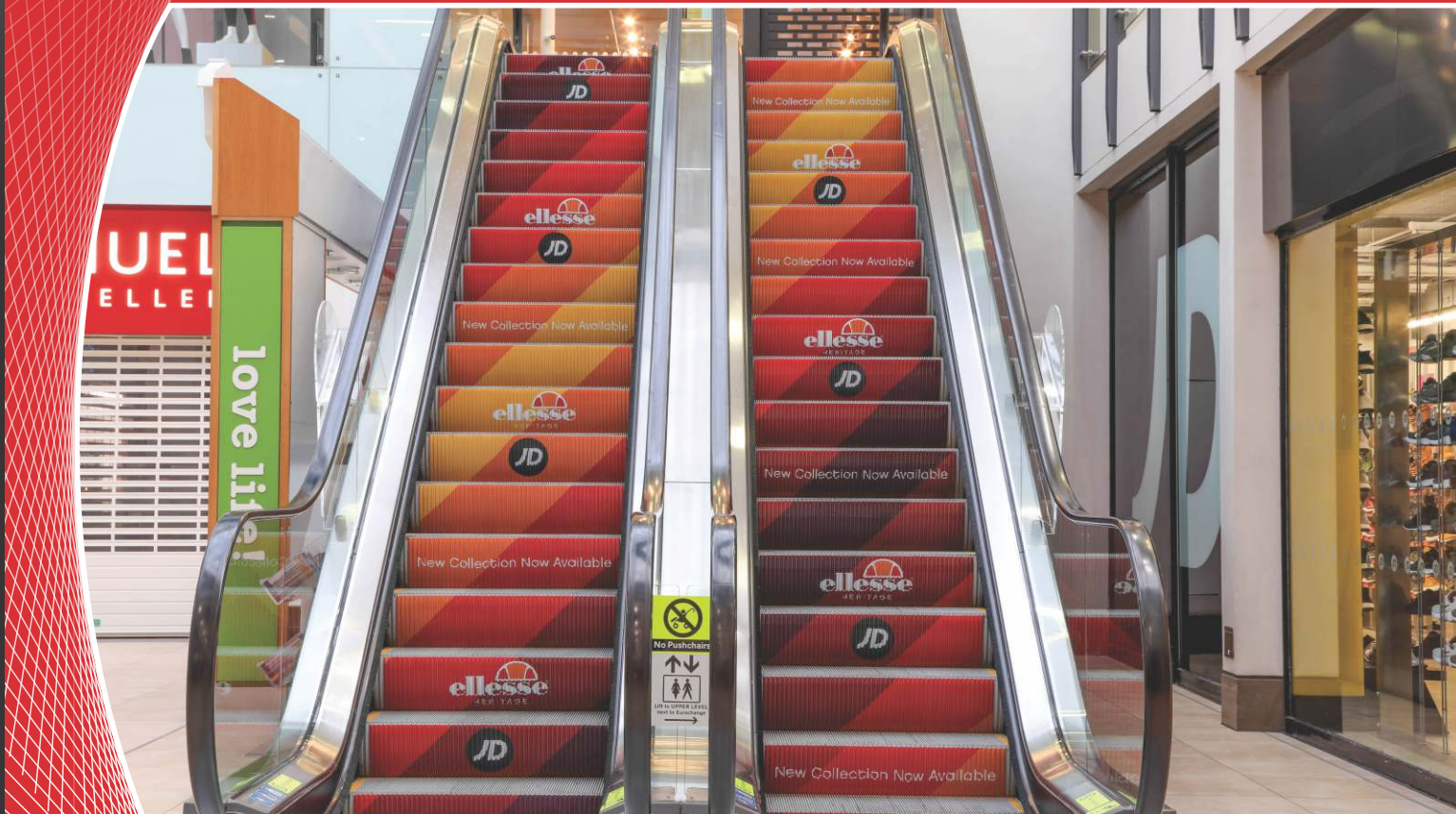


● The global ● high impact ● moving media choice

The Power of Moving Media

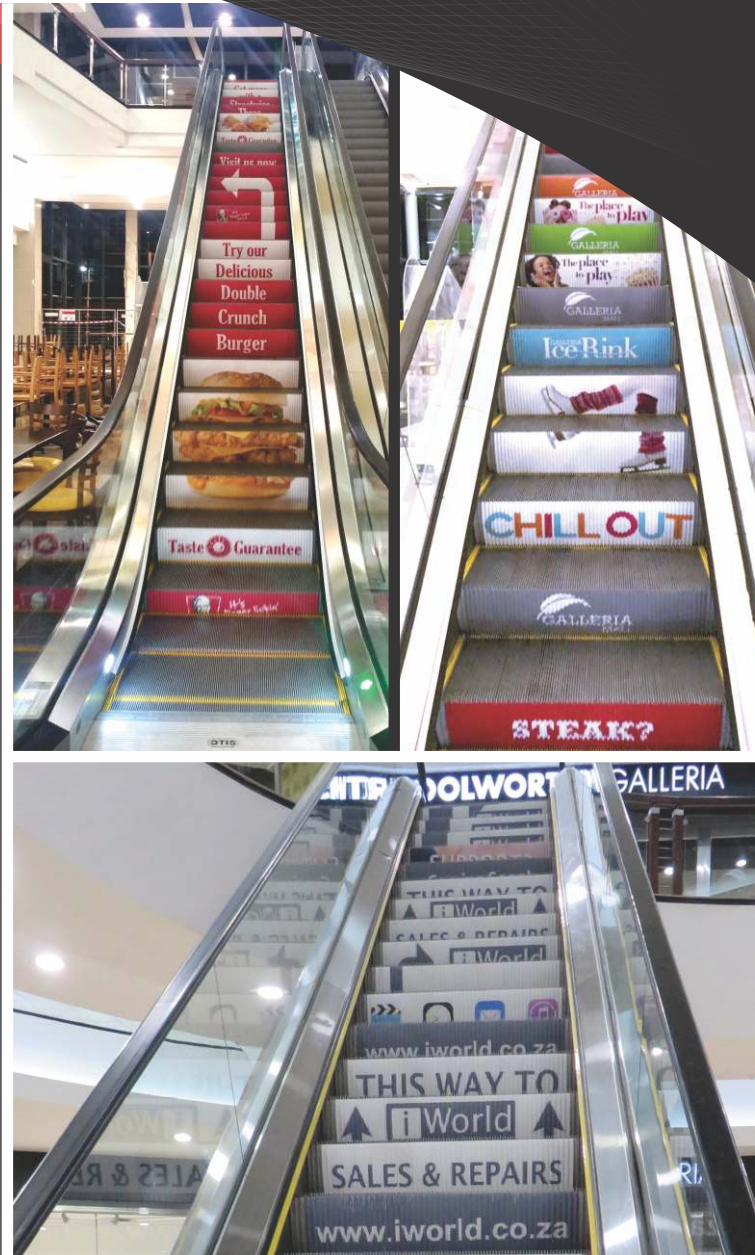
**CREATIVE ORIGINAL INNOVATIVE**



offering endless opportunities to brands around the world

## Benefits to Brands

- An absolutely unique marketing platform;
- Utilising motion which is proven to **MOTIVATE** & **ENGAGE** the target market;
- Great flexibility for messaging and multi-brand campaigning
- A minimum of 50 to a maximum of 100 “pages” of advertising space;
