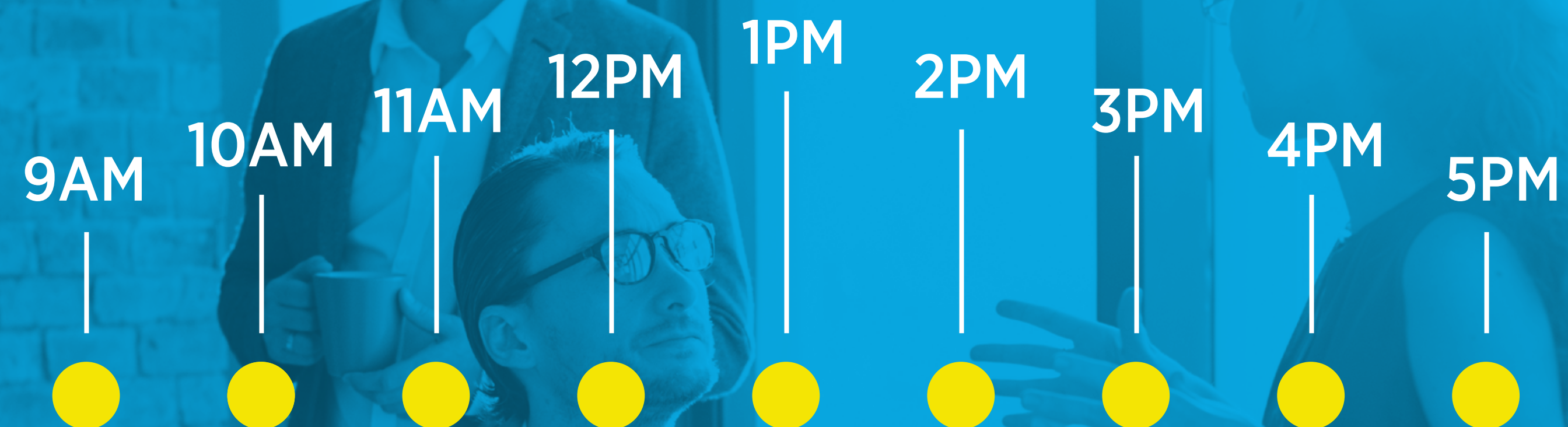




INFLUENCE THE CONSUMER PLACE

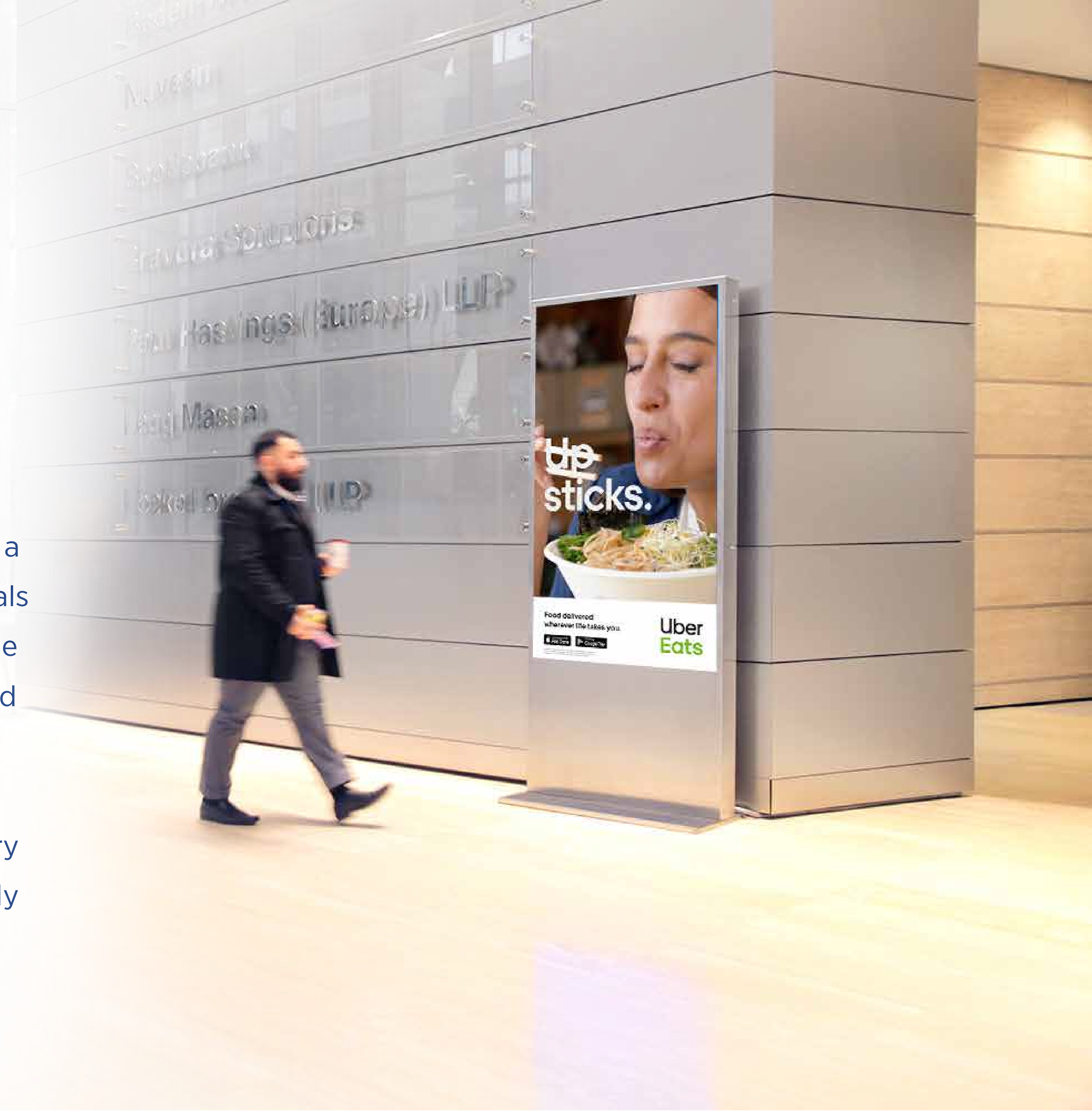




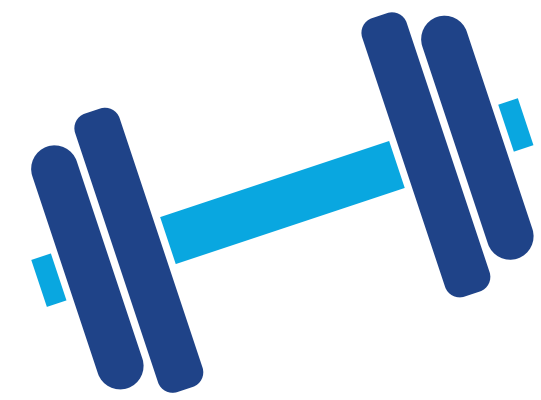
WORKPLACE CONSUMER PLACE

Today's workplace is about so much more than work, this is a place where an affluent audience of working professionals spend **50% of their waking hours**, a place where people research, spend and share brand experiences across a broad range of consumer categories.

In a world where consumer decisions are made every minute across the working day, the workplace now literally lies at the centre of the consumer journey.



