

IRELAND





Transit

Bus Éireann, Dublin Bus, Aircoach
Iarnród Éireann/Irish Rail



Road & Fame

48 Sheet Billboards, Bridges,
Digital Bridges, Lightboxes



Retail

Classic 6 Sheet (PurchasePoint),
StorePoint, TrolleyPoint,
Digital dPod, Digital dX



Transit





Dublin Bus



Bus Éireann



Aircoach



Irish Rail



Who Sees Bus?

Everyone sees bus because bus goes where people go!

And bus delivers unrivalled audience coverage no matter how people travel around city and urban areas

Bus advertising lets your brand reach people at **national** and **local** level, with formats to suit every brief.





The best alcohol free beer in the world? Probably.

Carlsberg 0.0

TFI

Johstown
via City Centre 27

DUBLIN BUS

Bus Átha Cliath



The Audience

1.8million
Adults Available

136

Routes reaching across
the Greater Dublin Area

70%

Of all routes outside
the canal cordon



Framed Formats

1. T-Side

Delivering the highest audience coverage of any Outdoor format

2. Superside

Reach pedestrians & motorists
10ft above traffic

3. Sightline

In the line of sight of drivers and passengers





BUS ÉIREANN



The Audience

35

Routes across

Cork, Galway, Limerick, Waterford



Framed Formats

1. T-Side

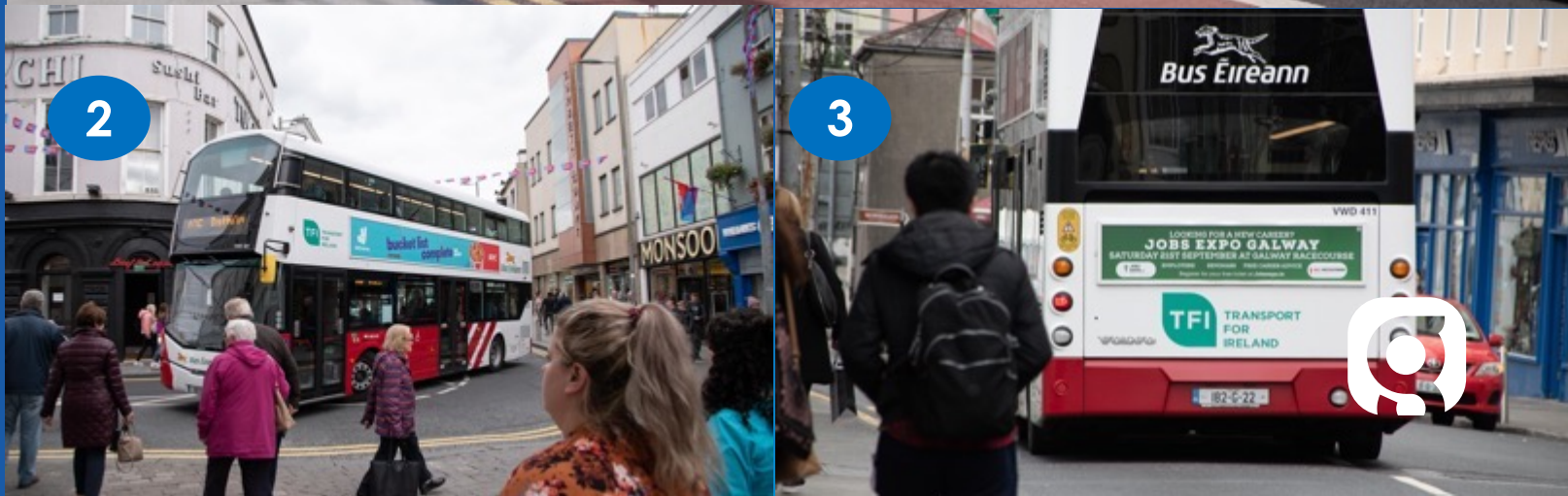
Delivering the highest audience coverage of any Outdoor format

2. Superside

Reach pedestrians & motorists
10ft above traffic

3. Sightline

In the line of sight of drivers and passengers



AIRCOACH



The Audience

OUR WEATHER'S NOT SUPER,
BUT THAT'S OK, OUR MILK IS.



