



# English Riviera Bid Company

Spring 21 Poster campaign report

Two campaigns

Birmingham

22 March – 4 April - Including Easter

Bristol, Birmingham, Manchester

3<sup>rd</sup> May – 16<sup>th</sup> May 2021 - Including Bank holiday

Campaign budget £57,000

Market value of poster sites booked £ 203,165

Additional value received £146,165

English Riviera  
Birmingham  
Out of Home Digital Formats  
22 March – 4 April 2021  
Including Easter

# Campaign overview - Birmingham

	<u>£ value</u>	<u>Impressions</u>
Campaign Budget	£32,000	3,070,956
Value of poster sites	£90,665	8,699,593
Additional value	£58,665	5,628,636

19 poster sites were booked for the campaign

The digital ads were shown 397,398 times during the campaign across the fortnight period

# Birmingham - Snow Hill



# Birmingham - Bristol Street



# Birmingham - Bullring North



# Birmingham - Bullring South





# Birmingham - Grand Central



# Birmingham - Two Towers, Aston Expressway



# Birmingham - West End



# English Riviera

Bristol, Birmingham, Manchester

Out of Home Digital Formats

3<sup>rd</sup> May – 16<sup>th</sup> May 2021

Including Bank holiday

# Campaign overview- Bristol, Birmingham, Manchester

	<u>£ value</u>	<u>Impressions</u>
Campaign Budget	£25,000	1,332,804
Value of poster sites	£112,500	6,058,198
Additional value	£87,250	4,725,394

15 poster sites were booked as part of the campaign: Birmingham 8, Manchester 6, Bristol 1

The digital ads were shown 443,051 times during the campaign across the fortnight period

# Manchester – Two Towers



# Manchester – Downing Street Approach



# Birmingham - Two Towers





# Birmingham - Two Towers, Aston Expressway