MORNING ROUTINE

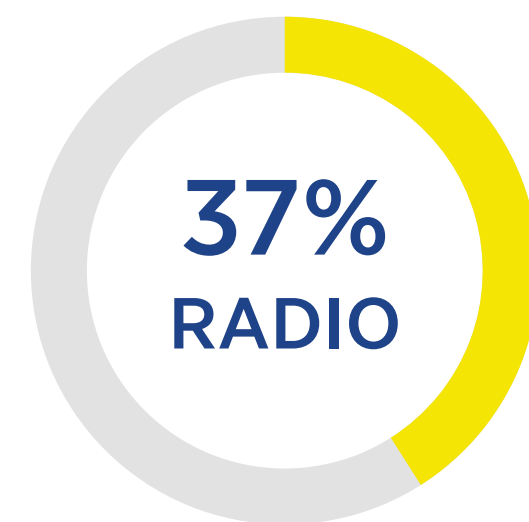
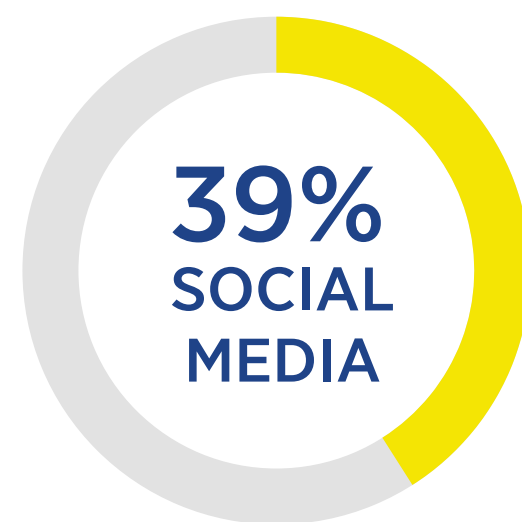
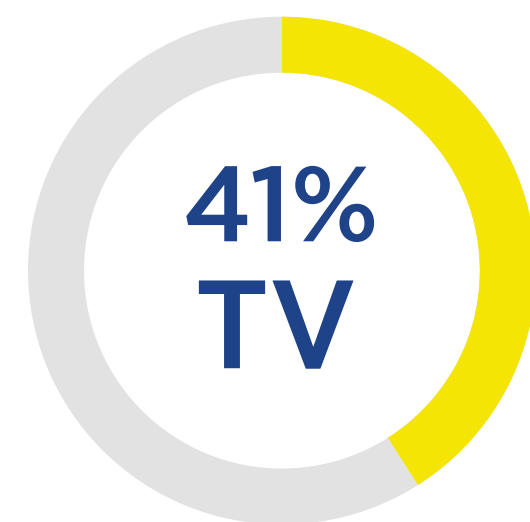


