

Beauty, out in the open.

Where every glance meets your brand.

open media 



Introducing The Beauty Essentials Pack

Introducing the Beauty Essentials pack – a curated selection of our premium, large format DOOH Open Connect sites, ideal for beauty brands from high street to luxury beauty.

Create radiant impressions, all day everyday.

With proximity to leading beauty retailers and stockists, our spaces are designed to elevate your brand, providing the last window of influence and a chance to showcase your brand where it matters most.



Our Clients



Capture attention in every reflection.

Strategically placed in some of the UK's most desirable retail destinations and city centre hotspots, our sites deliver incremental reach and connect you to a beauty-orientated audience, ensuring every glance meets your brand. Situated across 5 major cities, this curated pack features 8 sites with standout coverage across the UK:

- **Newcastle** Metrocentre Red
 - **Manchester** Trafford (Portrait or Landscape)
 - **Liverpool** The ONE
 - **London** Wandsworth
 - **Sheffield** The Moor
- **London** Hammersmith King Street
 - **Liverpool** Victoria Street
 - **Newcastle** Haymarket

 - **Belfast** Central (available upon request)

Interested
in Beauty
119%

Interested
in Cosmetics
113%

Interested
in Haircare
112%

Interested
in Skincare
106%

Interested
in Shopping
139%

Interested
in Wellness
110%

Total Impacts
2,771,446
1/6 over 2 weeks

The Beauty Essentials Pack: Iconic Large Format Digital Sites



Newcastle Haymarket



