

BBX SHARED VOICE CAMPAIGN

GLASGOW MEDIA PACK

GOGO VISION
OUTDOOR MEDIA

GoGo Vision © 2019

SHOUT IT OUT IN GLASGOW

BBX Shared Voice campaigns are all about letting brands display their message in the busiest locations across Glasgow city centre and beyond.

Using our state-of-the-art digital advertising van, we take your message directly to your target market in areas of high footfall and commuter activity.

There really is no more effective way of making your brand stand out, promoting in the busiest locations across Glasgow with the high-impact visuals of our digital outdoor screen.

THE BEST FOR YOUR BUSINESS

Our BBX Shared Voice campaigns are extremely effective and have helped many businesses and organisations to:

- Increase revenue through ad exposure
- Drive footfall to a shop, restaurant or venue
- Engage customers with eye-catching guerrilla marketing
- Promote a special offer, deal or sale
- Sell out tickets to an upcoming event



WHY USE MOBILE DIGITAL SCREENS?

Digital Out-Of-Home (DOOH) advertising reaches more people in the UK than almost any other medium, making it an effective way to reach your audience and make an impact with your brand.

The added benefit of our BBX Shared Voice campaigns in Glasgow City Centre is that Glasgow is one of the UK's top retail centres, making it a perfect location for ad exposure on our mobile digital screen.

Benefits of Mobile Screen Advertising

- POWERFUL, DYNAMIC DISPLAYS
- MASSIVE REACH
- VERSATILE CAPABILITIES
- MIX AUDIO & VISUALS
- MOBILE & TARGETED
- UNIQUE & MEMORABLE

TARGETING GLASGOW - THE STATS

15.5 MILLION ANNUAL FOOTFALL ON ARGYLE STREET

440,000 PEOPLE WORKING IN THE CITY CENTRE*

20 MILLION AND 2 MILLION
DAY VISITORS TOURISTS VISIT ANNUALLY**

94% OF REMEMBER
CONSUMERS DIGITAL
BILLBOARDS

£6.6 BILLION
ANNUAL COMPARISON GOODS
SPEND IN THE CITY CENTRE***

* FSP December 2016

** Glasgow City Council 2017

*** CACI January 2017

CAMPAIGN LOCATIONS & ROUTE

Over the course of a BBX Shared Voice Campaign, we will drive your brand's message around key city centre areas to ensure maximum exposure of each ad, directly to potential customers.

Here are some of the prime locations and key routes that our screen will travel on over the course of each campaign:



1: BYRES ROAD

Vibrant night-life and student hub. Home to Ashton Lane and near the Botanic Gardens. Huge number of bars & restaurants and large footfall.



2: GREAT WESTERN ROAD

One of the longest roads in the city. Connects the west end with the city centre and the M8 motorway. Near university, bars, clubs and restaurants.



3: CLYDESIDE EXPRESSWAY

Connecting Clydebank and Partick to the city centre and the M8 motorway. Heavy commuter activity.



4: GEORGE SQUARE

Undoubtedly the tourism heart of the city, location of Queen St. Station the City Chambers, and the starting point for Glasgow city tour buses.



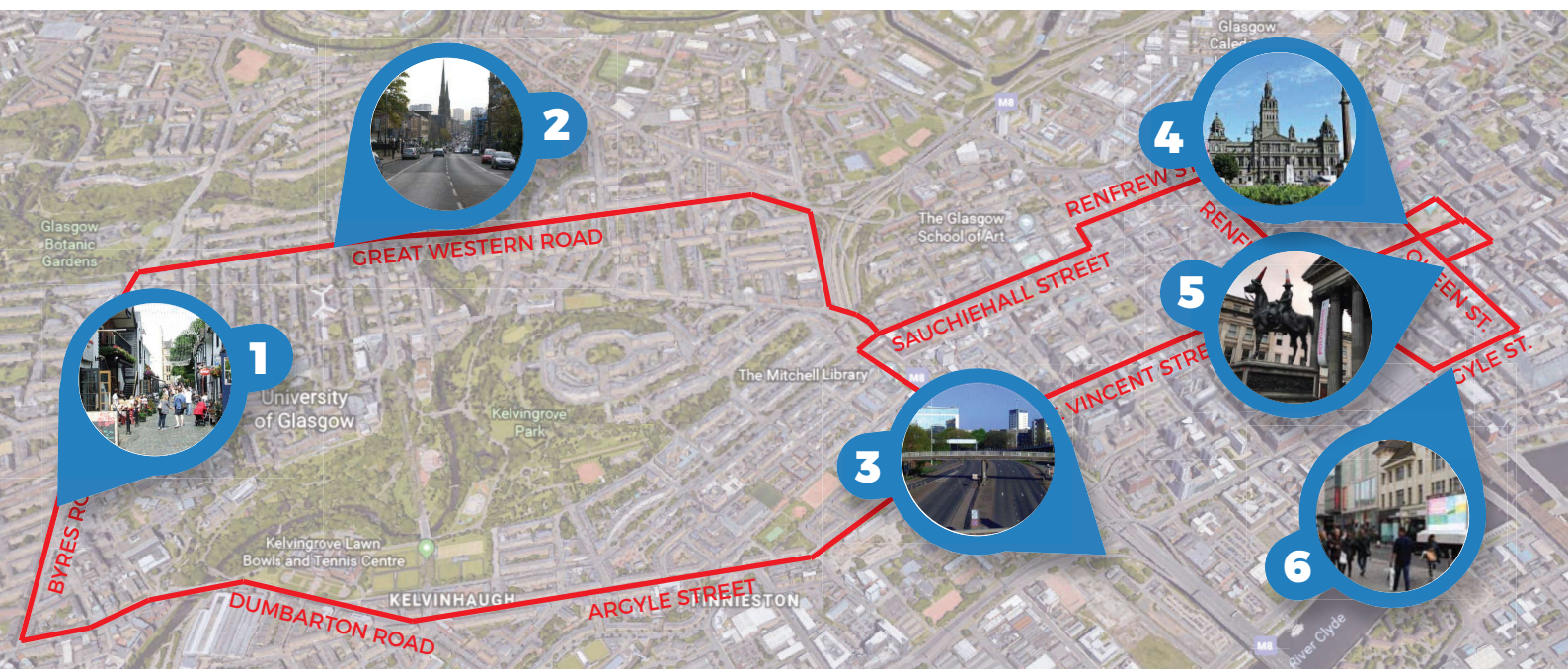
5: QUEEN STREET

Home to the iconic Wellington 'traffic cone' Monument, the bars and restaurants of Royal Exchange Sq. and the Gallery of Modern Art.



6: ARGYLE STREET

One of the city's busiest shopping destinations, passing Glasgow Central and St. Enoch Centre.



CAMPAIGN DETAILS

Take your message directly to your target market as part of our Shared Voice campaigns in Glasgow City Centre.

Be bold, be creative and use the diversity of our mobile digital screen to bring your brand to life. With high resolution, audio and video capabilities on a mobile digital platform, you have the flexibility to showcase your business and gain maximum exposure in the vibrant city of Glasgow.

SHARED VOICE CAMPAIGNS 2019

10 Day June Campaign 2019

10 Day September Campaign 2019

- 10am - 6pm daily, Mon - Fri for 2 weeks (10 Days)
- 10 second slot as part of a 60 second ad loop
- Campaign photography of your ad in action
- Full campaign tracking with real-time GPS

900 BBX PER SLOT, PER CAMPAIGN

