

English Riviera Bid Company

Spring 21 Poster campaign report



Two campaigns

Birmingham

22 March – 4 April - Including Easter

Bristol, Birmingham, Manchester

3rd May – 16th 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

	£ value	<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



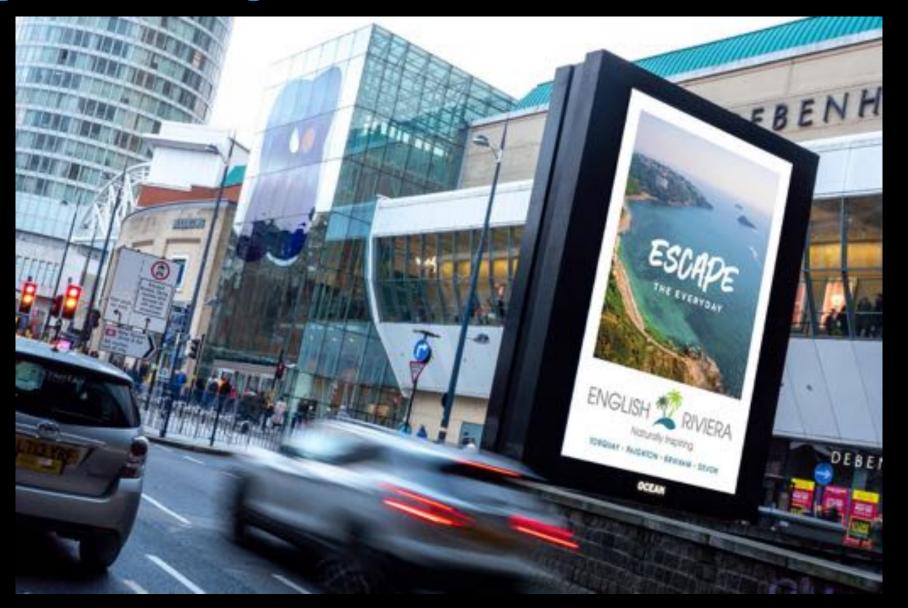


Birmingham - Bristol Street



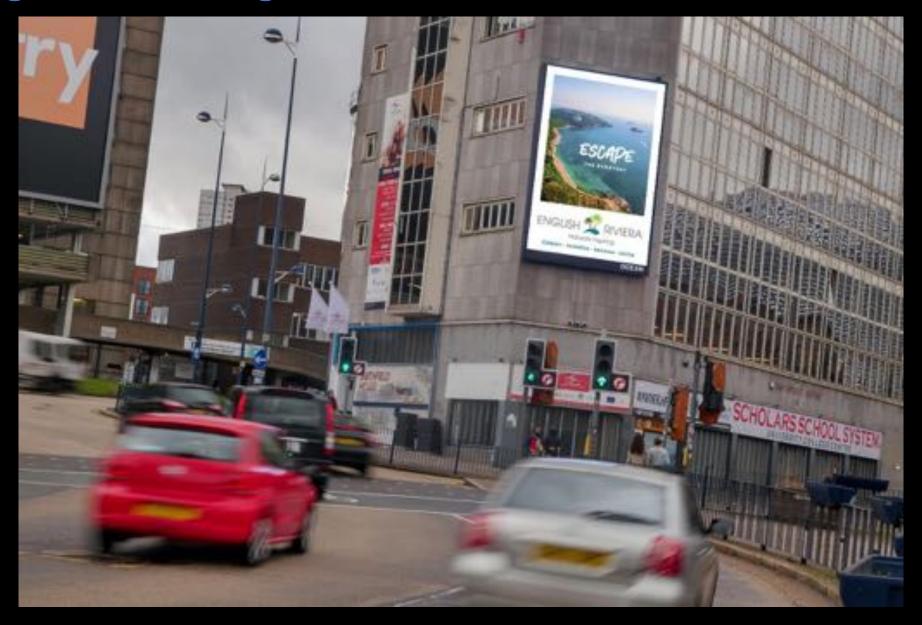


Birmingham - Bullring North





