



INFLUENCE THE

DEAD
ZONE





BEWARE THE

DEAD
ZONE



WHAT IS THE AUDIENCE **DEADZONE**?

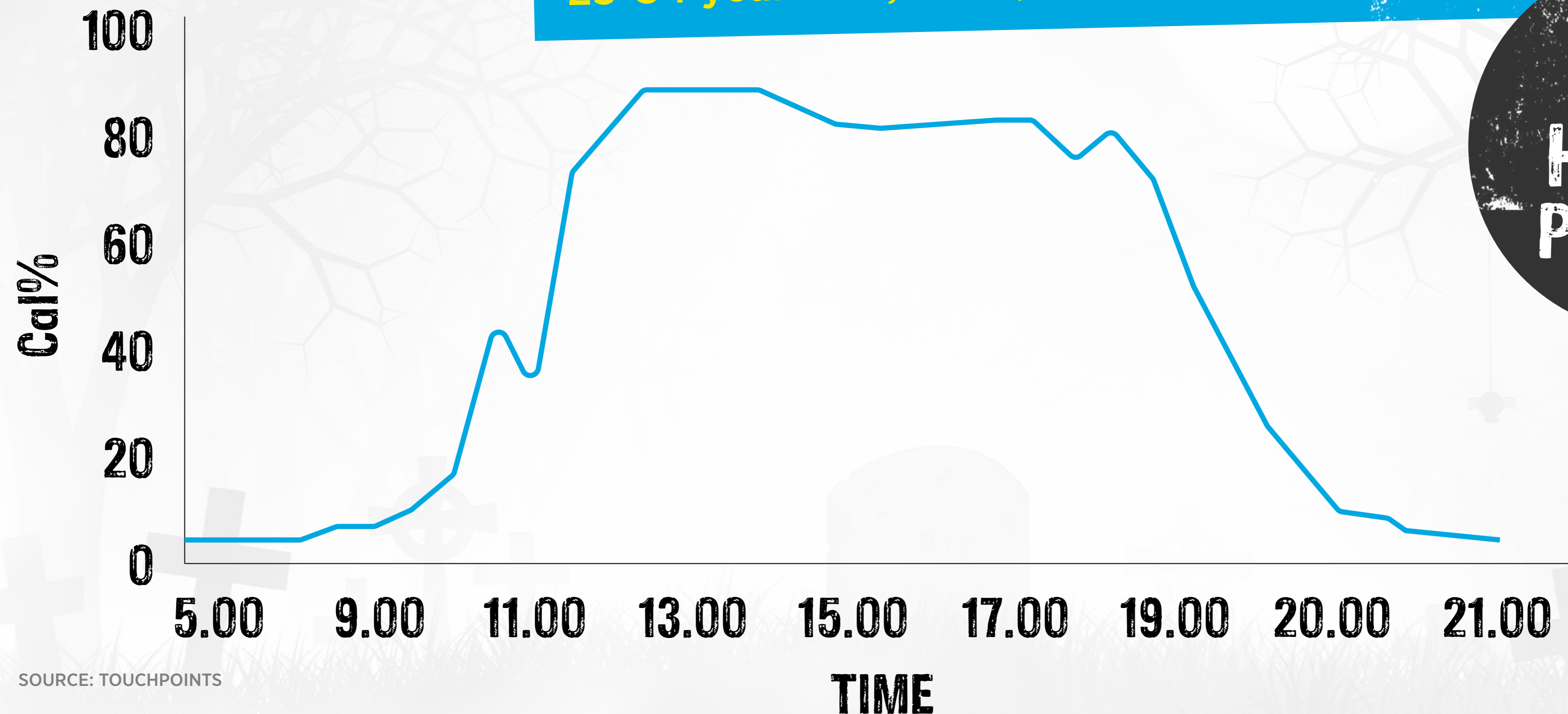
The London office worker audience is exposed to a variety of media on their way to and from work, however, once they get to work, traditional mass media reach **DIES** creating an audience **DEADZONE** for campaigns.

LET'S LOOK AT A **TYPICAL WORK DAY**



THE SHAPE OF THE WORKING DAY

25-54 year olds, ABC1, work in an office



SOURCE: TOUCHPOINTS

8+
HOURS
PER DAY

LOW OR NO MEDIA CONSUMPTION, CREATES AN AUDIENCE DEADZONE DURING THE WORK DAY

TV

The audience is most engaged with Broadcast TV in the evening, after work hours.

