @ £300ppp2w
 - Line-by-line @ £500ppp2w

93% audience
rate-of-return

Source: Springboard 2021





Beauty Pack

- Delivering 18m+ footfall per 2 weeks
- Boots - 246 x D6's across 65 x Malls
- Superdrug - 223 x D6's across 57 x Malls
- Holland & Barrett - 236 x D6's across 57 x Malls
- HoF, Debenhams & John Lewis available as campaign extensions



Telecoms Pack

- Delivering 18m+ footfall per 2 weeks
- O2 - 221 x D6's across 54 x Malls
- Vodafone - 209 x D6's across 52 x Malls
- EE - 235 x D6's across 60 x Malls
- Three - 202 x D6's across 49 x Malls
- Carphone - 162 x D6's across 43 x Malls



Supermarket POS Pack

- Delivering 18m+ footfall per 2 weeks
- Tesco - 229 x D6's across 59 x Malls
- Sainsbury's - 164 x D6's across 40 x Malls
- ASDA - 104 x D6's across 29 x Malls
- Morrison's - 67 x D6's across 20 x Malls
- Iceland - 192 x D6's across 51 x Malls





Cinema Pack

- Designed for the Film Distributor category
- In proximity to ODEON, Cineworld & VUE cinema locations
- Delivering 8.9m+ footfall per 2 weeks
- 129 x D6's across 31 x Malls



HMV Pack

- Popular amongst the Music & Home Entertainment categories
- 24 x Malls deliver 8m footfall per 2 weeks
 - 5 x Iconic displays
 - 83 x D6's



Publisher Pack

- Utilised by all the major book publishers
- Waterstones & WH Smith proximity
- 69 x Malls deliver 22.6m+ footfall per 2 weeks
 - 10 x Iconic displays
 - 224 x D6's



Toys & Games Pack

- Designed for the Toys manufacturers
- Argos, The Entertainer & Smyths
- 57 x Malls deliver 20m+ footfall per 2 weeks
 - 9 x Iconic displays
 - 194 x D6's



GAME Pack

- Designed for the Computer Game & Home Entertainment categories
- Delivering 12.67m+ footfall per 2 weeks
- 170 x D6's across 42 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

Shopping Malls

Large Format Digital

- Available across 5 malls
 - 5 x landscape digital displays
 - Inc. Bluewater (#2 TWR)
- Adapt TV creative
- Bespoke packs are available
 - Including fragrance & major department stores
- Affordable and flexible
 - Day-part & day-of-week buys available - including Q4
 - Line-by-line @ £1,000pp2w-£3,000 ppp2w



The Large Format Network

Reaching 2.296m Individuals Nationally Every 2 Weeks



Trevor Wood Ranking	Mall	Postcode	City	County	TV Region	2 Week Footfall	Large Format Landscape Digital	PPP2W (10", 1 in 6)
2	Bluewater	DA9 9ST	Greenhithe	Kent	London	752,476	1	£3,500
126	Broad Street Mall	RG1 7QE	Reading	Berkshire	Meridian	269,230	1	£1,500
132	Broadway Shopping Centre	DA6 7JN	Bexleyheath	Kent	London	349,700	1	£1,500
253	The Malls Shopping Centre Basingstoke	RG21 7TW	Basingstoke	Hampshire	London	540,000	1	£1,000
257	Queens Arcade	CF10 2BY	Cardiff	Glamorgan	Wales	384,615	1	£1,000
						2,296,021	5	£8,500



Bluewater

Kent & Greater London

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

Iconic
1

TWR
2

28 million annual footfall

180 minutes average dwell time

£130 average spend

2 visits per month

John Lewis
HOUSE OF FRASER



Broad Street Mall

Reading

TWR
126

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.

8 million annual footfall

40 minutes average dwell time

£32 average spend

2.5 visits per month

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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.

TWR
132

11 million annual footfall

65 minutes average dwell time

£50 average spend

3.4 visits per month

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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.

TWR
253

14 million annual footfall

82 minutes average dwell time

£60 average spend

2.9 visits per month

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Queen's Arcade

Cardiff

Queen's Arcade is located right in the heart of Cardiff & connects to St David's Shopping Centre. It is home to some of the city's most exciting big name stores & independent boutiques, as well as a host of sports specialist brands including Skechers & Foot Locker.

TWR
257

14 million annual footfall

93 minutes average dwell time

£77 average spend

3.7 visits per month

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Experiential

- Available in Bluewater, one of the UK's most premium malls
- Previous activity has included live twitter feeds, 'sound showers' and full domination campaigns with bespoke builds



MOTHERS DAY WEEKEND SPONSORED BY

the twilight saga
breaking dawn
part 1

WIN THE TWILIGHT SAGA: THE STORY SO FAR BOXSET



Tweet #BreakingDawnMum to see your message here.
The best three tweets win The Twilight Saga boxset.

