

Escalated Advertising Media Kit



Overview

Escalated Advertising is a specialised film manufacturing and printing company who supply Escalator Handrail Media and Conveyor Belt Media to companies around the world.

Escalated Advertising developed a specialized film and application process which enables advertising, branding and decorative communication to be easily applied to existing escalator handrails and conveyor belts at some of the world's busiest places including: airports, train stations, shopping centres, supermarkets, department stores, conventions, casinos, sports stadiums and any other location with escalators and conveyors.

Companies can now put their advertisements in the hands of millions of economically active customers during average 30 second escalator rides and at the point of purchase at checkout conveyor belts.



Escalator Handrail Media

Reasons Escalator Handrail Media is a first choice for advertisers.

Escalator Handrail Media offers significant advantages over traditional outdoor advertising.

Benefits include:

- 30 seconds* exposure to a captive audience
- Frequently reach mass audiences at targeted locations
- 30 meters* of advertising that surrounds the consumer
- 76% unprompted advertising recall
- Hands on advertising which is often unavoidable
- Close to the point of purchase

* Standard one level escalator.

Reasons advertisers will choose Escalator Handrail Media.

Escalator Handrail Media is perfect for:

- Increasing sales
- Increasing foot traffic
- Increasing brand exposure
- Launching a new brand
- Building brand image
- Reinforcing other media at prime locations
- Directing escalator traffic flow

What ever an advertisers goals, Escalator Handrail Media will help achieve them. Escalator Handrail Media is the perfect compliment to TV, Print and Radio, and is a must in any out of home campaign.



Conveyor Belt Media

Reasons Conveyor Belt Media is a first choice for advertisers.

Conveyor Belt Media offers significant advantages over other retail media

Benefits include:

- Exposure can be up to 5 minutes while at a supermarket checkout
- Placed at the point of purchase
- Frequently reach economically active consumers at targeted locations
- Cut through in the retail media environment
- Often the advertising is unavoidable



Reasons advertisers choose Conveyor Belt Media

Conveyor Belt Media is perfect for:

- Increasing sales
- Increasing brand exposure
- Launching a new brand
- Creating impulse purchases
- Reinforcing a brand message at the point of purchase

Conveyor Belt Media can help advertisers reach their target audience at the point of purchase and is should be an integral part of any retail campaign.



**‘Foot traffic
increased 38%’**



Sushi Roll Case Study



JWT designed a campaign for Sushi Roll to inform customers of the restaurant location and to lure hungry shoppers away from the busy food court and into Sushi Roll.

Duration

30 days

Location

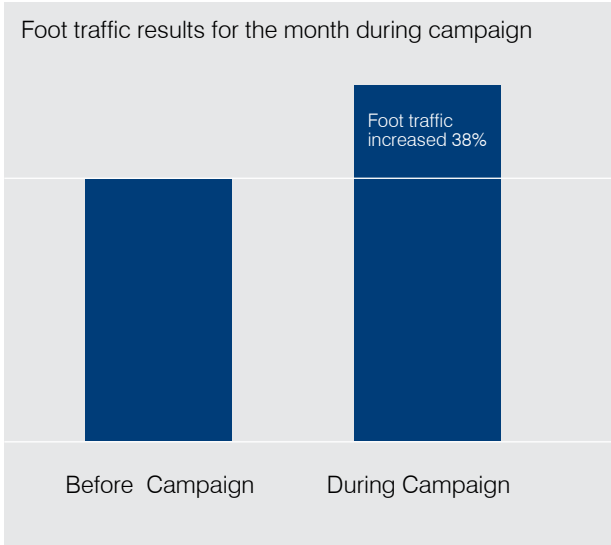
Westfield Eastgardens, Australia

Methodology

Store electronic traffic counter.

Result

Foot traffic increased 38% from previous month



**‘Sales increased
19.3%’**



Vodafone Case Study



turn left at
the bottom
of this
escalator for
**HOT MOBILE
DEALS**

Vodafone used two escalators to direct escalator traffic to their store and to promote their mobile deals.