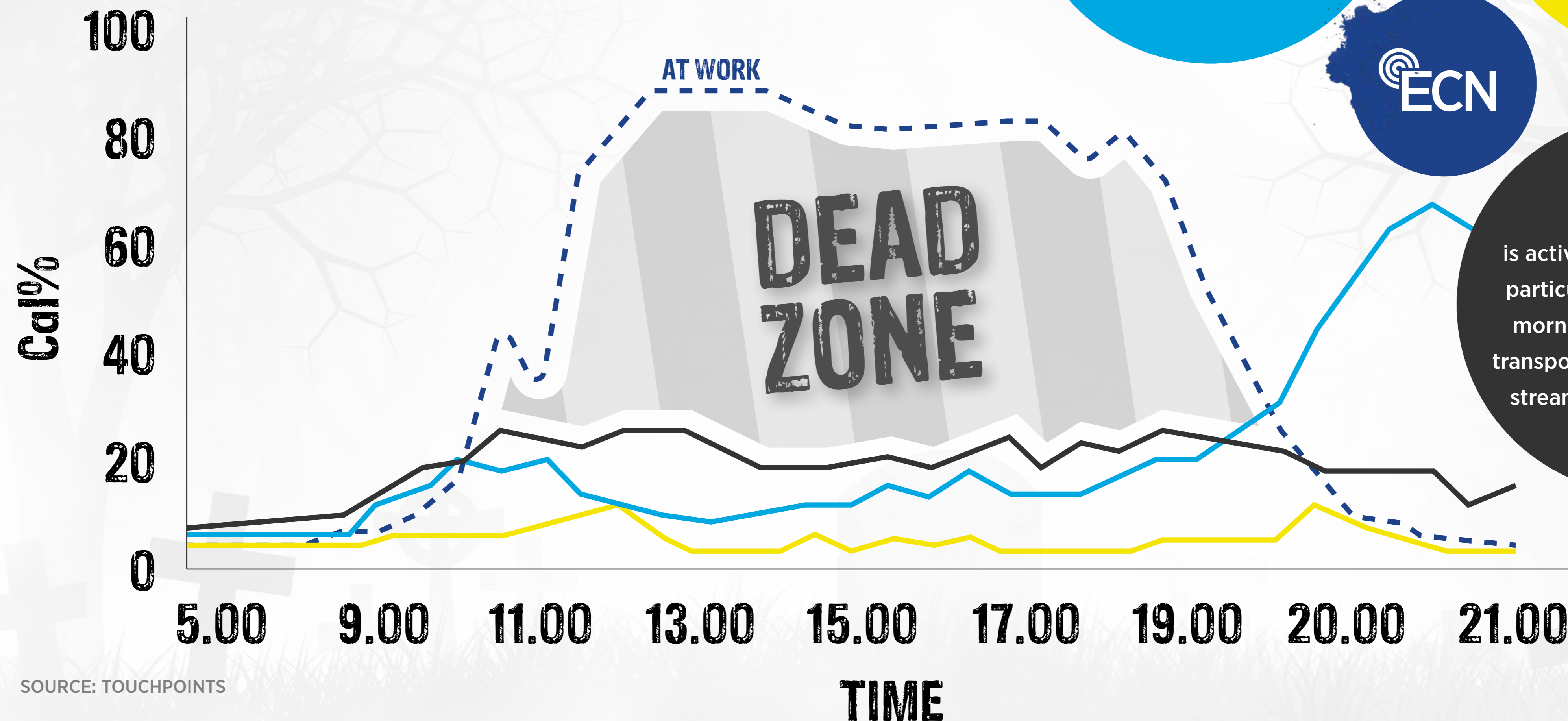
PRINT

Consumption is considerably low amongst the working audience. Slight engagement during commuting periods.

