

?what
are
you
looking
at?



streetlevelTV 

 motomedia

whatareyou**looking**for?

Shopping centres offer a fantastic advertising opportunity. With shopping centres full of browsing shoppers already primed to buy, and as a point of purchase of most brands and products, streetlevelTV™ offers a powerful medium to influence their spend.

When in a shopping centre environment, shoppers will stop to look at something that catches their attention, whether this is an advert or a music video for an up and coming act.

In partnership with the shopping centre owners we are able to provide accurate demographic and footfall data; the weekly average footfall of a shopping centre in the UK is in excess of 250,000.

Motomedia can provide national coverage to meet needs of any marketing campaign.

“StreetlevelTV™ give's you an opportunity to use existing TV advertising with sound, interaction and audience data capture in an OOH basis”

kenny maclean, managing director, motomedia

see an online demo at:

<http://www.motomedia-uk.com/streetlevelTV.html>



whatareyou**looking**at?

StreetlevelTV™ is truly new. We are able to deliver existing high quality TV ads, with sound, on an out-of-home basis. Using large format screens we can bring live TV images and up to date news and weather content to compliment your clients marketing campaign.

Shoppers have the opportunity to see sporting events, clips of X-factor, Big Brother and other key TV content in conjunction with your clients advertising message. Show music videos and clips of live bands, with sound, to promote local, national and international artists. Display adverts for local events and local business.

Advertisers have the ability to see who's looking using our audience data capture techniques.

StreetlevelTV™ delivers more than standard outdoor. It is designed to engage the consumer, it is at streetlevel. It is customer facing, measurable and is located in shopping havens.

Our ratecard starts at £799 per week with up to 1000 impressions throughout the week. With units available throughout the UK and Europe motomedia is equipped to deliver an outstanding advertising solution for your clients.

contact

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motomediaschematic

- 1. SHOP WINDOW** - Externally applied printed vinyl for large scale branding.
- 2. PROJECTION SCREEN** - screens display projected content in daylight. Screens can be up to a massive 4mx3m.
- 3. AUDIO DRIVERS** - Through-glass audio drivers turn the glass surface into a speaker. Pavement drop-off 1.5m-2m keeps sound localised to advert. Drivers operate in frequency range of human voice.
- 4. DIGITAL INTELLIGENCE** - Camera feeds intelligence software which gathers information on advert viewing times, viewer demographic, gender etc.
- 5. TECHNOLOGY** - Server, amplifier, projector linked directly to content software, controlled remotely.
- 6. BLUETOOTH** - Bluetooth server pushes data, eg: gig dates, offers, to passing mobile phones.
- 7. 3G MODEM** - Fast and secure internet connection.
- 8. CONTENT SOFTWARE** - Motomedia uploads and manages your content, and sets playlists in real time through 3G modem.
- 9. DATA** - Access viewer data from intelligence software on secure server.