Duration

2 weeks

Location

Centro The Glen, Australia

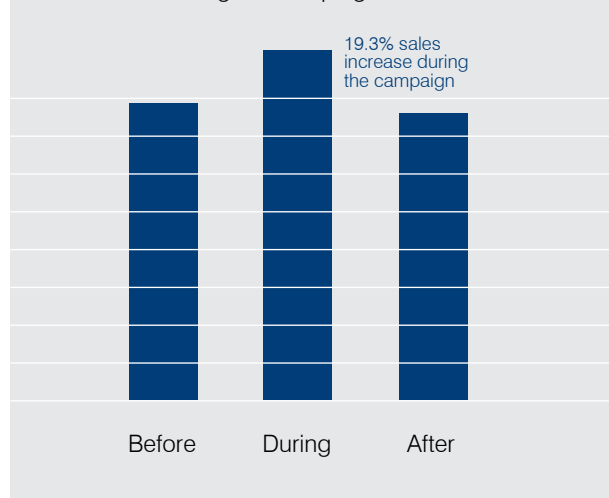
Methodology

Store sales figures, prior, during and after campaign.

Result

Sales increased 19.3% during the campaign.

Sales results during the campaign



**'76%
unprompted
advertising
recall'**



McDonald's Case Study

McDonalds used one escalator leading up to the food court to promote their product range.

Location

Knox City Shopping Centre, Victoria, Australia

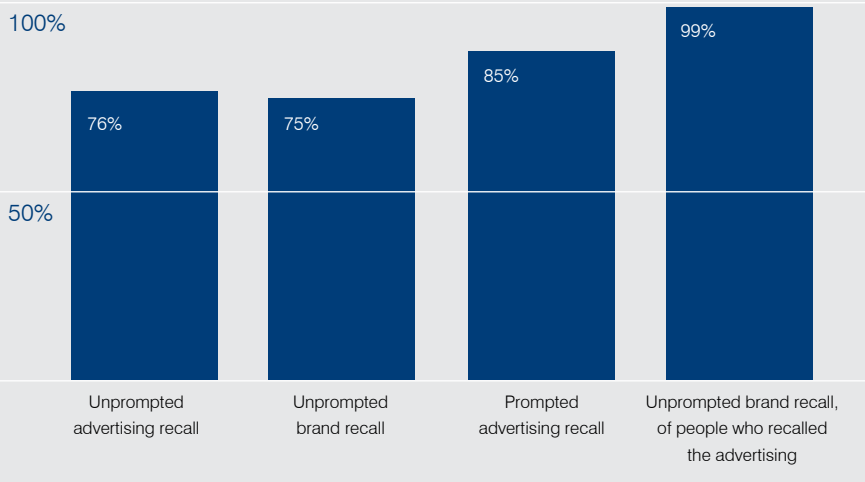
Methodology

- 3–4 minute face to face interview conducted by Roy Morgan Research
- N = 207 qualified shoppers 16+
- Recruited via Knox City Shopping Centre
- Filter: Had taken escalator up to the food court

Result

- Unprompted advertising recall = 76 %
- Unprompted brand recall = 75 %
- Prompted advertising recall = 85 %
- Unprompted brand recall, of people who recalled the advertising = 99 %

Escalator Handrail Media – Advertising Recall



Escalated Advertising
is a specialised film
manufacturing and printing
and company who supply
Escalator Handrail Media
and Conveyor Belt Media
to companies around the
world.

www.escalated.com.au

Escalated
A D V E R T I S I N G

Escalated Advertising Pty. Ltd.

ABN 24 120 910 992

47 Nott Street, Port Melbourne
Victoria, 3207 Australia

Phone +61 3 9676 9333

Fax +61 3 9676 9331

sales@escalated.com.au

www.escalated.com.au