

Large Format Landscape Screen



1.2 million fortnightly impacts

5 lanes of vehicular traffic

32m² of premium HD coverage

60% ABC1 Audience

Frame ID	Site No.	Site Address
2000308291	6057-01	Lawrence Hill Roundabout, Bristol, BS5 0BY

Bristol Demographics



5 minutes to Bristol city centre

Temple Meads train station within 1.5 miles

9 miles proximity to Bristol Airport, 10 million passengers per year



Cabot Circus Shopping Centre within 1 mile

Two universities with a total student population of 66,000



Over 50,000 businesses located in and around city centre including OVO Energy, Hargreaves Lansdown and Airbus

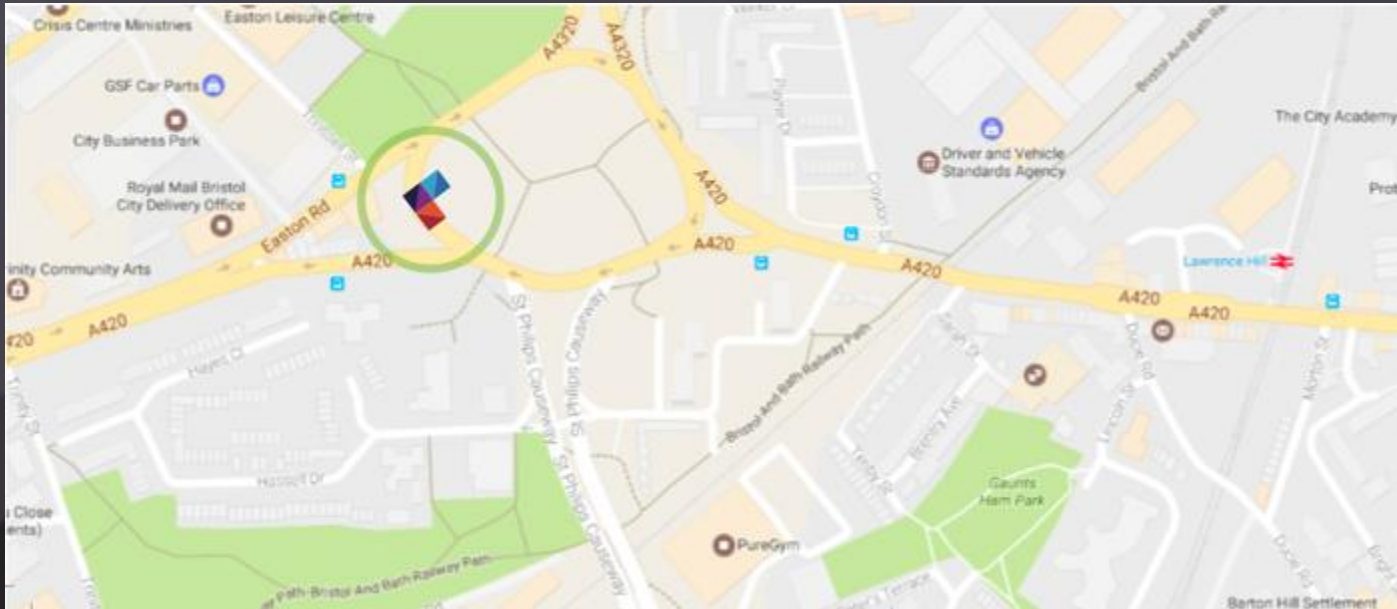
Bristol Lights Impacts & Map

Return on Investment


1 in 6 share of voice

233,702 fortnightly impacts

ABC1 60%



Source - Route & DFT

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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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