

City Promotions

Brand Promotion, Sampling and Outdoor Advertising



Coventry City Centre

CV One offers the spectrum of outdoor advertising, brand experience, product promotion and launch opportunities in Coventry. From landmark gateway branding sites to road and roundabout signage, Coventry offers brand access to millions of visitors each year with a retail catchment area of over 900,000 people based on 391,671 households and a shopper population of 270,762. The average footfall per week is 297,106 with 44% ABC1 shoppers.

For companies looking for brand penetration and/or direct sales in Coventry, we can also offer a range of services from street trading to sampling through our city centre sites and festivals.

Coventry offers a unique retail environment with major brands ranging from Britain's premier New Look store, Primark's top-two superstore (with Manchester) and the first city centre based Ikea in the United Kingdom. Sites are also available that leverage business and leisure visitors accessing Coventry and Birmingham International Airports and commuters to London.

Outdoor Promotions

- Outdoor city centre promotional sites
- Gateway and traffic island signage
- Music festival sampling and stage sponsorships
- Roundabout signage
- Landmark product launch and promotion sites
- Choice of covered and open sites
- 365-day availability
- On-site support team and security

Benefits

- Increase in short and long term sales
- Improved brand recognition
- High footfall guarantee
- Outdoor and covered environments
- Opportunity for major landmark launches with sites available up to 400 square metres
- Top ten UK city

"SpaceandPeople PLC is the no.1 provider of promotional space for experiential marketing in the UK. Working with Coventry city centre management agency CV One in the organisation and execution of brand experience activity has led to successful results across a range of brands. We continue to recommend Coventry as an outdoor promotional location to our clients."

David J. Mutch, Agency Account Manager
SpaceandPeople Plc





Outdoor Advertising

Roundabouts

- Junction 1 – Foleshill Road / 3 Signs
- Junction 2 – Not available
- Junction 3 – Sky Blue Way / 4 Signs LET until 2012
- Junction 4 – London Road / 2 Signs
- Junction 5 – New Union Street – 1 Sign
- Junction 6 – Railway Station – 1 Sign
- Junction 7 – Croft Road - 2 Signs
- Junction 8 – Holyhead Road – 2 Signs

£2,000 – £6,000 per sign per roundabout

Reservation Gateway Signs

- 'Welcome to Coventry' 1 – New Union Street
- 'Welcome to Coventry' 2 – Junction 6 / Warwick Road – LET until 2008
- 'Welcome to Coventry' 3 – Junction 7 / Croft Road (Ikea) – LET until 2008
- 'Welcome to Coventry' 4 – Junction 9 / Upper Wells Street (West Orchards / Belgrade Plaza) – LET until 2008

£7,500 – £30,000 per gateway sign according to location

Coventry Station

- 'Welcome to Coventry' – Opposite Coventry Station / Station Square
- 'Thank you for Visiting Coventry' – Station Square
- Landmark 'Welcome to Coventry' flower signage with graphic
- Greyfriars Green streetscape furniture and flower beds – on application

£10,000 – £30,000 per landmark gateway sign according to location

Streetscape Furniture

- City centre litter bins
- City centre benches
- City centre railings
- City centre planters

£250 – £500 per unit per year including production

Landmark Sites

Banner sites are available in high profile areas across the city including:

- Cathedral Lanes canopy display
- 16 metres x 1.6m mesh £500 per week (Production: £625)

Upper Precinct Site

- 1 Panels / 5.16m x 0.7m foamex £150 per week (Production £200)

Upper Precinct Site

- 2 Panels / 5.16m x 0.7m foamex £150 per week (Production £200)

Precinct Cross

- Christmas/seasonal neon landmark signage – by arrangement

Promotions, Brand Experience and Sampling

Landmark Sites	Saturday	Weekend	Weekday	Weekly
Broadgate Canopy Site 1	£800	£1,200	£600	£2,500
Broadgate Canopy Site 2	£800	£1,200	£600	£2,500
Combined Broadgate Sites	£1,400	£2,200	£1,000	£4,500
Upper Precinct Escalator Site 1	£800	£1,200	£600	£2,500
Upper Precinct Escalator Site 2	£800	£1,200	£600	£2,500
Combined Escalator Sites	£1,400	£2,200	£1,000	£4,500
Lower Precinct Entrance and Precinct Cross	£800	£1,200	£600	£2,500

Premium Sites				
Market Way Site 1	£400	£600	£300	£1,800
Market Way Site 2	£400	£600	£300	£1,800
Market Way Site 3	£400	£600	£300	£1,800
Market Way Site 4	£400	£600	£300	£1,800
Smithford Way Site 1	£400	£600	£300	£1,800
Smithford Way Site 2	£400	£600	£300	£1,800
Smithford Way Site 3	£400	£600	£300	£1,800

Standard Sites				
Hertford Street Site 1	£100	£150	£75	£450
Hertford Street Site 2	£100	£150	£75	£450
Hertford Street Site 3	£100	£150	£75	£450
Bull Yard	£100	£150	£75	£450
Shelton Square	£100	£150	£75	£450

Leafleting and Market Research				
City Centre	£250	£400	£150	£900
Festivals	POA	POA	POA	POA

Festival Sampling and Promotion £1,000 – £50,000

Opportunities for brand promotion, sampling and sponsorship are available across CV One's events and festivals programme priced from £5,000 – £100,000. Events include Coventry Jazz Festival, Godiva Awards, Coventry Christmas Lights Switch On and Godiva Festival – the largest free music and family festival in the country.

Previous Clients

■ Coventry University	■ Hovis	■ npower	■ BMW
■ Jaguar	■ Pepsi	■ Severn Trent Water	■ Mercedes Benz
■ Prontaprint	■ Virgin	■ Jim Beam	■ VW
■ Sky/NTL	■ Sky	■ Golden Wonder	■ Suzuki
■ Coca Cola	■ Barclaycard	■ Pot Noodle	■ Mazda
■ Britvic	■ Goldfish	■ ThomsonFly	■ Toyota
■ Sanex	■ British Gas	■ Jaguar	■ Landrover
■ Lynx	■ Powergen	■ Peugeot	■ Tango

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