London Hammersmith



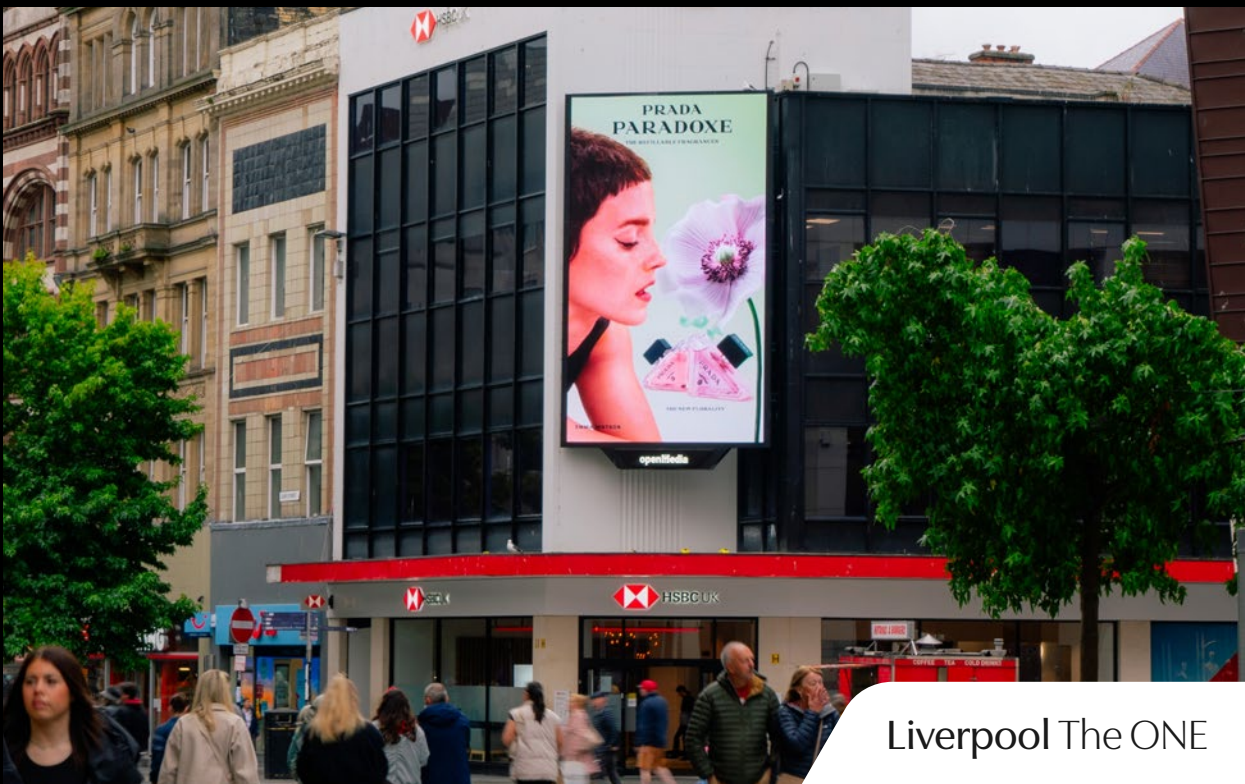
Sheffield The Moor



Newcastle Metrocentre Red



London Wandsworth



Liverpool The ONE



Liverpool Victoria Street



Manchester Trafford Portraits/Landscapes

Newcastle Metrocentre Red

NE11 9YG



Location: The Metrocentre is the second biggest retail park in the country and is home to over 300 stores, including the only Harrods Beauty store in the North.

Footfall: The shopping centre sees a huge annual retail footfall of 14.4m.

Spend: The Metrocentre comes in as second place in the top UK Shopping Centre sales, with an average spend of £170 per visitor.

Beauty Brands within 2km

- L'Occitane
 - Kiko Milano
 - Superdrug
 - DXB Perfumes
 - Savers
 - The Perfume Shop
 - H Beauty by Harrods
 - Boots
 - Sephora
 - Bath & Body Works
 - Rituals
 - The Fragrance Shop
 - Flannels
- (Clarins, MAC Cosmetics, Benefit, Dior, Creed, Tom Ford, Dermalogica, Chanel, Kylie)

Stats



Source: Starcount

Manchester Trafford

(Portrait or Landscape)

M41 7HA



Location:

This enormous shopping mall is home to hundreds of both high street and high end beauty brands.

Footfall:

As the UK's third biggest shopping centre, the Trafford Centre welcomes around 30 million visitors annually, while boasting a 9.3 million catchment population with 10% of the UK's total population living within a 45 min drive of this prime retail destination.

Audience:

The site is a popular location for visiting beauty-addicts.

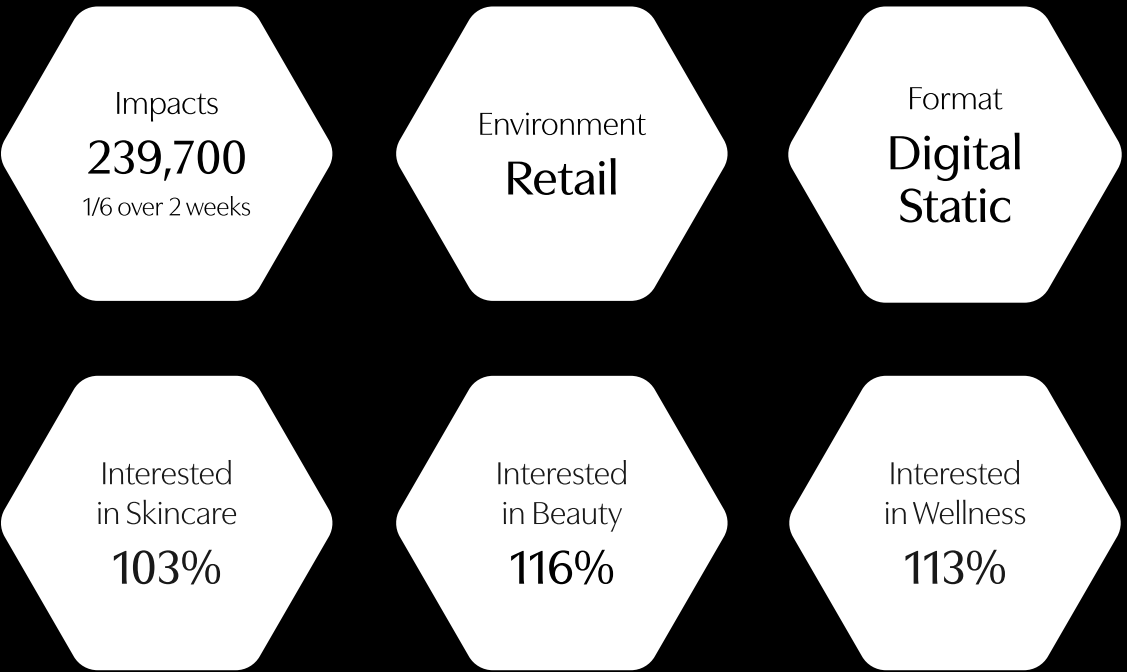
Spend:

The Trafford Centre is in the top 10 of UK Shopping Centre sales, with an average spend of £126 per visitor.

Beauty Brands within 2km

- Sephora
- Selfridges
- John Lewis
- Lush Cosmetics
- Space NK
- Kiko Milano
- Brows
- Boots
- Superdrug
- Bath & Body Works
- Rituals
- Dyson
- Molton Brown
- The White Company
- Candles & Oud
- The Fragrance Shop
- Holland and Barrett
- Sense Aroma
- Pyt (hair)
- Sunnamusk
- The Perfume Shop

Stats



Liverpool The ONE

L2 6PG

Liverpool The ONE

S1 3LR



Location:

The ONE is an unmissable screen situated directly in the heart of Liverpool's busiest shopping district and stands at a busy four-way, pedestrianised intersection.

Footfall:

29 million annually.

Spend:

YOY sales at Liverpool ONE rose by 5.3% with the help of the arrival of beauty brands opening up shop in the city.

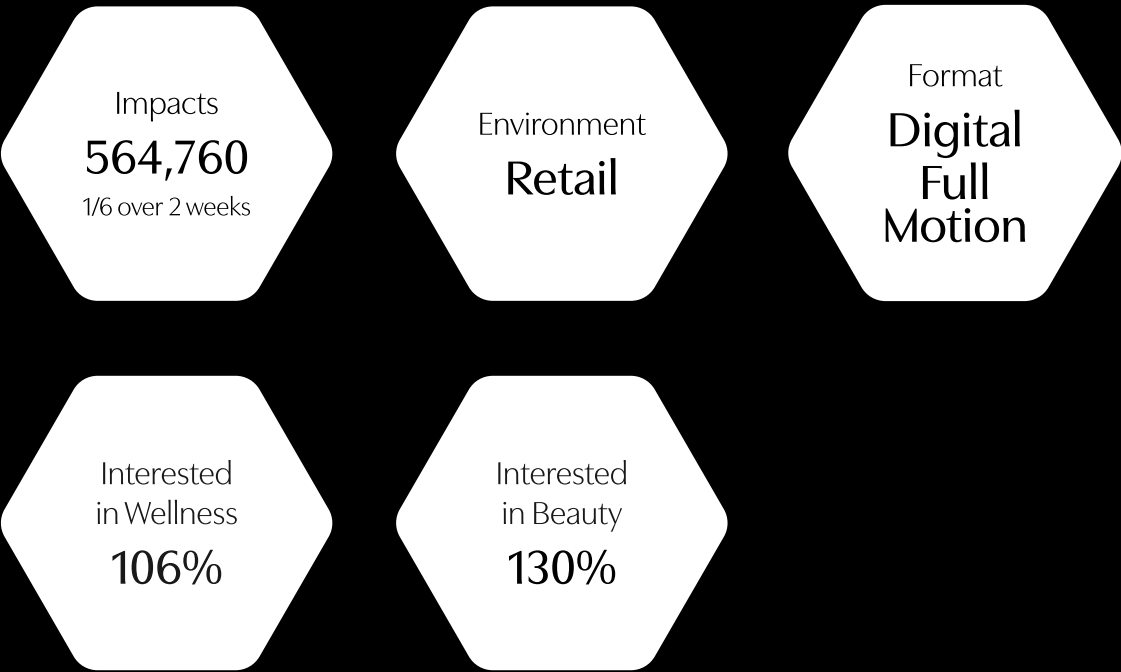
Culture:

The beauty industry is big business in Liverpool, and according to a survey, many women in Liverpool spend an average of £1,000 on beauty treatments every month.

