



global

Making everyone's
day brighter

Outdoor Format Guide



Transit Bus & Rail

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

Road & Fame

48 Sheet Billboards,
Digital 48s, Digital Bridges,
Lightboxes

Retail

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



TRANSIT/RAIL



Audience

55 million

Annual passengers

7.84min

Minutes on platform

35.5 mins

Average time to absorb
advertising messages

27.69min

On board train





1 in 2
often notice adverts on platforms while waiting for trains

2.1m
rail passengers per cycle

35.5 mins
average time to absorb advertising messages

6 REASONS TO ADVERTISE IN TRAIN STATIONS



75%
see rail advertising as a welcome distraction on their journey

High Dwell Time
7.9 mins
average minutes spent on platform

87%
are travelling 2-3 times per week



Digital Formats

Digital Gallery

Amplify your message and extend storytelling across the digital gallery network

Connolly | Pearse | Tara | Grand Canal

Commuter dPod

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

Transvision

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



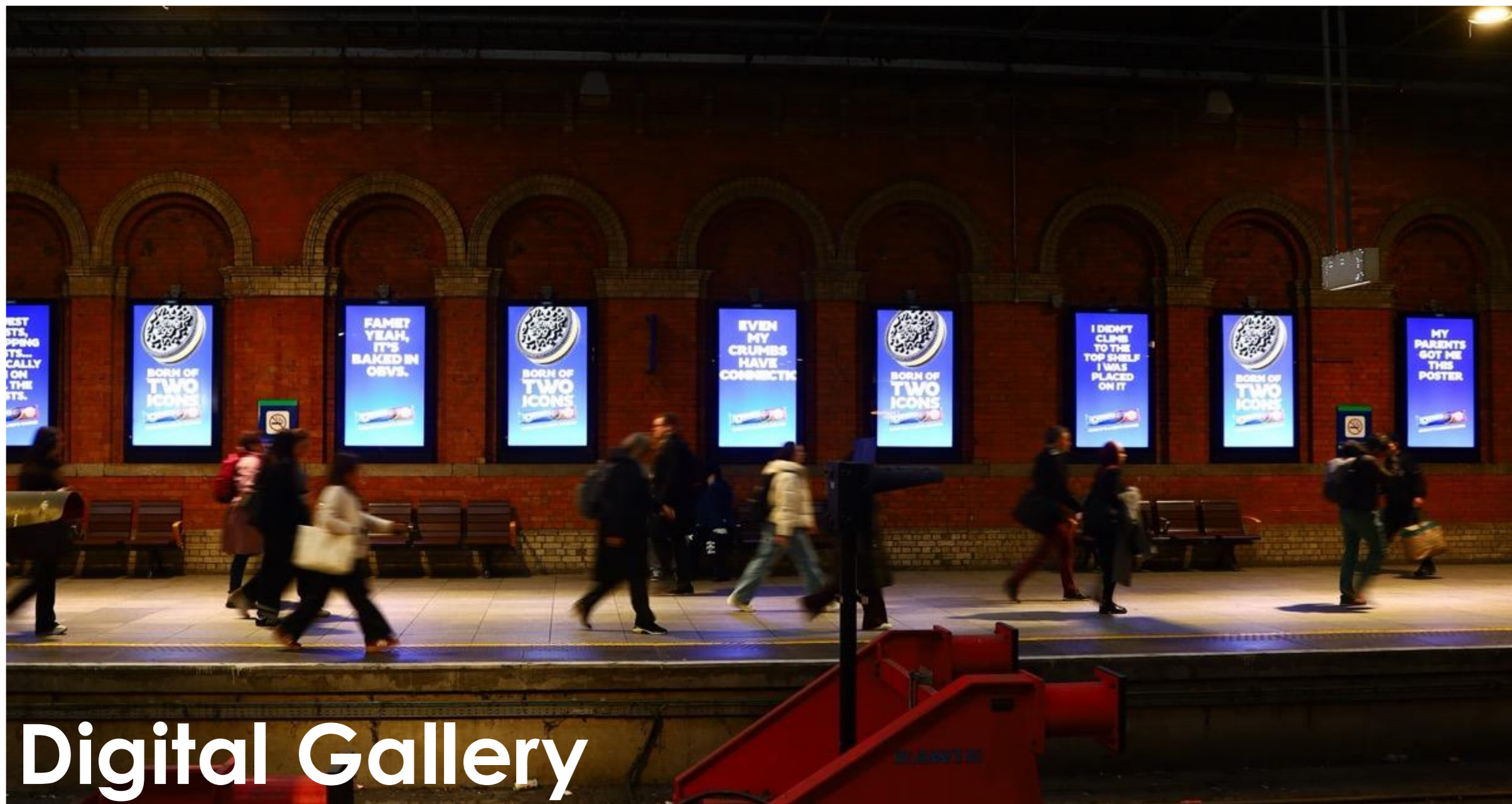
Digital Gallery



dPod

Transvision





Classic Formats

CommuterSquare

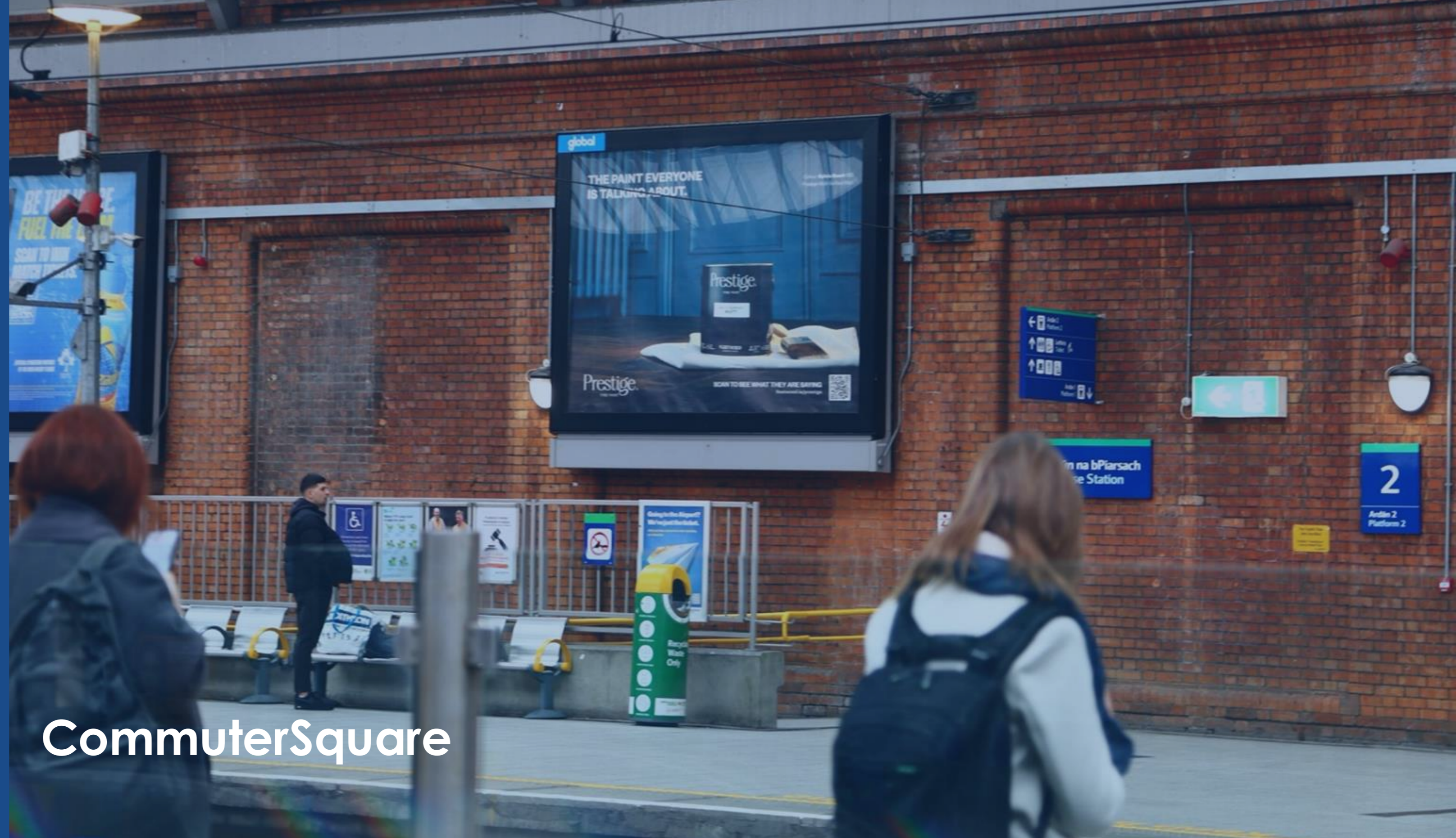
Backlit, scrolling and encased large format across 25 Dart and 14 Intercity and commuter station

CommuterPoint

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

CommuterCard

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



CommuterSquare



CommuterPoint

CommuterCard





96 Sheet Lightbox



6 Sheet CommuterPoint



CommuterCard



Live!

