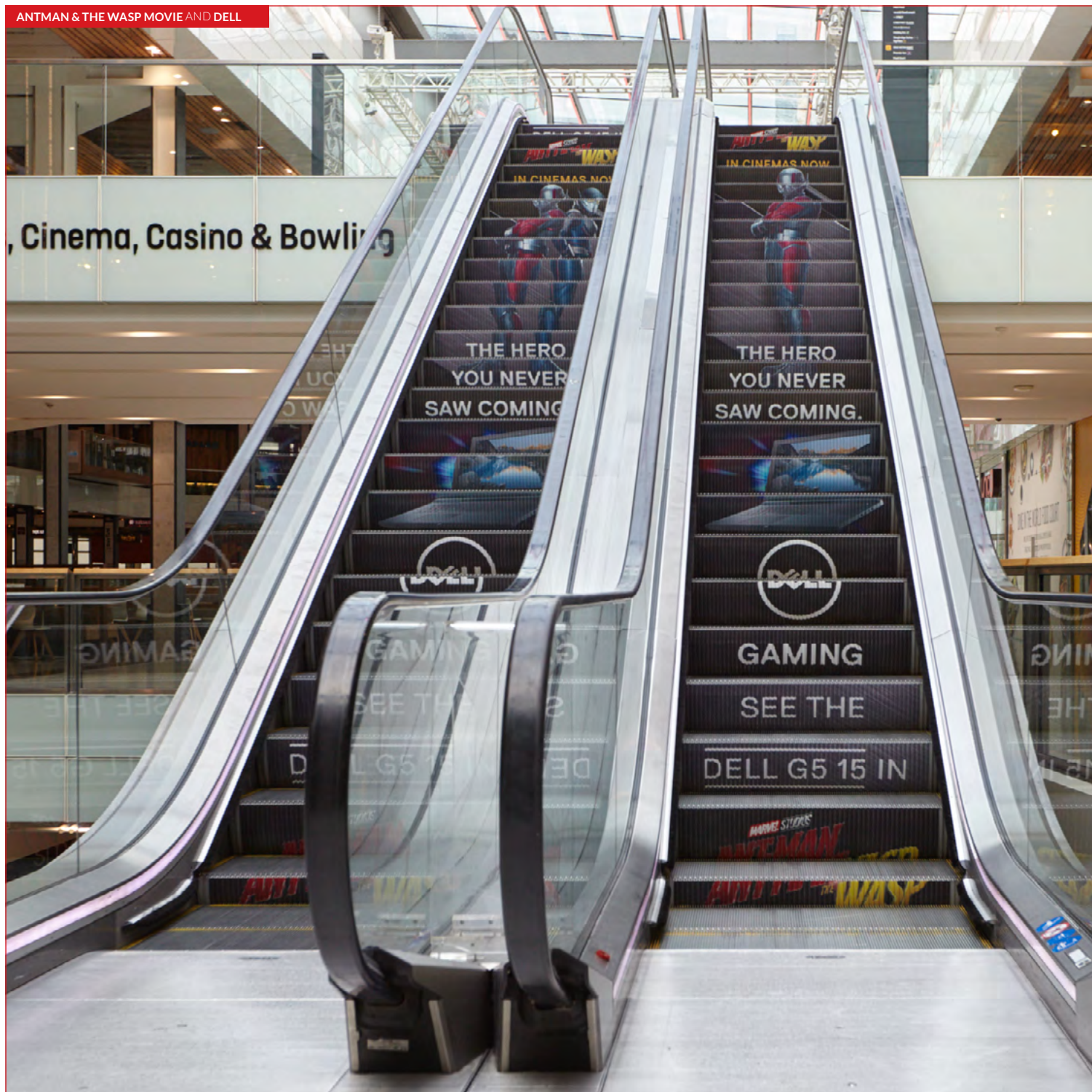




BRAND
OPPORTUNITIES



WELCOME TO **MOTIONICON UK & EUROPE**

Over the past five years, being part of a Global franchise, **MotionIcon UK & Europe** have benefited and assisted in the growth and development of our unique, patented product, and achieved an excellent relationship with our customers and suppliers.

Landlords and escalator owners, now have the ability to “**Speak**” to their commuters directly, like never before. From safety awareness messaging, directional flow messaging, to full-blown branding and advertising messages, just inches in front of passengers, for the full journey of travel, consumers can now benefit from direct and targeted campaigns.

