

BIRMINGHAM

THE TRUSTED, LOCAL MEDIA
FOR TRUSTED, LOCAL BUSINESSES

MEDIA PACK

CPMedia
Community Partners

01422 322255 - CPMEDIA.CO.UK

in collaboration with

 **Birmingham**
City Council

ADVERTISING AFTER LOCKDOWN

Ensuring that your business is **“top of mind”** is key in uncertain times.

The coming months will test everyone - we are in uncharted territory. But this was much the same in 2008 and it was the brands that held their nerve - and share of voice - that bounced back strongly when recovery came.

THE MOST TRUSTED MEDIA

In a world where false information is readily shared and consumed, people, more than ever actively seek “accurate, trustworthy and credible sources of news and advice”. So, where better to feature your business than on the only council endorsed advertising platform.

A PLATFORM FOR GOOD

All money raised from your sponsorship is reinvested back into Birmingham’s local community by the council and supporting us, Community Partners, a local and independent media business.

LOCAL REACH

Your adverts will be seen by hundreds-of-thousands of people every month, all in an “ultra-absorbent” state of mind. So, your adverts will be seen by almost all of Birmingham’s population multiple times throughout your campaign.

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WILL I GET RETURN ON INVESTMENT?

Each roundabout campaign in Birmingham will be seen an impressive 6.3 million times over a 12 month campaign.

Roundabout sponsorship is The most cost-effect media in Birmingham

- From 40p for every 1,000 views of your ad
- From £10 per day
- 1 ad view every 4 seconds (on average)

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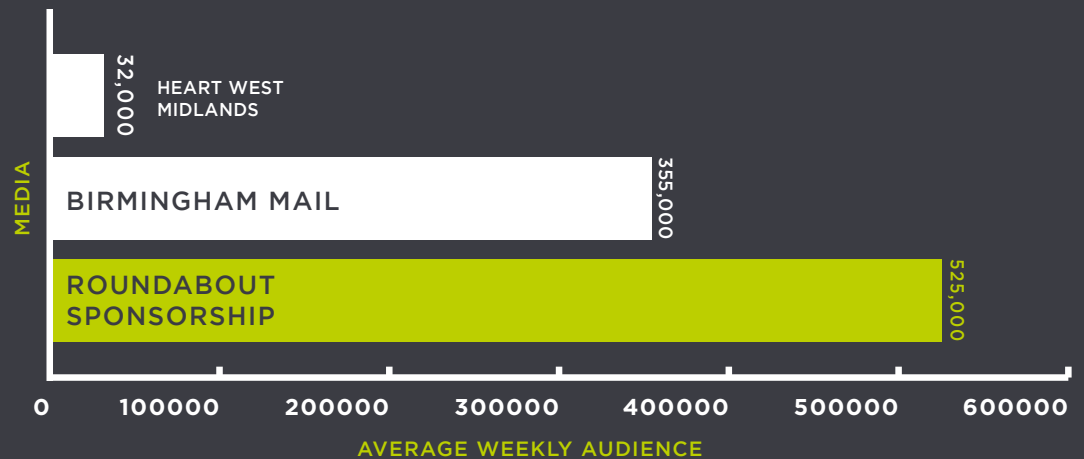
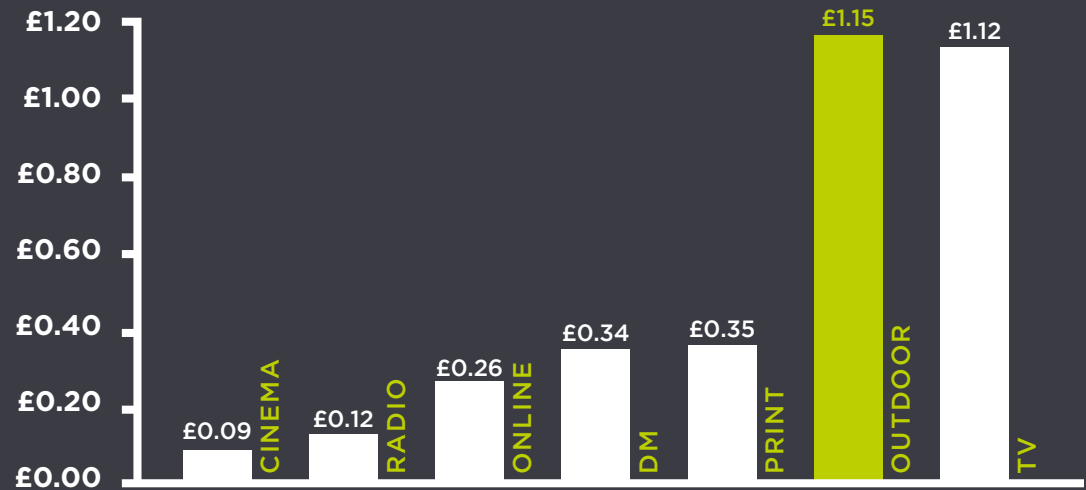
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Revenue return on investment, all media, FMCG



