

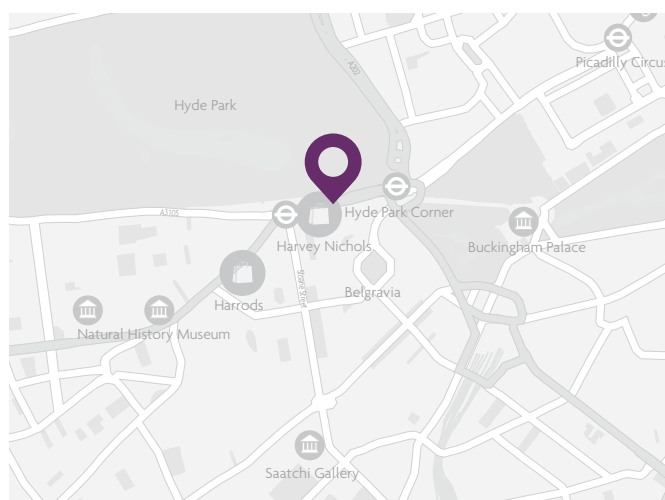
theone

THE ONE

EASTBOUND

Out-of-Home's most exclusive address & newest landmark. The One is a spectacular addition to Outdoor Plus' iconic digital portfolio. Located in an area rich in heritage & culture, this is a unique opportunity for advertisers wanting to reach the heart of London's Luxury Quarter and the global audience that both resides, shops & entertains there. The Luxury Quarter accounts for £4.9 billion spend per year, which is over 50% of London's total luxury market spend.

The One, eastbound targets traffic heading for London's West End and the heart of the Luxury Quarter – Mayfair, St James's, Piccadilly and New & Old Bond Street. An area synonymous with world-class luxury and leisure offering over fifty-three streets, four shopping arcades, eighteen 5-star hotels, several Michelin starred restaurants and seventy-eight royal warrants, which attracts a truly global and aspirational audience. The One offers advertisers the ultimate showcase in an area of London home to more luxury brands than any other city in Europe. This location has no rival & no equal.



SPECIFICATION



SLOT DURATION
10 SECONDS



LOOP LENGTH
50 SECONDS



RESOLUTION
1440 X 288 PIXELS



FILE FORMAT
JPEG



ILLUMINATION
DIGITAL



PRODUCTION
STATIC, LAYERED AND
DYNAMIC DIGITAL

DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,230,000 (COMBINED)**

30%

AB

78%

ABC1

70%

MAYFAIR RESIDENTS
EAT OUT 3-4 TIMES
A WEEK

48%

ARE LOCAL
RESIDENTS

4.9 billion

SPEND PER YEAR IN THE
LUXURY QUARTER

COLOUR MODE

RGB (true black = R0,G0,B0) - CMYK not accepted.
It is preferable to use bold and contrasting colours
with full shades as they look better on LED displays.
Large and legible fonts – minimum pixel height for
text 5 pixels No gradients

FILE NAME

Please label file with campaign name and panel
name: BRANDNAME_THEONE.file format

DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk
(at least four working days prior to in-charge)

CONTACT

For all enquires please contact:
marketing@outdoorplus.co.uk