Rail Innovations and Specials



FULFIL
VITAMIN & PROTEIN BAR



Stáisiún Uí Chonghaile
Connolly Station



REACHING YOUR GOALS

NEVER TASTED SO GOOD

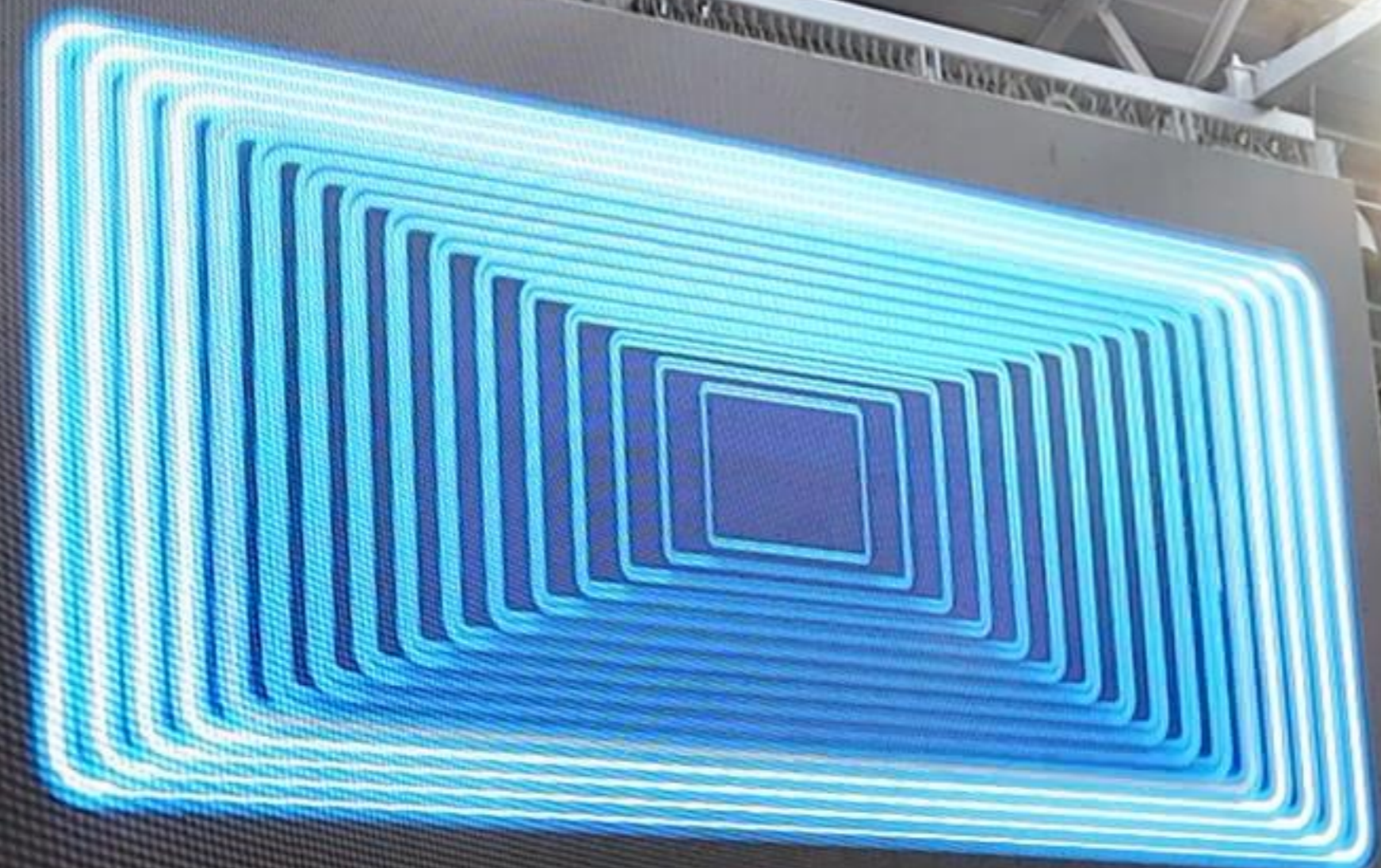
High Protein
Low Sugar
9 Vitamins

High Protein
Low Sugar
9 Vitamins



Connolly Entrance Takeover





global

NERO EXPRESS

NERO EXPRESS

Leith's Toilets

Photo Me

Amplify Heuston





Connolly Lenticular Tunnel Wrap





Connolly Tunnel Wrap with Scent






MAGNUM
true to pleasure


MAGNUM
true to pleasure

CKS LIKE
MAGNUM.

Connolly Tunnel Wrap with Sound



Pearse Underpass



dPod Wrap





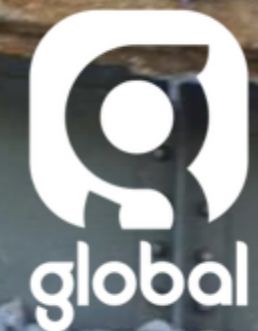
Imeachtal/Departures

Leamhán/Station	Post Lárnaí/Platform	Am arís/Time	Tráilín / Rail	Leamhán/Station	Post Lárnaí/Platform	Am arís/Time	Tráilín / Rail
13:00	13:15	13:45	13:00	13:15	13:45	13:00	13:15
13:00	13:15	13:45	13:00	13:15	13:45	13:00	13:15
13:00	13:15	13:45	13:00	13:15	13:45	13:00	13:15

Heuston Glass Panels Extended



Tara Gallery Takeover



LIVE!

