

Dear Santa,

This Christmas, there's just one thing at the very top of my campaign wish list... **Global's small format advertising.**

I've done my homework, and I think I've found the perfect place for my brand to spread some Christmas cheer.

After all, ? people visited Belfast city centre every day during the first two weeks of December last year – that was ? more people than the same period the year before.

And with ? of people saying their spending increases at Christmas, I'd quite like my brand to be there when they're out spending.

Especially when ? admit to spending more than planned during seasonal shopping periods such as Black Friday and Christmas.

In fact, ? say outdoor advertising feels most useful and influential when they're already shopping.

So, Santa, I think I know exactly where I'd like my brand to be this Christmas... right there in the middle of it all.

I can effectively reach Belfast's seasonal shoppers with ? Pulsehub D6s across the city centre, alongside 20 Street Hubs and 64 classic 6-sheets across 16 unmissable high footfall locations.

I could even spread the festive cheer further and take my brand further with ? classic Global roadside 6 sheets in 48 locations throughout Northern Ireland.

With the Christmas lights switch on taking place on 14th November, the Christmas Market also kicking off on the 14th November and running until the ? , plus Black Friday arriving on 27th November, there are certainly plenty of opportunities to get my brand noticed.

So, Santa... Global's small format outdoor advertising opportunities are officially at the top of my Christmas campaign wish list.

Love from,

A brand that knows what it wants this Christmas 