

ENGAGE NI

Issue 8 2021



GUINNESS 0.0 LAUNCHES



SUPER CUP COMES TO TOWN



SUMMER THRILLS AT WE ARE VERTIGO



HUGHES GOES LOCAL ON OOH

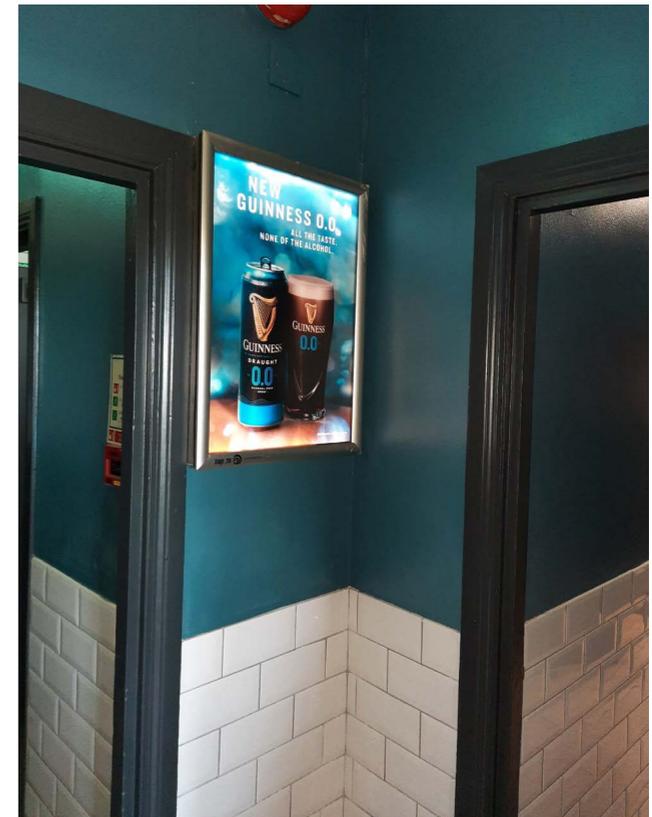
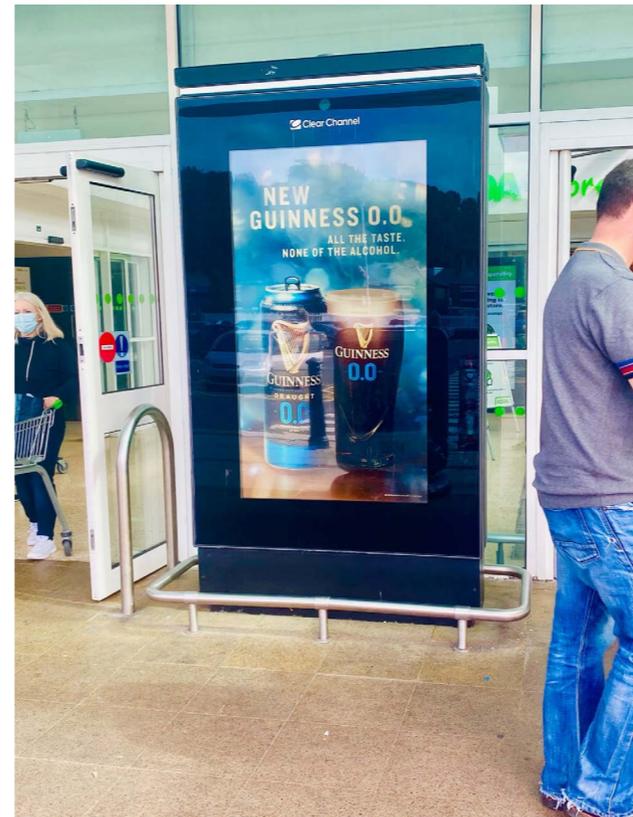


GUINNESS 0.0 LAUNCHES

Diageo is celebrating the launch of its latest development, an alcohol-free version of the popular stout, Guinness. **Guinness 0.0** is brewed with a cold filtration process to deliver the same taste and characteristics of Guinness Draught, but without the alcohol. In another world-first innovation, the new product is delivered with Guinness Microdraught, as non-alcoholic beers can't be poured via traditional beer lines and key systems in pubs.

Integral to the launch of the new product was a comprehensive Outdoor advertising plan, delivering the campaign in a range of locations. High impact formats including Backlit 48 Sheets and Digital Screens, along with 6 Sheets and in-bar Glowboxes showcased the addition to the Diageo portfolio in roadside, retail and leisure locations.

Media: PHD Ireland - OOH Agency: Source out of home





SUPER CUP COMES TO TOWN

Belfast played host to Chelsea and Villarreal football teams, and their fans, as the UEFA Super Cup took place in the National Football Stadium at Windsor Park.