50%

ABC1 Adults

59%

Mainshopper

55%

16-24 Adults



ROUTES

GREYSTONES

- ✓ Dublin Airport
- 3 Arena
- Grand Canal
- Ballsbridge
- Rock Road
- Booterstown
- Blackrock
- Mount Merrion
- Stillorgan
- Foxrock
- Cornelscourt
- Cabinteely
- Loughlinstown
- Shankhill
- Bray
- ✓ Greystones

CORK

- ✓ From Dublin Airport via Dublin City Centre direct to Patrick's Quay, Cork via Motorway Network

LEOPARDSTOWN

- ✓ Dublin Airport
- Drumcondra
- O'Connell St
- Trinity College
- Kildare St
- St. Stephen's Green
- Leeson St
- Burlington Road
- Donnybrook Village
- N11-RTÉ, UCD, Radisson Hotel
- Stillorgan Village
- Lower Kilmacud Road
- Sandyford Industrial Estate
- ✓ Leopardstown

GALWAY

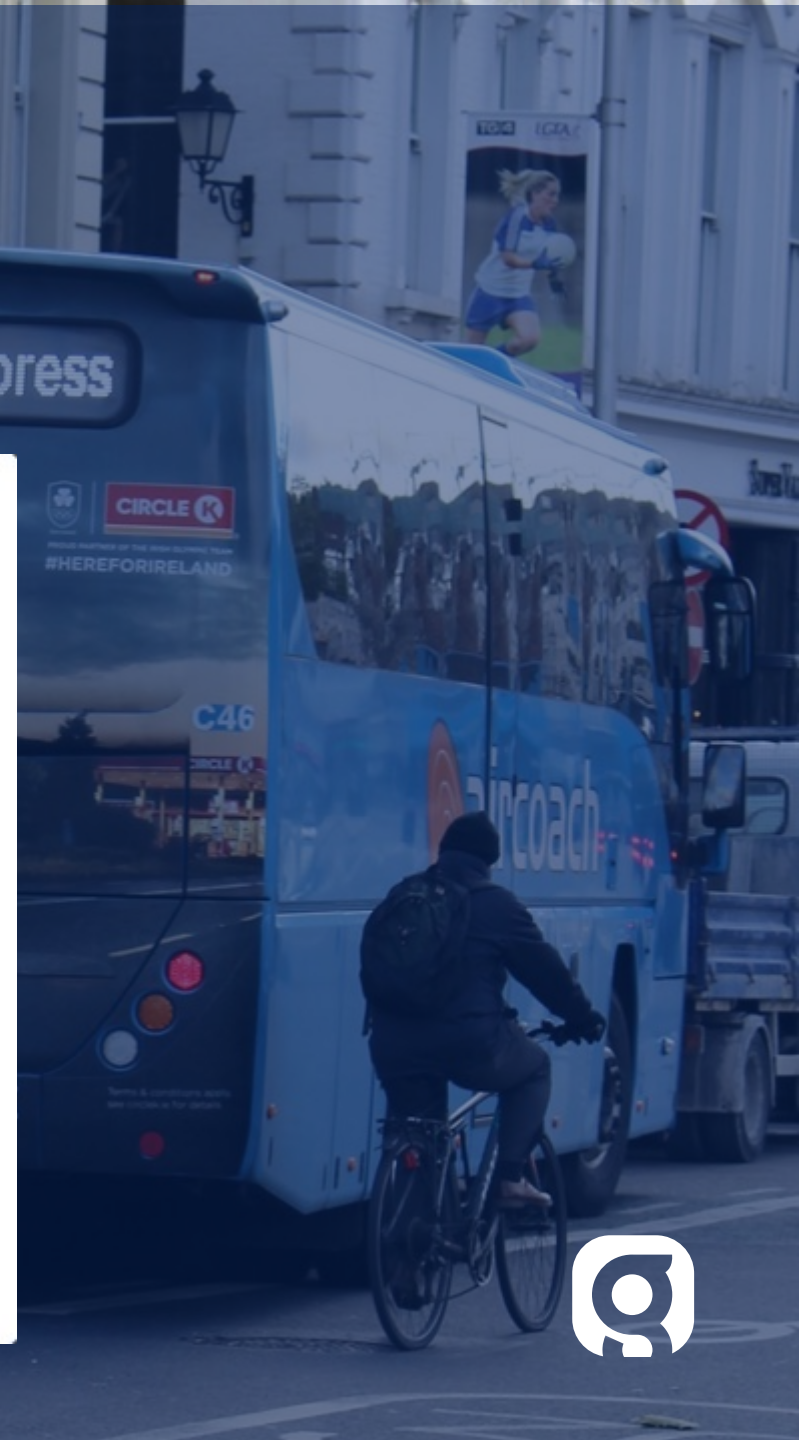
- ✓ From Dublin City Centre & from Dublin Airport to Galway coach Station in Galway City Centre via Motorway Network

