

## Double Sided Large Format Portrait Screen



1,683,100 million fortnightly impacts

48m<sup>2</sup> of premium HD coverage

85% ABC1 & 55% AB Audience

Frame ID's	Site No.	Site Address
2000215660	6060-01	Upper Richmond Road, London SW15 5JH
2000215661	6060-02	

# Richmond Lights – Outbound



# Richmond Lights – Inbound



# Richmond Lights Mapping & Key Facts

5 minutes to Richmond town centre

Barnes train station within 500 metres

15 minute drive time to Central London

10 miles proximity to Heathrow Airport

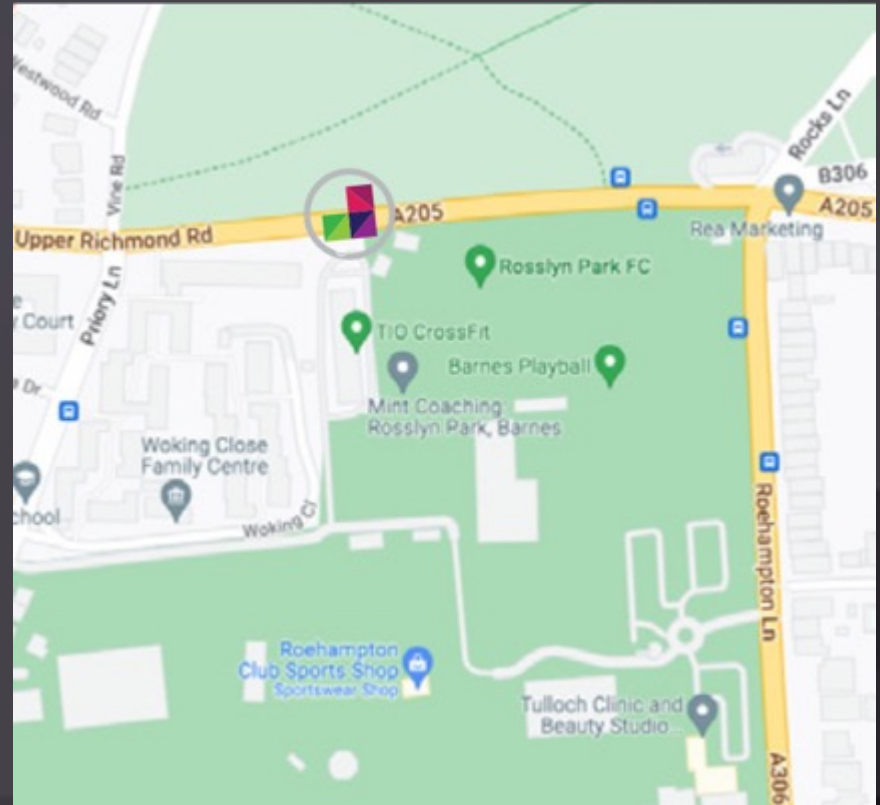


Westfield Shopping Centre within 5 miles

Twickenham Stadium within 5 miles



Business Headquarters in Richmond include eBay, PayPal & Securitas



# Richmond Lights Analytics & Insights

## Return on Investment

1 in 5 share of voice

336,620 fortnightly impacts

High Indexing Premium Audience

**ABC1** 85%

**AB** 55%

Source - Route & DFT

# Dynamic Technology & Scheduling.....

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



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Premium OOH Media

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