25%
GYM



50%
WAKE UP
6-7AM

MEDIA CONSUMED



6AM

7AM

8AM

9AM

10AM

11AM

12PM

1PM

2PM

3PM

4PM

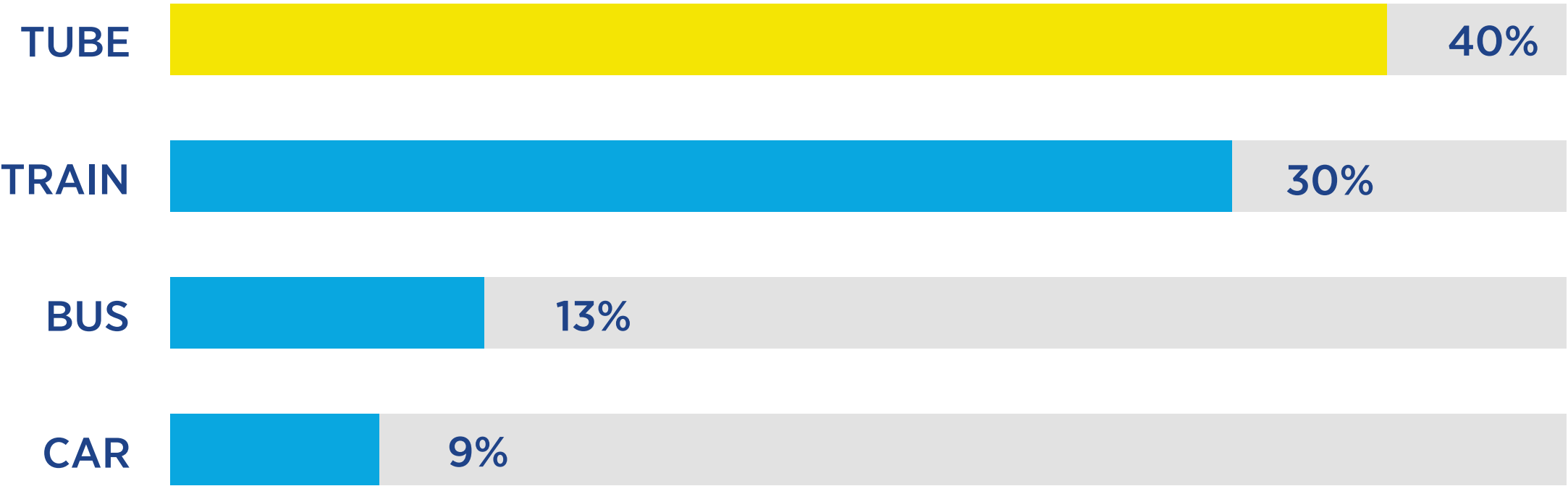
5PM

6PM

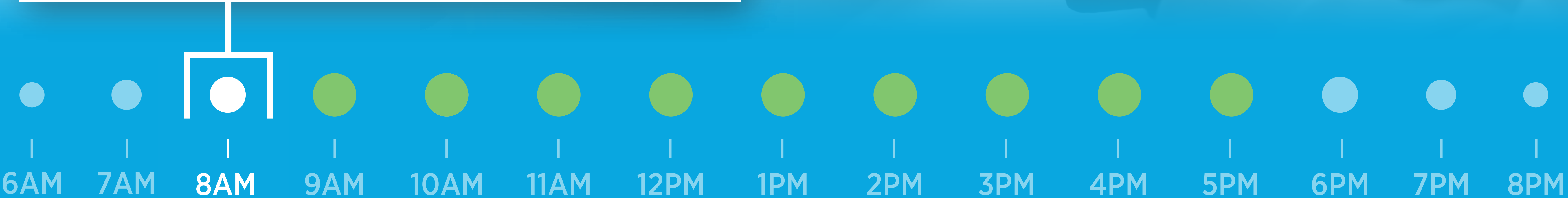
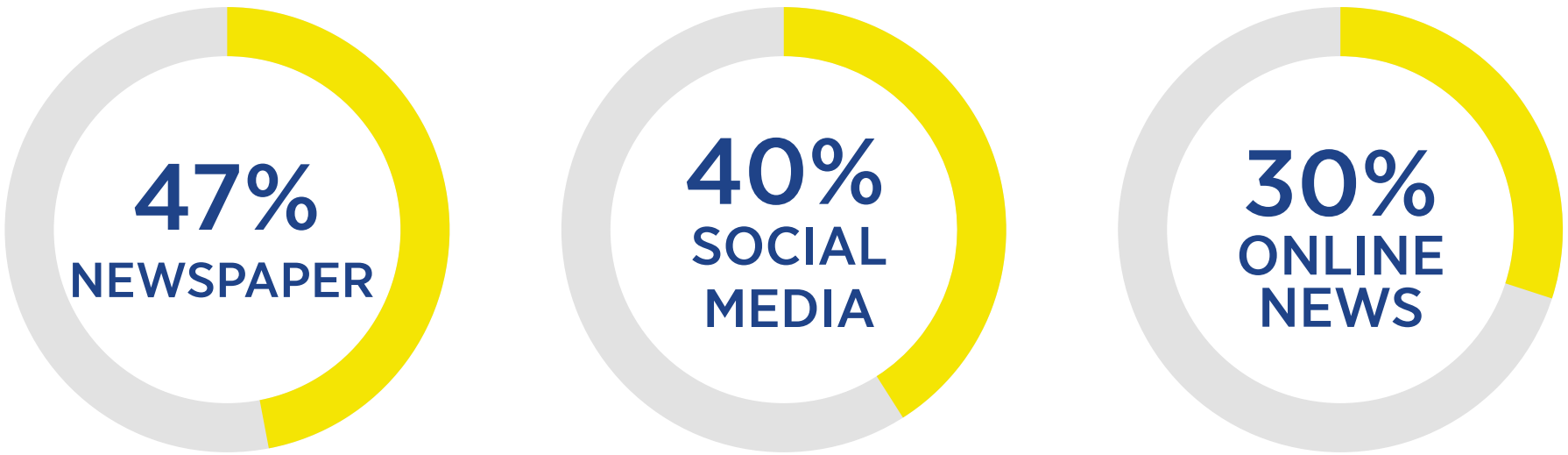
7PM