MotionIcon UK & Europe have developed an extensive platform available to landlords and escalator owners across the UK and Europe, including Shopping Malls with monthly views exceeding 70 million, Rail Stations with monthly views exceeding 160 million, and many other options offering a direct spend mindset to consumers for prolonged periods, 24/7.

MotionIcon UK & Europe's attention to detail, and working safely and securely with our customers, has helped us grow from strength to strength.

This brochure will give you a little peek at some of our successes and will highlight our specific scopes of work.

THE GLOBAL HIGH IMPACT MOVING MEDIA CHOICE





FACTS & STATS

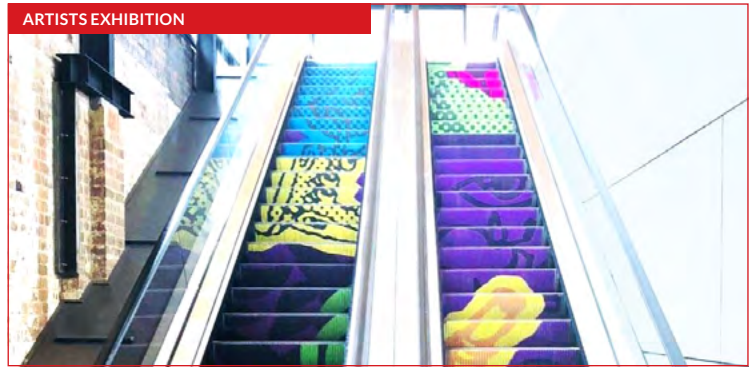
Passenger views exceeding 32 million per month, 350 million per year, with prolonged dwell time periods, often in excess of 60 seconds, 24/7, average coverage 400sqm per station.

BENEFITS TO BRANDS

- ✓ An absolutely **unique marketing platform**
- ✓ Utilising to **motivate** and **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 and directional drive
- ✓ Gives advertisers a 30 second to 3 minute window to **captivate** and **engage** its audience







IMPROVING USER EXPERIENCE

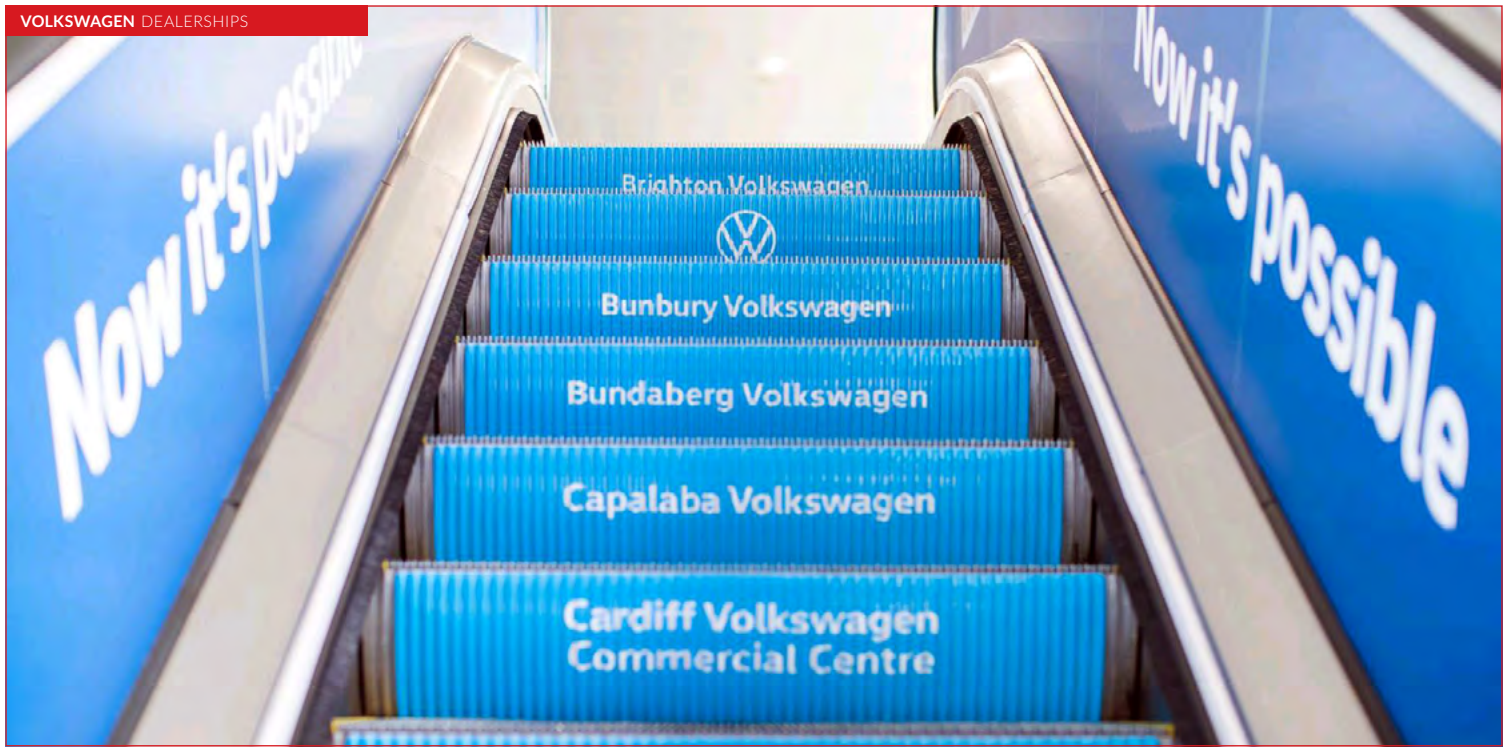
- ✓ Escalators are a destination, therefore a prospective passenger focusses on the medium with intent prior approach and to stepping on
- ✓ It encourages passengers to look down therefore alleviating any risk of misjudging entry or exit
- ✓ Turning a normally mundane necessity into an interesting diversion. 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