PepsiCo is one of the key sponsors of UEFA football tournaments, including the Super Cup, and celebrated the event with a high impact OOH campaign. A range of roadside and retail formats delivered the campaign, which featured PepsiCo brands Walkers, Doritos and Pepsi, along with the date the game was being played.

The flexibility of Digital Out of Home was also embraced for this campaign, with creatives only on display until the match had finished.

Speaking about the campaign, Clare Ferris, Account Manager PML said: "In the lead up to this exciting tournament, PepsiCo delivered an impactful OOH campaign to target football fans in Belfast, as well as those visiting for the match itself. Retail formats in high footfall venues across the city centre, including CastleCourt and Victoria Square, and on roadside Streethubs and Adshel Live screens focused the campaign booking time to deliver the most cost effective media plan with no wastage."

Media: OMD Ireland - OOH Agency: PML





SUMMER THRILLS AT WE ARE VERTIGO

In the last few weeks of the school holidays, **We Are Vertigo** took to OOH to remind audiences of the wide range of activities at its facilities across Belfast. For those looking a night out or bottomless brunch, Cargo delivers grown up entertainment in the Titanic Quarter. For those seeking something more adventurous, indoor skydiving, inflataparks and adventure climbing are amongst the options at the two Belfast locations.

A range of OOH formats targeted people in Belfast, with Impact Wraps and Digital Screens in the city centre. To make it even easier to book visits to the adventure centres, and to find out more, creatives included a QR code linked to the We Are Vertigo website.

Anthony Doyle, Media Performance Manager, Ardmore, spoke about the campaign. “We Are Vertigo wanted to raise awareness of the range of activities on offer across its sites. Since footfall in the city centre has returned, we focused on high impact formats in key locations. Impact Wraps give a large creative space, while Digital Screens enable copy rotation, allowing We Are Vertigo to maximise their OOH investment.”





HUGHES GOES LOCAL ON OOH

Hughes Insurance brought a local feel to its Outdoor campaign in August with multiple location specific creatives.

Known to enhance campaign recall and build positive brand associations, adding local elements to OOH is a highly effective advertising strategy. For Hughes Insurance, using town names and local landmarks across Northern Ireland built strong connections with audiences in main towns.

Bethany Carroll, Marketing Assistant and Emma Haughian, Senior Marketing Manager, Hughes Insurance added: "Throughout the last year we know many business have had to adopt new ways or working, our business being one of them. Our slogan is 'Here for the Journey' and we want our customers to know that we will always have them covered throughout their journey, even though we have a new remote working model. We worked with our creative director and decided to create localised outdoor campaigns personalising each towns messaging and imagery of local landmarks to reinforce that Hughes Insurance have got them covered."



OOH Agency: PML

SOCIABLE MEDIA



PML GROUP PML Group NI
422 followers
1mo · 🌐

Take control of your finances with **Debt Movement UK**. Delivering this campaign in proximity to the SSE Arena Belfast ensured constant audience flow as people visited the Covid vaccination centre. #TargetedAdvertising #OOH #BeMoreNow ...see more

PML GROUP PML Group NI
422 followers
3w · 🌐

It's a perfect partnership - **PepsiCo** snacks and Supercup. The UEFA tournament is coming to Belfast on 11th August, so get prepared! A multi format campaign delivers this impactful creative. #SuperCup #Football #BeMoreNow # ...see more



PML GROUP PML Group NI
@PMLGroupNI

That's another day for the garden! @firmusenergy is reminding audiences in gas pipeline areas about the extra space they'll have if they switch from oil to gas heating. Gardening, bouncy castles, or maybe a paddling pool? 🌱 #BeMoreNow #MultiFormat #Heatwave

PML GROUP PML Group NI
@PMLGroupNI

#avelevelresults2021 day today! @bfastmet is on #OOH around Belfast, with a well-timed campaign to highlight clearing places for students. #BeMoreNow #OOH #DOOH



PML GROUP PML Group Northern Ireland
Published by Matthew Smyth · 18 h · 🌐

Change the game with **DAZN**. The sports streaming service utilises game-changing Digital OOH formats to highlight World Lightweight Champion Irish boxer **Katie Taylor**'s title defence in this campaign. Subscribe and tune in Saturday 4th September. #DOOH #BeMoreNow

PML GROUP PML Group Northern Ireland
Published by Lorraine McNaughton · 6 d · 🌐

It's the #BigjabWeekend - Covid vaccination centres will offer first doses for adults on a walk-in basis tomorrow and Sunday. #OOH across NI delivers tactical messaging in key locations. #BeMoreNow #DOOH Genesis Belfast Public Health Agency



PML GROUP pmigroupni

It's Prosecco time! The Festival of Prosecco returns to @merchantsbelfast in September. Tickets are on sale now, with #OOH in Belfast to raise awareness of the fizzy festival! 6 Sheets and Adshel Live in key locations ensures a big audience sees the campaign. #BeMoreNow @clearchannelni

