



global

Making everyone's
day brighter

Retail Format Guide



Global Formats & Environments

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



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



Thank You

Contact us to discuss your
campaign details