**GENERATE
EXPERIENCES**



Get your brand into the hands of potential customers

**COMMUTER
AUDIENCES**



Large, lucrative and in an active frame of mind

**ENGAGING
CUSTOMERS**



Create a buzz and feel-good factor

**CREATE
IMPACT**



For brand launches

**INTEGRATE
& ALIGN**



With Social Media

Unrivalled opportunity for Audience Engagement



LOCATION – LOCATION - LOCATION

THE PERFECT CHOICE



Know your audience



Time with consumers



Weatherproof activity



Streamline your process



Landmark Stations

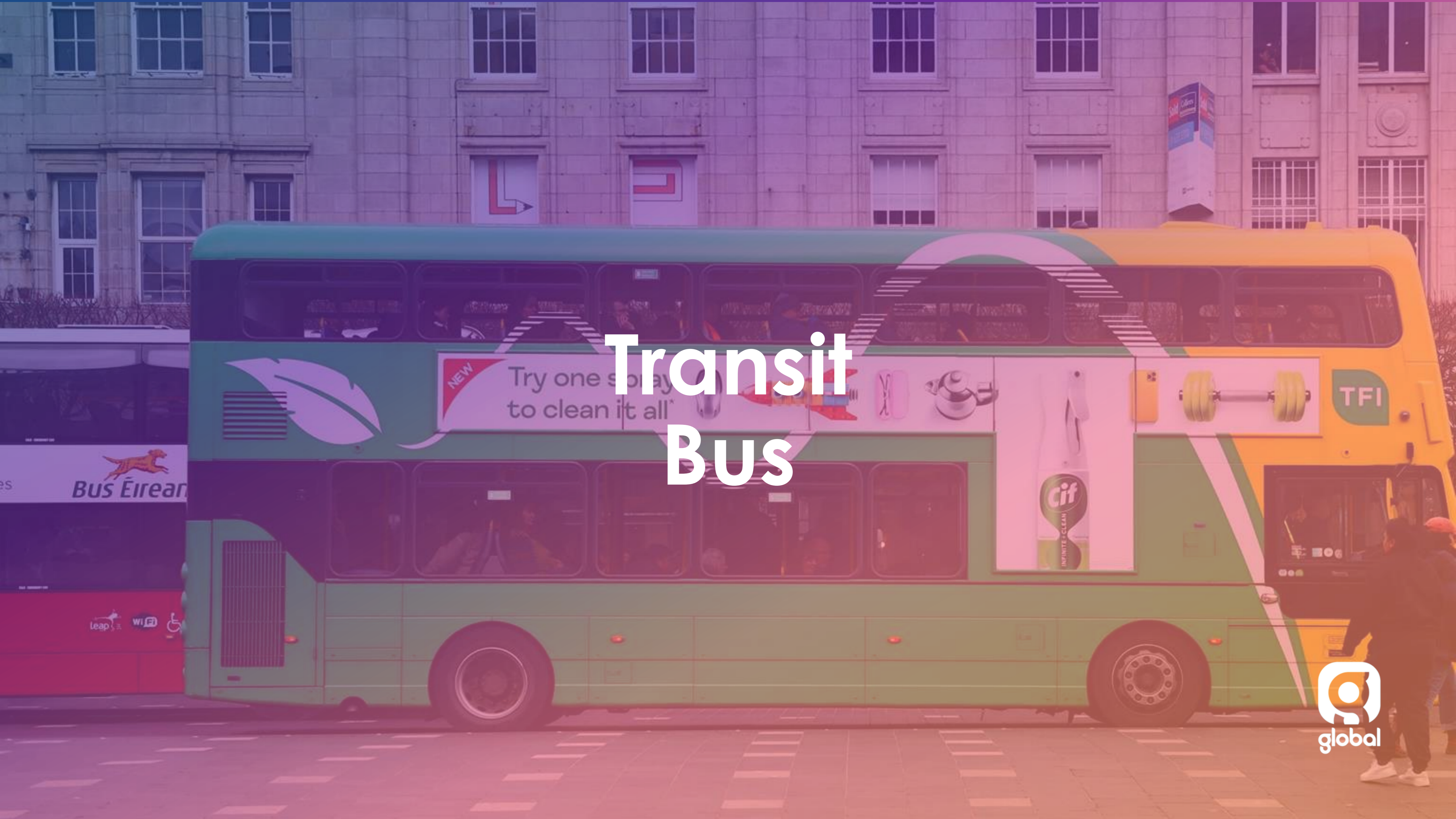


No planning
permission required



Get active fast!

Transit Bus



Bus Éireann

leap Wi-Fi





**Bus Átha Cliath
Dublin Bus**

Audience

1.8 million

Adults Available

136

Routes reaching across the
Greater Dublin Area

70%

Of all routes outside
the canal cordon



Who sees bus?

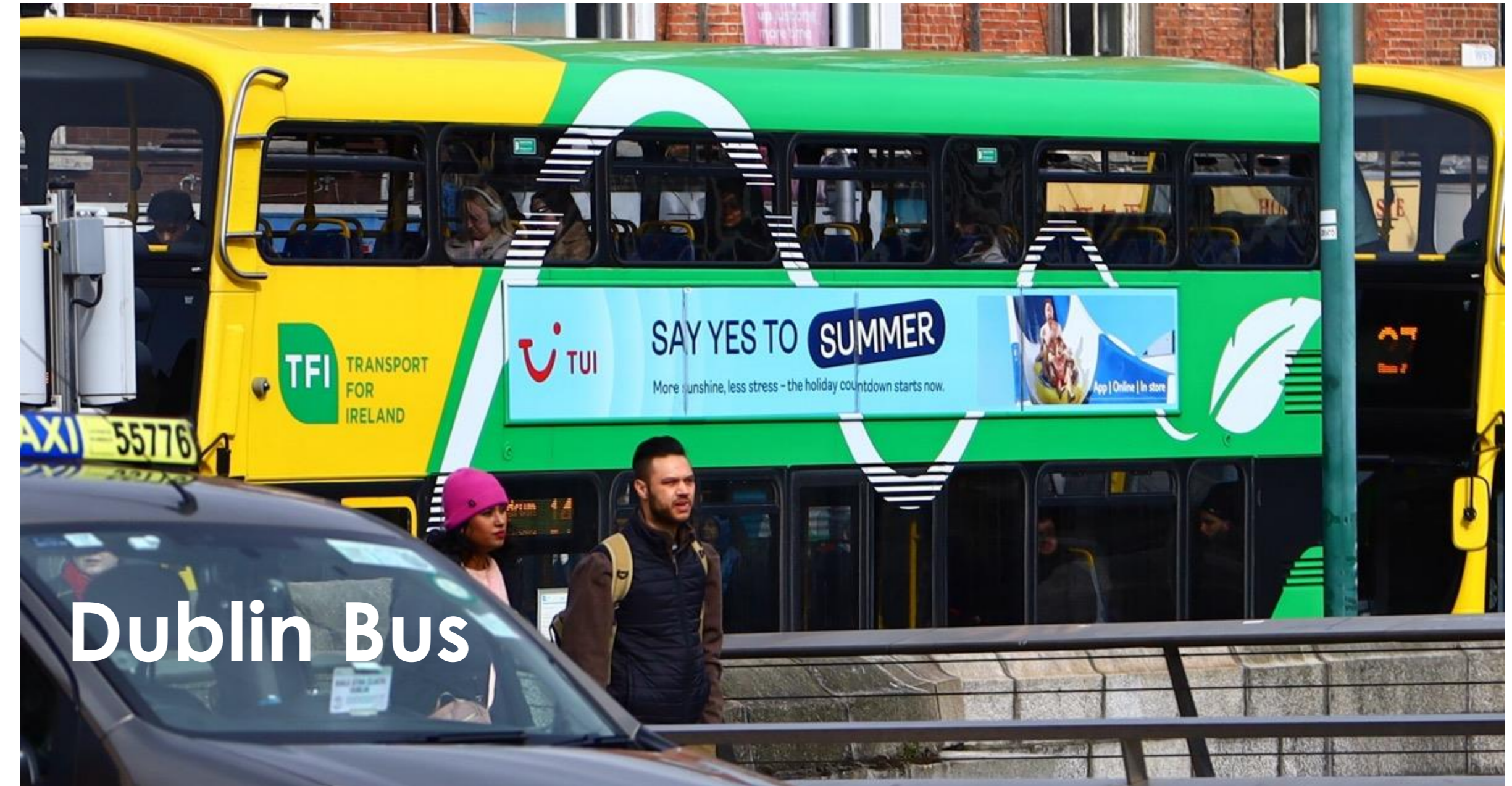
Everyone sees bus because bus goes where people go!

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.



