



The Future Is Digital.

↓ Buyers Guide To Digital Outdoor Advertising

About us

Taking you to new heights

With almost **two decades of experience** in the print, design, and advertising space – Lighthouse Branding know exactly what to do to help get your company message across to customers, delivering **on-time and on-budget** on every occasion.

Our dedicated team of experts combine their **experience in design & traditional advertising** methods with the very **latest technology** to help bring **your message to life** in the most captivating way possible – on one of our **state-of-the-art digital screens**.

As one of the **leading providers of digital screens** in The Midlands, your company's campaign can be taken to **new heights** and feature on one of the busiest thoroughfares in the region.



Testimonials

Let our customers speak for us



'2020 was a tough year for local businesses, fortunately our business was allowed to remain open and through the help of Lighthouse, we have been able to spread our advertising message to potential customers throughout the pandemic. Due to this our sales have easily returned the investment spent. Lighthouse are flexible to work with and it is easy to change our advertisements quickly.'

- Andrell Dinham | Sales & Marketing Director



'We are based on one of Wolverhampton's busiest roads going into the town centre. However, no one will know you are there without proper signposting. It helps us tremendously having one of Lighthouse Branding's Digital Billboards right on our doorstep. Utilizing this we can easily inform passing traffic that 'WE ARE HERE' and showcase different deals.'

- Buta Khallon | Director



'Images sell. Using that principle, we have excelled in our catering trade through beautiful photos of food. It has been a pleasure working with Lighthouse Branding and their platform for digital advertising. This gave us another opportunity to advertise our services to local customers and potential new buyers. Look out for our ads in and around Wolverhampton!'

- Nav Singh | Director



'As a local company to Wolverhampton we have always pursued advertising which specifically targets consumers in the surrounding area. Our showroom has been closed for walk-ins due to the pandemic so 2020 was a tough year and we needed to take drastic action in our strategies. Since signing up for a 12 month contract with Lighthouse Branding who provided us a fantastic deal, it has been a great help for us to advertise and arrange appointments.'

- Mark Kelly | Sales Director

What is 'Out-Of-Home' advertising?





Out-of-home advertising (OOH) is any **visual advertising media found outside of the home** – from **billboards & signs**, to **bus shelters** and **elevator adverts** – which allows companies & brands to communicate with customers when they are in public places.

Considered one of the oldest and traditional methods of advertising, **why has uptake for OOH advertising sky-rocketed in recent years** – including significantly more spend from the likes of Google, Amazon & Netflix? **Because out-of-home advertising has gone digital...**



01

Digital out-of-home media (DOOH) offers:

-  **Brighter colours**
-  **Movement**
-  **Creativity**
-  **Imagination**

– and as a result has become a popular choice for movie blockbuster releases.

03

Unlike traditional billboards, which show the same static images for the duration of campaigns, **DOOH displays** show images, and can show **multiple ads** that can form part of a **programmatic advertising campaign**.

02

With the ability to edit and upload adverts in minutes according to a variety of **targeting** factors such as:

-  **Footfall**
-  **Weather**
-  **Time of day**

Digital billboards bring **real time advertising** to the outdoors in a **cost-effective** way.

04

Unlike online advertising, DOOH is **resilient to ad blockers**, **technical glitches**, and most importantly users not being able to 'skip' the advert – resulting in digital billboards being one of the **fastest growing forms of advertising today**.

Statistics

Everyone who leaves their home is exposed to some form of outdoor advertising, and with **69% of consumers** frequently making their **purchase decisions** when **outside of their home**, it makes business sense to ensure your target market keep you front of mind when out and about.

What's more **19% of consumers** have claimed to have made an unplanned, **impulse purchase** of products they saw **advertised digitally** – and with outdoor advertising **costing 80% less** than television or newspaper ads – it is a pretty safe place to start when wanting **value for money** and return on investment.

When weighing up which advertising routes to take for your business it is worth noting that in an annual survey by the industry body it was recorded that **70% of UK adults have seen a digital video display** in the past month, **versus 43% on the internet** or **41% on Facebook**.

But don't let us try and convince – we'll let the stats do the talking...



