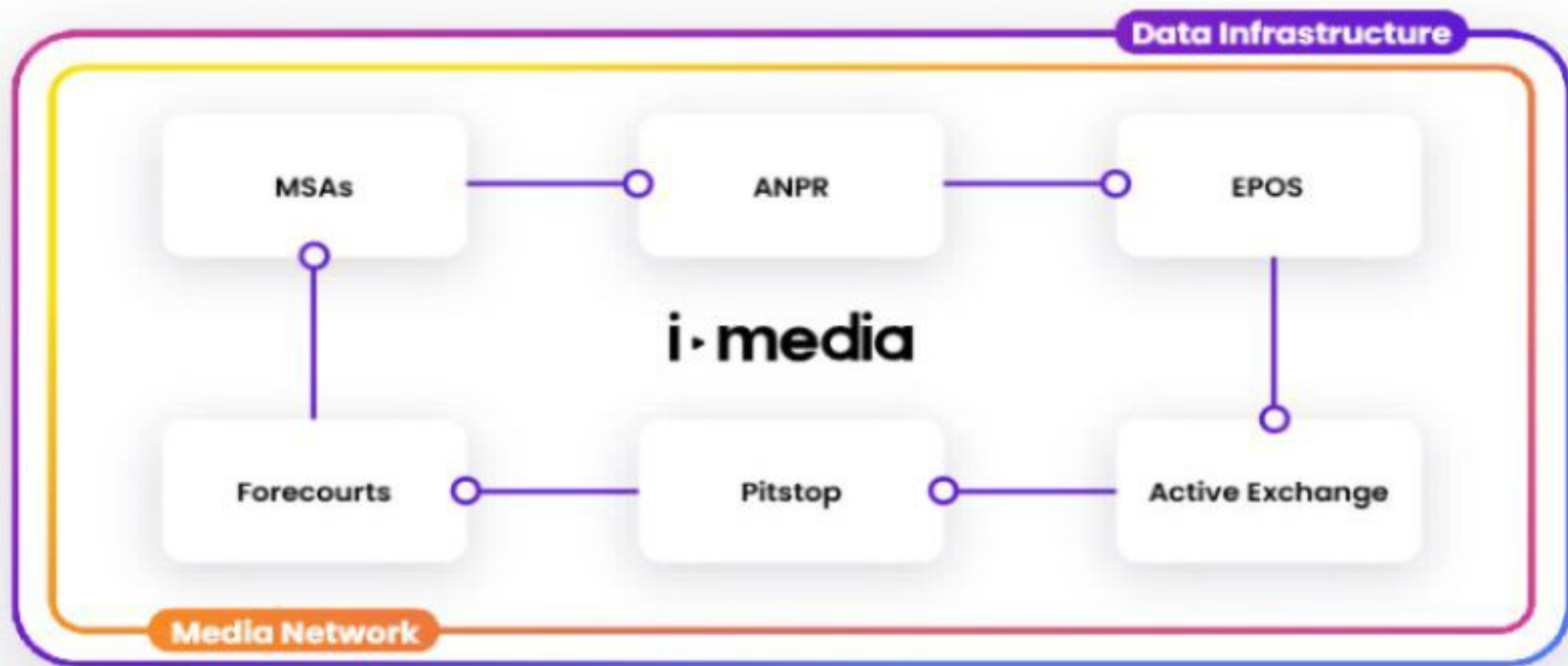


The Intelligent Motoring Media Network



i·media

A Data Driven Media Network



i-media on a Path to Net Zero

Certification from Planet Mark confirming carbon usage, and invested offset resource in two sustainable global projects to achieve carbon negative status.