Bus Operators



Dublin Bus



Bus Éireann



Aircoach



Framed Formats

T-Side

Delivering the highest audience coverage of any Outdoor format

Superside

Reach pedestrians & motorists 10ft above traffic

Sightline

In the line of sight of drivers and passengers



T-Side



Superside

Sightline





Mega Rears

Vinyl Specials →





Audience

47

Routes across

Cork, Galway, Limerick, Waterford



Framed Formats

T-Side

Delivering the highest audience coverage of any Outdoor format

Superside

Reach pedestrians & motorists 10ft above traffic

Sightline

In the line of sight of drivers and passengers



T-Side



SuperSide

Sightline





Audience

50%
ABC1 Adults

59%
Mainshopper

55%
16-24 Adults





62%

always see Aircoach when in the city centre



77%

think **BIG BRANDS** advertise on Aircoach



7 REASONS TO ADVERTISE ON AIRCOACH



Advertiser Guaranteed Routes

73% 

of Dublin Adults reached in a month. **714,750km** travelled by Aircoach per month

Operating 

24/7
364 days per year





23.3m missions per week (undertaken by Irish Adults)

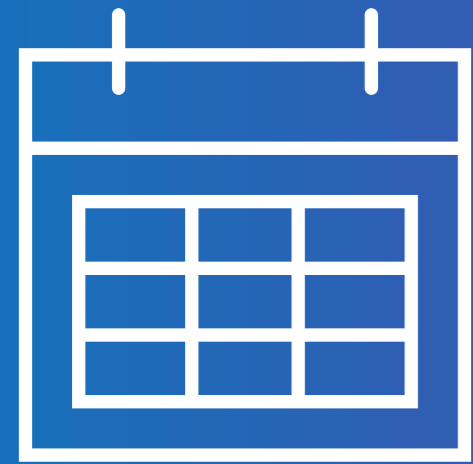


77% see Aircoach when travelling to Dublin airport





Visible 20 Hours per day



364 days per year



Aircoach Routes



Dublin

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

BELFAST & DERRY

- ✓ Dublin City Centre
- Dublin Airport
- Belfast (via Motorway Network)
- Belfast International Airport
- Drumahoe Park & Ride
- ✓ Derry

CORK

- ✓ Dublin Airport
- Dublin City Centre
- ✓ Cork - Lower Glanmire Road (via Motorway Network)



Formats

ColourBus

Colour bus delivers the largest mobile advertising canvas available.

MegaRear

Create impact and drive advertising recall on Aircoach megarears

MegaRear & MegaSide

Create brand standout and incredible visibility



ColourBus



MegaRear



MegaRear & MegaSide

Retail Audience

68%

Shoppers influenced by ads outside Supermarkets

61%

Want to be inspired

60%

Prepare meals from scratch everyday

Directing shoppers' attention...an aide memoire

44% Always notice the poster or digital screen advertising outside the supermarket

59% Have been reminded to purchase a product as a result of seeing advertising on a digital screen in a shopping centre

46% Have been reminded to purchase a product as a result of seeing advertising on a billboard on the way to the supermarket





Global Retail

58% of consumers are shopping for groceries 2-3 times per week

Case Studies prove advertising on Global Retail grows Sales

High dwell time – nearly half of consumers spending 1-2 hours in retail environments

70% of shoppers make unplanned purchases

Access to Ireland's largest grocery stores

Tesco | Dunnes | Supervalu – M&S



Digital Formats Retail

dX

The dX network is home to some of the largest digital Outdoor advertising screens in

**Dundrum Town Centre | Pavillions | Ilac Centre
The Square Tallaght | Mahon Point | Whitewater
Newbridge**



dX

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.



