



CATHEDRAL SQUARE



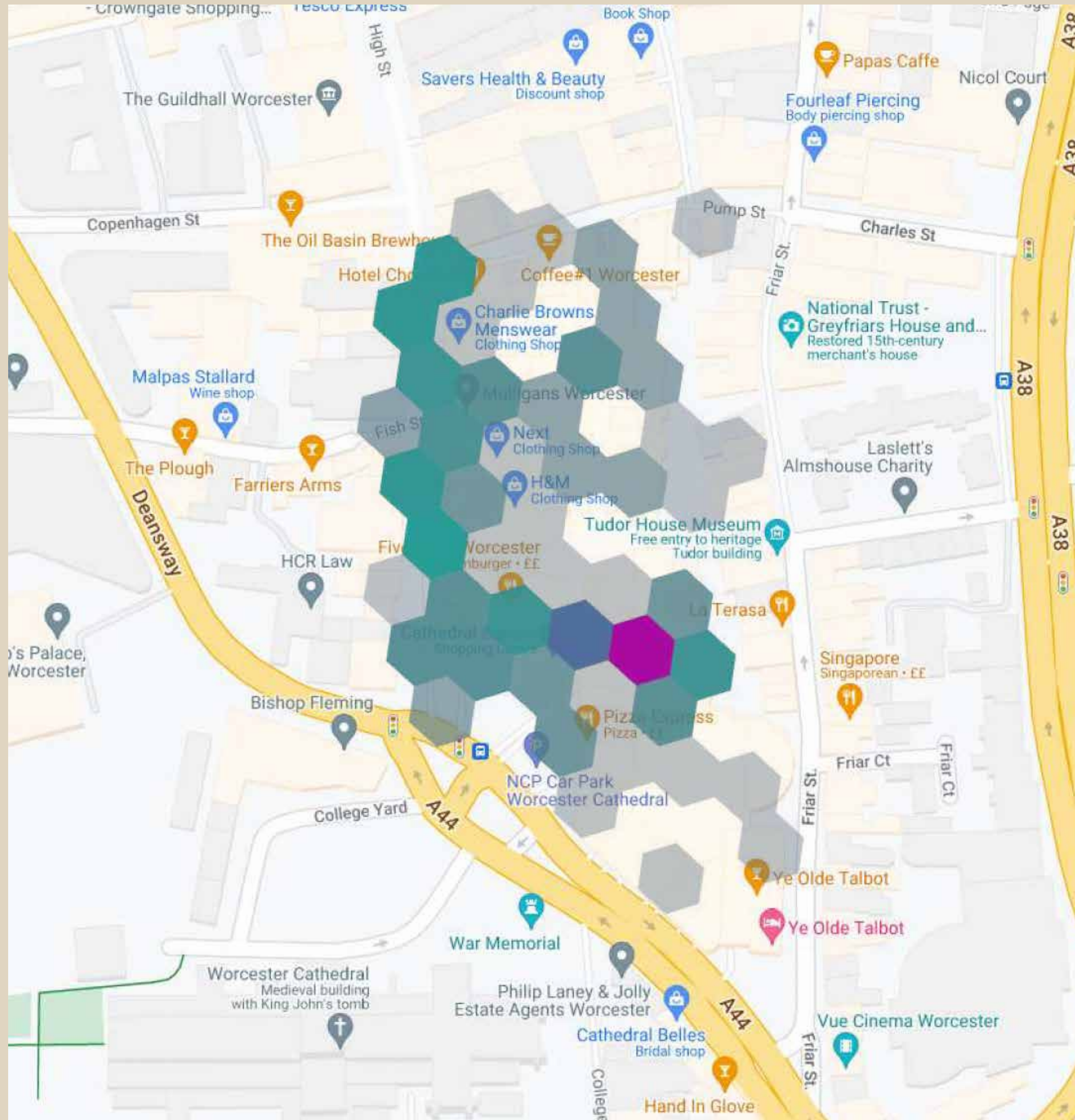
Elevate your brand's visibility and engage with a diverse audience at Cathedral Square Shopping Centre. As a premier retail destination in the heart of the city, Cathedral Square offers prime advertising space, on strategically positioned screens to capture the attention of thousands of shoppers daily, providing a powerful and cost-effective way to reach your target market. Advertising at Cathedral Square can enhance your brand's presence, drive customer engagement, and boost your sales.



PROMOTE



AUDIENCE



TARGET CUSTOMER

People who buy your brand

Individuals who actively seek out and purchase your brand. They are loyal and resonate with your brand's values, products, and services. become brand advocates, promoting your business through word-of-mouth and social media..

TARGET MARKET

People who purchase your products

The broader group of consumers who regularly purchase products similar to yours. This market segment includes potential customers who share common characteristics such as demographics, interests, and purchasing behaviors.

TARGET AUDIENCE

Who reads, listens to your brand

Individuals who read, listen to, and engage with your brand's content across various platforms. This group is not limited to current customers but includes anyone who interacts with your marketing messages, whether through social media, blogs, podcasts, or other media channels. Engaging your target audience requires creating relevant, compelling content that resonates with their interests and encourages them to take action, thereby strengthening your brand's reach and influence.



PACKAGES

DAILY BREAKDOWN

Sunday 21%

Monday 15%

Tuesday 15%

Wednesday 12%

Thursday 7%

Friday 7%

Saturday 21%

250k

28k

AVERAGE MONTHLY

Deliver captivating content to engaged shoppers and active members across a video-first medium with audio and the option for deliverable QR codes. Pair this with an emailer campaign to maximise ROI.

DAILY MAX VISITS

Tailor your package to certain days or trading periods when you feel your audience will be more active. Offering time sensite deals or information.

Month Rate

FROM £500

Hourly Rate

FROM £50

Weekday Rate

FROM £100

Weekend Day Rate

FROM £150