8PM

JOURNEY TO WORK



MEDIA CONSUMED





1 IN 3

CONSUME BREAKFAST AT WORK

45%
TEA



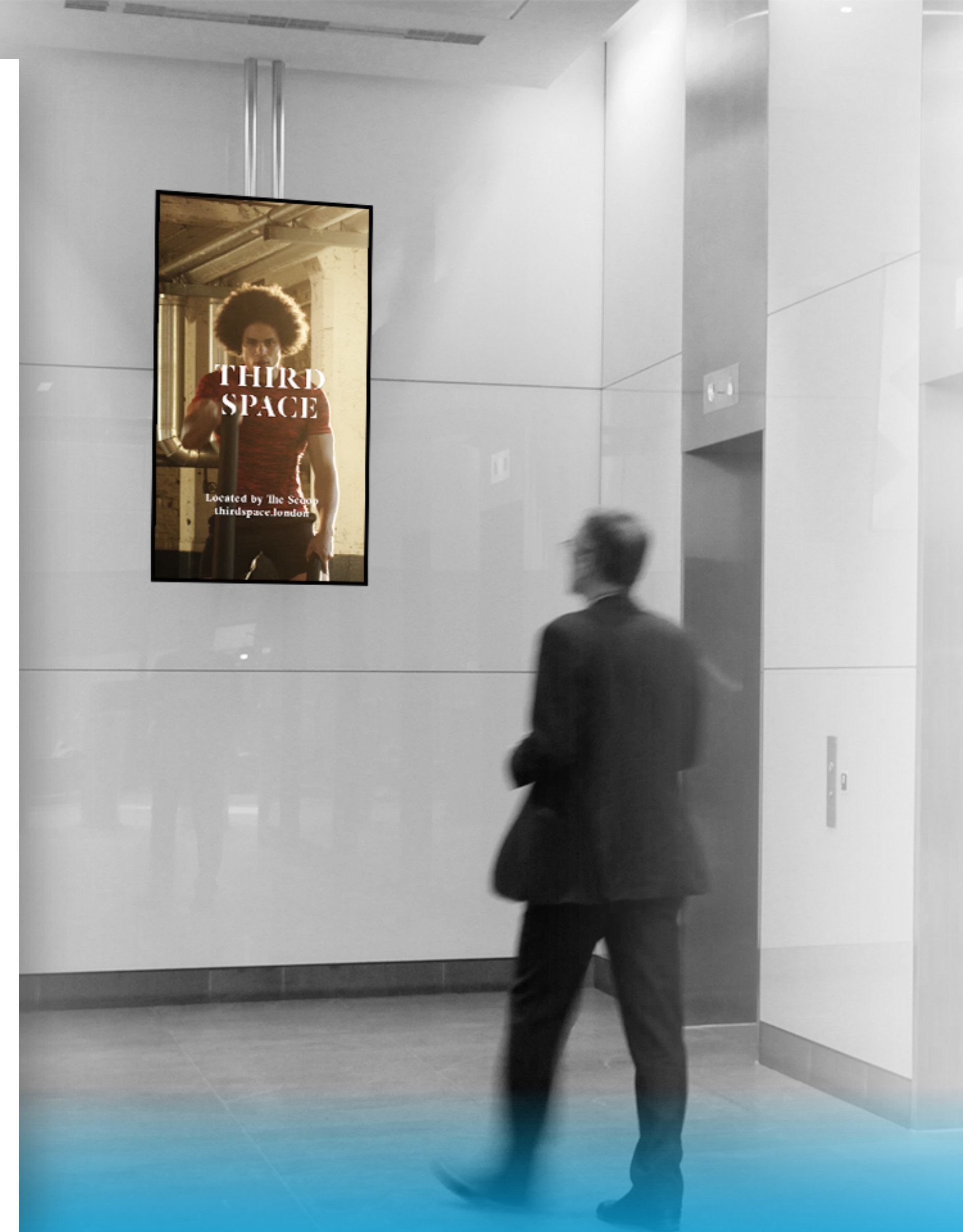
64%
COFFEE





72%

PASS THROUGH THE
GROUND LOBBY OF THEIR
OFFICE BUILDING
5+ TIMES
EVERY DAY





WORKPLACE LUNCHTIME