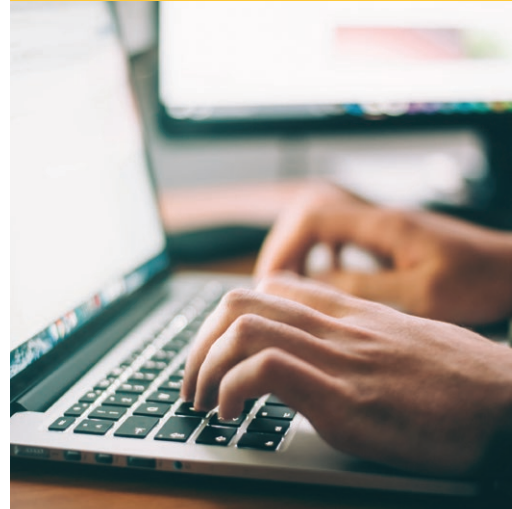
98% Exposure

*Each week, **98% of the population** see at least one form of **outdoor advertising** or billboard.*



80% Reach

*Digital advertising screens reach up to **80%** of all adults daily.*



1/3 Follow Up

*Almost a **third of passers-by** have visited a **website** in direct response to an **outdoor advert**.*



£££ Saved

*With **no production or printing costs** required, digital billboards are the most **cost-effective** form of outdoor advertising*



Quick Advertising Solutions

Dudley Road

Wolverhampton, WV2 | A459

Our flagship screen on Wolverhampton's bustling Dudley Road was the first ever large-scale digital advertising space in the City – and its success drove the need to acquire more digital screens across the region. Known for its heavy footfall of residents as well as a popular destination choice for people across The Midlands; Dudley Road is the ideal location for a captive and engaged audience.



195,000
VIEWS
PER FORTNIGHT



Screen Size
2.5m x 3m



Dimensions
520px by 624px

FROM
£24.00

PER DAY





406,000
VIEWS
PER FORTNIGHT



Screen Size
2.5m x 3m



Dimensions
520px by 640px

FROM
£27.00
PER DAY, PER SIDE



Willenhall Road

Wolverhampton, WV1 2HR | A454

Willenhall Road plays home to one of our most pioneering screens – with the landmark double-sided digital advertising space being the first of its kind in Wolverhampton. This busy thoroughfare is one of the key routes in & out of the city, with the double-sided billboard allowing for maximum exposure in both directions of travel.



Oldbury Road

West Bromwich, B66 1ND | A457

Sitting on Oldbury Road – one of Sandwell’s busiest dual-carriageways – this digital screen offers exceptional reach to a high volume of vehicles travelling to & from the nation’s second-city, Birmingham, for business or leisure. With a diverse range of passers-by this location is the perfect choice when trying to achieve brand exposure.

182,000
VIEWS
PER FORTNIGHT



Screen Size
3m x 2m



Dimensions
624px by 416px

FROM
£24.00
PER DAY





102,000
VIEWS

PER FORTNIGHT



Screen Size
4m x 2.5m



Dimensions
824px by 520px

FROM
£23.00
PER DAY

The Fourways

Rowley Regis, B65 9DD | Newbury Lane

Sitting on the site of one of the Midland's most-loved family restaurants – The Fourways – the location benefits from 3-ways of traffic on what is always a busy junction – morning, noon & night. With a constant flow of vehicles, this is the ideal spot to choose if you have a head-turning or attention grabbing message.



Artwork

Our dedicated team of in-house designers are on standby to create and design your bespoke artwork for just £49.50. You can of course provide your own artwork, but here are a few reasons why you won't regret putting your trust in our hands:

- Our team of design experts know what works on our screens!
- Over 17 years of experience in creative advertising.
- Operating to the highest grade of efficiency - we want your artwork up on our screens as fast & smoothly as possible.
- End-to-end management of your outdoor digital campaign.

Contact us on
info@lighthousebranding.co.uk

For more information visit
www.lighthousedigitalmedia.co.uk

Terms & Conditions

Above price plans based on a minimum term time of 30 days.

Daily and weekly rates also available.

Artwork to be provided by the client 24 hours before starting date, unless using our design service.

All prices exclude VAT.

Screen views statistics taken from Road Traffic Stats UK.