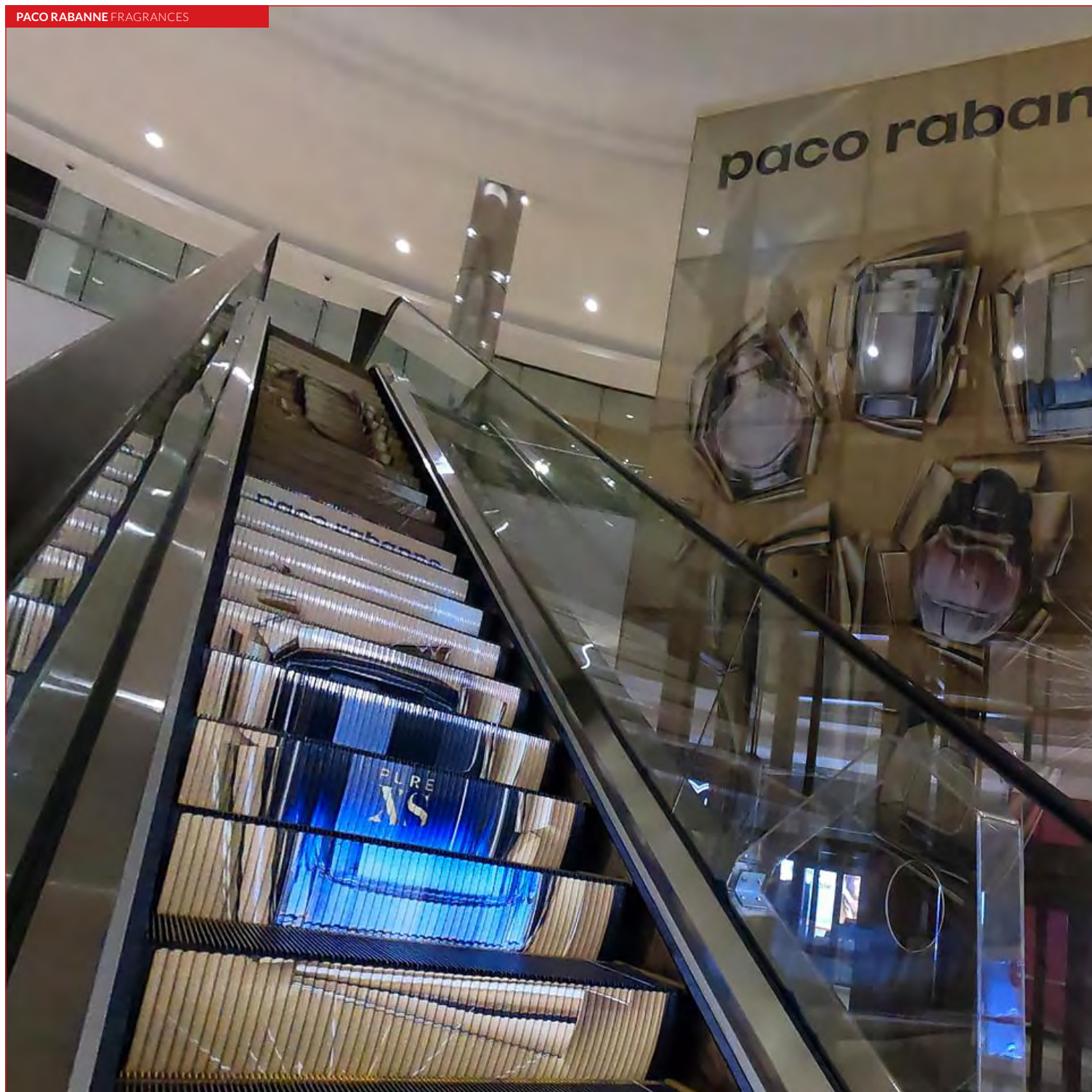




PRODUCT FLEXIBILITY

- ✓ 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





NESTLÉ NESPRESSO



NESTLÉ NESPRESSO



FACTS & STATS