84% PURCHASE
LUNCH DAILY



52%
CHAT ABOUT
NON-WORK TOPICS



65%
EAT-IN/DELIVERY/TAKEAWAY





1IN3

GO RETAILSHOPPING IN LONDON

52% RESEARCH  PRODUCTS & SERVICES

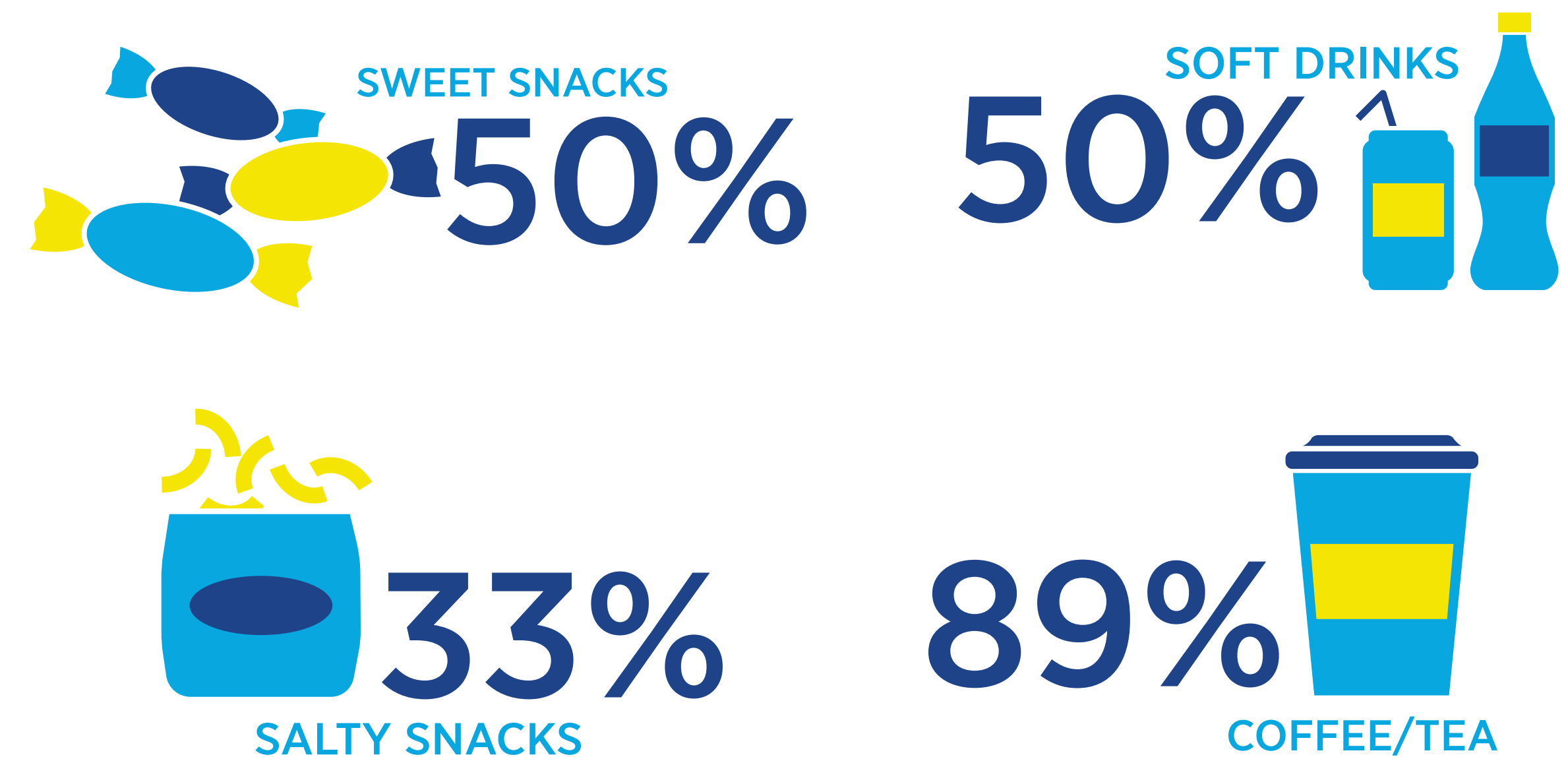
40% LIFE ADMIN 

40% SHOP ONLINE 



