



W a s h r o o m A d v e r t i s i n g

...where smart advertisers spend their pennies!



The Venue

Bridgend Designer Outlet

Bridgend Designer Outlet enjoys its reputation as the **largest designer outlet** in Wales and one of the **most visited leisure attractions** in the country. It is situated midway between the cities of **Cardiff and Swansea** and within easy reach of **Bristol**.

To help you *'expose'* (pun intended) your message to their clientele, we have **A3 panels** situated in their washrooms (toilet areas) the one place you don't mind the idea of having something to read!

for more information, please call our sales team on 01702 474762



The Product

This type of advertising presents your company product or services to a **captive audience**.

The average **dwell rate** is approximately **1 to 2 minutes**: *this media provides more 'direct views' per £ than all other forms of advertising!*

We put your **message** across to a **targeted audience**, topics of male interest can go in the male washroom and those of particular interest to the ladies can go in the ladies washrooms

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Format / Location

Washroom advertising also compliments all your other types of advertising. All frames are a very **eye catching A3 size** with a plastic screen to protect your message

This advertising works because all of the panels are **strategically placed** where they will receive high volume viewing:-

- > On the back of ladies cubicle doors
- > Above the urinals
- > Above hand dryers

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The Benefits

- > 100% captive so it works!
- > Targeted so you reach your audience without any wastage
- > Cost effective so it pays for itself
- > Gender specific so you can promote to either sex
- > Excellent value for money - *compare our price to all other media!*
- > You can change your poster(s) on a regular basis to keep your message fresh!
- > Exclusive rights so you don't have to compete

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Audience / Footfall

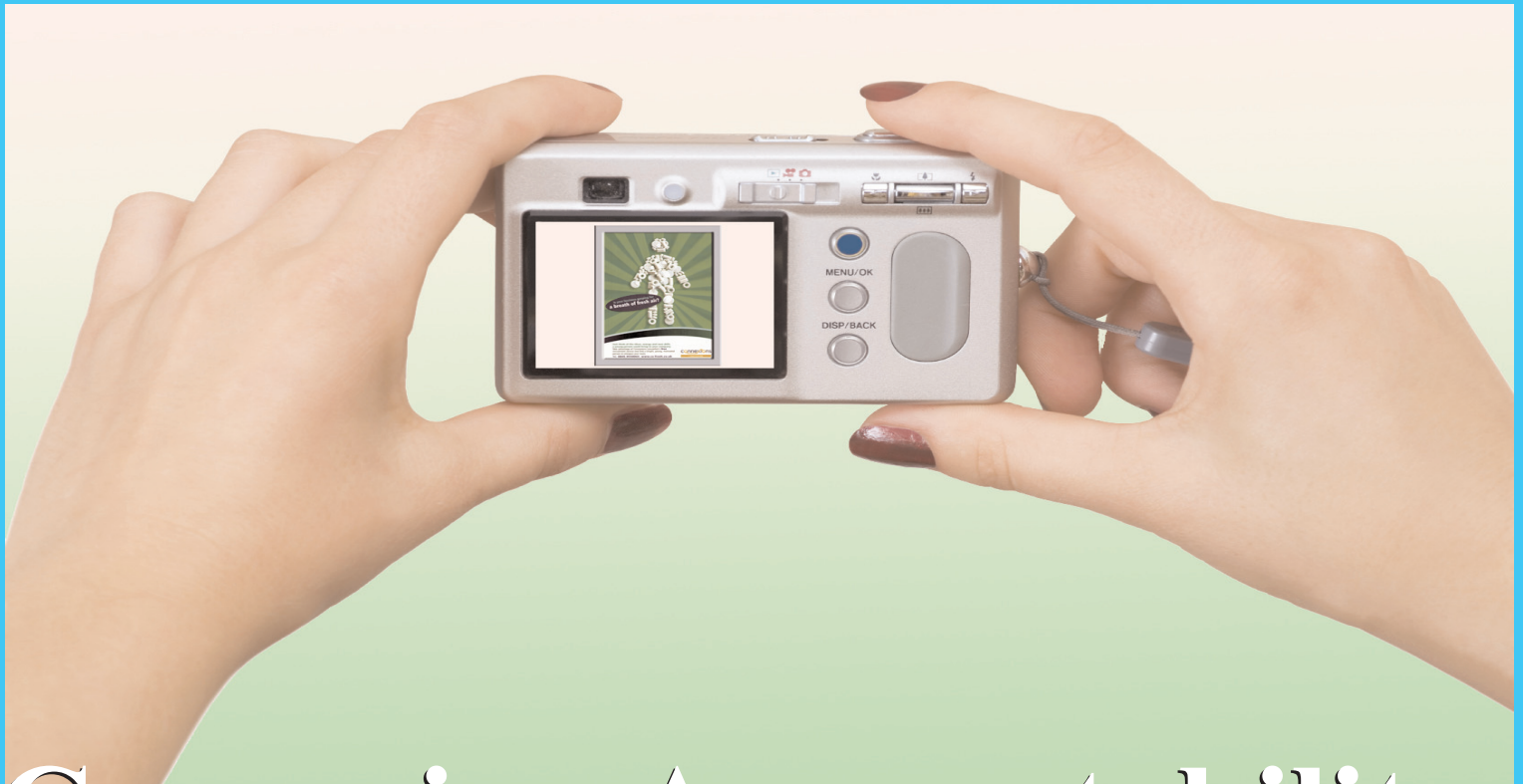
Audience:

- > High earning / spending
- > Fashion conscious
- > Leisure orientated
- > Wide range of ages and backgrounds

Footfall:

- > Over 4.4 million shoppers visit each year
- > Open 7 days a week

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Campaign Accountability

We know how important it is to be confident that your campaign is going to plan.

A completion pack incorporating the following, can be provided:

- > Proof of posting
- > Digital photography
- > Post campaign reports
- > Venue feedback

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Testimonials

“Thanks very much and we will look forward to the next successful campaign”

Kerry O'Sullivan of Ekay Plc, Advertising Agency

“Positive Media were very professional and I would not hesitate to use them again for further advertising opportunities”

Lucie Wood - Marketing Director of Humming Bird Motors

“Overall I am delighted with the results and it really has proved to be an excellent medium for recruitment locally. Not only did this method "out-perform" local press but also generated good awareness for us within the community”

Dino Forte, Director of Converso Contact Centres

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Contact

For advertising rates, please call our friendly sales team on (01702) 474762 for an no obligation quote

Alternatively e-mail us on
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