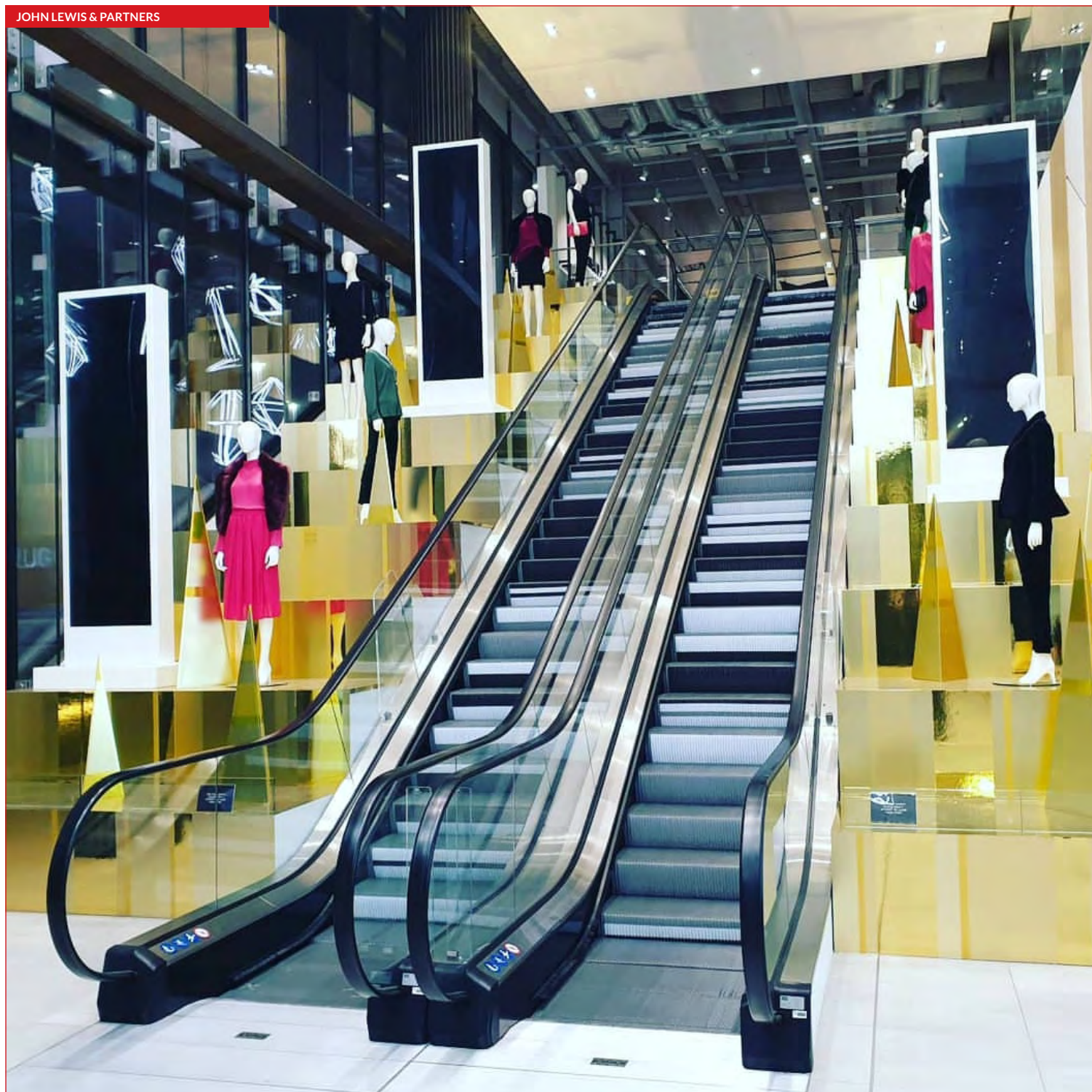
Passenger views exceeding 2 million per month, 24 million per year, with prolonged dwell time periods, often in excess of 90 seconds, 24/7, average coverage 80sqm per venue.

