

# TOUCHWOOD



**13m**

annual footfall

THE NEW DIFFERENT  
CITY UN-LOCKDOWN

**MALLS: FIVE REASONS TO INVEST**

Influence  
in-store purchases

**88%**

of visitors to a mall  
will purchase

**57%**

of those **would buy** Health  
and Beauty products,

of which  
**57%**

said **impulse** would  
drive their purchase

Add a **perceived  
premium** to brands



Research looking at  
fictional brands advertised  
in **malls vs other media** saw  
increases in perceptions of

**Luxury +39%**

**Desirability +65%**

**Premium +15%**

**Quality +11%**

Pent up **demand** for  
in-store shopping

**62%**

are likely to visit a shopping  
mall post-pandemic



Top shopping  
behaviours include

'**browsing in-store**' and  
'**touching, feeling and seeing**'  
the fit of products

Be part of the  
**social destination**

Investment in **F&B and  
entertainment** mean malls  
are now a social hub



Shoppers that eat during  
a mall visit spend

**18%**  
more **money**

**+27 mins**  
dwell time

**Public and private  
screen synergy**

The **creative bridge** means  
vertical screens in Malls  
offer a perfect complement  
to mobile advertising

Increases **attention**

**+50%**

Increases **consideration**

**+50%**

Drives **purchase intent**

**+20%**



# DIGITAL 6-SHEETS

- Located in areas of high footfall and longer dwell time
- Optimises impact and frequency of message
- 6 second ad



# SCREEN LOCATIONS

## Parking

John Lewis: 1,034  
 Touchwood main: 664  
 Total: 1,698



Mill Lane Arcade



Upper Level – Dining Terrace



# WHAT IS PROGRAMMATIC?

The act of using **technology** to buy audiences across multiple **digital media formats\*** in real time.

\*display, mobile, social, native, OTT (TV), Out Of Home (OOH)







MAKING THE MOST OF THE POWER OF CONTEXT

**RIGHT TIME, RIGHT PLACE, RIGHT AUDIENCE, RIGHT RESULTS**

**OOH**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**LOYALTY**

**ADVOCACY**

**MOBILE**

To get back to business, brands are seeking immediate sales activation and ROI.

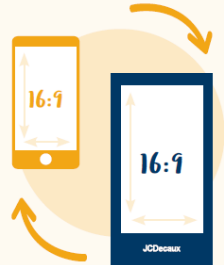
Investment in the public screen and private screen together drive consumers more quickly through the brand funnel.

A DOOH and mobile ad partnership boosts purchase intent by **+20%**



**REACT RAPIDLY TO CHANGE**

Trigger your campaign only when it's needed with relevant real-time messages displayed within the hour



**BENEFIT FROM THE CREATIVE BRIDGE**

Unifying DOOH and mobile creatives increases attention. **81%** of DOOH viewed impressions are 9x16 aspect ratio – the same as a mobile screen



**SERVE THE RIGHT IMPRESSIONS**

Data-led campaign planning means you only invest in impressions served when and where your brand will most benefit



**SUPERCHARGE YOUR INVESTMENT**

Ads at relevant moments earn greater audience attention: dynamic activation drives **+17%** uplift in DOOH effectiveness

**PROVEN RESULTS**

Click on the advertiser name to see the full case study online

**1.**

**Virgin Active**

**3X MORE** footfall into gyms throughout campaign

**2.**

**Royal Edinburgh Military Tattoo**

**+16%** brand search uplift



**FOLLOW YOUR AUDIENCE**

Use the same data for mobile and DOOH campaign targeting, and focus investment on your audience and their locations



**LIVE CAMPAIGN OPTIMISATION**

Analyse results as they happen, and use this data to improve your campaign's effectiveness in real time

# BENEFITS TO MALL OCCUPIERS

- EXCLUSIVE rates available to **Touchwood** Occupiers – enjoy up to 35% off traded rates!
- INVESTMENT MATCHING solutions available for new business start-ups
- All campaigns tailor-made to suit your budget
- Up to one change of design per day at NO EXTRA COST
- Design advice and assistance available at NO EXTRA COST
- Access to our extensive range of data sets and full campaign planning available at NO EXTRA COST

**Please contact JCDecaux for more details**



THANK YOU!

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