dPod



Classic Formats

Retail 48

Target audiences on shopping missions with large format retail



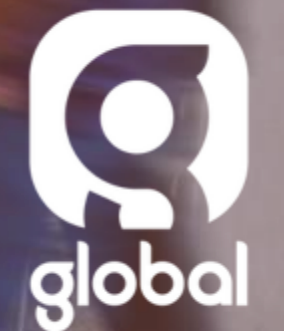
Retail 48

PurchasePoint

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



PurchasePoint





Roadside Digital & Classic



Roadside Audience

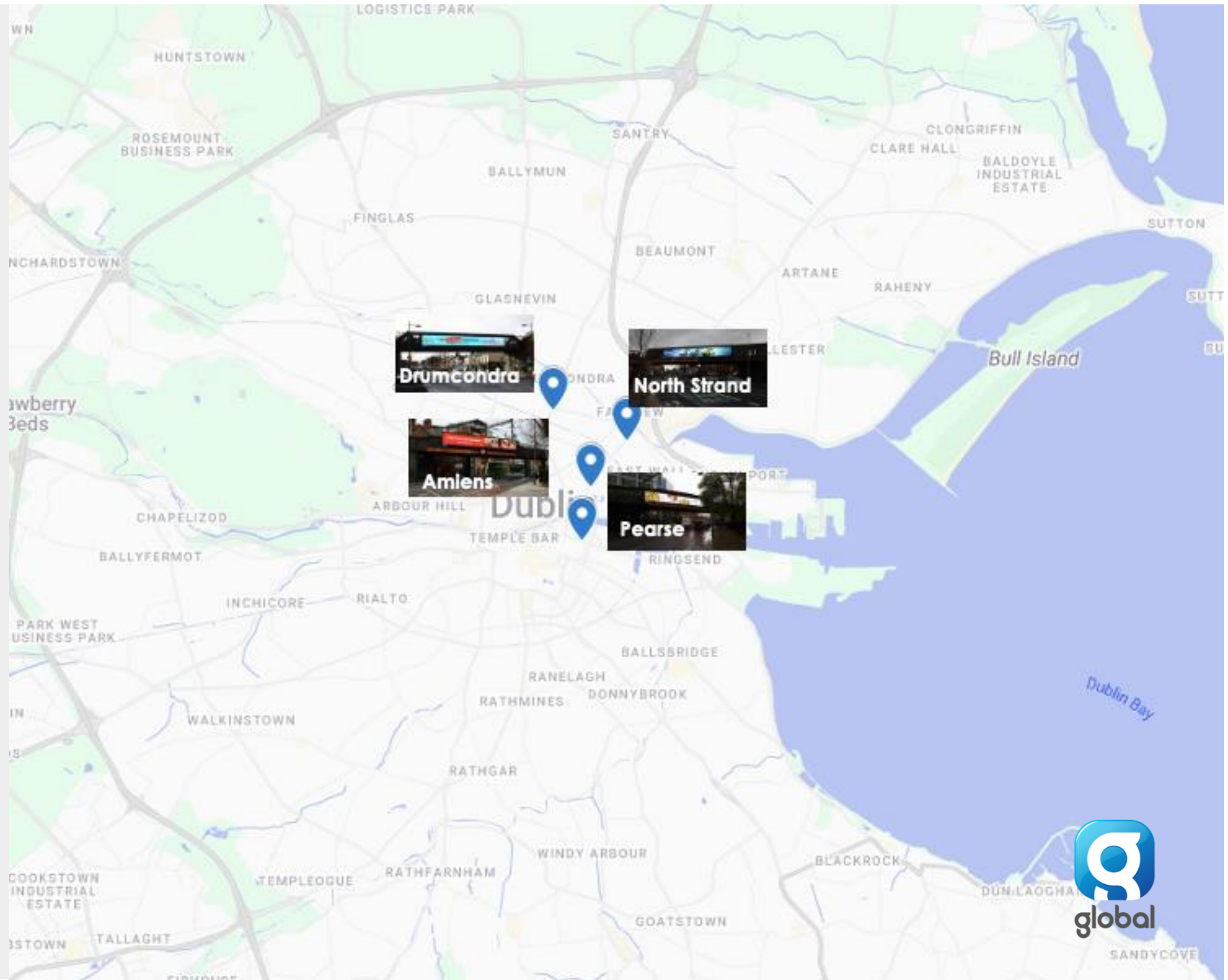
National Distribution

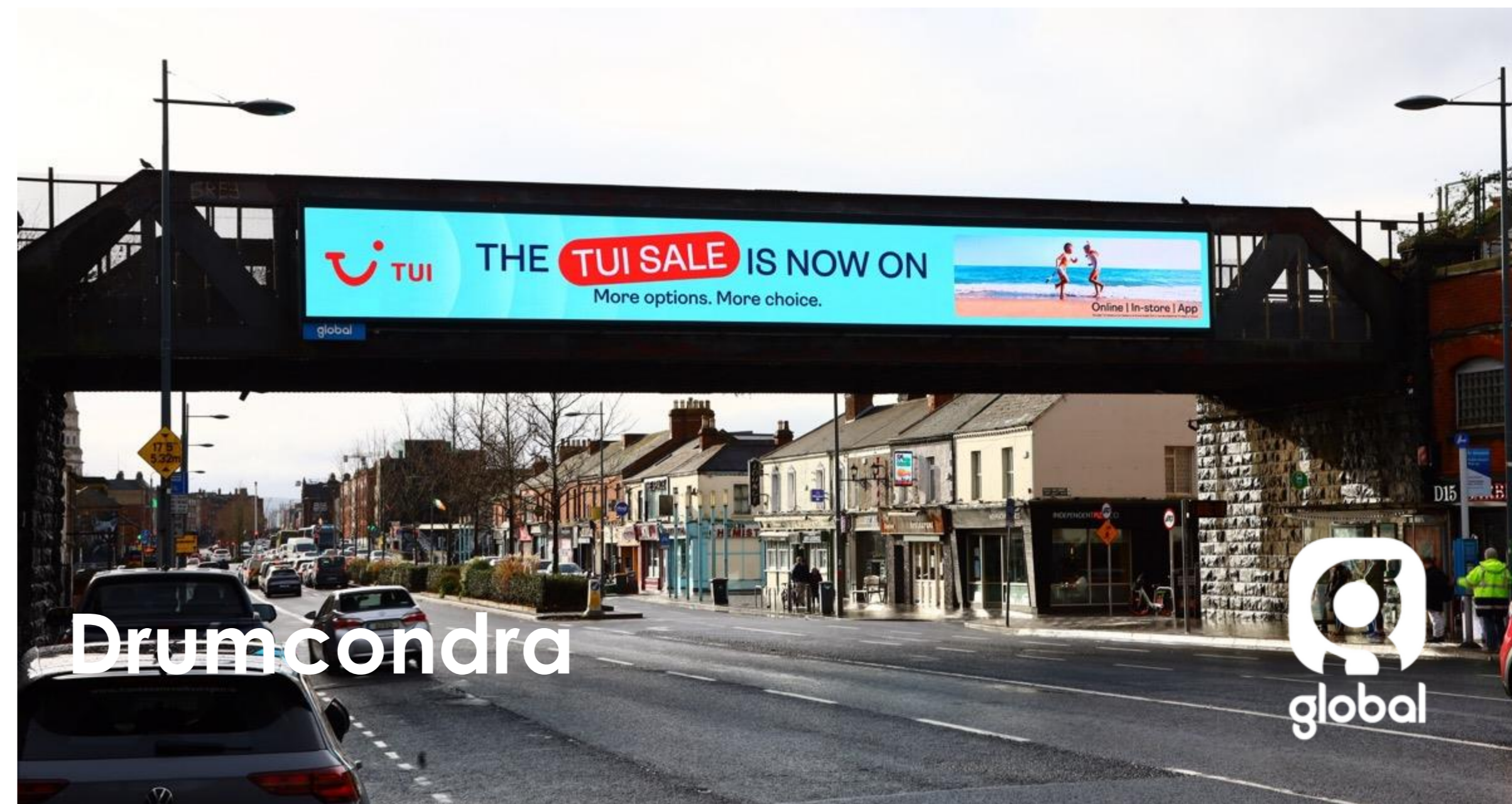
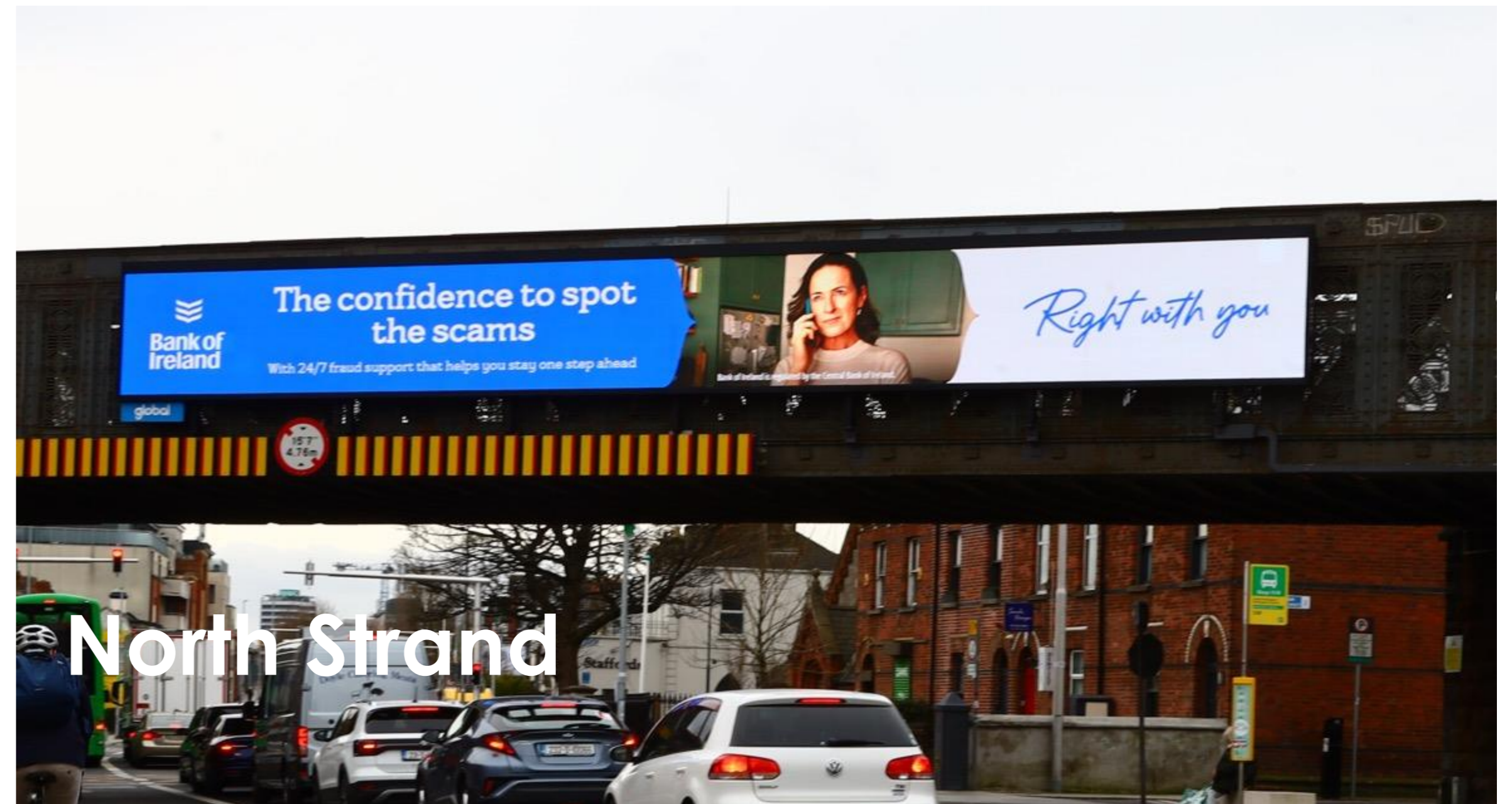
26 Counties

