

ELECTRIC FUTURE -
- UNLOCK YOUR DRIVE

CHARGE
UP & GO

>> - UNLOCK YOUR DRIVE -
ARENA EVENTS

totally
charged

PREMIUM DIGITAL OUT OF HOME

Cheshire Oaks Roundabout

A premium 6m × 3m digital screen on the main roundabout serving Cheshire Oaks, the UK's largest designer outlet, drawing 7 to 8 million visitors a year. Every vehicle heading off the M53 to shop, eat or stay passes it. This is out of home advertising placed exactly where an affluent, ready to spend audience is already going.



The opportunity

Every car heading to the UK's largest designer outlet **passes your ad.**

70,000

Vehicles pass the site every day

7 to 8M

Outlet shoppers a year, half a mile away

Jct 10

Directly off the M53 motorway



A site on the funnel to the outlet

Where the audience is heading, your message gets there first

- **Right off the M53.** Vehicles exit at Junction 10 and enter the roundabout.
- **Left side placement.** The panel sits on the left as traffic circulates, in clear view.
- **Slower traffic, longer dwell.** Roundabout traffic slows, so the ad is seen for longer than a fast roadside pass.
- **The last touchpoint.** Seen just before shoppers reach the outlet, restaurants and leisure park.



The billboard from the junction approach, and up close.

An affluent, ready to spend audience

Not passing traffic. These are shoppers who drove here to spend the day

10M+

people within an hour's drive

25 to 54

the core shopper age range

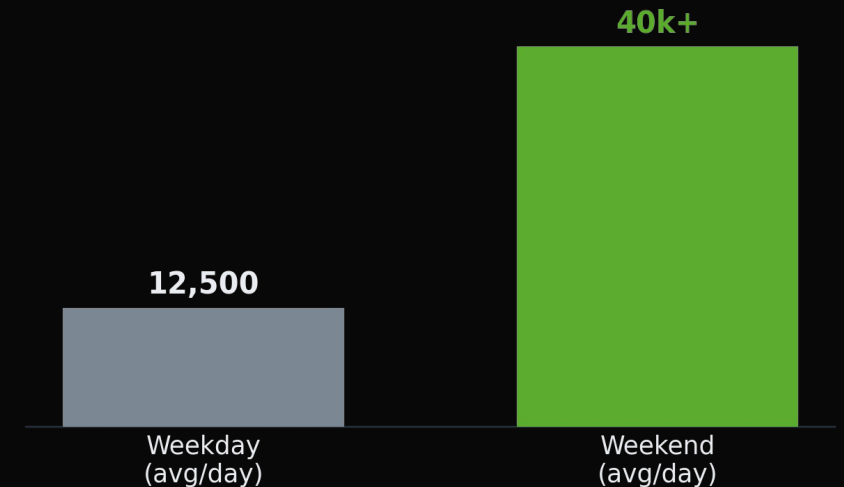
60%

of visitors are female

£35k to £45k

typical household income

Outlet footfall builds toward the weekend



Average dwell time on site is 2 to 3 hours, long enough to notice, remember and act.