KILLINEY

- ✓ Dublin Airport
- 3 Arena
- Grand Canal
- Ballsbridge
- Merrion Road
- Booterstown
- Blackrock
- Monkstown
- Dun Laoghaire
- Glasthule
- Dalkey
- ✓ Killiney

BELFAST

- ✓ From Dublin City Centre via Dublin Airport direct to Glengall street, Belfast via Motorway Network



Formats

1. ColourBus

Colour bus presents the largest mobile advertising canvas available.

2. MegaRear

Create impact and drive advertising recall on Aircoach megarears

3. MegaRear & MegaSide

Create brand standout and incredible visibility



Iarnród Éireann/Irish Rail

global

NICE TO MEET YOU

Make your journey happier with a global mobile app.

global.com/ie



The Audience

35.5 mins

Average time to absorb
advertising messages

7.84min

Minutes on platform

27.69min

On board



Classic Formats

1. CommuterSquare

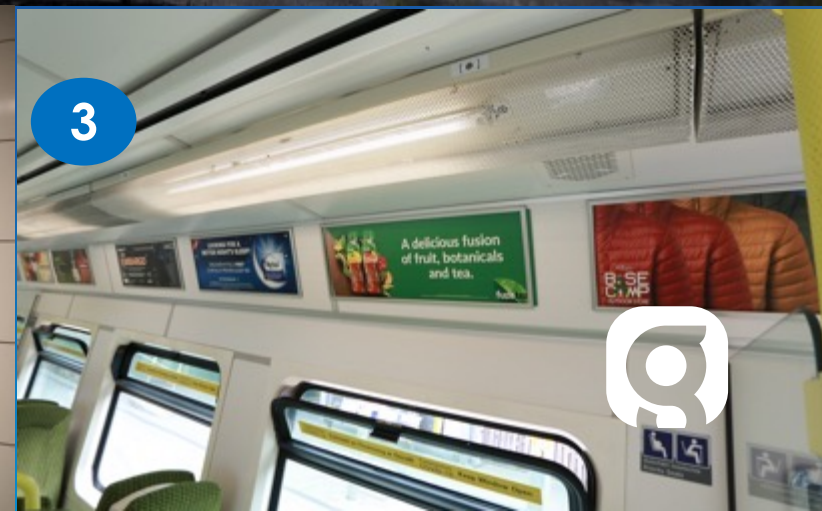
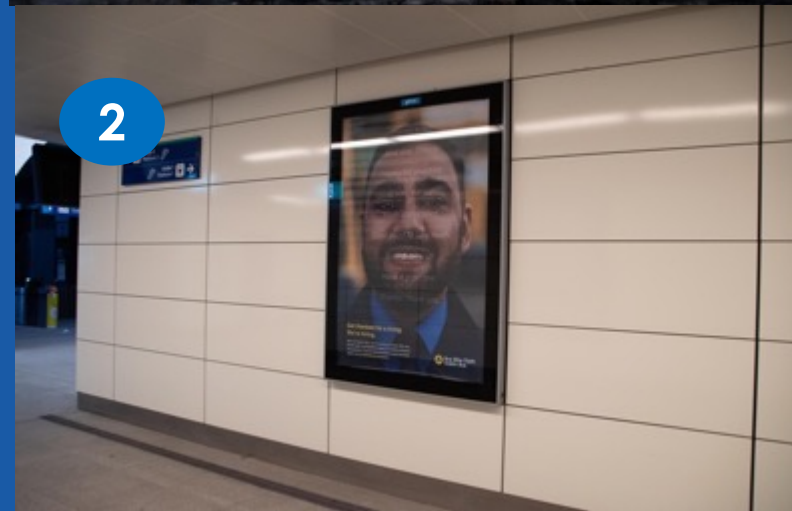
Backlit, scrolling and encased large format across 25 Dart and 14 Intercity and commuter stations

2. CommuterPoint

Target audiences on multiple missions and high dwell time locations in the rail environment on on classic 6 Sheets

3. CommuterCard

Target the rail audience whilst onboard the train/Dart – lending itself to long copy creative opportunities.