Spend:

Liverpool ONE is in the top 10 of UK Shopping Centre sales, with an average spend of £100 per visitor.

Stats



- Beauty Brands within 2km
- Sephora

• Space NK

(Over 100 of the most in-demand, highly innovative and boundary-pushing beauty brands, including Tatcha, Drunk Elephant, NARS, Rare Beauty, Hourglass, Kosas, Olaplex, Ultra Violet, Sol De Janeiro, and Diptyque).

• Harvey Nichols

• Bodycare

• Boots

• Molton Brown

• Charlotte Tilbury

• Superdrug

• MAC Cosmetics

• Holland and Barrett

• Jo Malone

• John Lewis

• Kiehls

• L'Occitane

• Rituals

• The Body Shop

• The Perfume Shop

• The White Company

• The Fragrance Shop

• Sally

• John Lewis

(Home to many beauty brands including Elemis, Charlotte Tilbury, Dermalogica, Elemis Spa, Benefit)

London Wandsworth

SW18 4TF



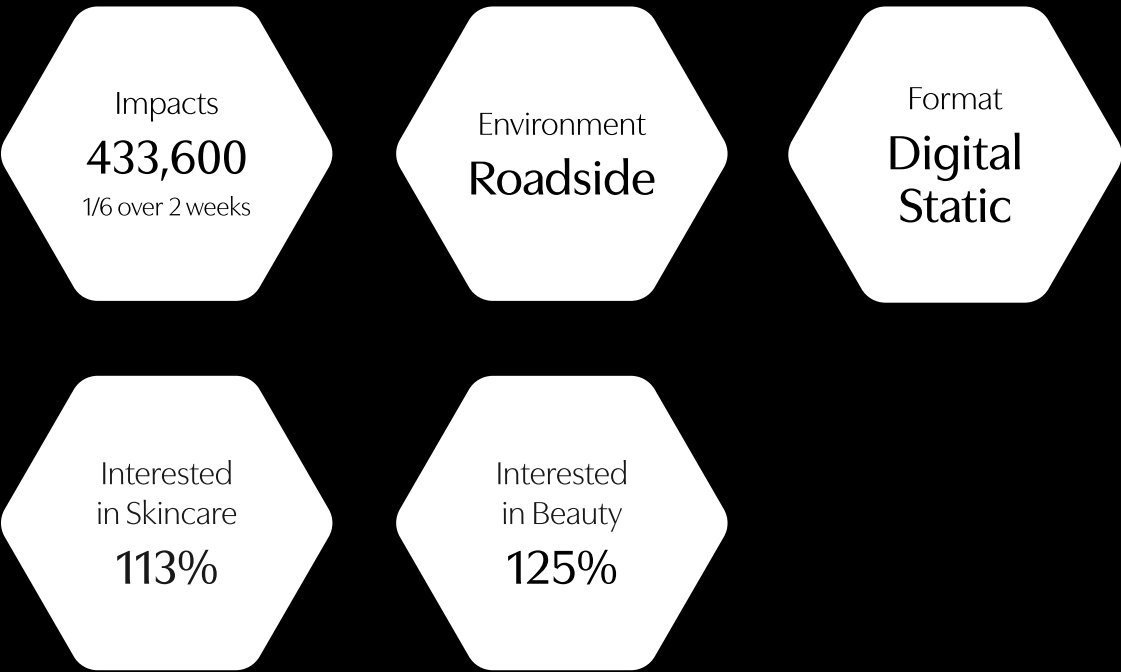
Location: Positioned on the side of Wandsworth's Southside Shopping Centre which is home to a plethora of high street stores, this site dominates the busiest intersection of Wandsworth High Street.

Footfall: Perfectly placed to impact both road users and shoppers, with Southside Shopping Centre welcomes over 8.5 million visitors a year.

Audience: Wandsworth is considered as one of the wealthiest boroughs in the capital, with many young professionals calling the area their home.