- A very high and diverse target market;
- A target market that is in a spend mentality;
- A campaign can be altered overnight without “down time”;
- A very versatile platform that allows for strong marketing flexibility on brand awareness, product focus, price focus & directional drive;
- Gives advertisers a 30 second to 3 minute window to captivate and engage its audience.



**Taking brands to the Next Level**

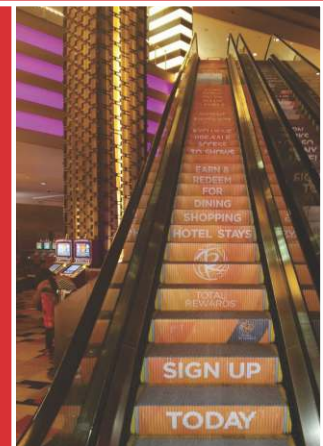
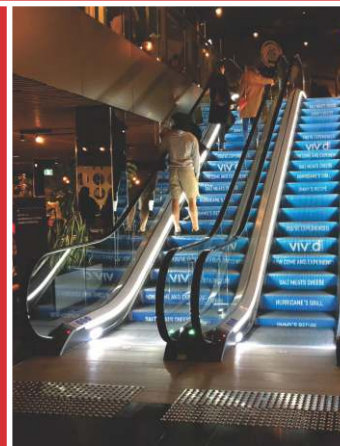
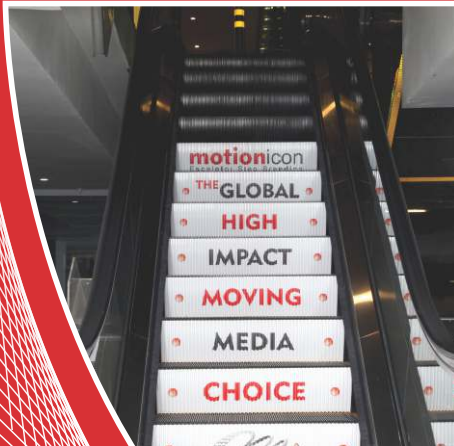


