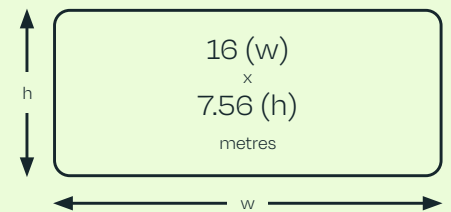




Metrocentre Red Mall

Dimensions



Location

NE11 9YG



Summary

A full motion landscape digital site targeting Newcastle's Metro shopping centre. The Metrocentre is the 2nd biggest retail park in the UK, with an annual footfall of 20 million. It hosts over 300 shops and a 17+ screen Odeon IMAX cinema. Retails include the likes of: Schuh, Apple Store, H&M, River Island, Lego, Pandora, Hugo Boss, EE, Flannels, Halifax, New Look & Virgin Holidays.

The Metrocentre also houses the only Harrods Beauty in the Northeast of the UK with a multitude of beauty & cosmetic brands such as: CHANEL, Charlotte Tilbury, Creed, DIOR, Estée Lauder, Guerlain, La Mer, La Prairie, Maison Francis Kurkdjian & TOM FORD.

Audience

Frame ID
2000251327

Environment
Retail/Leisure

Footfall
20m annually

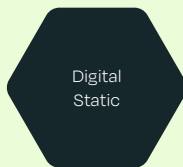
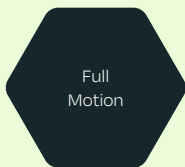
Shops
300+

Full motion
Yes

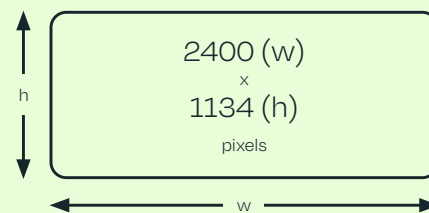
Metrocentre Red Mall

Digital Production Specifications

Applicable Format



Dimensions



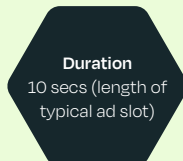
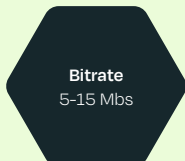
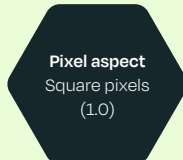
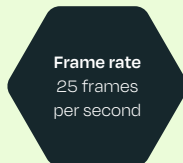
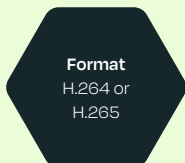
Delivery and Production

Email: campaigns@openmedia.uk.com

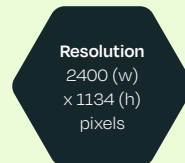
Phone: 0151 372 0217

- Files under 10MB can be emailed directly.
- Files over 10MB should be WeTransferred.

Format for Vid/ Full Motion



Format for Digital static



File Naming

- The two files should begin with client name and end with the abbreviated site name, 'METRO'.
- Use only letters and numbers, no punctuation.