PML GROUP pmigroupni

The Cathedral Quarter Arts Festival is BACK! This September, venues around Belfast host a range of talented artists showcasing drama, music and comedy. Tickets are on sale now, and #OOH formats across #Belfast act as a call to action for audiences. #BeMoreNow @clearchannelni #exteriormediaini

New to OOH



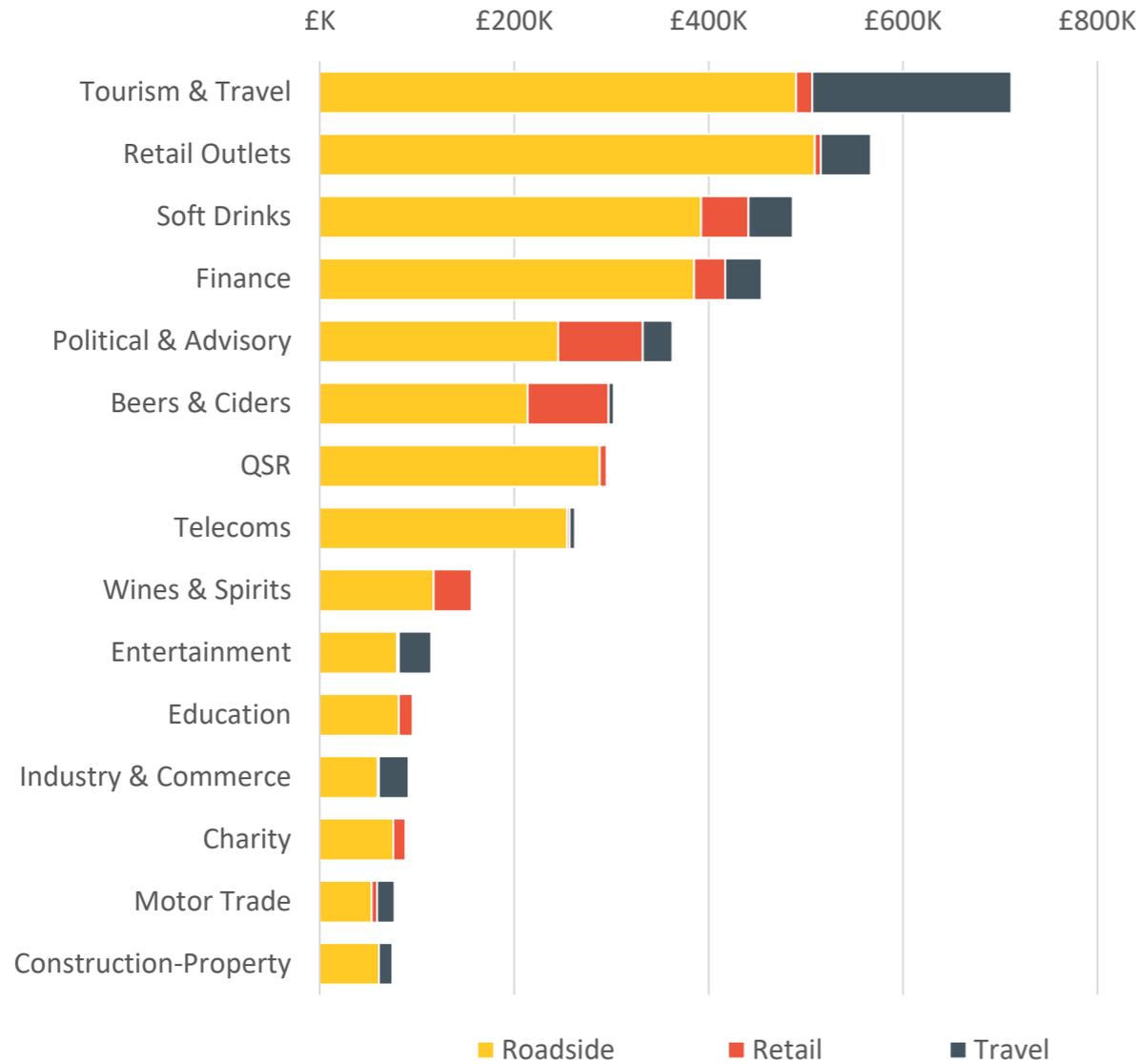
Malone Lodge Hotel
OOH Specialist: PML



Roadside Garages
OOH Specialist: PML

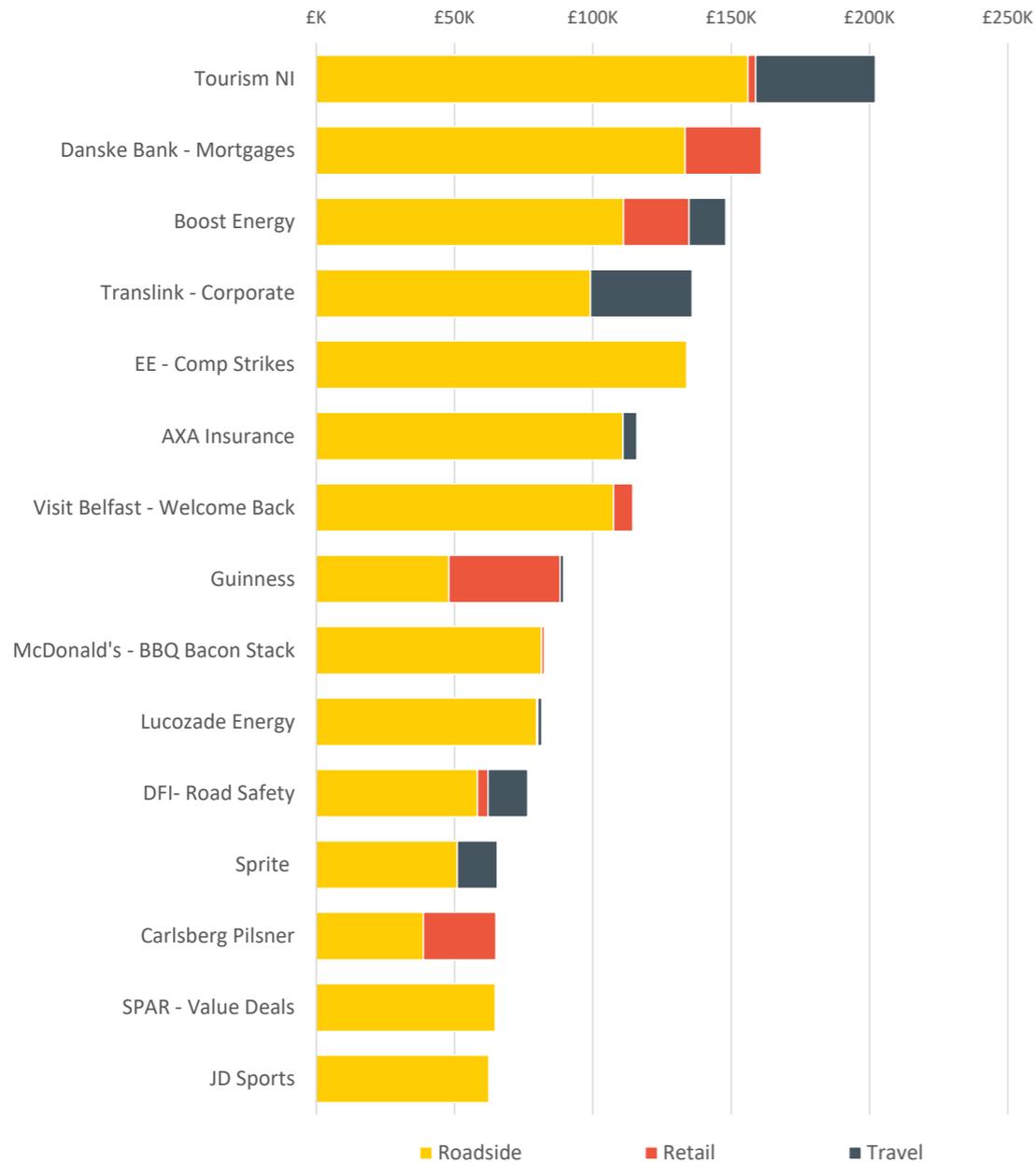


Herbert Smith Freehills
OOH Specialist: PML



1	Tourism & Travel	£711k	9	Wines & Spirits	£158k
2	Retail Outlets	£567k	10	Entertainment	£114k
3	Soft Drinks	£487k	11	Education	£97k
4	Finance	£455k	12	Industry & Commerce	£91k
5	Political & Advisory	£363k	13	Charity	£89k
6	Beers & Ciders	£302k	14	Motor Trade	£77k
7	QSR	£297k	15	Construction-Property	£75k
8	Telecoms	£263k			

All figures based on display value at rate card.



1	Tourism NI	£202k	9	McDonald's - BBQ Bacon Stack	£82k
2	Danske Bank - Mortgages	£161k	10	Lucozade Energy	£82k
3	Boost Energy	£148k	11	DFI- Road Safety	£76k
4	Translink - Corporate	£136k	12	Sprite	£65k
5	EE - Comp Strikes	£134k	13	Carlsberg Pilsner	£65k
6	AXA Insurance	£116k	14	SPAR - Value Deals	£65k
7	Visit Belfast - Welcome Back	£114k	15	JD Sports	£62k
8	Guinness	£89k			

All figures based on display value at rate card.