Your ad, seen ~122,500 times a fortnight

~122,500

views per slot, every two weeks

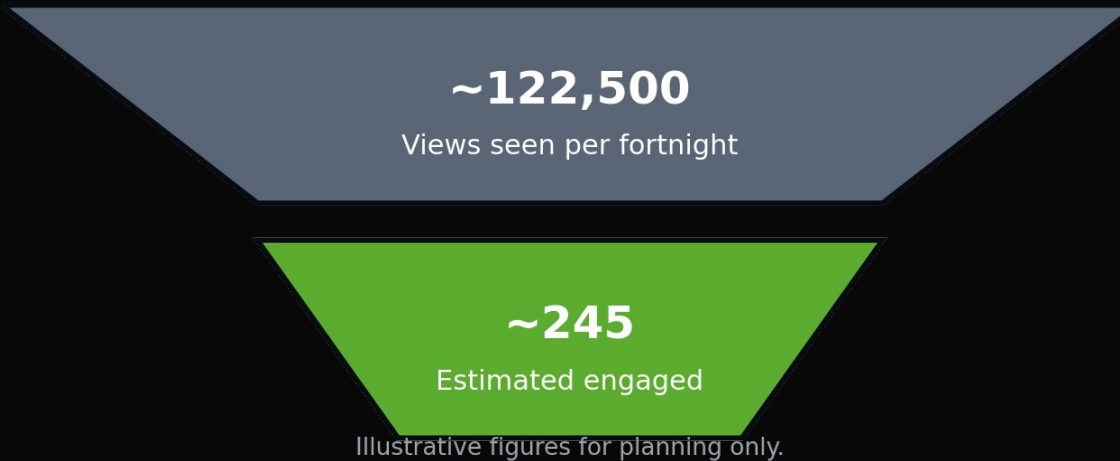
- **Prime, standalone presence.** A digital screen at a decision point, not lost in clutter.
- **Slow traffic, strong visibility.** The roundabout gives a longer, clearer look than a motorway pass.
- **Strong weekend reach.** Peaks exactly when the affluent day trip crowd arrives.



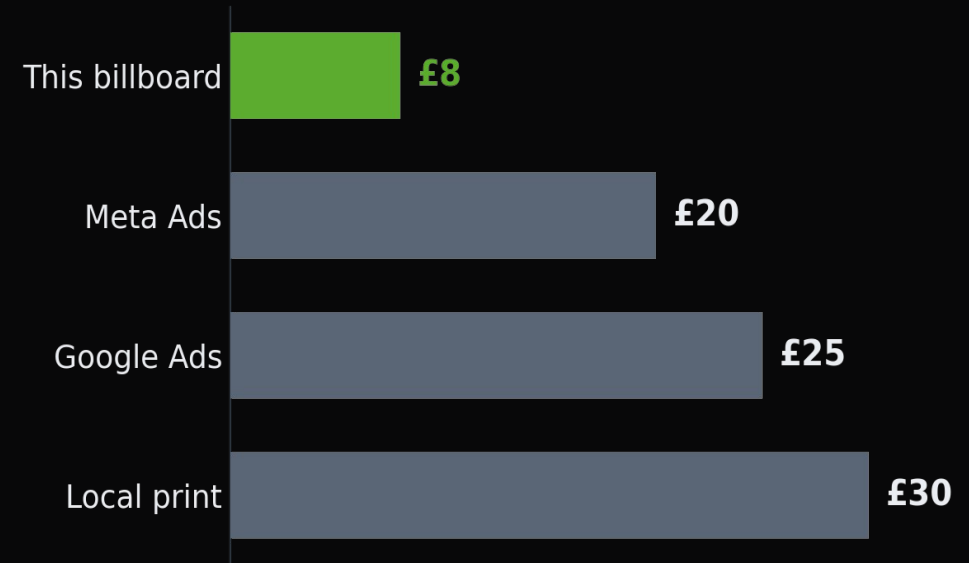
From views to customers

An illustrative view of how reach can turn into customers

From views to engagement (per slot, per fortnight)



Illustrative cost per lead by channel



Indicative figures for comparison; actual results depend on the offer and creative.

Illustrative only. Cost per lead can be far lower than typical digital channels.



The format and what's included

The panel

Size 6m × 3m digital, a standard 48 sheet

Your slot 10 seconds in a 60 second loop

Frequency Your ad plays once a minute

Hours 6am to midnight (offline overnight)

The 60 second loop



Included in every booking

- A prime slot in the rotation
- Full artwork design service
- Proof of play reporting
- Flexible fortnightly bookings
- High value weekend audience



Simple, transparent pricing

ONE SLOT

£1,499 / 2 weeks

Design and a prime slot, all included.

Discounts available for longer terms and repeat bookings.

No production surprises. Book by the fortnight.

Why it pays

- **Right place.** Your brand at the exact moment shoppers decide where to go.
- **Right audience.** Affluent and ready to spend that day.
- **Right price.** A flat fortnightly rate with a low cost per view.



Put your brand on the gateway to Cheshire Oaks.

Prime digital presence · affluent audience · flexible fortnightly booking

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