@Culvatore
@TwilightSaga_UK I'm spoiling my mom
with a new bag, her favourite perfume and
a box of chocolates #BreakingDawnMum

Live Twitter Feed

ON DVD AND BLU-RAY

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Looking at their
homework
on the go
isn't difficult.
Recalling
how to do
long division
could be.



But at least you can
always be on hand,
no matter where you are.



Cloud-based files and apps
on up to 5 devices. So you
can help with schoolwork
from wherever you are.

Office 365
Home Premium

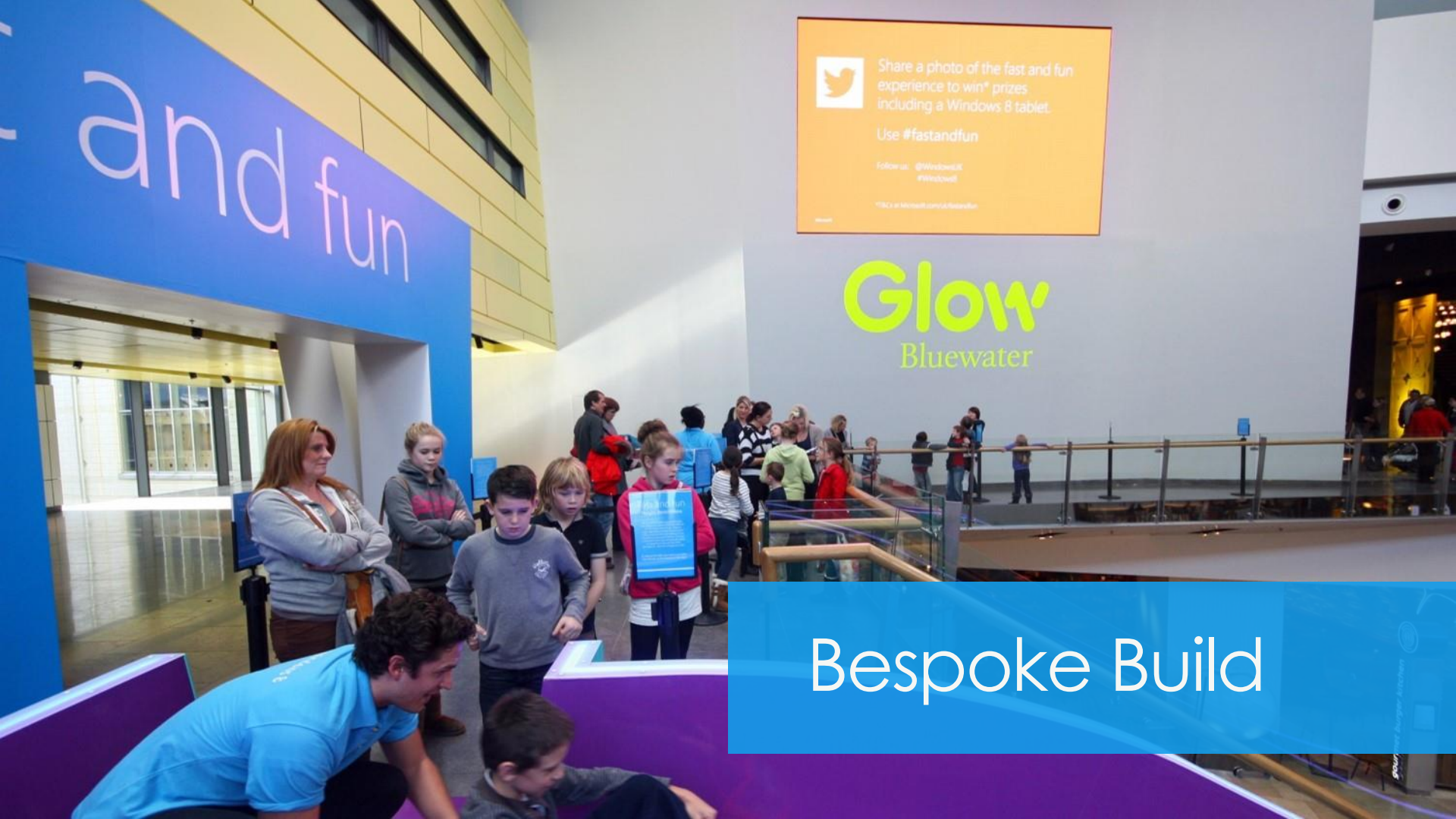
Checking their
homework
from the office
is easy.
Remembering
your GCSE
French isn't.



Domination Wrap



Bespoke Build



Share a photo of the fast and fun
experience to win* prizes
including a Windows 8 tablet.

Use #fastandfun

Follow us: @GlowBluewater
#GlowBluewater

*Prizes are Microsoft Lumia 950/950XL

Glow
Bluewater

Bespoke Build



For More Information

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