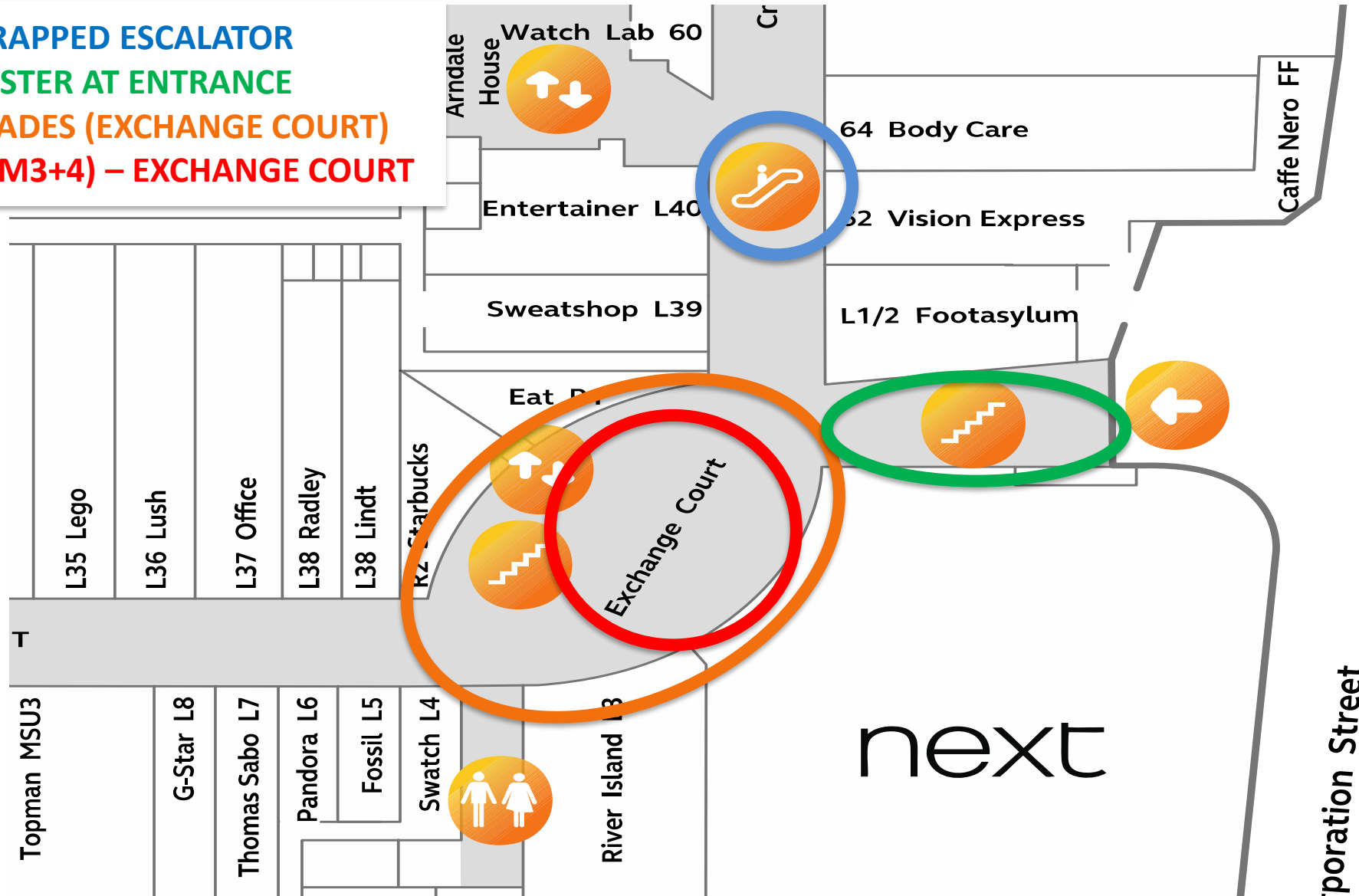


Manchester Arndale Campaign

- WRAPPED ESCALATOR
- POSTER AT ENTRANCE
- BALUSTRADES (EXCHANGE COURT)
- LM 3 OR (LM3+4) – EXCHANGE COURT



Market Street Screen



Manchester Arndale Campaign – Exchange Court



Example of Exchange Court Takeover – experiential + balustrades

Manchester Arndale Campaign



Manchester Arndale Campaign



Manchester Arndale Campaign



| | Timing | Reach | Investment |
|---|---------------------------|--------|----------------|
| Experiential Weekend LM3 & 3 | November 9 & 10 / 16 & 17 | 400k | £11,500 |
| Market Street Screen | As above | 400k | £8,500 |
| Activation | As above | | TBC |
| Standout Media 30 Balustrades / escalator / poster | 2 weeks (November) | 1,600k | £10,000 |
| TOTAL | | | Budget £50,000 |