

# CBS Outdoor Pack Portfolio

Bus



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# A Quick Guide to Bus Advertising

## Increasing mileage

According to latest Department of Transport data buses in the UK travelled 4.4% more than in 2007.

## Increasing levels of engagement

Not only are buses on the road for longer but consumers are noticing/engaging with the advertising more. According to the latest TGI 9.5% more GB consumers stated they had seen advertising on the outside of a bus in the last week.

## Did you know?

**SEEN** - 30 million people (62%) have seen advertising on the outside of a bus in the last week (*TGI*).

**RECALLED** - 86% of consumers can spontaneously tell us about a bus advert they have seen (*The Road to Enlightenment*).

**RELEVANT** - consumers believe bus ads are “relevant to me” and are appropriate for many product categories (*The Road to Enlightenment*).

**ACTED ON** - 80% of people have responded to a bus ad (*The Road to Enlightenment*).

**WELCOMED** - 79% of consumers welcome bus advertising (*Consumers on the Move*).

**HIGH-END AUDIENCE** - 63% of all ABCIs in GB have seen advertising on the outside of a bus in the last week (*TGI*).

**PROXIMITY** - 1 in 4 bus ads go through the most affluent and highest retail spending boroughs in the capital (*TfL*).

**FAMOUS** – bus advertising is seen on average 5 times a day (*The Road to Enlightenment*).

**GROWING AUDIENCE** - 5 billion passenger journeys made in the last year (*DETR*).

**DWELL TIME** - Average bus journey is 34 minutes (*DETR*).

## Superside National ‘Recession Buster’ Pack – including Greater Belfast

This pack is designed to deliver maximum national coverage through an increased number of sites, whilst priced at a relatively low cost. At a time when advertising budgets are increasingly in danger this pack offers great value for money to ensure that your client’s brand is still visible. There is only one pack per cycle and its first come first served.

### Price

	Pack Price	Price per site	YOY +/-
Pack price 2 weeks (4100)	£635,500	£155	n/a
Production inclusive price	£666,742		n/a
Pack price 4 weeks (4100)	£907,740		n/a
Seen advertising on outside of a bus (last wk)*		30.3m	9.5%
Inflation Rate**			5.0%

\*TGI 2008, \*\*ONS

All prices are gross & exclusive of VAT, Rates effective 1 January, 2009

### Superside Summary

**Creative impact** – a pavement facing format. The creative can also be taken out of the confines of this format creating more stand out on the high street.

**Positioning** – placed on double decks, Supersides reach above the clutter of the high street and demand attention from pedestrians and motorists

**Audience** – target and catch the attention of pedestrians

**Frequency** – high proposition of sites in condensed city centres, making sure ads are seen more often by consumers

**Proximity** – high street presence to prompt impulse purchases on the high street

**Effective** – 75% of consumers recalling a Superside ad see them live on the street (*The Road to Enlightenment*).

**Value** – Consumers perceived that Supersides were the best value format of all bus and roadside sites (*The Road to Enlightenment*).

### Coverage & Frequency

The Recession Buster Pack will ensure that a client gains maximum coverage with UK consumers. The prime distribution of this pack targets high-end locations, providing advertisers with a desirable ABC1 audience.

Demographic	Pack Weight	2 weeks				4 weeks			
		Audience Reached	Coverage (GB)	Total OTS	Freq	Audience Reached	Coverage (GB)	Total OTS	Freq
All Adults	4,100	28,360,000	60.3%	293,252,000	10.3	32,748,200	69.7%	586,504,000	17.9
ABC1 Adults	4,100	15,301,760	60.8%	161,831,000	10.6	17,712,750	70.3%	323,661,000	18.3
15-34 Yr olds	4,100	9,616,600	64.0%	113,611,000	11.8	10,944,150	72.8%	227,221,000	20.8
15-34 ABC1	4,100	5,165,480	64.5%	63,959,700	12.4	5,876,090	73.4%	127,919,000	21.8

### Production

The Production inclusive price is gross and based on ONE creative execution of Superside. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.