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**CHOOSE YOUR
PREFERRED SITE**

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**CHOOSE YOUR
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CLICK ON PICTURES FOR MORE EXAMPLES

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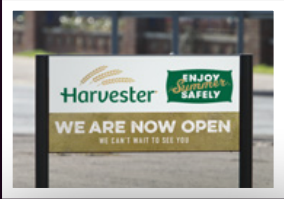
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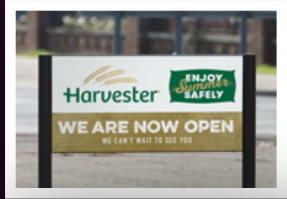
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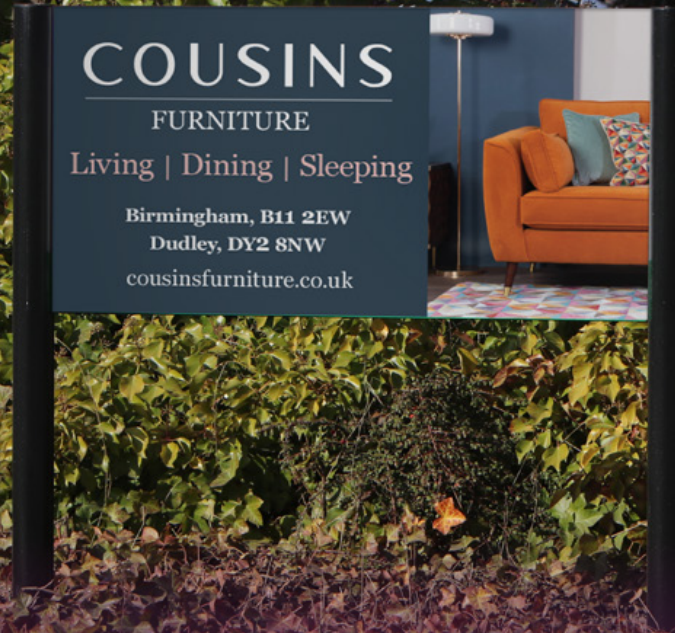
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HOW TO SPONSOR A ROUNDABOUT?

The majority of our customers have never used outdoor advertising before and are unsure what the process is to sponsor a roundabout.

Here at CP Media, we work closely with all of our customers to ensure their campaign meets their exact requirements.

1. WHAT – You need to decide what you'd like to achieve from your campaign. Is it to increase awareness, drive footfall or generate new sales? Our Account Director can help you to do this.

2. WHO – You need to determine who your target audience is. Who are you trying to reach? Where do they live, work or socialise and where do you want to communicate with them?

3. PLAN – Based on the above, our Account Director will work with you to develop and plan an effective advertising solution to meet your campaign objectives and will be able to provide you with exact costs.

4. DECIDE – Once you have all of the above information, you need to decide whether the campaign is right for you and your business.

5. CREATE - CP Media will design your advertisement, print and install onto your chosen roundabout site within a minimum of 2 weeks (more complex campaigns may take up to 8 weeks).

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COSTS & CONTACT

Costs vary depending on location, audience size and number of signs on your chosen roundabout sponsorship site. Your Account Director will provide exact costs after finding out which site is most suitable for your business needs.

CONTACT DETAILS

Account Director:

Marie Wright

Call: 07725 474630

Email: mariewright@cpmedia.co.uk

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