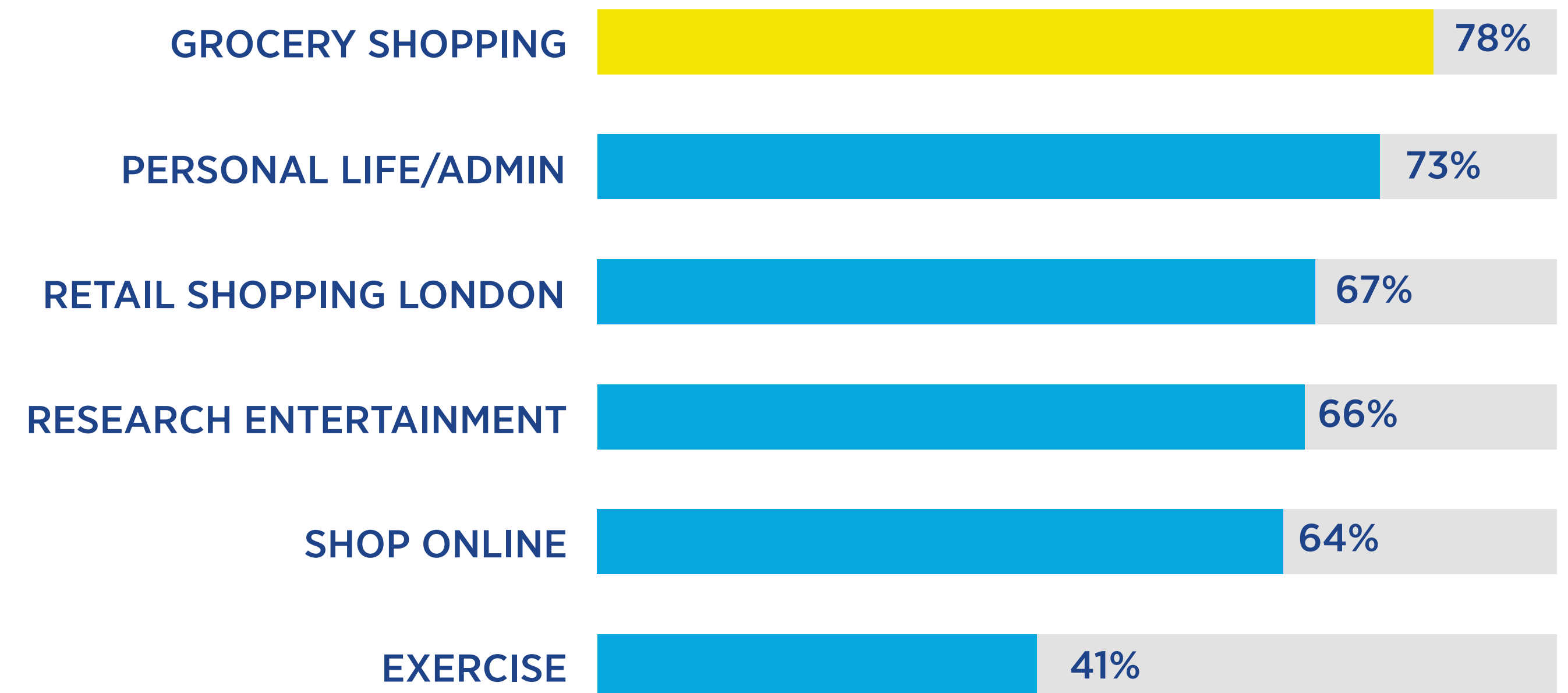


AFTERNOON PICK ME UP





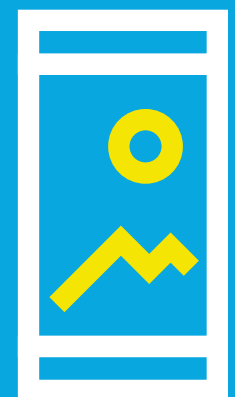
WAY HOME



OOH FORMAT RECALL

AVERAGE COMMUTE **1 HOUR**

63%
BUSES

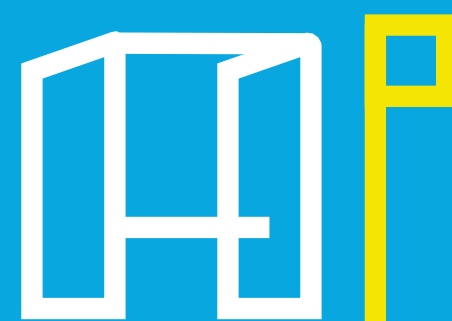


59%
POSTERS

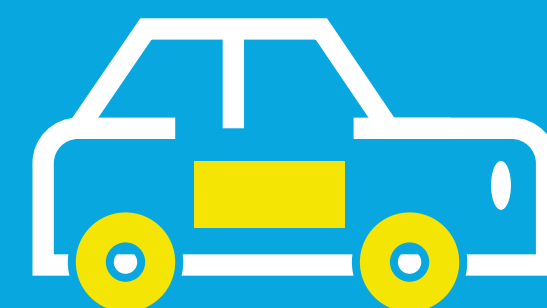