## ● Improving user experience

- Escalators are a destination, therefore a prospective passenger focusses on the medium with intent prior approach and to stepping on.
- It encourages passengers to look down therefore alleviating any risk of misjudging entry or exit;
- Turning a normally mundane necessity into an interesting diversion. The average escalator ride is 30 seconds, but can be as long as 3 minutes

## Motionicon now presents the opportunity to:

- **INCREASE** sales globally in segmented geographical areas;
- **HIGH VISIBILITY** across all income demographic groups;
- Aesthetically **ENHANCING** and modernising a property.



## ● Flexibility

- To promote multiple brands on one campaign;
- To target multiple demographics around the country with one campaign;
- To change only a portion of the panels and launch a whole new campaign;
- To promote multiple messages about a brand.



Taking brands to the Next Level



## ● Product summary

- ✓ MOVING MEDIA
- ✓ CREATIVE OPTIONS
- ✓ VERSATILE USE OF BRANDS
- ✓ COST EFFECTIVE
- ✓ QUICKLY APPLIED
- ✓ DURABLE
- ✓ COMPLIANT
- ✓ IMPACT RESISTANT
- ✓ ANTI-SCUFF
- ✓ LIGHTWEIGHT
- ✓ SAFE
- ✓ BENEFIT TO MAINTENANCE
- ✓ ECO-FRIENDLY MATERIALS
- ✓ NO MESS
- ✓ PANELS RECYCLED

## ● Site choices

● Public thoroughfares

Department stores ●

● Shopping malls

Transit systems ●

● Retail stores

Office parks ●

● Stadiums

Casinos ●

● Banks

Arenas ●

● Hotels

Hospitals ●

● Airport arrivals

Departure halls ●

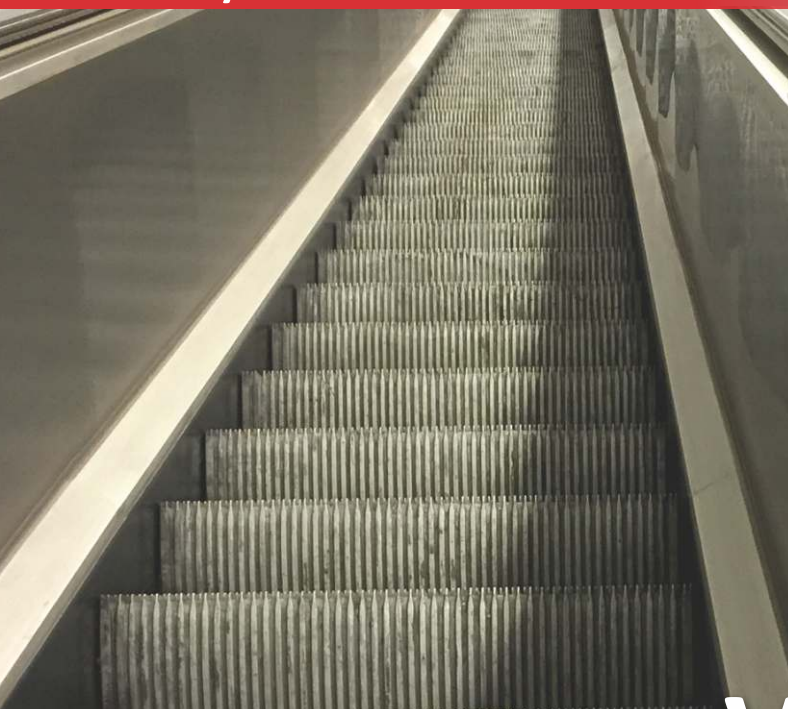
● Railway stations

Motor dealerships ●

● Convention centres

Underground stations ●

● Easy decision



Boring & dirty

VS



Creative & clean



Taking brands to the Next Level

## ● Additional information

- Panels are manufactured from the highest quality materials;
  - Stringent quality control from beginning to end;
  - Motionicon hold templates for virtually all escalator brands
- 
- Contributes the creation of **EMPLOYMENT**;  
Public liability;
  - **LEGAL** method of branding;
  - **APPROVED** by all recognised manufacturers.



Motionicon dispatch panel consignments both nationally and globally using recognised, reliable and fast courier services.

[www.motionicon.co.uk](http://www.motionicon.co.uk)





For more information visit our website: [www.motion.co.uk](http://www.motion.co.uk)  
or send a mail to: [chris.h@motionicon.co.uk](mailto:chris.h@motionicon.co.uk)

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