- Investment in state-of-the-art technology, energy-efficient units
- Recycling materials used in the office as part of everyday practice
- Recycled paper for traditional units
- Replacing company service vehicles with EVs
- Sustainable disposal
- Using sustainable power sources, including wind-farms



MEDIA NETWORK

Motorway Service Areas



An Upscale Transport Hub

6.53M

Average weekly reach

7.92M

Peak audience

£3bn

Annual retail spend 4.5x Nat. Rail

23 mins

Average dwell time

Most Used

EV Charging Network in UK

X2

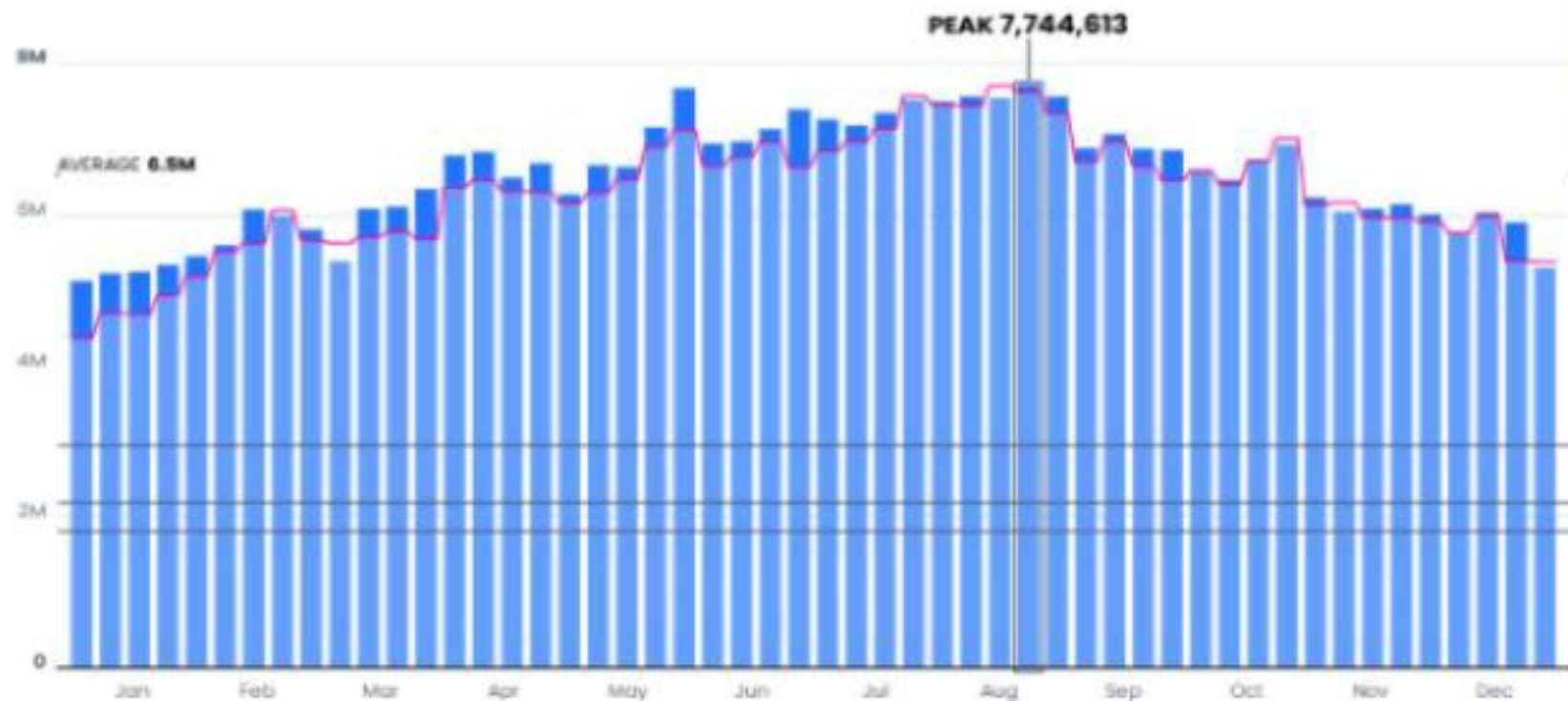
Most used EV Charging Hubs
in UK (Rugby & Exeter)



MSA Moments

Weekly motorway service area visits over a year

Visits in 2023 Visits in 2022



339M

Total annual visits

3.2%

Year on year increase, which is over 10.5 million more visits

Weekly average audience

TalkSPORT Radio 3M

The Dave Berry Breakfast Show 2.2M

No. of households subscribed to NOW 1.8M

DATA INFRASTRUCTURE

Data & Technology



Identify and Communicate to Your Audience

Tech and Data Capabilities

- ANPR cameras capture vehicles as they enter and exit at every MSA location
- Data portal collates all vehicle and audience data to support ad planning and recognise consumer trends
- Identify and communicate to your audience cohort in real-time via DOOH