High Traffic Locations

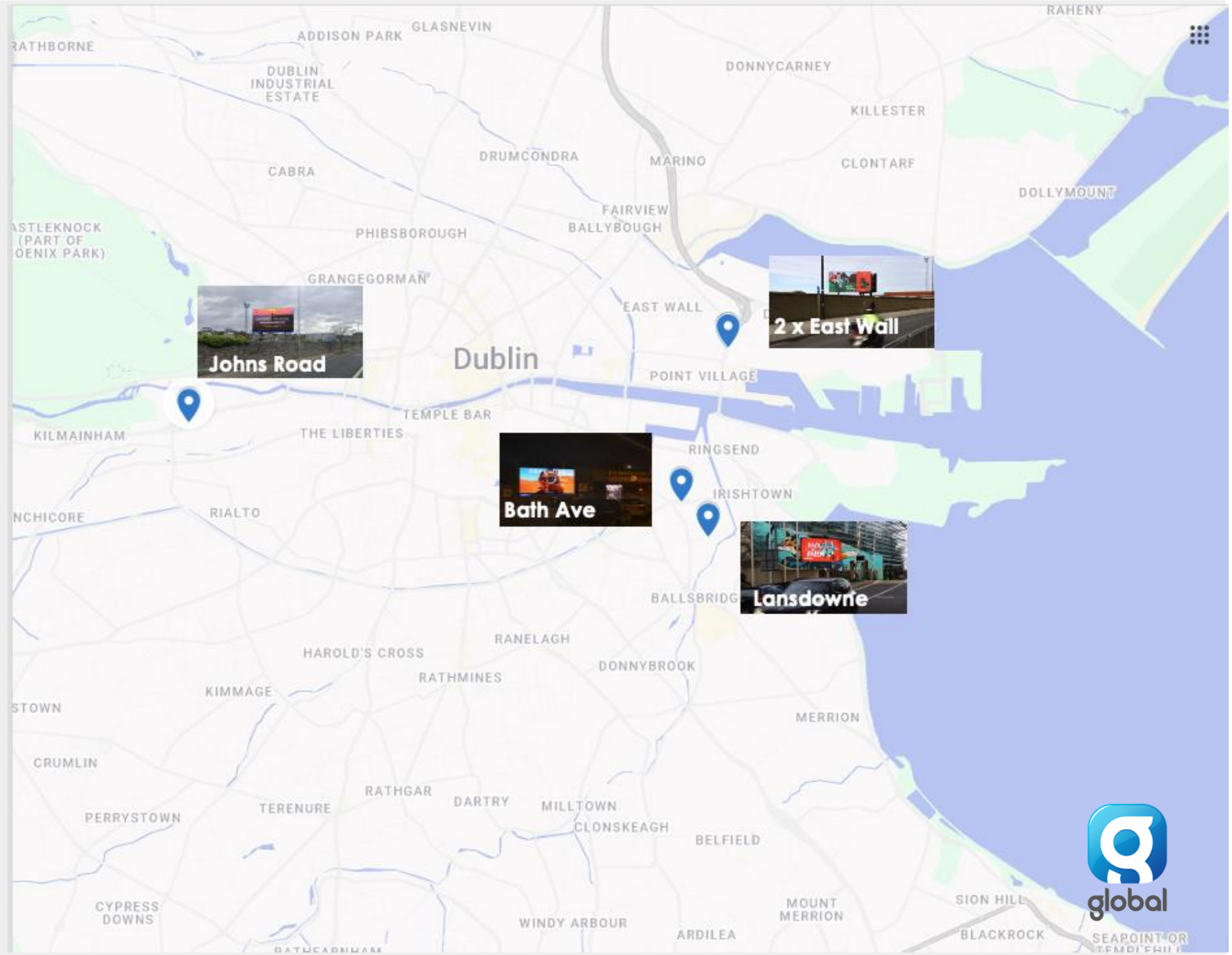


Digital Bridges x 4

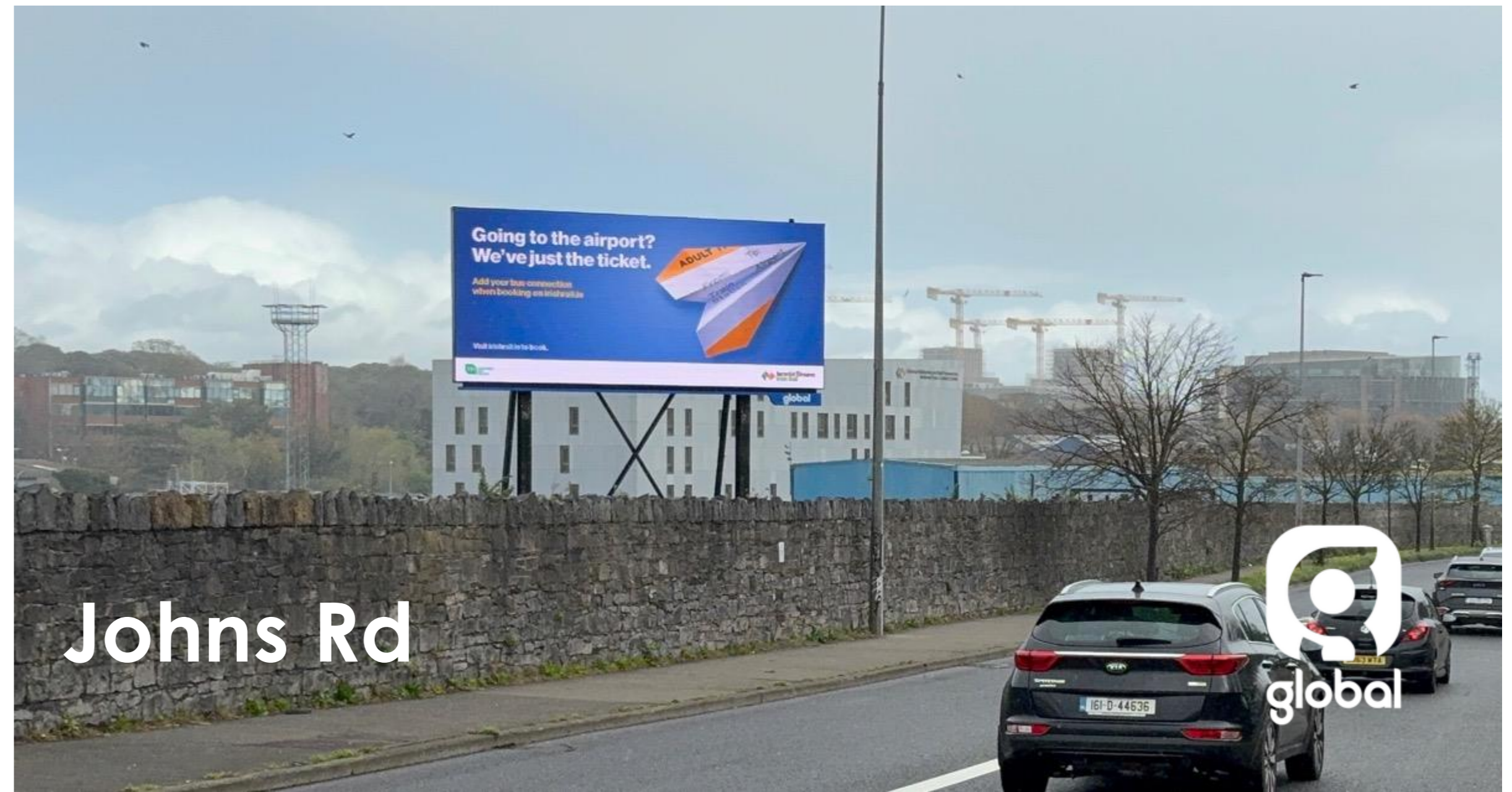




Digital
48s
x 5



SEARCHPOINT FOR
TEMPERATURE



dyson

The Airwrap2x.

2x air pressure for more power.
Better wrapping. Easier curling. Faster drying.

airwrap
co-anda 2x

Vs. Dyson Airwrap i.i.™ multi-styler and dryer.

global

OLS LOW BRIDGE

12'8"
3.86m

Warning
Infrared Emission employs
CCTV and License Plate
Recognition systems at this
bridge to ensure
employee and public safety,
security, crime prevention
and prosecution of offenders.

J54

P
M50

R 815
Dr. na Dothra
BALLSBRIDGE

UBR 61
(01) 8555 454

Fire
assembly
point

LITTER
BRUSCAR

air
Fibre Broadband
Now here
in your
community

EUROSPAR

Bath Avenue

Lightbox

48 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 24/7.



Billboards

Whether you want to make a local impact with your brand or deliver national audience coverage, our billboard portfolio will deliver on your brief at local and national level.



Thank You

Contact us to discuss your
campaign details