## Superside Platinum Pack – including Greater London

The high street is the most valuable place for a client to advertise. The combination of being close to the point of sale and the mindset of the consumers ensures that it's a desirable location for many brands. Our platinum pack has been created to give advertisers the key UK high streets on route specific buses. In this pack you will find 8 out of 10 of the top retail centres with a total annual expenditure of over £15 billion.

### Cities

Birmingham  
Bristol  
Edinburgh  
Glasgow  
Leeds  
Leicester  
Liverpool  
London  
Manchester  
Newcastle  
Sheffield

### Price

	Pack Price	Price per site	YOY +/-
Pack price 2 weeks (375)	£177,750	£474	3.0%
Production inclusive price	£184,500		2.5%
Seen advertising on outside of a bus (last wk)*		30.3m	9.5%
Inflation Rate**			5.0%

\*TGI 2008, \*\*ONS

All prices are gross & exclusive of VAT

Rates effective 1 January, 2009

### Supersides Summary

**Creative impact** – a pavement facing format. The creative can also be taken out of the confines of this format creating more stand out on the high street.

**Positioning** – placed on double decks, Supersides reach above the clutter of the high street and demand attention from pedestrians and motorists

**Audience** – target and catch the attention of pedestrians

**Frequency** – high proposition of sites in condensed city centres, making sure ads are seen more often by consumers

**Proximity** – high street presence to prompt impulse purchases on the high street

**Effective** – 75% of consumers recalling a Superside ad see them live on the street (*The Road to Enlightenment*).

**Value** – Consumers perceived that Supersides were the best value format of all bus and roadside sites (*The Road to Enlightenment*).

### Audience

The Superside Platinum Pack is perfect for reaching young and mobile UK consumers. The pack features 11 UK cities - all chosen due to their high concentration of this valuable 15-34 year old demographic. This audience is highly mobile, paying frequent visits to the high street. They are also identified as prolific consumers of bus advertising - in fact 84% have acted on a bus advert compared with 80% of all adults. This pack offers Bus advertising at key locations, ensuring huge coverage of a highly mobile young and receptive consumer audience. (ONS, TGI, Retail Footprint CACI & *The Road to Enlightenment*).

### Production

The Production inclusive price is gross and based on ONE creative execution of Superside. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.

## Superside Urban Pack – including Greater Belfast

This pack is designed to deliver maximum coverage across the UK's main urban areas and will give advertisers a presence on the high street and in residential locations.

### Price

	Pack Price	Price per site	YOY +/-
Pack price 2 weeks (2100)	£420,000	£200	2.6%
Production inclusive price	£436,548		2.3%
Seen advertising on outside of a bus (last wk)*		30.3m	9.5%
Inflation Rate**			5.0%

\*TGI 2008, \*\*ONS

All prices are gross & exclusive of VAT

Rates effective 1 January, 2009

### Superside Summary

**Creative impact** – a pavement facing format. The creative can also be taken out of the confines of this format creating more stand out on the high street.

**Positioning** – placed on double decks, Supersides reach above the clutter of the high street and demand attention from pedestrians and motorists

**Audience** – target and catch the attention of pedestrians

**Frequency** – high proposition of sites in condensed city centres, making sure ads are seen more often by consumers

**Proximity** – high street presence to prompt impulse purchases on the high street

**Effective** – 75% of consumers recalling a Superside ad see them live on the street (*The Road to Enlightenment*).

**Value** – Consumers perceived that Supersides were the best value format of all bus and roadside sites (*The Road to Enlightenment*).

### Coverage & Frequency

The Urban Pack will ensure that a client gains maximum coverage with consumers in the main urban areas of the UK. The prime distribution of this pack targets high-end locations, providing advertisers with a desirable ABCI audience.