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

MOSCOW METRO





ESTÉE LAUDER GIFT SETS



KFC



KFC



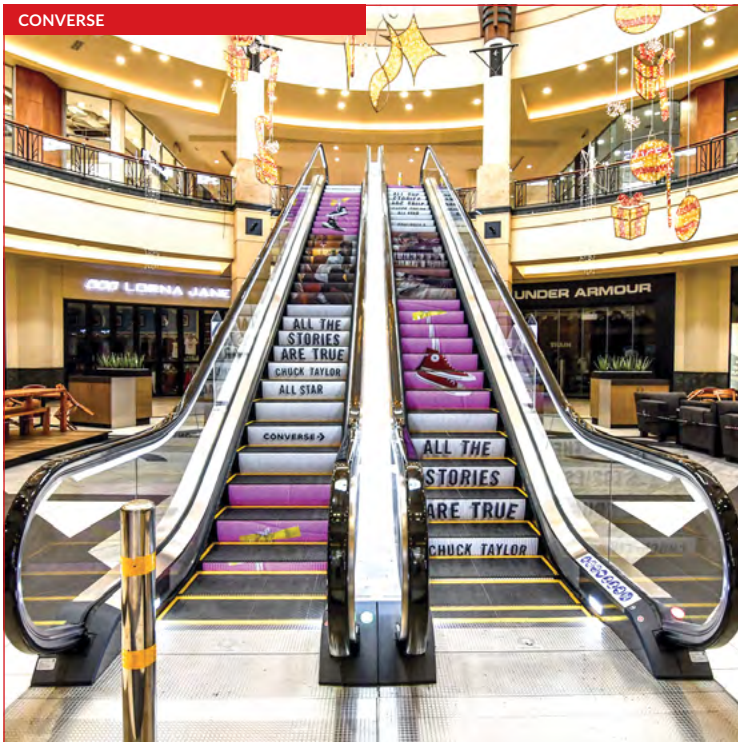
FACTS & STATS

Case study results prove 20-30 percent increase in revenue during the campaign period, Estée Lauder, KFC, Converse Shoes.

SITE CHOICES

- ➔ Underground stations
- ➔ Motor dealerships
- ➔ Departure halls
- ➔ Hospitals
- ➔ Arenas
- ➔ Casinos
- ➔ Office parks
- ➔ Transit systems/hubs
- ➔ Department stores
- ➔ Convention centres
- ➔ Railway stations
- ➔ Airport arrivals
- ➔ Hotels
- ➔ Banks
- ➔ Stadiums
- ➔ Retail stores
- ➔ Shopping centres/ malls

CONVERSE

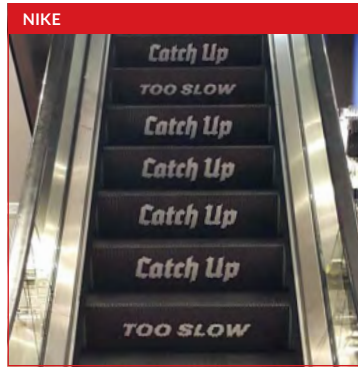




JD SPORTS ELLESSE



NIKE



FACTS & STATS

Proven reduction in escalator accidents over a 12 month study period.

ADDITIONAL INFORMATION

MotionIcon UK & Europe's production facility is based in the UK with easy distribution routes via air, land, and sea.

- ✓ Panels are manufactured from **high quality materials**
- ✓ **Stringent quality control** from beginning to end
- ✓ **MotionIcon UK & Europe** hold templates for virtually all escalator brands
- ✓ **Legal** method of branding
- ✓ Contributes to the **creation of employment**
- ✓ **Endorsed** by recognised escalator manufacturers
- ✓ Dispatched panels consignments both nationally and globally using recognised, reliable and fast courier services



PICCADILLY STATION MANCHESTER





WOULD YOU LIKE TO FIND MORE?

Please email enquiries@motionicon.co.uk and we will get back to you straight away.

Also visit motionicon.co.uk for further information.