ANPR technology identifies multiple vehicle criteria in real-time

Make

Fuel type

MOT due date

Model

Age

CO2 emissions



i-media Data Portal



Login

Email

Password

[Sign In](#)



Active Xchange

6M+

Members & participants

GPS Data

from 45,000+ mobile apps

67

Mosaic audience segments



Journey data



MSA site Movement data



MSA site data x audience segments

DATA & TECHNOLOGY CAPABILITIES

Real-Time Targeting



Real-time audience delivery

Proprietary technology to understand the audience at our MSAs in real time and place dynamic ads.



Demographics

Target a wide variety of attractive audiences at scale; traditionally, via a trigger campaign, or programmatically.

YouGov driven audience insights

Using over 180,000 YouGov survey samples we can overlay our live-audiences with rich demographic information.



Optimum times

Trigger and plan campaigns at the best moments to target your audience. We use our bespoke planning tools to analyse historical trends and identify the key times to maximise your reach and reduce your wastage.

Reaching the right audience at the right time

Our planning tools combine real-time ANPR and YouGov data and allow us to segment our audience by a variety of factors to quickly identify when the optimum times to play your campaign will be.



Predictive Intent to Purchase

Predictive modelling is applied to your desired audience to narrow the targeting of your campaign to those in market to make a purchase. Significantly increasing the effectiveness of your campaign.

Real-time audience analysis for maximum relevance

We use bespoke algorithms to assign purchasing intent scores to your audiences in real-time.



ADVERTISING FORMATS

Full Motion Digital OOH

Full Motion DOOH



130 Full Motion D48s



520 Full Motion D6s



76 Full Motion Mega D6s

Internal Retail DOOH



Gondolas (30 screens / 30 Locations)

Gondola end retail screens situated within WHSmiths.

Dates Q1

Location Roadchef MSA sites



Internal D6 (110 screens / 68 locations)

Retail D6's, driving action and reaching audiences during dwell-time moments.

Dates Q1

Location Nationwide

Roadside D6s

Increasing our coverage to a roadside audience, 500 new locations in key areas of media scarcity.

Dates Q4 2024

Locations Nationwide



ADVERTISING FORMATS

Experiential

Experiential

With dominant locations at the entrance to the services or within the main footfall areas of the car park, Motorway Services experiential zones are the perfect place to reach customers taking a break from their journeys and with the time to understand what a brand has to offer.

- Best footfall locations
- High dwell time, engagement and strong mindset
- Increasingly rare, first-party data collection opportunities
- Measure response

£3 ROI

For each charity conversion

**X2**

Level of response in comparison with rail & mall

**X4**

Sign-ups vs traditional environments



Experiential Pods are Fully Flexible Creative Solutions

Create meaningful, interactive moments for a day, a weekend or on a long-term basis.

- 2x external portrait digital screens, 1x internal landscape digital screen
- Full motion and dynamically capable
- Bespoke Pod set up with brand ambassadors and power available:
- Wrap the Pods with vinyl creative
- Sell products and services from the Pods
- Data capture opportunities
- Play sound through available speakers



EFFECTIVENESS AND ACCOUNTABILITY

Case Studies



Skoda Octavia June 2024

i-media's proprietary 'Predictive Intent to Purchase' algorithm enabled Skoda to pinpoint potential buyers for the relaunch of the Octavia.

The Challenge

To build excitement of the up-dated and refreshed Octavia, Skoda wanted to smartly deploy DOOH to reach and influence potential buyers who were in-market at moments that were contextually relevant.

The Solution

Motorway Service Areas offered a contextually relevant moment and environment. They reach motorists taking a break on long car journeys, a perfect moment when they are thinking about their car and its performance.

The Predictive Intent to Purchase (PIP) algorithm uses multiple ANPR data fields to apply predictive modelling, in real-time, to vehicles entering MSA's. A score was given to each vehicle based on their likelihood to purchase the new Octavia, with high scoring vehicles triggering the ad across DOOH.

Skoda were the first to use this pioneering

technology to efficiently reach their in-market audience.

vehicles that triggered the campaign were existing Octavia drivers in an older model, as well as key competitor vehicles such as the VW Golf, Ford Focus and Nissan Qashqai.