Demographic	Pack Weight	Audience Reached	Coverage	Total OTS	Freq
All Adults	2,100	13,857,280	73.7%	135,157,000	9.8
ABCI Adults	2,100	7,457,540	74.7%	73,980,000	9.9
15-34 Year olds	2,100	5,107,810	75.0%	54,221,500	10.6
15-34 ABCI	2,100	2,760,723	75.9%	30,287,700	11.0

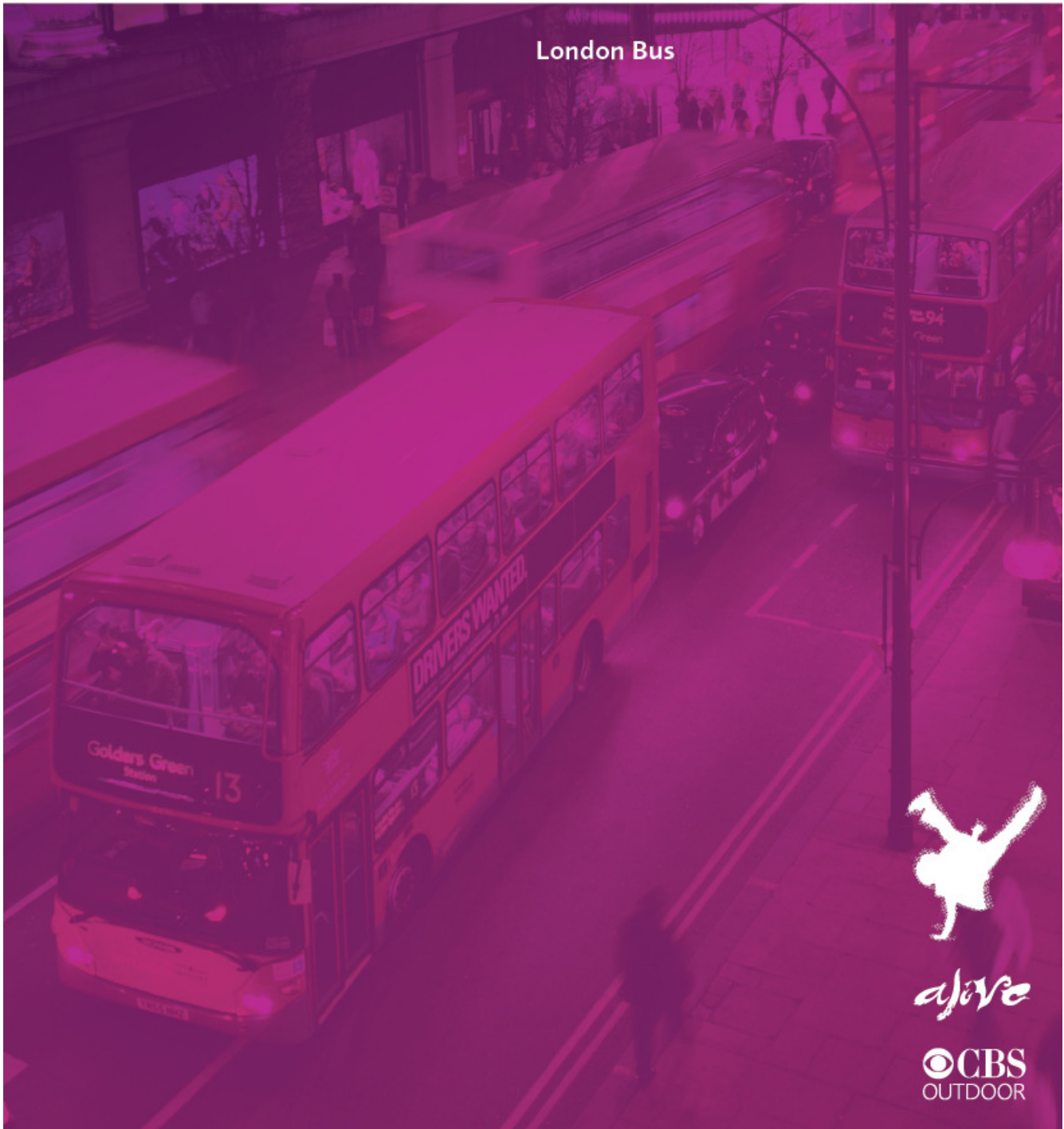
(BusAds, based on all adults for 2 weeks)

### Production

The Production inclusive price is gross and based on ONE creative execution of Superside. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.