Birmingham - Bullring South





Birmingham - Grand Central



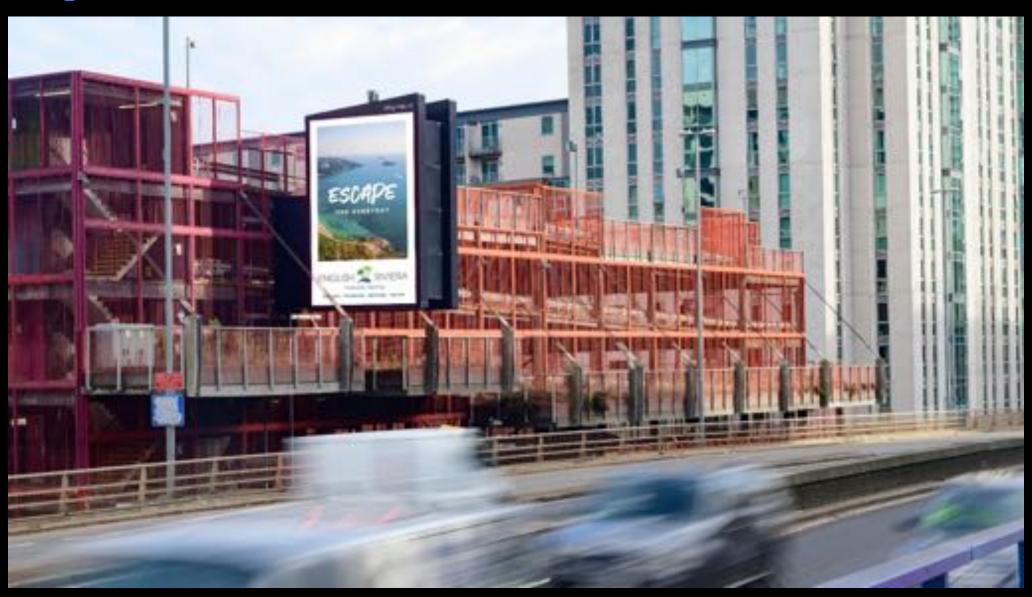


Birmingham - Two Towers, Aston Expressway





Birmingham - West End





English Riviera
Bristol, Birmingham, Manchester
Out of Home Digital Formats
3rd May – 16th 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



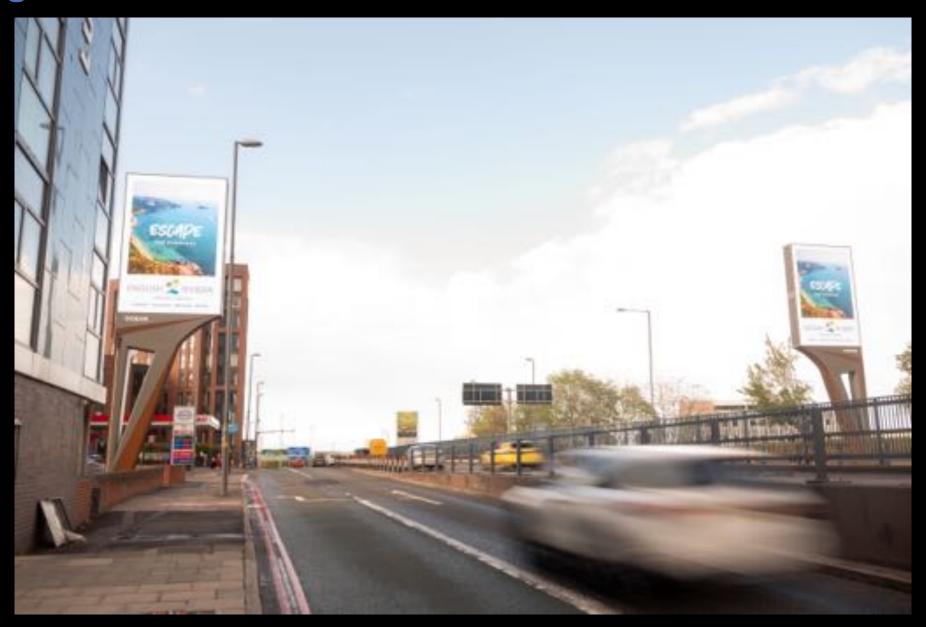


Manchester – Downing Street Approach





Birmingham - Two Towers





Birmingham - Two Towers, Aston Expressway