ECN

RADIO

is active in the morning, not particularly high during the morning commute (public transport), perhaps a result of streaming services such as Spotify



SOURCE: TOUCHPOINTS

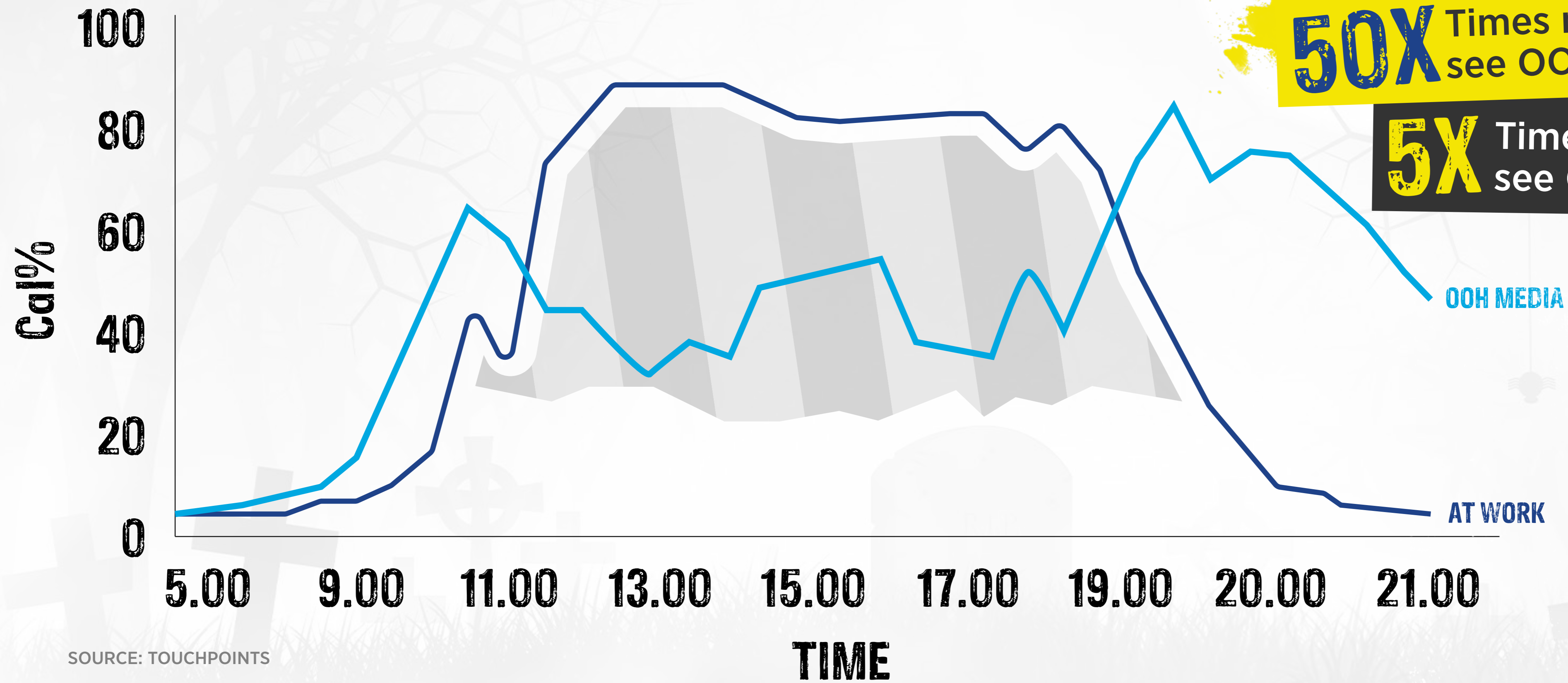


OOH DELIVERS AS PEOPLE GO IN AND OUT OF **WORKPLACE**

3X Times more likely to see OOH than listen to Radio

50X Times more likely to see OOH than Press

5X Times more likely to see OOH than TV



SOURCE: TOUCHPOINTS



