

STOCKPORT

Merseyway & Redrock

DIGITAL MEDIA SCREENS



STOCKPORT
METROPOLITAN BOROUGH COUNCIL



OLUCID
OUTDOOR

ADVERTISING OPPORTUNITIES

“A fantastic asset to the town centre and a great way of communicating with the public”

They'll also complement our improvement plans to Merseyway, which will be underway very soon and, perhaps most importantly, provide even more opportunities for people to visit our town centre.

“I'm particularly excited about the prospect of fan zones and gaming tournaments: we're determined to have a broad and exciting offer within our town centre and the screens will help achieve that. All this, along with the recent transformation of the Market Place and investment in the Underbanks area, will make Stockport even more attractive to potential advertisers and visitors.”

Cllr David Meller
Economy and Regeneration at Stockport Council





8
MILLION
VISITORS
PER YEAR

**ADVERTISE YOUR
BUSINESS TO
MILLIONS!**

MERSEYWAY

GATEWAY & SHOPPING CENTRE

Merseyway is home to a number of well-known high street brands including Primark, Office, Tessuti, River Island, JD Sports, Pandora and Waterstones. They benefit from an average weekly visitor footfall of 162,000 in Merseyway, with approximately 30,000 shoppers visiting the shopping centre every Saturday.

Our new state-of-the-art screen is located at the entrance of the shopping centre taking prime location and benefiting from the huge volumes of foot-fall that passes by.



Dental



REDROCK

RECREATIONAL & ENTERTAINMENT

Redrock Stockport, the town's new leisure quarter, is home to Berretto Lounge, Zizzi, Pizza Express and The Light Cinema which attracts approximately 12,000 visitors per week. The scheme is also home to The Gym Group, which provides 24 hour access, seven days a week to users.

This site will house our huge 8m x 4m hi-resolution screen that will be utilised to host events and screenings increasing footfall to the area.



800
THOUSAND
VISITORS
PER YEAR



SPORT & EVENT
SCREENING



great **manchester**
run®



Each hi-resolution screen will feature self-brightening technology, to counteract increasing levels of sunlight, and will be paired with sound and PA systems in the town's retail and leisure districts. Live news, traffic, travel and weather feeds will enhance shopper experiences and be coupled with corresponding advertised incentives to make the most of all visits to Merseyway and Redrock.

Plans to introduce fan zones for large sporting events including Wimbledon and the Olympics, and interactive gaming tournaments, are part of ongoing discussions between Lucid Outdoor and Stockport Council.

"Outdoor continues to grow in technical capability and stature as an advertising medium. This will be a fantastic opportunity for local businesses to maximise their share of the retail and leisure spending power of the area."

Mike Cleary - Lucid Outdoor

HI-RESOLUTION SCREENS

SEASONAL CAMPAIGNS

ANIMATION AVAILABLE

PICK YOUR AUDIENCE

DYNAMIC MESSAGING

HIGH VISABILITY

BESPOKE PACKAGES

BOODLES

1798

GMCA

**GREATER
MANCHESTER
COMBINED
AUTHORITY**

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VIEW OUR WEBSITE

Lucid Services



Design & Animation

- Bringing your business to life on the big screen



Online Digital Marketing

- Target customers online in your area



Media Buying & Strategy

- We help you run your adspend smartly



WWW.LUCIDOUTDOOR.COM