# CBS Outdoor Pack Portfolio



## London Bus



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# A Quick Guide to Bus Advertising in London

## Increasing passenger journeys

- Passenger journeys in London have increased year on year by 5%, and
- Buses travel 2.2% further  
(DETR)

## Increasing levels of engagement

Not only are passenger journeys increasing year on year but consumers are noticing/engaging with the advertising more. According to the latest TGI 7% more London consumers stated they had seen advertising on the outside of a bus in the last week.

## Did you know?

**ICONIC** - 91% of London commuters say that London Bus is an iconic symbol of London (*The London Commuter*).

**GLAMOROUS LOCATIONS** - London Gold travels through the centre of London and one such bus, the number 19, was voted in Vogue magazine's top 10 glamorous venues.

**WELCOMED** - 73% of London commuters welcome bus advertising (*The London Commuter*).

**SEEN** - 72% of ABC1 in London notice advertising on the outside of buses every week (*TGI*).

**RECALLED** - 91% of Londoners can spontaneously recall a bus ad (*The Road to Enlightenment*).

**ACTED ON** - 84% of London commuters have respond to a bus ad (*The Road to Enlightenment*).

**RELEVANT** - consumers believe bus ads are "relevant to me" and are appropriate for many products categories (*The Road to Enlightenment*).

**FAMOUS** – bus advertising is seen on average over 5 times a day (*The Road to Enlightenment*).

**PROXIMITY** - 1 in 4 bus ads go through the most affluent and highest retail spending boroughs in the capital (*TfL*).

**GROWING AUDIENCE** - Bus passenger numbers have grown 63% in the last decade with almost 7,000 buses in London covering over 700 routes in the city (*TfL*).

**LONDON COVERED** - London buses carry over 6 million passengers each day (*TfL*).

**DWELL TIME** - Average bus journey is 40 minutes (*DETR*).

**HIGH-END AUDIENCE** - 63% of the London bus users are ABC1 (*TGI*).

## Golden Superside Pack

The City of London is one of the most sought after locations in the world. Attracting millions of Londoners and tourists on a weekly basis it is an essential part of any brands advertising strategy. The Golden Superside Pack will give an advertiser a presence on route specific buses to ensure that the campaign is being seen at the right time and in the right place. The pack also benefits from the distinctive gold frame to set it apart from all other high street formats.

Price	Pack Price	Price per site	Production inclusive price	YOY +/-
Heavy weight Pack price 2 wks (200)	£104,600	£523	£109,327	3.0%
Medium weight Pack price 2 wks (150)	£78,450	£523	£82,509	3.0%
Leight weight Pack price 2 wks (100)	£52,300	£523	£55,584	3.0%
Seen advertising on outside of a bus (last wk)*			30.3m	9.5%
Inflation Rate**				5.0%

\*TGI 2008, \*\*ONS  
All prices are gross & exclusive of VAT, rates effective 1 January, 2009

### Superside Summary

**Creative impact** – a pavement facing format. The creative can also be taken out of the confines of this format creating more stand out on the high street.

**Positioning** – placed on double decks, Supersides reach above the clutter of the high street and demand attention from pedestrians and motorists

**Audience** – target and catch the attention of pedestrians.

**Frequency** – high proposition of sites in the Capital, making sure ads are seen more often by consumers

**Proximity** – travels along the most sought after London locations. From Oxford street to Knightsbridge your ad will be seen in the most affluent areas of the UK.

**Effective** – 75% of consumers recalling a Superside ad see them live on the street (*The Road to Enlightenment*).

**Value** – Consumers perceived that Supersides were the best value format of all bus and roadside sites (*The Road to Enlightenment*).

### Coverage & Frequency

The Golden Superside Pack will ensure that a client gains maximum coverage with consumers in the capital. The prime distribution of the pack targets high-end location, providing advertisers with a desirable ABC I audience.