- Beauty Brands within 2km
- Boots
 - Holland and Barrett
 - Superdrug
 - The Fragrance Shop

Stats



Sheffield The Moor

S1 3LR

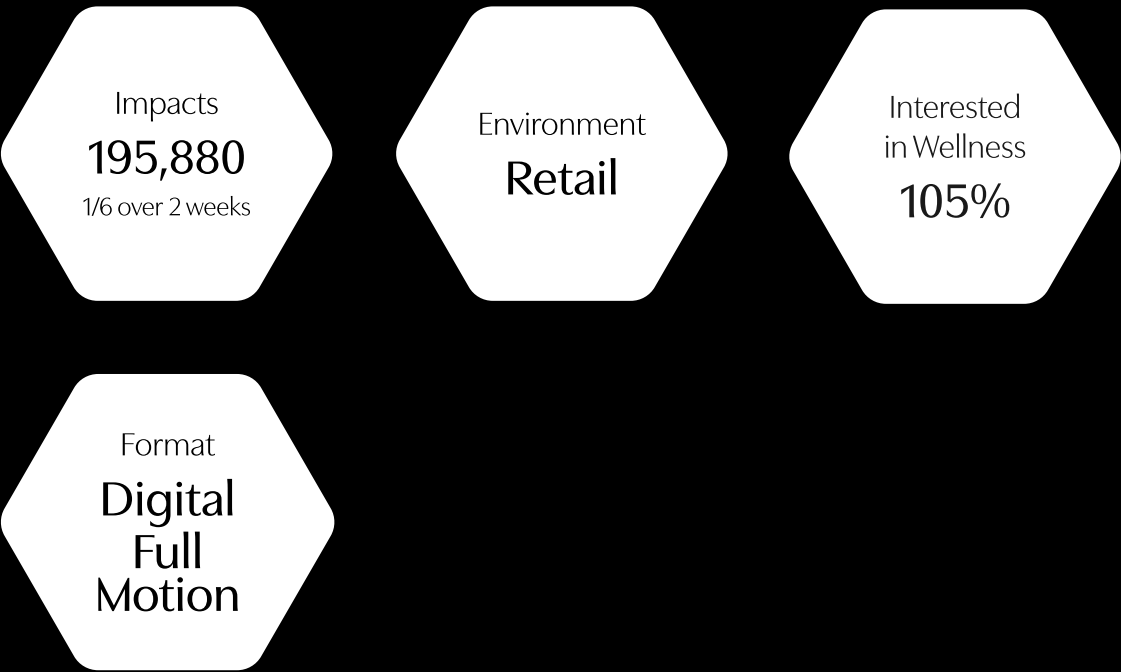


Location: The Moor offers brands an exclusive, city centre advertising opportunity as the only large format digital-out-of-home site in Sheffield city centre and is located at the gateway of the city's main pedestrianised shopping district.

Audience: The Moor plays host to a variety of leading health and beauty retailers.

- Beauty Brands within 2km
- Boots
 - Bodycare
 - Holland and Barrett
 - Body Shop
 - Superdrug

Stats



London Hammersmith King Street

W6 0QB



Location: Our Hammersmith King Street site sits on the Livat Shopping mall, right in the centre of the bustling West London. Livat is home to many key beauty brands and welcomes many beauty-obsessed visitors annually.