**STAY ALIVE
ALL DAY**



WORKPLACE MEDIA
DELIVERS ACROSS
**THE WHOLE
WORKDAY**

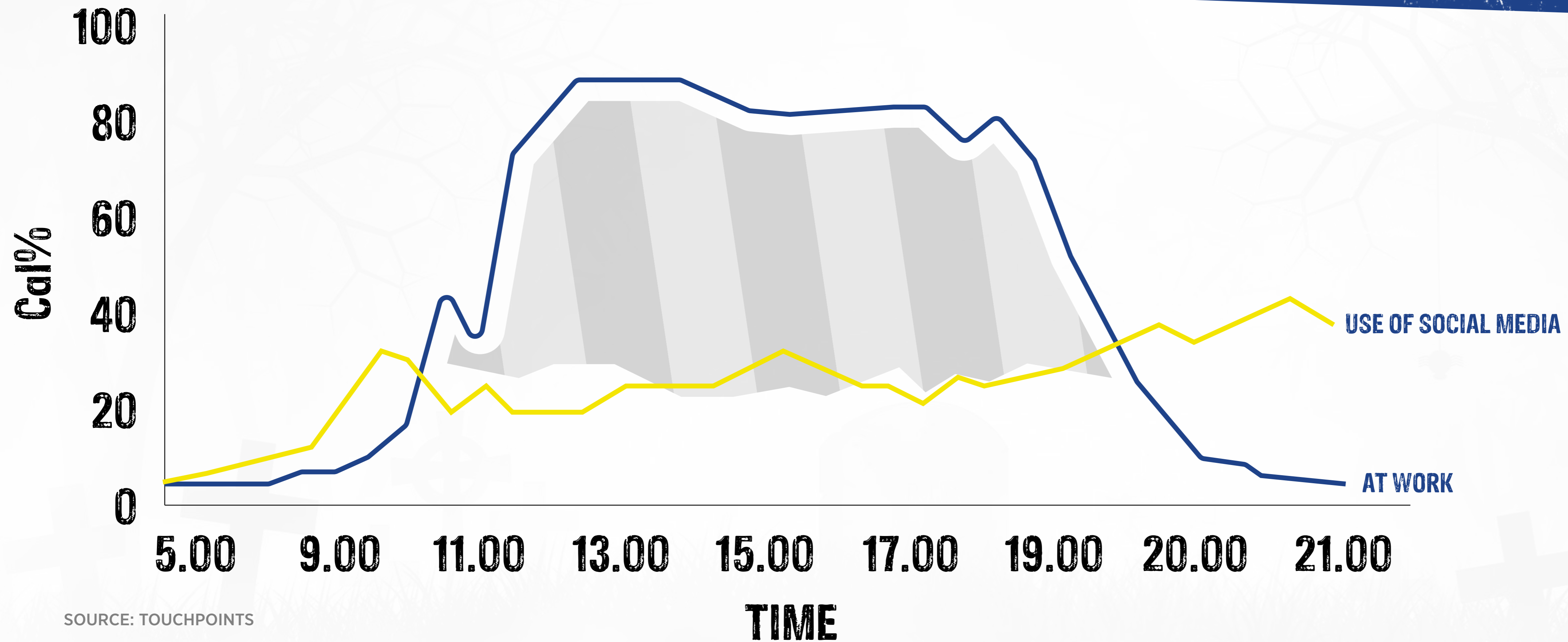


SOURCE: TOUCHPOINTS



ONLINE

SOCIAL MEDIA COMES ALIVE DURING COMMUTE



KEEP YOUR CAMPAIGNS

ALIVE

WITH





HOW WORKPLACE MEDIA KEEPS YOUR CAMPAIGN ALIVE



AMPLIFICATION



**HFSS
FRIENDLY**



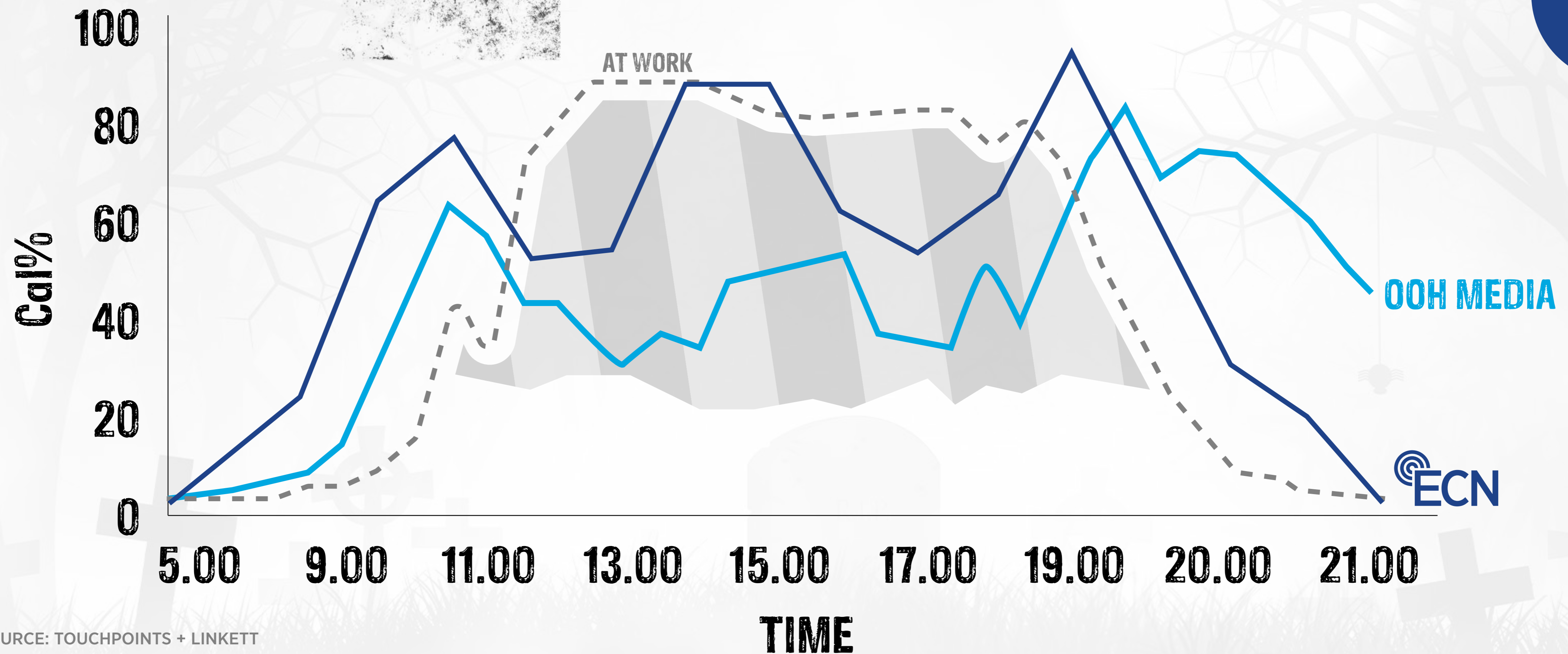
**CITY OF LONDON
COVERAGE**



**AFTER-WORK
LEISURE**

AMPLIFY YOUR OOH CAMPAIGNS

