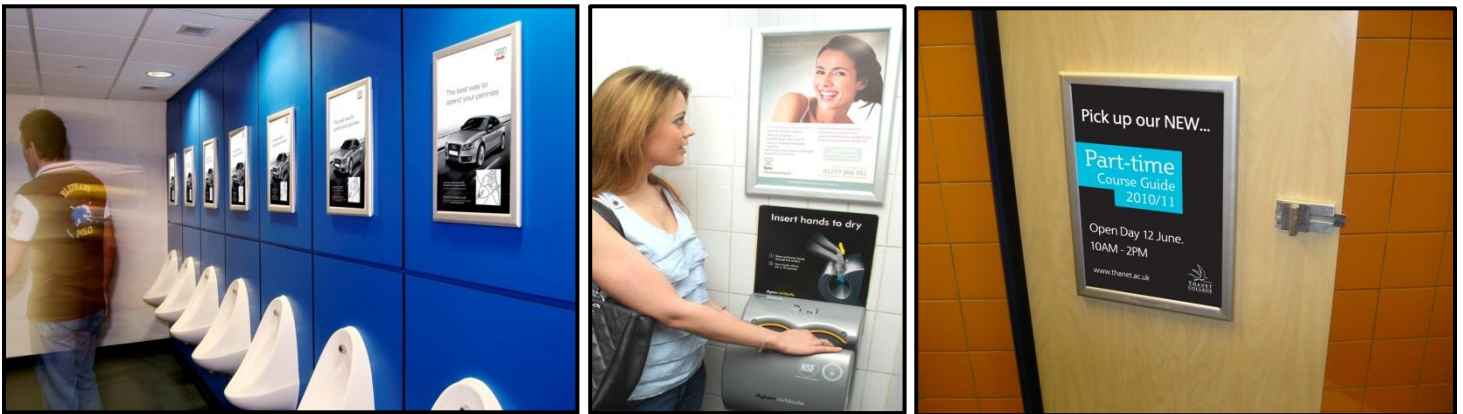


## Washroom Advertising in UK Designer Outlets

*...where smart advertisers spend their pennies!*



*"This is the first time we have tried this type of marketing and we have been pleased with the results. I have actually had a customer ring me and comment on how he had seen our posters and this prompted him to ring us about his vehicle."*

**Paul Harris, DP, Tarka Isuzu Barnstaple**

*"We have used Positive Media Marketing for our recruitment period for 2 years now with excellent results"*

**Leanne Mackay, Marketing Manager, West Lothian College**

*"We've had growing interest from customers who have seen our advertisements in outlet parks, and so we have worked with Positive Media to grow this activity. We're looking forward to seeing more great results"*

**Suzanne, Marketing Manager, Spire Health Hospital Leeds**



**Introduction**

- > Washroom advertising started in America with daily newspaper sheets placed in wooden boxes
- > Implemented because people like to have something read 'whilst spending a penny'
- > Developed into a popular media concept

**Product**

- > 100% captive / totally unavoidable
- > Visible seven days a week
- > Gender specific

**Format/Positions**

- > Full colour posters displayed at eye level
- > A3 size tamper proof frames with a plastic screen to protect your message
- > Positioned on the back of the **ladies cubicle doors, above male urinals and hand dryers**

**Designer Outlets**

- > Over 20 outlets with a combined total of 2 million shoppers every week
- > Commercially important designer outlets across the UK ([see site list](#))
- > Prefect for reaching 'Brand conscious – value conscious' consumers

**Demographics**

- > Gender: Women 67%
- > Age: 25-54 67%
- > Social Class: AB 21% /C1 27% /C2 20% /DE 31%

**Independent Research Survey Headlines\***

- > 57% of people noticed the poster sites
- > 56% recalled the campaign advertised
- > 50% intend to follow up....which means over 15,960 possible new customers a week (based on 100,000 a week footfall)

\*Survey carried out by the R.O.I. team at the Oxford Street Plaza Shopping Centre London for The West End Skills Shop campaign in July 2011

**A3 Rate Card**

>£50 per poster/month\*

**Discounted price Bronze, Silver & Gold Examples**

posters	unit price	3 Months - 25% Discount			6 Months - 37.5% Discount			12 Months - 50% Discount		
		total	month	week	total	month	week	total	Month	week
12	£32.50	£878	£293	£69	£1463	£244	£58	£2340	£195	£45
16	£30	£1080	£360	£83	£1800	£300	£69	£2880	£240	£55
24	£27.50	£1485	£495	£115	£2475	£413	£95	£3960	£330	£76

\*All rates exclude production and vat. £75 installation charge per venue and minimum orders apply. Space is sold per calendar month with installs on 1st of the month. Space is subject to availability.



### **Installation**

>£75 installation charge per venue.  
(This includes all posters being displayed and campaign photography)

### **Production**

> £2 per poster print  
> £60 per hour artwork (if required)  
> Free setup for single print

### **Who uses this Media?**

- |                            |                                   |
|----------------------------|-----------------------------------|
| ✓ Charities                | ✓ Hotels                          |
| ✓ Councils                 | ✓ Motors                          |
| ✓ Cosmetics & Toiletries   | ✓ Primary Care Trusts             |
| ✓ Educational Institutions | ✓ Private hospitals               |
| ✓ Entertainment & Media    | ✓ Retailers                       |
| ✓ Finance                  | ✓ Telecoms                        |
| ✓ Food & Drink             | ✓ Travel                          |
| ✓ Government               | ✓ Theatres                        |
| ✓ Health Clubs             | ✓ ...and too many others to list! |

### **Specification**

>Size: A3 Portrait 420mm (High) x 297mm (Wide)  
>Safe copy area: 385mm (High) x 262mm (Wide)  
>Paper weight: 170gsm (recommended)  
>Quantity: Campaign plus spare(s)  
>Artwork Format: 300 dpi, cmyk in pdf, eps, jpeg or Tiff . Please provide posters without print trim lines.  
>Delivery: Positive Media Marketing offices - ten working days before campaign start date

### **Testimonials**

*"Great service, great exposure to our target market"*

**Fiona Duffy, Communications Officer Corporate Communications, West Lothian Council**

*"We have seen a noticeable increase in our gym enquiries as a result of our campaign"*

**Matt Gannon, Marketing and Sales Officer, Communications Department, Newcastle-under-Lyme Borough Council**

*"How often would you stare at a newspaper advert – never! I like washroom advertising because its 100% captive!"*

**Rick Hans ,Marketing Manager, South East Essex College**

*"Excellent customer service, very helpful. Had a great response to our adverts in the Lowery Centre. At first glance we weren't too sure about the placement, but you have such a captive audience, it has worked really well!"*

**Emma Small, Marketing Manager, Swansway Honda, Manchester**

### **Summary**

Washroom posters are effective and affordable because they are:

- > 100% captive / totally unavoidable
- > Gender specific
- > Surprisingly affordable at just £50 per poster/per month

### **Interested?**

>For more information call: Mr. Positive Simon Grant on Freephone **(0800) 915 4444**

Email: [simon.grant@positivemediamarketing.co.uk](mailto:simon.grant@positivemediamarketing.co.uk)