

PIER APPROACH ADVERTISING SPACE

Always Summer

havaianas®

20% Discount
On All Havaianas Footware At
The Pier Shop Store

 **Zap the QR**
For The Discount



havaianas
20% Discount

Always Summer

Nicely Zapped! Now present this voucher
at the Pier Shop Store in Bournemouth.

WELCOME TO
ROCKREEF
INDOOR ACTIVITY ATTRACTION

28 Walls!
CAN YOU CLIMB THEM ALL?

- Pier Zip
- High Line
- Pier Cave
- Climb
- Slide

NEW FOR SUMMER 2023



BOURNEMOUTH
PIER



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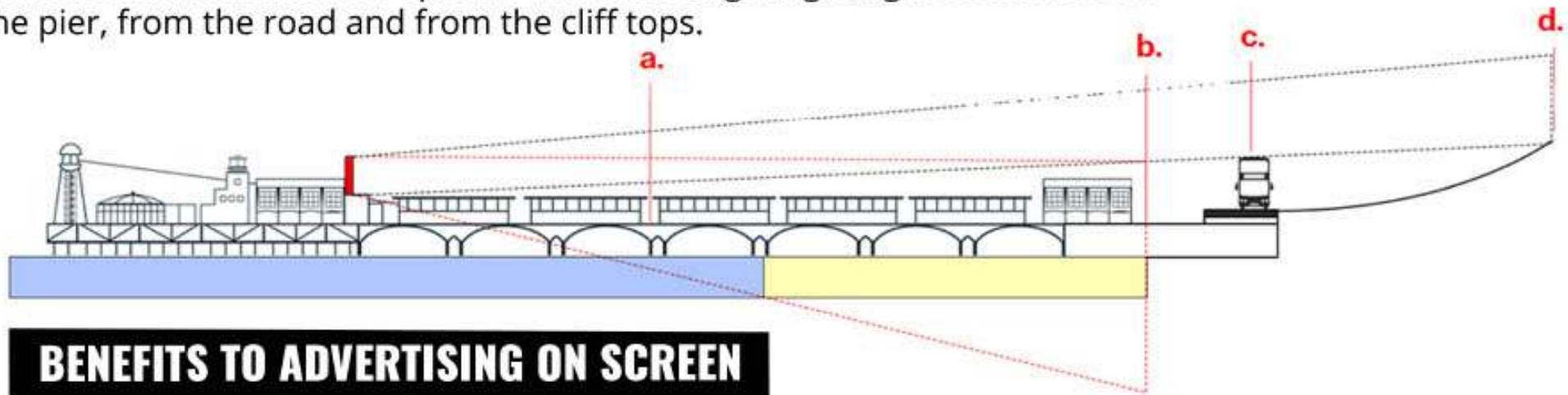
SCREEN / ADVERT SPECIFICATIONS



VISUAL AREA - 8.88M TALL x 2.88M WIDE - 25.5744sqm

EYES ON SCREEN / TIMES OF DAY

Advert content created for specific audience targeting, target customers on the pier, from the road and from the cliff tops.



BENEFITS TO ADVERTISING ON SCREEN

Your advert will be seen 150 times a day - 10 times an hour

Operates 15 hours a day (8am 11pm) - 365 days a year **SUMMER PERIOD**

Your advert will be seen 120 times a day - 10 times an hour

Operates 12 hours a day (8am 6pm) - 365 days a year **WINTER PERIOD**

21,600 students - 11M Seafront tourists 2022 - 57,000 residents

Highly competitive rates



250,000 PER DAY RECORDED USING PIER APPROACH

BCP

LOCAL ENGAGEMENT

Local Photo Competition

The new screen will increase dwell time, drive more engagement and keep eyes on the screen for longer by:



- Hosting local photo competitions
- Displaying factual, up to date local news
- Providing fun entertainment.



Over time, we can build a wide and inclusive brand association in creating advertisers tie-ins and partnerships with promoted events that are going on at the Pier, developing partners and associations beyond the screen itself and brand immersion into the local community.



ANIMATION / MEET BOMO & FRIENDS

We will increase dwell time of those looking at the screen with the value of entertainment!