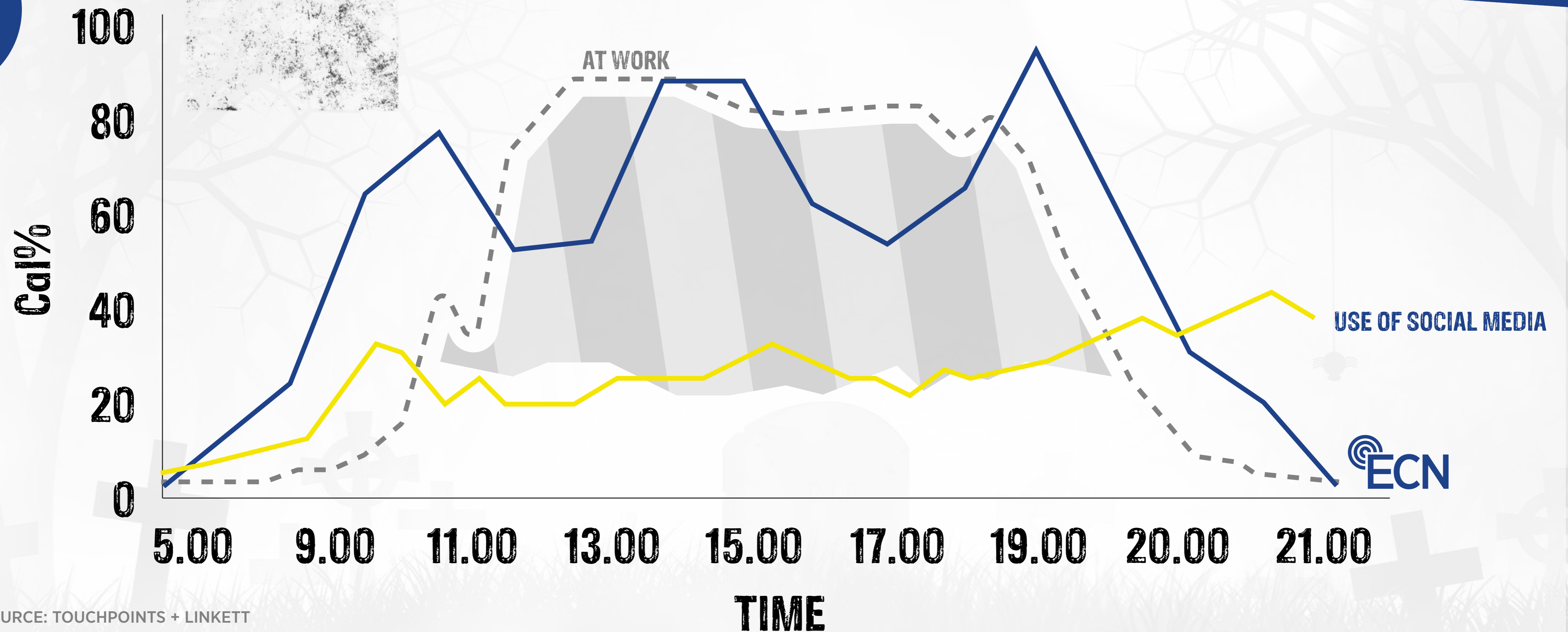
WITH ECN'S SMART & TARGETED SOLUTIONS



ADD SOCIAL INTO THE MIX AND **AMPLIFY BY 48%***

*SOURCE: Talon 4th Space

AMPLIFY WITH WORKPLACE
THE REAL LIFE SOCIAL NETWORK
WHERE BRAND EXPERIENCES ARE SHARED.



SOURCE: TOUCHPOINTS + LINKETT



AMPLIFY YOUR D6 CAMPAIGN.



| AREA | MEDIA | PACK | LENGTH | £PP | £CPM |
|--------|---------------|------|---------|------|--------|
| LONDON | JCD D6 Rail | 100 | 2 Weeks | £700 | £5.25 |
| LONDON | JCD D6 | 100 | 2 Weeks | £700 | £11.59 |
| LONDON | JCD D6 Mail | 100 | 2 Weeks | £700 | £11.54 |
| LONDON | ECN Workplace | 279 | 2 Weeks | £305 | £6.80 |

ECN IS AN AFFORDABLE EXTENSION TO ANY CENTRAL LONDON D6 CAMPAIGN

ECN HAS ALMOST 3X THE SCREENS OF OTHER STANDARD D6 PACKAGES (which do not cover The City of London)

ONLY FIXED DOOH IN LONDON CITY

The “square mile” is the financial capital of Europe and contributes **10%** to UK GDP

