



04

# Media & Digital Solutions



## Digital Portrait

Digital portraits are either single or double sided. They are ideal in maximising cut through and impact for advertising campaigns. It commands attention and reaches audiences in premium and high trafficked areas at our centres.

### LOCATIONS

Eastland – VIC  
(2 x single sided)

Grand Central – QLD  
(1 x double sided)

Robina Town Centre – QLD  
(1 x double sided)

Canberra Centre – ACT  
(1 x Double Sided)

Westpoint – NSW  
(1 x Double Sided)

Castle Towers – NSW  
(1 x double sided)  
from August 2019





## Digital Landscape Spectacular

This digital landscape spectacular can broadcast high definition video and full motion messages. It's the perfect way to gain engagement with shoppers.

### LOCATIONS

Eastland – VIC

Grand Central – QLD  
(2 x screens)



### External Digital Landscape

Located in Eastland’s world-class Town Square, this digital landscape screen delivers both engaging content and advertising. It’s ideal for delivering impact in this community gathering spot.

#### LOCATIONS

Eastland - VIC  
 (1 x internal screen of the same size also available at Eastland)



### External Digital Roadside

The external large format digital roadside is located on busy Maroondah Hwy and makes a memorable and impressive visual impact for advertising brands.

#### LOCATIONS

Eastland - VIC



## Digital Landscape Screens

Located in busy and high dwell areas, our digital landscape screens enables advertisers to build stronger engagement with our shoppers.

### LOCATIONS

Castle Towers – NSW

Westpoint – NSW

Eastland – VIC





## Centre Spectacular Banners

Located in triple height voids, centre spectacular banners are the largest format available in centre and have huge impact with visibility from a vast area of the centre.

### LOCATIONS

Castle Towers – NSW



## Supersite Banners

Larger than the standard atrium banner, supersites are located in large spaces and are double sided.

### LOCATIONS

Grand Central – QLD

Robina Town Centre – QLD

Watergardens – VIC

Westpoint – NSW



## Atrium Banners

With a choice of locations, double sided atrium banners allow demographic targeting via precinct placement.

### LOCATIONS

Canberra Centre – ACT

Castle Towers – NSW

Hyperdome – QLD

Robina – QLD

Watergardens – VIC



## Door Decals

Available at the busiest car park and centre entrances, engage with customers the minute they walk through the door.

### LOCATIONS

All Centres



## Floor Decals

From the bottom of escalators to main centre thoroughfares, floor decals let you slip your message right under the feet of your customers.



## Escalator Decals

Visible from inside and out with their very own captive audience, escalator wraps take your message to a whole new level.

### LOCATIONS

- Canberra Centre – ACT
- Castle Towers – NSW
- Grand Central – QLD
- Robina – QLD
- Westpoint – NSW
- Watergardens – VIC



## Lift Decals

Lifts in high visibility locations let you take your message to another level.

### LOCATIONS

- Canberra Centre – ACT
- Castle Towers – NSW
- Hyperdome – QLD
- Robina – QLD
- Westpoint – NSW
- Grand Central – QLD
- Eastland – VIC
- Watergardens – VIC



### Column Wrap Decals

With locations at busy entrances throughout the centre, column wraps are ideal for repetitive or directional messaging over an extended period of time.

#### LOCATIONS

Woodgrove only



### Foodcourt Tabletop Decals

With 100 locations throughout the centre's food precincts, tabletop decals capture the imagination during high dwell time.

#### LOCATIONS

All centres



DIGITAL WAYFINDER 1 —  
CANBERRA CENTRE



DIGITAL WAYFINDER 2 —  
EASTLAND, GRAND CENTRAL, ROBINA

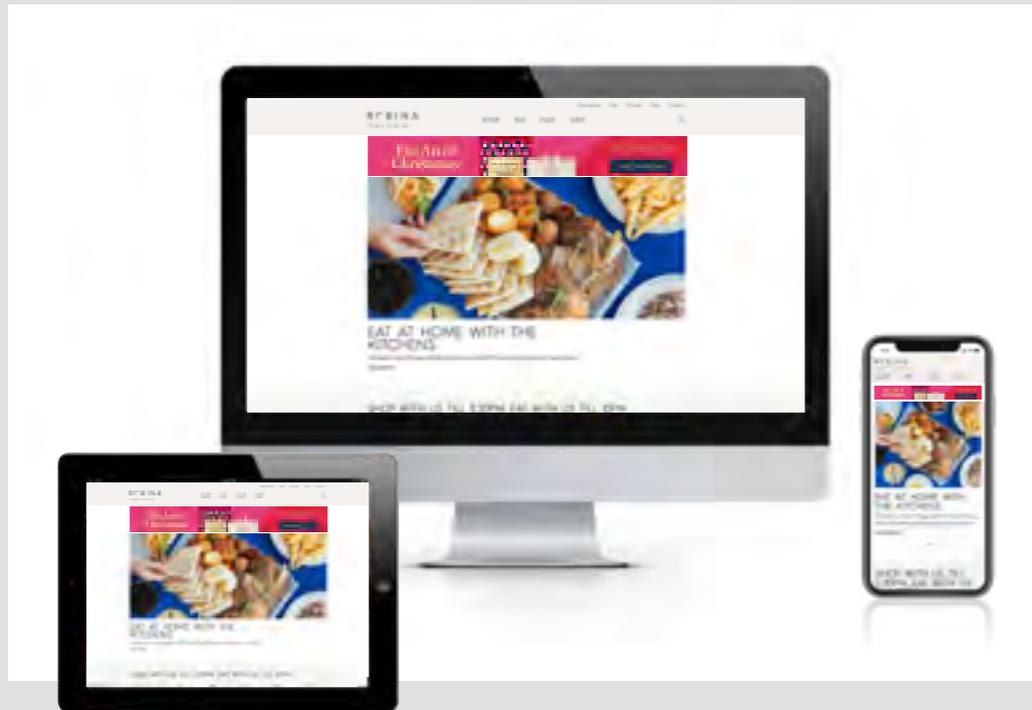


DIGITAL WAYFINDER 3 —  
ALL OTHER CENTRES



## Digital Wayfinders

Interactive touch screens at highly visible locations, used by thousands of shoppers every month.



