



Sam Smith

The Thrill of It All



Birmingham Bullring

1.565 million impacts - 105sqm

Maximus Maximise

This iconic new site is Birmingham's most centrally located banner on the main access route to the World famous Bullring Shopping Centre, the City's main retail hub.

Literally 50 meters away and on the doorstep of the Bullring, the site benefits from massive oncoming vehicular traffic and considerable pedestrian flow heading to and from the busy shopping mall and market.

The road is known for its long dwell times as a result of two sets of traffic lights and a T-junction directly in front of the site creating a totally head-on advertising space directly facing traffic for over 150 meters.

The Bullring shopping mall is one of the busiest in the UK and has over 38 million visitors per year. Many famous retail brands have chosen the Bullring as their main Midland destination; it houses one of only four Selfridges department stores, the fourth largest Debenhams and American brands such as Forever 21. Since its opening it has been a huge success, attracting customers from all over the world. The Bullring is the third most photographed landmark in the UK and has featured on TV a number of times, including appearances on Britain's Got Talent, Top Gear and X Factor.

With an incredibly central location, direct head-on traffic and visibility of over 150 metres, this large-scale banner is a must-have.

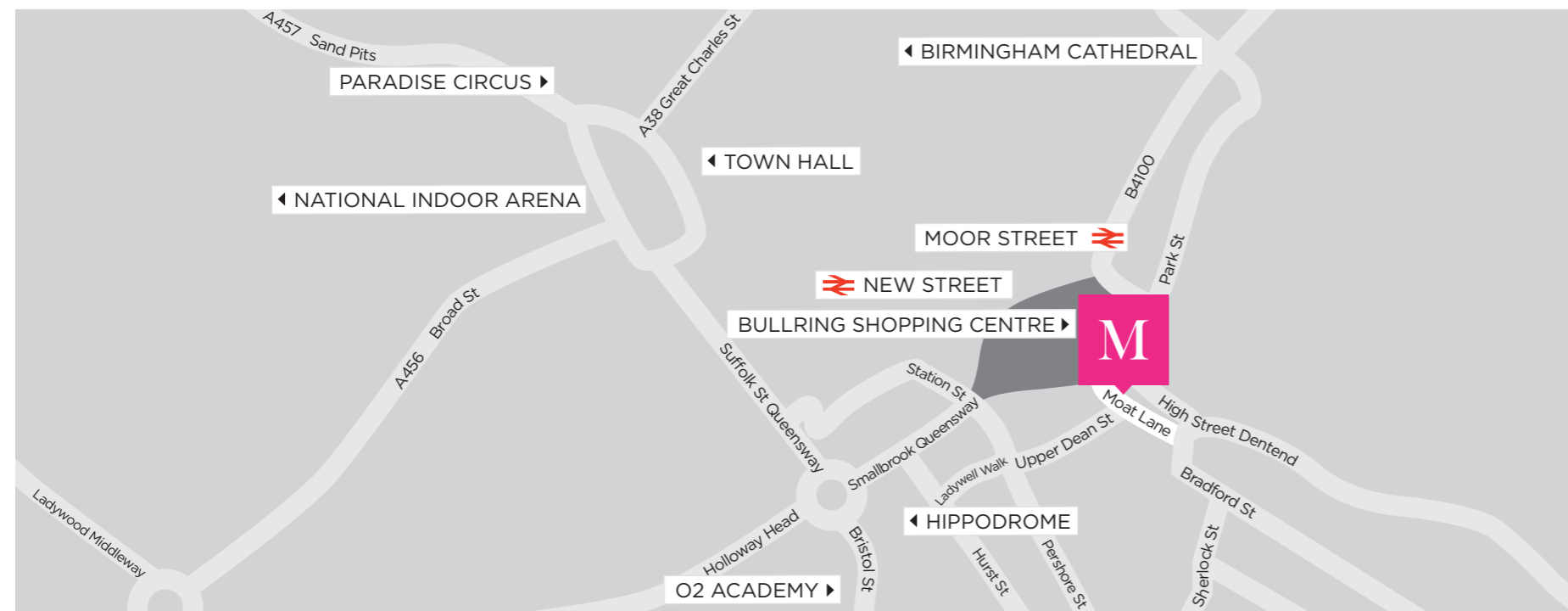
Behind the scenes

Birmingham has long been established as the UK's second city with a thriving economy, six universities, world class entertainment & retail scene plus an increasingly affluent population. It's no wonder this city is on the majority of media plans.

Boasting international sporting venues including several top flight football clubs and the world famous cricket ground at Edgbaston, alongside the newly improved New Street station and shopping hub, The Mailbox and world famous Bullring Shopping Centre there is something for everyone on every day of the year.

Birmingham is a major international commercial centre, ranked as a 'Beta World City' acting as an important transport hub and home to many international events and conferences. A large redevelopment of the city centre is currently underway with the aim of making Birmingham 'one of the top 20 cities in the world' within 20 years.

25 Moat Lane, Birmingham B5 5BD



MAXIMUS

IMPACTS	1.565 million per 14 days
SIZE	14m wide x 7.5m high
MAXIMUS FACTOR	11.7
VISIBILITY	150 meters
TARGET GROUPS	wealthy, upmarket, fashionistas
DWELL TIMES	up to 5 minutes due to traffic lights

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