SOURCE: ESTATE CAPITAL

City of London does not permit fixed DOOH signage on the street

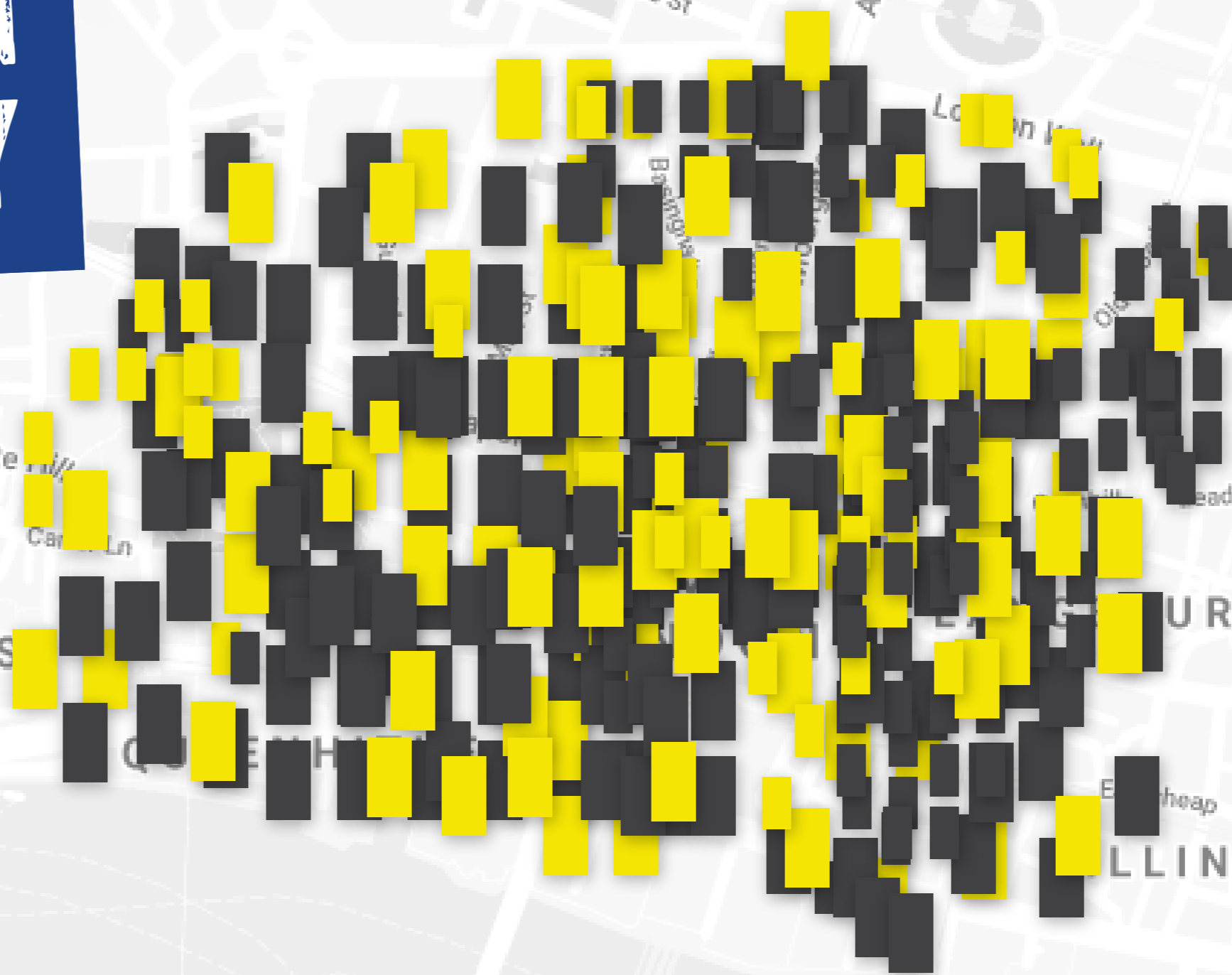
ECN is the **only DOOH** operator with fixed **STREET LEVEL** signage in The City

BANNED

DOOH IN THE CITY

THERE ARE ONLY **558** FULL MOTION
DOOH FRAMES IN THE CITY

ECN'S MARKET
SHARE **30%**



SOURCE: SPACE

A HOME FOR HFSS ADS



The ban on HFSS significantly reduces Central London coverage

ECN is not affected by HFSS
(screens are on private estates)

ECN locations not affected by
schools or under 18 audience



INFLUENCE AFTER-WORK LEISURE BEHAVIOUR

After-work leisure drinks is an important social connector for London workers

ECN is unique because it not only reaches London's heaviest drinkers, but is also the most targeted (with a 18-60 audience)



DON'T BE A ZOMBIE

‘Workplace media is something that we use to keep the brand alive when our competitors are all dead’



THE UK IS EXPERIENCING **HIGH**
LEVELS OF EMPLOYMENT.

