

## Washroom Advertising in Shopping Centres / Outlets

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





### **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**

- > A3 Posters in totally captive positions...*so your message is guaranteed to be read!*
- > True gender targeting...*reach exactly who you want!*
- > Huge dwell times...55 seconds; male and 105 seconds; female...*effective if you have lots of information to get over!*

### **Format/Positions**

These highly effective Washroom poster sites are located in these captive positions:

- > Above the male urinals...un-missable!
- > On the back on ladies cubicle doors...very captive!
- > In both male and ladies toilets above the hand dryers...high-vis!

### **Designer Outlets**

- > Over 20 outlets with a combined total of 2 million shoppers every week
- > Commercially important designer outlets across the U.K. ([see site list](#))
- > Perfect 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%

### **R.O.I. Independent Research Survey Headlines\***

- > 57% of people noticed the poster sites
- > 56% recalled the campaign advertised
- > 50% intend to follow up

\*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

### **Testimonials**

*"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

*"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



**A3 Ad Rate**

> £50 per poster/per month

**Discounted Ad Rates**

A3 posters	Monthly unit price	2 Months			4 Months - 25% Discount			6 Months - 30% Discount			A3 posters
		total*	month	week	total*	month	week	total*	month	week	
5	£30.00	£300.00	£150.00	£34.62	£450.00	£112.50	£25.98	£630.00	£105.00	£24.23	5
10	£25.00	£500.00	£250.00	£57.69	£750.00	£187.50	£43.30	£1,050.00	£175.00	£40.38	10
15	£22.50	£675.00	£337.50	£77.88	£1,012.50	£253.13	£58.46	£1,417.50	£236.25	£54.52	15

**Important note:**

> Please 'compare' a typical radio campaign reaching 'less' people at a cost of £1000 a week (4 spots a day x 5 days) or a ½ page in your local newspaper £500 a night against the above investment. Space is sold per calendar month basis with installs on 1st of the month and is limited by the number of frames, so it is subject to availability.

**Installation/Re-posts**

> Installation (one off) and re-posts are £75 per venue plus vat as posters can be changed during your campaign. Price includes campaign photographs and a completion pack.

**Production**

> £2 per poster print plus vat (or you can supply)

**Who uses this Media?**

- |                   |                        |   |
|-------------------|------------------------|---|
| Attractions       | Car Dealers            | Charities                               |
| Councils          | Cosmetics & Toiletries | Educational Institutions                |
| Finance           | Government             | Health Clubs                            |
| Hotels            | Police                 | Primary Care Trust                      |
| Private hospitals | Property               | Restaurants                             |
| Retailers         | Travel                 | Theatres...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

**Summary**

- Washroom posters are:
- > 100% captive / totally unavoidable
  - > Gender specific
  - > Surprisingly affordable

**Interested?**

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