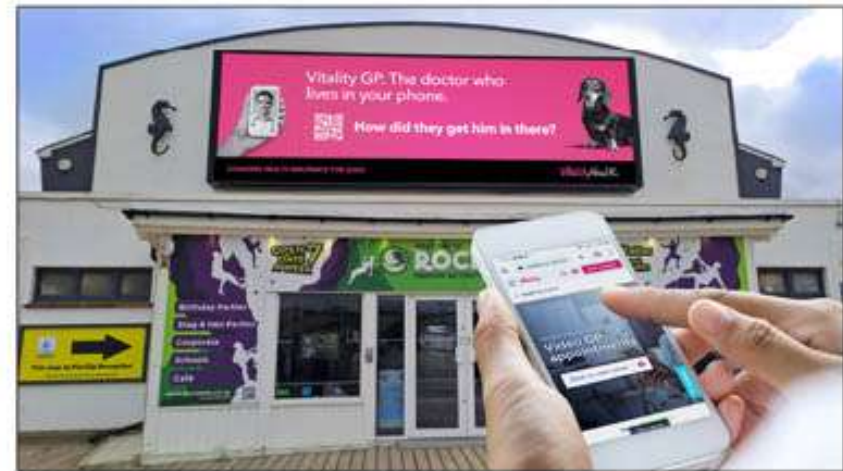
Embedded micro storytelling will be delivered with the introduction of **Bomo & friends**.



The animated characters will provide entertainment between paid adverts.

INTERACTIVITY / SPECIAL FEATURES

Instant redirection from screen to mobile via QR: to clients site or to a client area on our NEW Bomo Portal is available



QR & Bomo Distinctive Web Portal - Big opportunities to increase value and brand awareness



WEBSITE PORTAL

We have created a brand new Bomo website portal that links from the screen and offers additional services for those using the area such as:

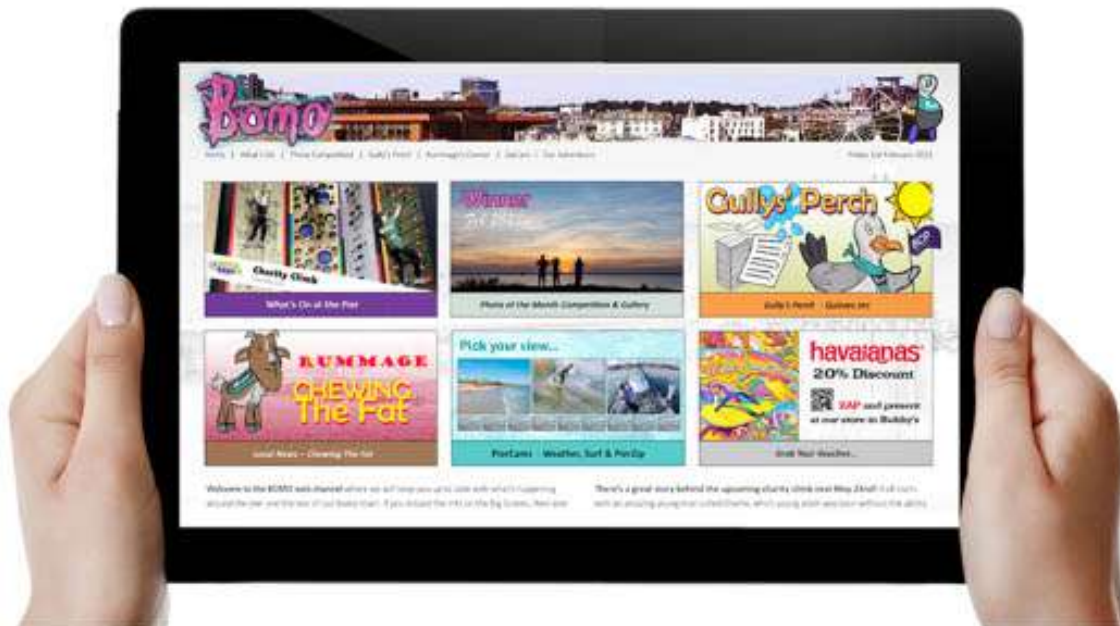


Local News and weather updates

Competitions

Kids beach games

Special offers



...And more new features are being worked on already such as; text to big screen messaging and live video feeds.

CONTACT

FOR ALL ADVERTISING OPPORTUNITIES AND PRICING ENQUIRIES,
PLEASE E-MAIL:

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