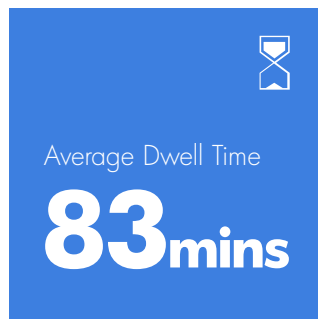


Grand Central, Birmingham

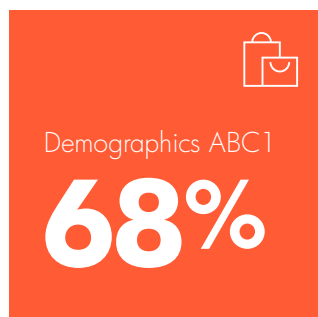
Where Birmingham happens



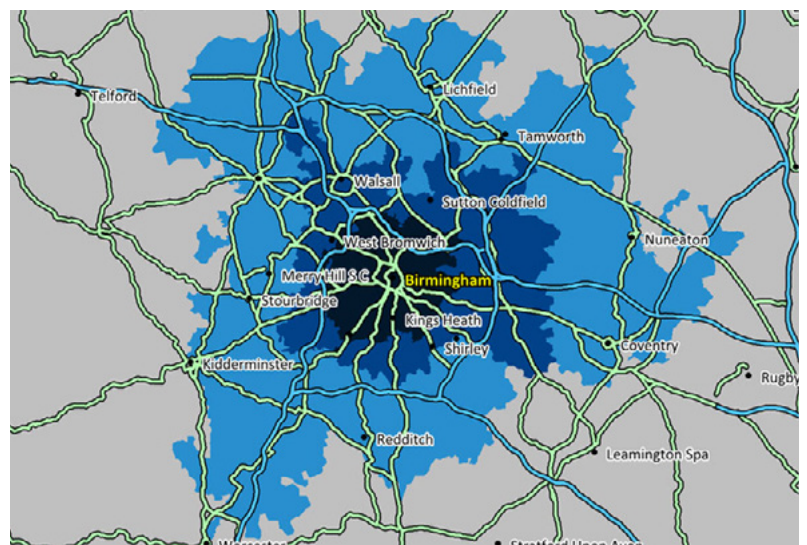
Home to over 60 stores with John Lewis as the main anchor tenant, Grand Central has enhanced Birmingham’s retail landscape with a mix of premium fashion and high quality eateries, many of which are new to the city. Grand Central features an impressive glass atrium roof centrepiece and is linked to the Bullring via LinkStreet, a new pop-up shop area.



Grand Central welcomed over 300,000 people on its opening weekend alone. The much anticipated addition makes Birmingham the only city outside of London with a key department stores and a great choice for brands wishing to target transport hubs without transient focussed audiences.



Catchment area



- Located above New St Station and connected to Bullring.
- Available Spend £5.4bn in the catchment
- 7.2million visitor live with 1 hour’s drive time of the Birmingham City centre
- £81 total average spend

Grand Central, Birmingham

Where Birmingham happens

Spaces to engage

Site	Description	Daily (Mon-Thur)	Weekend (Thurs-Sun)	Weekend (Daily)	Weekly (Mon-Sun)
PE7 2m x 2m	High footfall area located near to Kitty Café and Carluccio's	£1,000	£4,000	£1,500	£5,000
PE8 5m x 5m x 1.4m 13amp	High footfall promotional space located close to Costa Coffee and John Lewis, suitable for vehicle display, brand promotions and larger sampling experiential activity.	£2,000	£6,000	£2,500	£8,500
PE9 5m x 5m x 1.4m 16amp	Busy promotional space situated close to Fat Face and Tapas Revolution, suitable for medium promotions, road shows and experiential brand activity.	£1,500	£4,500	£2,500	£6,000

All rates are exclusive of VAT. Rates subject to increase in Nov/Dec.



Grand Central, Birmingham

Where Birmingham happens

Media engagement

Format	Description	2 Weeks Start from	Quarterly	Estimated Production
3 Digital Media Eyes	Architectural unique design which are iconic within the Birmingham landscape. Unique digital out of home activation in Birmingham's business, transport and retail hub. Three uniquely shaped full motion digital screens located above each of the entrances to the station. Targetting footfall in and around the centre. This opportunity is provided by a 3rd party Ocean Outdoor Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	P.O.A
Digital 6 Sheet	14 digital advertising screens in prime walkway locations. Available in % slots per hour of 5%, 10% and 15%. Portrait size is W1080 x 1920 pixels. Quick, Time and MOV files accepted. This opportunity is provided by 3rd party JCDecaux and we are happy to make an introduction for you"	P.O.A	N/A	N/A
Innovation Stations	Engaging interactive D6 advertising screens designed bespoke for your campaign. Case studies include screens that spray perfume, allow AR interaction or are fully themed. This opportunity is provided by JCDecaux and we are happy to make an introduction for you.	P.O.A	P.O.A	P.O.A
Lift Advertising	A bank of 2 lifts located near the Link Street bridge between Grand Central and The Bullring shopping centre. Price is for a bank of 2 lifts on the same level. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	Included
Lift External Advertising	A large format artwork opportunity prominently positioned on the lift shaft to grab visitor attention. The location of this structure has visibility for both the retail and rail audiences. This opportunity is provided by a 3rd party Limited Space Ltd and we are happy to make an introduction for you.	P.O.A	P.O.A	Included
Motion Screens - LED Bulkheads	A landscape digital advertising opportunity within Grand Central which launched summer of 2019. The full motion bulkhead screens are visible by both rail and retail audiences. This opportunity is provided by a 3rd party JCDecaux and we are happy to make an introduction for you.	P.O.A	N/A	N/A

All rates are exclusive of VAT. Rates subject to increase in Nov/Dec.



Hammerson

Talk to us

General enquiries

popup@hammersonengage.com

Portfolio opportunities

enquiries@hammersonengage.com

Find us

Grand Central
Birmingham B2 4XJ
grandcentralbirmingham.com

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