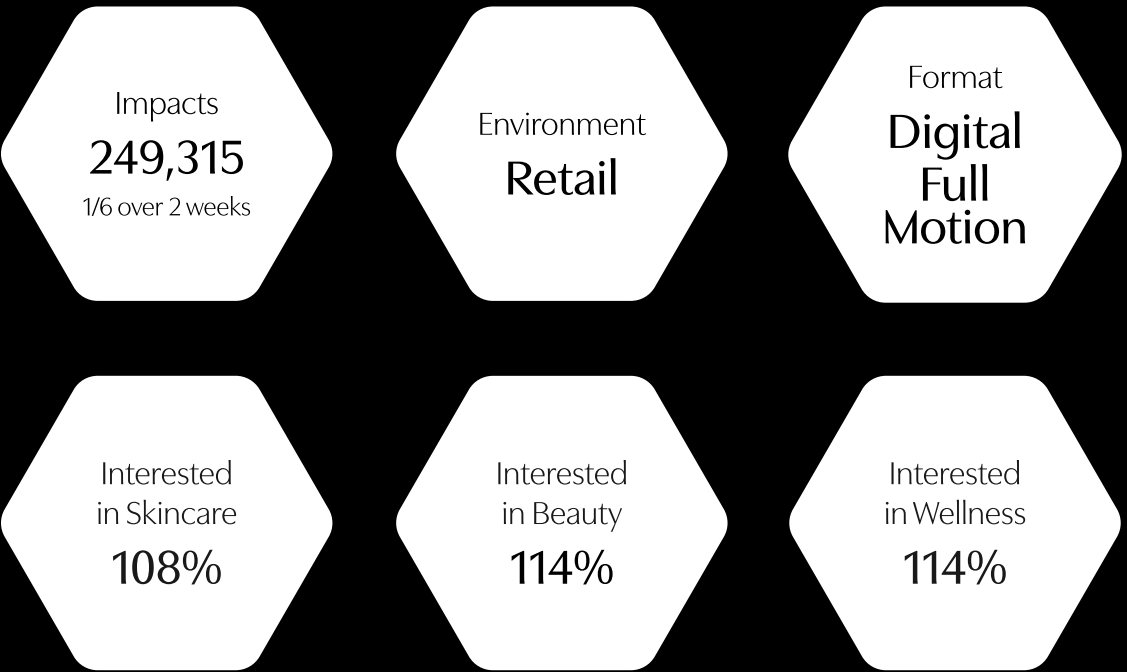
Footfall: Average 2 week traffic count is around 170,000.

Audience: The main age band of the area is 20-39 meaning this location can capture a young audience in the heart of the area.

Beauty Brands within 2km

- Holland and Barrett
- MAC Cosmetics
- Savers
- Maybelline
- Boots
- Superdrug

Stats



Liverpool Victoria Street

L1 6BX



Location: Located on a main arterial route to of the city centre.

Audience: Our Victoria Street site captures the attention of Liverpool's ever-growing demographic, reach key young audiences and shoppers alike.

Culture: The beauty industry is big business in Liverpool, and according to a survey, many women in Liverpool spend an average of £1,000 on beauty treatments every month.

