



Your buying guide to Adshel Live

Creating the future of media, **Out of Home**

Transforming OOH across Northern Ireland

Our vision is to create the future of media, Out of Home. In practice this means building an estate around the way that cities, technology and consumers are changing. We need to do this because it's what smart advertisers and agencies are doing. When our clients are changing, we need to change too.

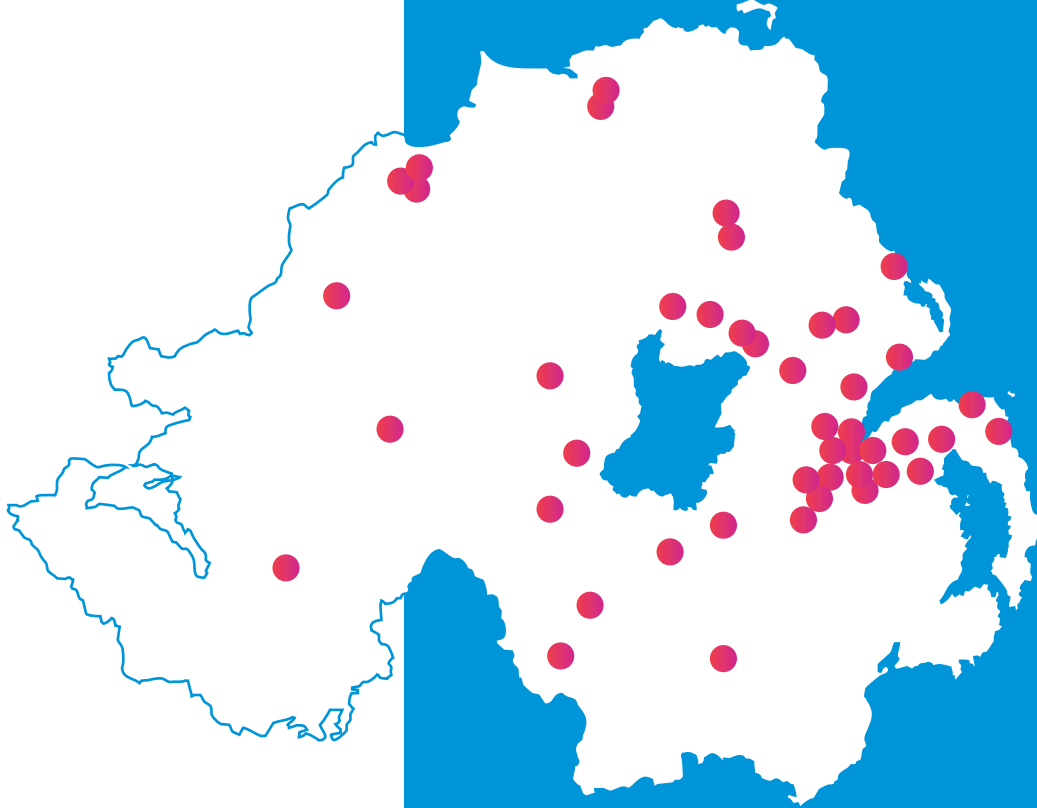
Adshel Live, our network of digital roadside 6-sheet screens, is a key part of developing that vision. Built using the latest technology, the screens offer clients greater flexibility to activate tactical advertising. As a perfect complement to your classic Adshel reach campaign, Adshel Live provides the ability to be more creative and target consumers with contextually relevant content delivered at the right time, with the right message, in the right location.

Key stats

165,000
impressions daily

2.03M
impressions per cycle

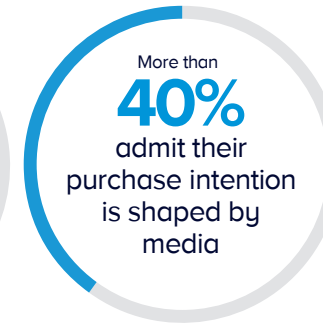
Our Locations



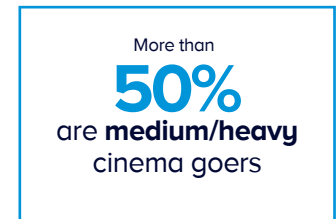
- 70" HD Screens on bus shelters
- City centre, main arterial routes and high footfall locations
- Flexible campaign periods
- Tactical and day-part campaigns
- Dynamic copy
- Subtle motion