Demographic	Heavy Weight Pack 200				Medium Weight Pack 150				Light Weight Pack 100			
	Audience Reached	Coverage Central London	Total OTS	Freq	Audience Reached	Coverage Central London	Total OTS	Freq	Audience Reached	Coverage Central London	Total OTS	Freq
All Adults	1,431,452	80.8%	14,073,200	9.8	1,386,990	78.3%	10,943,900	7.9	1,284,591	72.5%	6,931,700	5.4
ABC I Adults	903,080	80.4%	8,518,790	9.4	874,679	77.9%	6,615,760	7.6	807,969	72.0%	4,168,820	5.2
15-34 yr olds	679,532	80.7%	6,916,390	10.2	660,209	78.4%	5,395,870	8.2	614,440	73.0%	3,432,100	5.6
15-34 ABC I	427,836	80.2%	4,183,090	9.8	415,565	77.9%	3,259,150	7.8	385,879	72.4%	2,062,470	5.3

(BusAds, based on all adults for 2 weeks)

### Production

The Production inclusive price is gross and based on ONE creative execution of Superside. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.

## Greater London Superside Pack

The Greater London Superside Pack ensures that your client's campaign is seen amongst consumers who live in the capital in the places where they spend their time. Targeting Greater London with this pack will reach a diverse audience in their local community.

### Price

	Pack Price	Price per site	Production inclusive price	YOY +/-
Heavy weight Pack price 2 wks (1050)	£302,400	£288	£314,402	2.9%
Medium weight Pack price 2 wks (790)	£227,520	£288	£237,540	2.9%
Leight weight Pack price 2 wks (520)	£149,760	£288	£157,524	2.9%
Seen advertising on outside of a bus (last wk)*			30.3m	9.5%
Inflation Rate**				5.0%

\*TGI 2008, \*\*ONS

All prices are gross & exclusive of VAT, rates effective 1 January, 2009

### Superside Summary

**Creative impact** – a pavement facing format. The creative can also be taken out of the confines of this format creating more stand out on the high street.

**Positioning** – placed on double decks, Supersides reach above the clutter of the high street and demand attention from pedestrians and motorists

**Audience** – target and catch the attention of pedestrians

**Frequency** – high proposition of sites in condensed city centres, making sure ads are seen more often by consumers

**Proximity** – high street presence to prompt impulse purchases on the high street

**Effective** – 75% of consumers recalling a Superside ad see them live on the street (*The Road to Enlightenment*).

**Value** – Consumers perceived that Supersides were the best value format of all bus and roadside sites (*The Road to Enlightenment*).

### Coverage & Frequency

The Greater London Superside Pack will ensure that a client gains maximum coverage with consumers in the capital. The prime distribution of this pack targets high-end location, providing advertisers with a desirable ABCI audience.

Demographic	Heavy Weight Pack 1050				Medium Weight Pack 790				Light Weight Pack 520			
	Audience Reached	Coverage	Total OTS	Freq	Audience Reached	Coverage	Total OTS	Freq	Audience Reached	Coverage	Total OTS	Freq
All Adults	5,459,028	84.8%	90,236,300	16.5	5,342,671	83.0%	67,064,100	12.6	5,108,476	79.3%	44,307,200	8.7
ABCI Adults	3,481,556	84.7%	56,444,200	16.2	3,405,974	82.9%	41,818,000	12.3	3,255,247	79.2%	27,745,100	8.5
15-34 yr olds	2,159,408	84.0%	39,075,500	18.1	2,119,115	82.4%	28,985,500	13.7	2,037,320	79.2%	19,116,500	9.4
15-34 ABCI	1,363,150	83.6%	24,386,800	17.9	1,337,576	82.1%	18,022,400	13.5	1,286,157	78.9%	11,938,900	9.3

(BusAds, based on all adults for 2 weeks)

### Production

The Production inclusive price is gross and based on ONE creative execution of Superside. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.