EMPLOYMENT RATE REMAINS AT RECORD HIGH

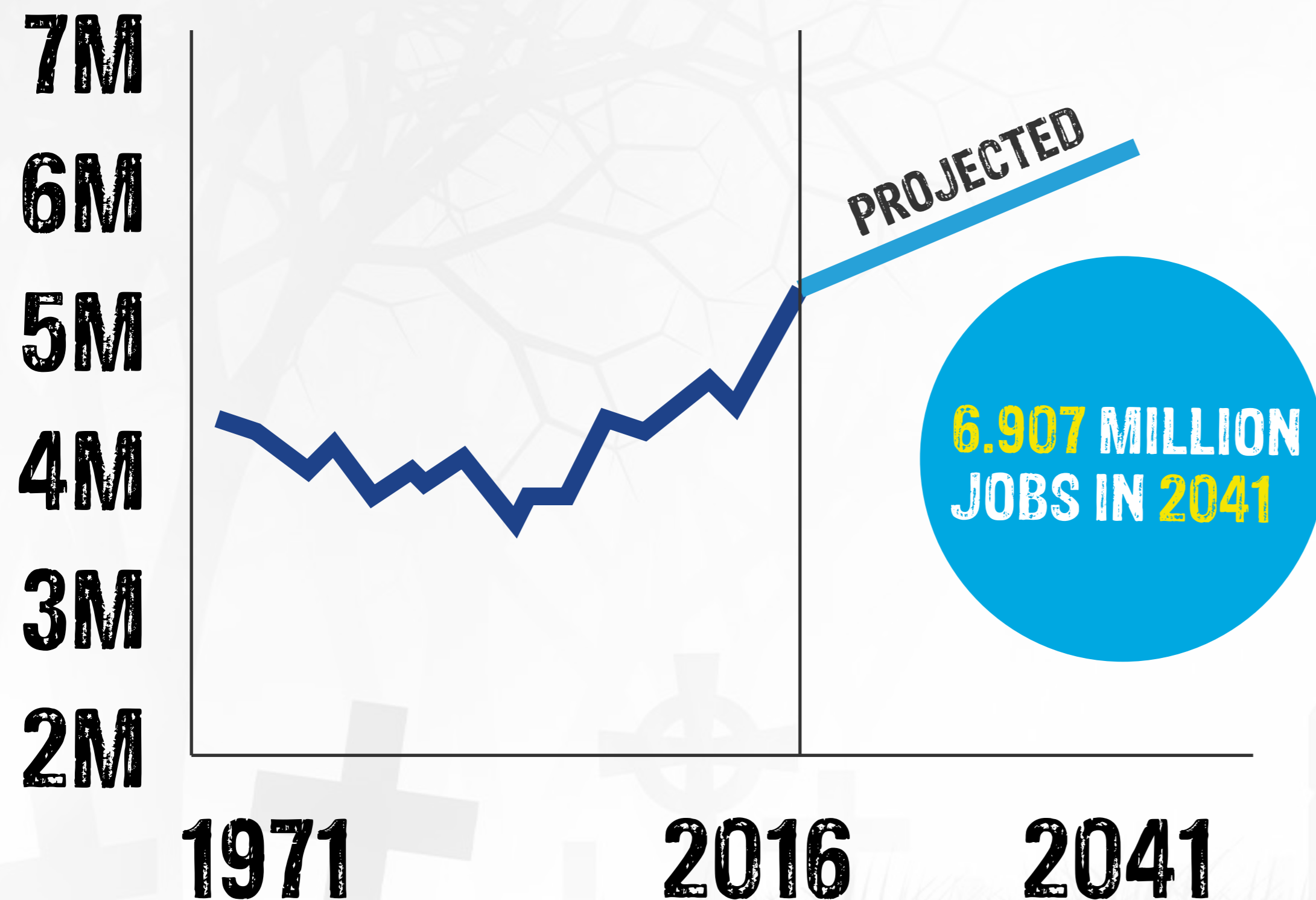


75.6%

SOURCE DEPARTMENT FOR WORK AND PENSIONS

LONDON IS THE **EMPLOYMENT ENGINE** OF THE UK

0.75% GROWTH RATE (49,000 ADDITIONAL JOBS)



SECTOR TRENDS

These six sectors account for nearly three fifths of the expected total London increase in jobs to 2041



Professional, real estate,
scientific & technical



Administrative &
Support Services



Accommodation &
food services



Information &
communication



Health



Education

SOURCE DEPARTMENT FOR WORK AND PENSIONS

THE WORKPLACE HAS **CHANGED**

LONDONERS DO

- Longer commutes
- Longer hours
- More socializing
- Higher earning
- Higher spend

A SECOND HOME

Kitchens, Relaxing & Play areas,
media rooms etc

LEADING TO A NEW WORKPLACE BEHAVIOUR

Shopping, personal admin, social media