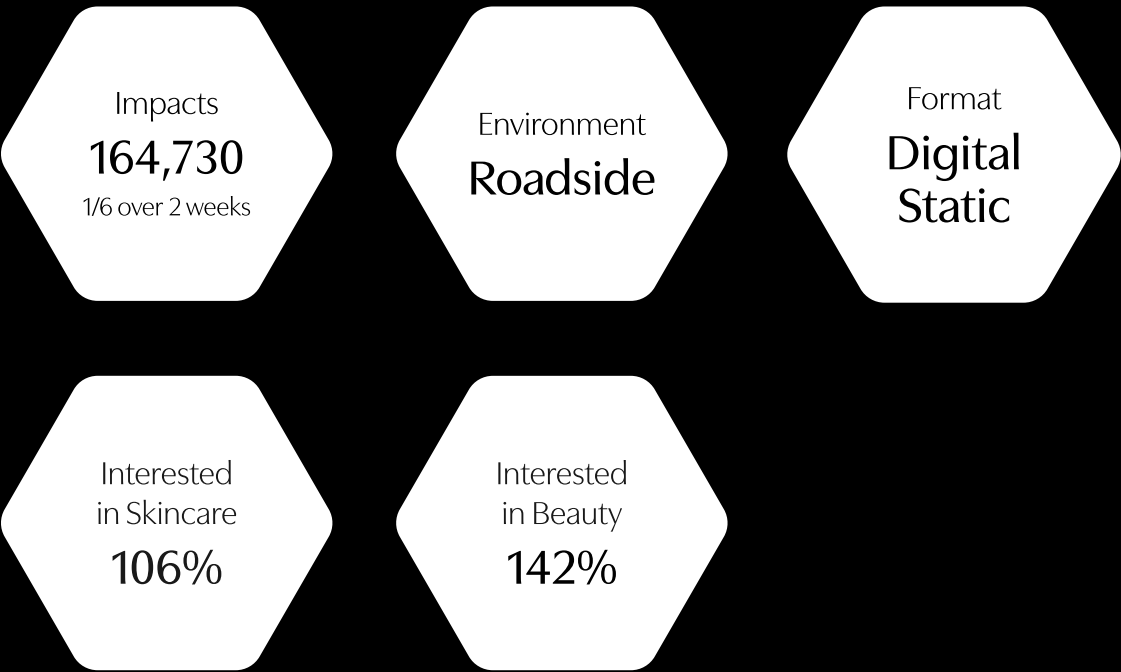
Beauty Brands within 2km

- Sephora
- Space NK

(Over 100 of the most in-demand, highly innovative and boundary-pushing beauty brands, including Tatcha, Drunk Elephant, NARS, Rare Beauty, Hourglass, Kosas, Olaplex, Ultra Violette, Sol De Janeiro, and Diptyque).
- Harvey Nichols
- Bodycare
- Boots
- Molton Brown
- Charlotte Tilbury
- Superdrug
- MAC Cosmetics
- Holland and Barrett
- Jo Malone
- John Lewis
- Kiehls
- L'Occitane
- Rituals
- The Body Shop
- The Perfume Shop
- The White Company
- The Fragrance Shop
- Sally
- John Lewis

(Home to many beauty brands including Elemis, Charlotte Tilbury, Dermalogica, Elemis Spa, Benefit)

Stats



Newcastle Haymarket

NE1 7PF



Location: Sitting atop of the busiest light railway station north of London and connects the North East to major UK cities.

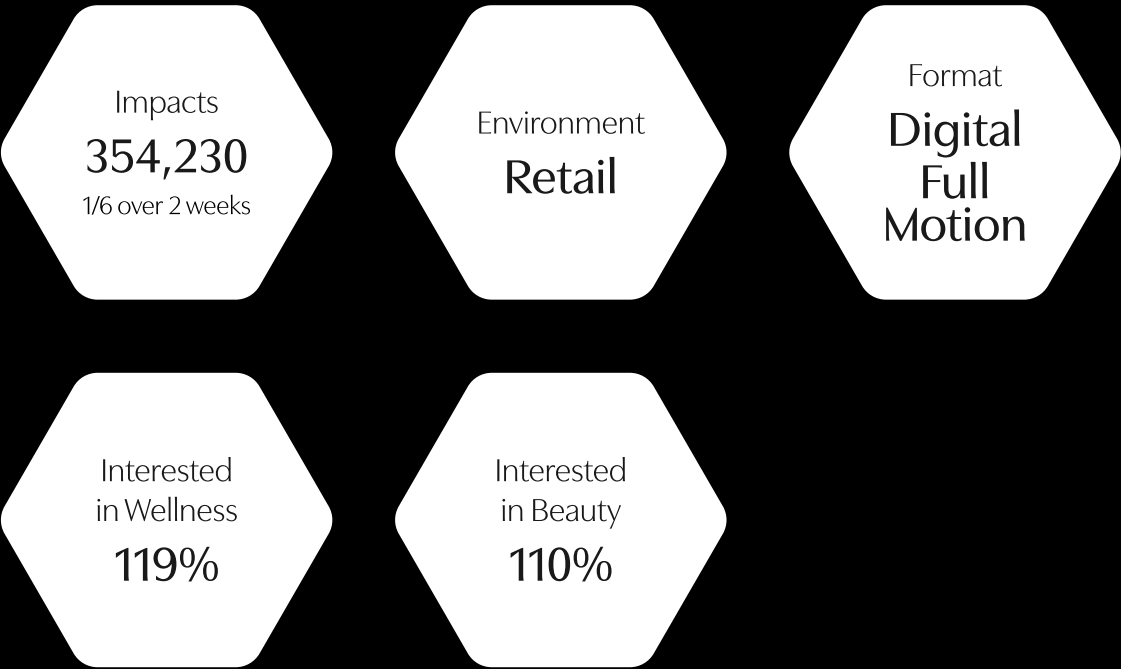
Audience & Footfall: Newcastle Haymarket attracts over 37 million passengers annually and offers beauty brands the opportunity to reach a sizeable and on-the-move audience.