40%
ROADSIDE

48%
BUS STOPS

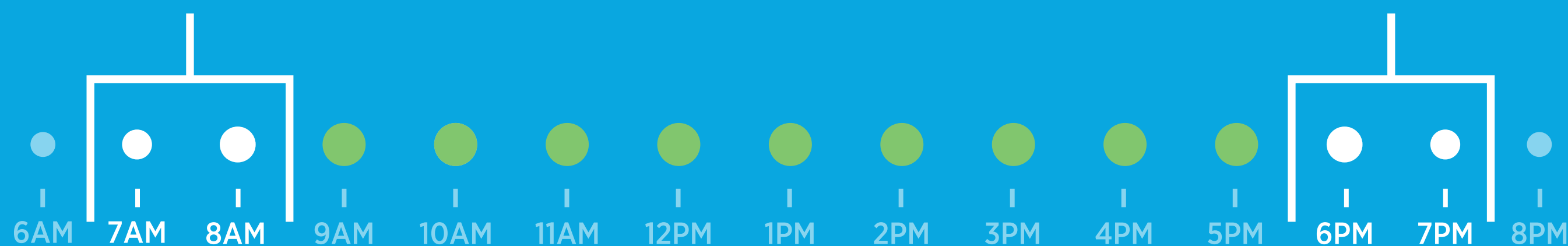


33%
TAXIS

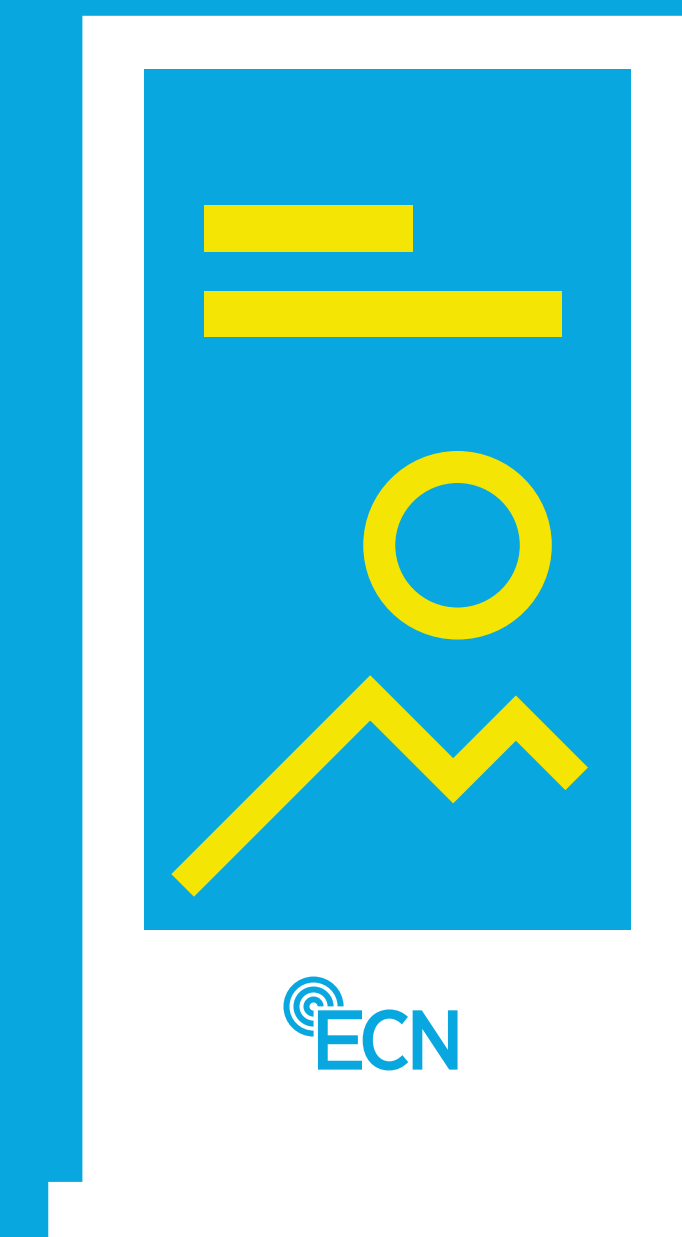


MORNING
COMMUTE

EVENING
COMMUTE



ECN REACHES COMMUTERS
8+ HOURS PER DAY



95%
WORKPLACE MEDIA

8+ HOURS