The Results

Independent research conducted by WAAI compared results for people in vehicles that triggered the campaign vs all MSA visitors. Skoda's top-of-mind awareness increased by +117% amongst target vehicle drivers. There was +83% higher awareness of Skoda advertising in the post-month amongst target vehicle driver's post-campaign.

There were positive in the Skoda brand being associated with reliability and value for money. The largest differential amongst target vehicle drivers was around fuel efficiency (+39%).



Screens



06

117%

Higher brand awareness amongst triggered car models

76%

More likely to consider a Skoda Octavia as their next car purchase

83%

More likely to see Skoda ad, triggered cars vs all MSA users

VW Group

After-Sales Service Plans May 2024

Real-time ANPR data enabled Skoda, Seat and VW to target their own customers at MSA's, when they were in-market for a service plan solution.

The Challenge

VWG brands Skoda, Seat and VW, loved brand building and awareness driving qualities of DOOH for key car launches and commercial vehicle campaigns, but had always used alternate channels for its After-sales campaigns, which needed to be highly targeted at existing customers. VWG set the challenge to provide a DOOH solution that precisely targeted in-market customer for after-sales solutions.

The Solution

i-media's real-time ANPR targeting technology allowed VWG to create triggers for each car brand, for both passenger and commercial vehicles. All target vehicles were between 2 - 6 years old, ensuring drivers were in-market for after-sales services. Custom-made creative was deployed for each trigger.

Commercial vans campaigns ran Monday - Thursday in-line with ANPR data that showed these to be the busiest days of the week for commercial vans.

Passenger car campaigns ran Friday's - Sunday's as again the data showed these to be the busiest days for cars and leisure journeys.

Across the campaign period, 122,923 target vehicles were identified and served creative in real-time, ensuring the VWG campaign only played when target vehicles were on site.

The Results

Independent research by WARC showed the impact of highly targeted and real-time ad-serving across DOOH. Combined awareness scores for Skoda, Seat and VW showed:

- Top of mind brand awareness for VWG +28% higher
- Top of mind ad awareness for VWG +83% higher
- Prompted ad awareness for VWG +50 higher

Campaign recognition across the 3 campaigns was 28% for all MSA users, rising to 37% amongst VWG drivers.



77%

Of MSA users have a car service at least once a year

40%

of MSA users have never bought a service plan package

+216%

Top of mind brand awareness for VWG

Virgin Atlantic

Dec 2023–Jan 2024

ANPR and YouGov enabled real-time targeting of upscale audiences resulting in higher awareness vs standard OOH.

The Challenge

To build excitement of the up-dated and refreshed Oceania, Skoda wanted to smartly deploy DOOH to reach and influence potential buyers who were in-market at moments that were contextually relevant.

The Solution

With independent research from WALK showing that 48% of ABC1 MSA users are planning a holiday outside of Europe in 2024, a campaign reaching motorway audiences at service areas across Christmas week and New Year gave Virgin Atlantic the opportunity to influence holiday decisions by tapping into the high impact DOOH and dwell time the environment offers.

To ensure DOOH was optimised to the target audience of £60k+ household income, we overlayed YouGov data to our owned ANPR data to trigger DOOH against vehicles that indeed against this audience.

This optimised media delivery occurred in real-time, allowing Virgin Atlantic to monitor and adjust the playout of the campaign daily.

The campaign played from 26th Dec 2023 to 4th January 2024.

The Results

Research conducted by WALK established the positive effects of using ANPR data to optimise media delivery. A sample of 500 MSA users were asked their online awareness, usage, flight frequency, 2024 holiday plans and tested their ad awareness, ad recognition & engagement levels.

MSA users that drove identified target vehicles and had visited an MSA site where real-time media delivery was taking place, saw a +58% increase in Ad recall for the Virgin Atlantic campaign.

Screens



96

Repeats



396

DS



58%

Higher Ad recognition

56%

Increased consideration

22%

Increased ad engagement



THE INTELLIGENT MOTORING MEDIA NETWORK

Thank you for your time

Sales Director Sales Director

SamTentregi-media.co.uk

i • media







ENEVA



ELETRE

Electrifying luxury.
Redefined elegance.

i-media