Digital Formats

1. Commuter dPod

Influence and target engaged audiences on multiple missions and high dwell time locations on rail dPods.

2. Tranvision

Create impact on large format digital screens in the busiest commuter stations in Dublin

3. Digital Gallery

Amplify your message and extend storytelling on the **Connolly Digital Gallery** across 12 x 70" HD screens



Road

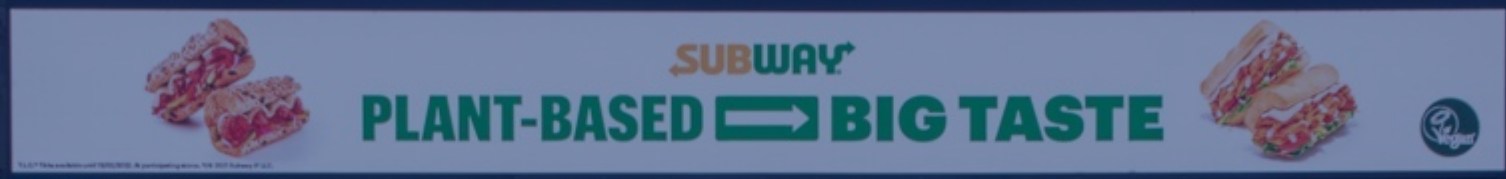




Fame

Billboards





The Audience

26
Counties

24
Hours

7
Days



Fame Formats

1. Digital Bridges

The **Digital Bridge Network** is located on the Iarnród Éireann railway bridges at **Pearse Street, Amiens Street, Drumcondra, and North Strand, Dublin**. Measuring **18 metres x 2 metres**, the screens are the largest digital advertising screens in Ireland.

2. Lightbox

48 sheet and 96 sheet lightboxes are located in high traffic locations delivering premium audiences. High-definition and illumination ensures your message is truly unmissable and stands out from the crowd.



Billboards

Whether you want to make a **local impact** with your brand or deliver **national audience** coverage, our billboard portfolio can deliver on your brief



Classic Retail



global

The Audience

68%

Shoppers influenced by
ads outside
Supermarkets

61%

Want to be inspired

60%

Prepare meals from
scratch everyday



Classic Formats

1. PurchasePoint

Our 6 sheets PurchasePoints will let you reach shoppers at Ireland's top groceries: **Dunnes Stores**, **Supervalu** and **Tesco**.

2. StorePoint

Storepoints, drive unmissable impact at grocery entry points at leading supermarket, **Dunnes Stores**.

3 TrolleyPoint

A unique retail outdoor advertising format delivering standout opportunities at **Dunnes Stores** anchor shopping centres. Located at prime positions within the shopping centre environment



Digital Retail



The Audience

64%
ABC1

66%
Find Digital advertising
on screens appealing

46%
Are under 35



CAPTIVATE AUDIENCES!

Drive Purchase Consideration and Impulse Purchases

Dundrum	704,000
Blanchardstown	620,000
Liffey Valley	500,000
Pavilions Swords	420,000
The Square Tallaght	800,000
Ilac Centre	654,000
Mahon Point Cork	240,000
Manor Mills	102,000
Wilton Centre	210,000
Castlewest Cork	140,000
City Square Waterford	220,000
Gateway Galway	60,000

ALSO AVAILABLE IN SUPERVALU
Ballinteer, Blanchardstown,
Bray, Sutton Cross

Multiple Missions

Shopping - Social - Leisure

Multiple Category Touchpoints



Film



Beauty



Fashion



Grocery



Household



Banking



Dining



Sport



Fitness



Travel



Pharma



Motor



Telecoms



Jewelry



Digital Formats

1. Retail dPod

Our network of dPods across Ireland's premium malls can deliver your audiences at scale.

Global's dPod network delivers **full motion, animated, dynamic** and **interactive content**.



2. dX

The dX network is home to some of the largest digital Outdoor advertising screens in Ireland, located at

Dundrum Town Centre, Pavillions Swords, Ilac Centre, The Square Tallaght and **Mahon Point Cork**



CREATE IMPACT INSIGHT

