



Vicinity Media

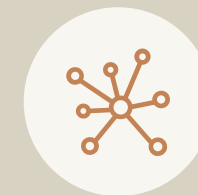
- Connecting clients & brands to up to 10.8M shoppers per fortnight in quality retail environments via a national portfolio of 64⁺ shopping centres.
- Vicinity's media team have the **product knowledge and expertise** to provide a tailored retail media solution.
- With 4 key advertising pillars; digital OOH, atrium banners, tactical static assets and activations/ sponsorships Vicinity Media can deliver on a wide variety of communication objectives.
- Build brands & rapid awareness with **high impact, elevated formats**
- Influence purchase decisions and drive sales by actively targeting shoppers at the most relevant **moments of the shopper journey**



Door Decal



Floor Decal



Digital Supersite Network

- Australia's most dynamic retail large format digital network that is **impactful, relevant and engaging**
- Currently **118 screens** nationally across **32 premier centres** with an ongoing network expansion plan
- Positioned at the heart of the centre to leverage audience dwell time the **Digital Supersite Network** has been designed to enable brands to **deliver a cinematic experience**
- Big, bright and bold displays with directional audio and supported by supplementary screens to deliver **reach and frequency across every key shopper journey**

Banner Advertising



Static Banner Network

- High impact** broadcast formats; atrium banners & premium light **capture shopper attention and dominate precincts**
- Positioned across the centre in **key precincts & heavy traffic locations**, atrium banners are elevated and double sided to maximise reach and frequency
- Lightboxes are strategically positioned for maximum impact with high quality canvas that allows for **sharp and detailed imagery**



Brand Activations & Sponsorships

- Our centres are constantly evolving shopping centre content, events, services and facilities to provide enhanced customer experiences.
- Vicinity Centres offer innovative Sponsorship and Partnership opportunities that allow brands to derive deeper and more personal connections with shoppers to deliver positive brand and sales outcomes.
- Influence shoppers purchase decisions as they see, touch taste and try products in a relevant retail environment





Ability to quantify and target consumers through
Helix Personas and Roy Morgan Single Source data.

Roy Morgan
Research

Helix Personas
By Roy Morgan Research

EXPOSE YOUR BRAND TO UP TO
35M
SHOPPERS PER MONTH

Enquire Today

Vicinity.media@vicinity.com.au
Telephone + 61 3 7001 4006

vicinity.com.au/mall-space
@vicinity_media



As the largest shopping centre owner and operator in Australia, Vicinity Centres have created Australia's most dynamic Digital Supersite Network.

Design

- A landscape large format digital network that is impactful, relevant and engaging
- Audio enabled

Powerful and simple solutions

- 15" or 30" TVC digital screen extension capabilities
- No fixed start dates provide flexible scheduling to deliver maximum campaign value^
- Equipped for innovation

Expansion

- 128 screens across 36 key centres within the next 12 months.

^Excludes December

National Map

\$17.9 billion

In annual retail sales



8,200+

Local, national and international retailers



64^

Owned or managed centres



^Figures are correct as at 31 December 2018

^Number of centres as at 31 December 2018