Complements classic Adshel by driving 2/3^{rds} higher brand ad awareness ⁽²⁾

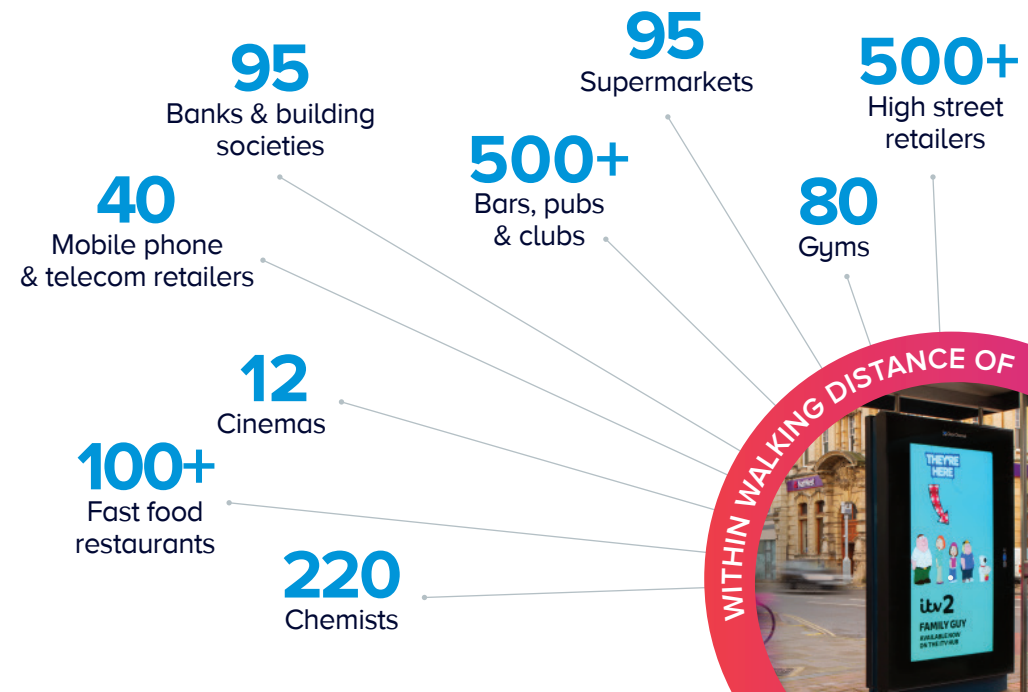
Classic & Digital reach



1 in 4
socialise with friends at least **once a week**



Busy locations



How to activate an Adshel Live campaign:

Want to know more? Here's a guide to creating your perfect campaign on Adshel Live.

What is the minimum campaign size I can buy?

Adshel Live is extremely flexible. Campaigns start from as little as a one hour slot on a single screen. Play IQ, the intelligent scheduling & content management system allows us to maximise all budgets, let our sales team tailor a proposal to your specific requirements.

Are day-part opportunities available?

Yes. Adshel Live is designed to deliver your message at the right time, offering the opportunity to activate your campaign across key days or day-parts. Examples of this can be found below:

Days / Day-part		Hours per day	Days	Days per in charge
Evenings	8pm – 12am	4	All	14
Weekend	5am – 2am	21	Sat – Sun	4
Commuter AM	6am – 10am	4	Mon – Fri	10
Commuter PM	4pm – 8pm	4	Mon – Fri	10
Commuter AM & PM	–	8	Mon – Fri	10
Consumer	10am – 4pm	6	All	14

If you wish to use specific hours within a day, we can work in partnership to look at this across the whole network.

We can also offer 'run of network' campaigns where clients receive an incentivised CPM in return for adopting a flexible approach to where and when their impressions are delivered.

Are there solus advertising opportunities?

It is possible to select individual Adshel Live screens for solus domination across selected days or day-parts, subject to availability. For extra impact, adding a full shelter wrap will really help your brand stand out from the crowd.

Will my ad run in a loop?

Each Adshel Live screen runs a loop of up to six slots per minute. A standard campaign is based on one 10 second slot per minute. Longer slot durations of 20 and 30 seconds are available. Please ask for more information.

Can I run a dynamic feed on Adshel Live?

With coverage across Northern Irish towns and cities, Adshel Live provides the perfect opportunity to tailor content specifically by location. The screens can integrate with social media feeds and display other user generated content such as personalised messages on a mass scale. Any user generated content will need to be moderated by Clear Channel before it goes live.



What's the lead-time on dynamic campaigns?

We require eight working days to test and deploy a dynamic campaign received from a third party. Anything created by Clear Channel in-house is subject to brief. After initial set up, the campaign can be activated in near real-time.

How often can my copy be updated throughout the day?

Advertisers can run multiple versions of their creative throughout each day or day-part. If you wish to change your creative daily or more frequently, we recommend considering a dynamic copy solution, which will provide the opportunity for clients to update their content remotely (with pre-approved changes). Clear Channel also has the ability to create some dynamic elements in-house, so please discuss your ideas with us.

For non-dynamic creative you'll need to supply copy and a rotation schedule a minimum of five working days in advance of the campaign.



Can I run motion creative?

As Adshel Live locations are viewed by both a vehicular and pedestrian audience, we recommend the use of subtle motion, which is an eye-catching way of bringing static creative to life. Please contact us for more details on permissible subtle motion.

Does Adshel Live have sound?

At the moment we are unable to offer sound options.

Contact

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Please contact us if you would like to know more.

Make the most of your digital campaigns



#keepitmoving



#belocal



#playwithdata



#beontime

Dynamic data-driven content



Bus times



Reactive



Date / Time



Weather



Real-time



Social



User-generated



Location-specific

Why context matters

Contextually relevant advertising has the ability to deliver:

17%

greater memory encoding

20%

greater visual attention

16%

greater emotional intensity

32%

greater engagement



Source: Adshel Australia, The Context Effect

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