



**1,610,000**  
Fortnightly Impacts



**CARDFF  
LIGHTS**



Newport Road, jnc Glossop Road & City Road, CF24 0AB

32m2 of premium 8mm pixel  
HD coverage

Dynamic creative capabilities

Frame ID's

2000155694

Site No.

6059-01





- Half a mile from the City Centre, main shopping areas & Principality Stadium
- 10 minutes to the M4 – 15 miles to Cardiff Airport
- 1.6 million people live within a 45 minute drive from the City Centre



- Home to the Principality Stadium, Motorpoint Arena & Wales Millennium Centre
- Major events include – multiple big name concerts, Six Nations Rugby & World Heavyweight boxing
- Principality stadium is the 3rd largest venue in the UK



- St Davids Shopping Centre is ranked the 6th most popular shopping destination in UK with an average annual footfall of 37 million
- 9th largest city in the UK – Population 357,000
- Annual tourism footfall 21.3 million

# CARDDIFF LIGHTS



# CARDIFF LIGHTS



## Return on Investment

1 in 6 share of voice

268,548 fortnightly impacts

88,000 people commute into Cardiff each day from the surrounding Welsh regions

## ABC1

54%



4th highest UK weekly workplace earnings



10,200 businesses located within the city limits

Head Offices include Lloyds, Admiral Group & British Gas



£692million estimated annual retail spend

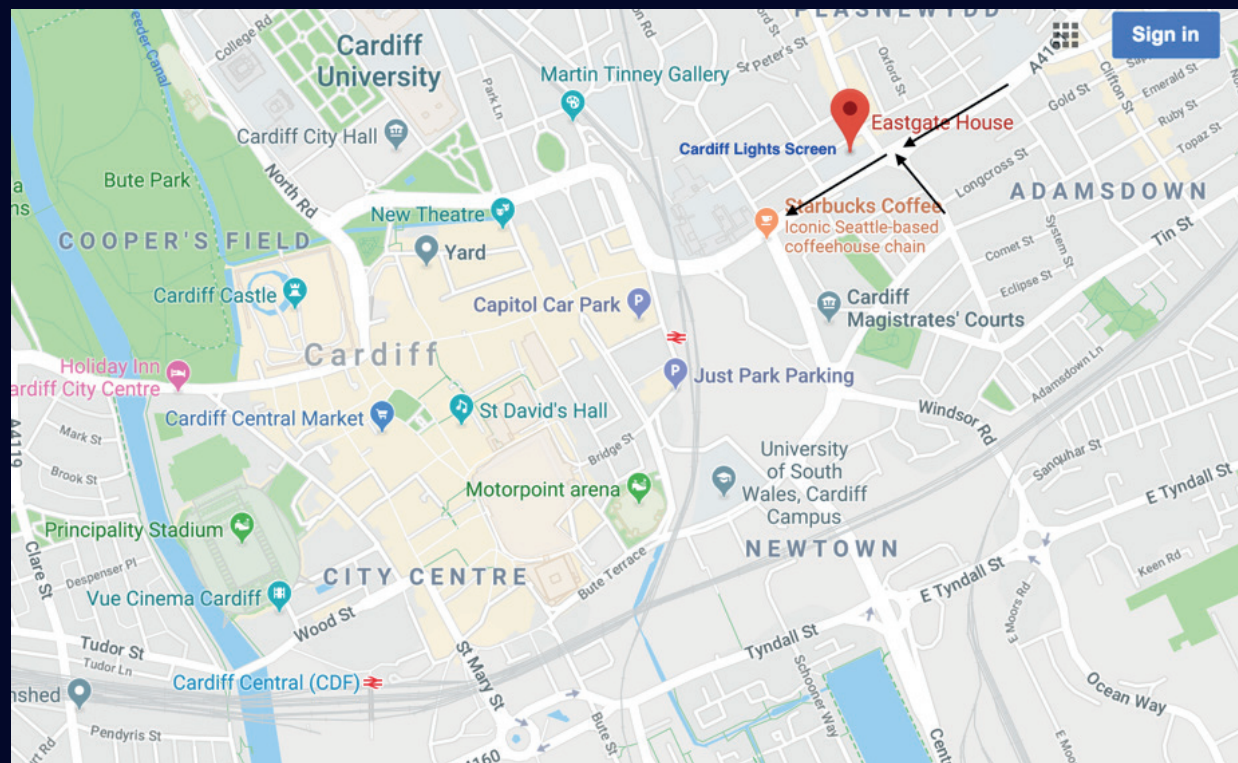


3 universities with a combined student population of 75,000





## LOCATION & SCREEN MAPPING



# CARDIFF LIGHTS





# CARDIFF LIGHTS

The screens are fully integrated with dynamic platforms, allowing you to run the following campaigns:



- Weather & Traffic Activation



- Social Media Live Streams – Twitter or Instagram  
Web Interface – complete control on the text and copy which appears on the screens



- Dynamic Text – showing the latest sporting results, statistics or news updates



- Interruptive – creative can be changed based on sporting events or any set scenario



- Scheduling



- 24 hour scheduling team Multiple creative rotation

be on it. ®