Culture: The residents of Newcastle are known for their proud interest in all things beauty, and the city is home to many top health & beauty brands.

Beauty Brands within 2km

- Boots
- Holland and Barrett
- Avon
- John Lewis
- Kiko Milano
- Lush Cosmetics
- Molton Brown
- Morphe
- Rituals
- Sephora
- The Body Shop
- The Fragrance Shop
- Fenwick

Stats



Belfast Central

(available upon request)

BT1 4GA



Location: Belfast Central is sat right in the heart of the city's Cathedral Quarter located on intersection in the city where seven pedestrianised roads meet. Just a stones-throw away fro Victoria Square Shopping Centre, this prime location is a perfect opportunity to reach retail audiences.

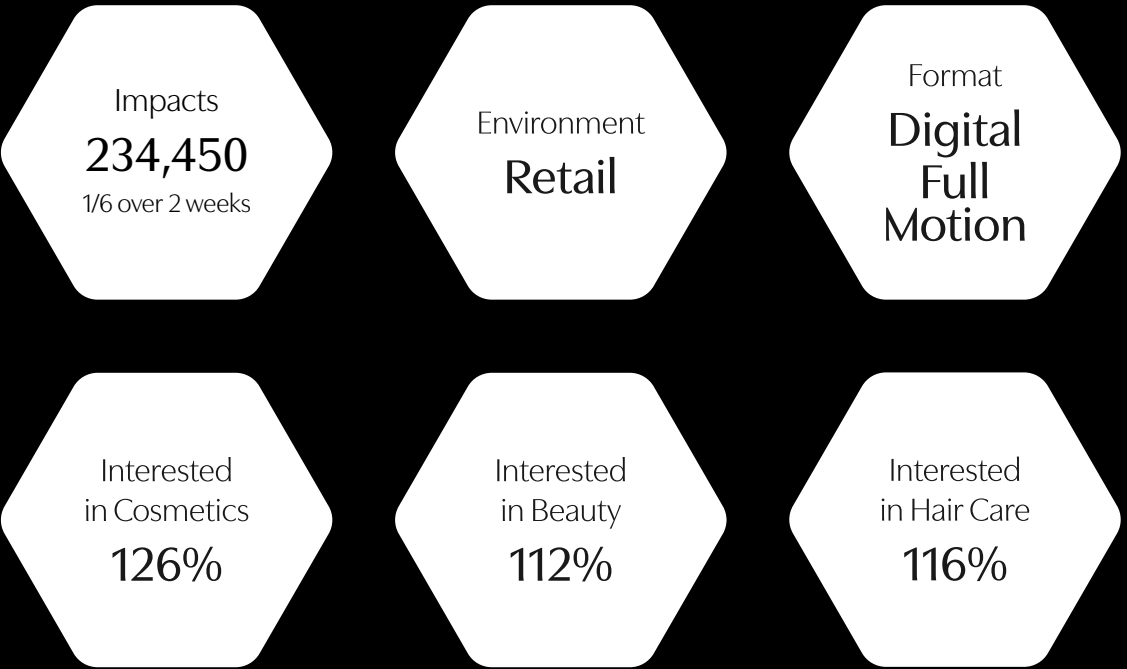
Audience & Footfall: Our Belfast Central site reaches key beauty audiences within the city, with particular interests in cosmetics and haircare. With an impressive footfall figure of 234,250 per two weeks, our Belfast Central site sits in the heart of the city's shopping district, providing brand the opportunity to reach plenty of beauty enthusiasts.

Culture: The city of Belfast boasts a strong beauty scene with a keen interest in makeup, skincare and aesthetics. This is evident with the thriving local beauty scene, the popularity of international brands and residents' interest in beauty brands.

Beauty Brands within 2km

- Boots
- The Body Shop
- Superdrug
- Origins
- Space NK

Stats



Ready to find out more?

Please contact sales@openmedia.uk.com for more information.