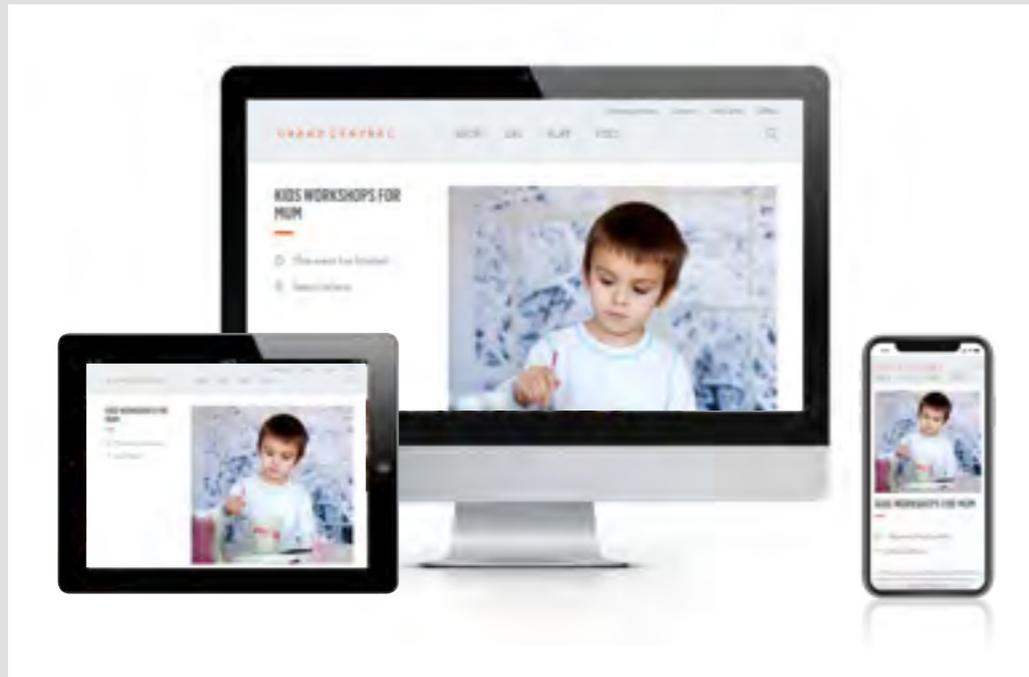
### Exclusive Site Buyouts

For a minimum of one week, an advertiser can exclusively sponsor the website with 100% Share of Voice (SOV) of all ad units (Leaderboard pos1, MREC and Leaderboard pos 2). Sponsorship will run across desktop, tablet and mobile.



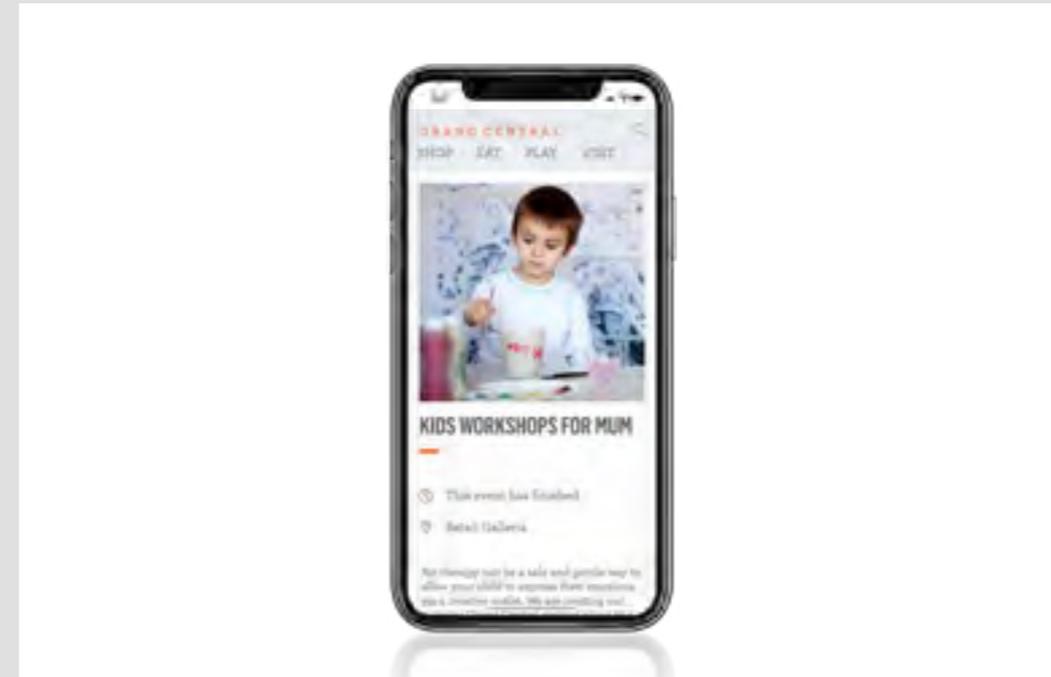
### Branded Content Piece

Our writers can create articles around the client's brand and campaign themes. Includes surrounding ads for a month, links to e-commerce sites and promotion on homepage carousel and social. Content lives on the site permanently.



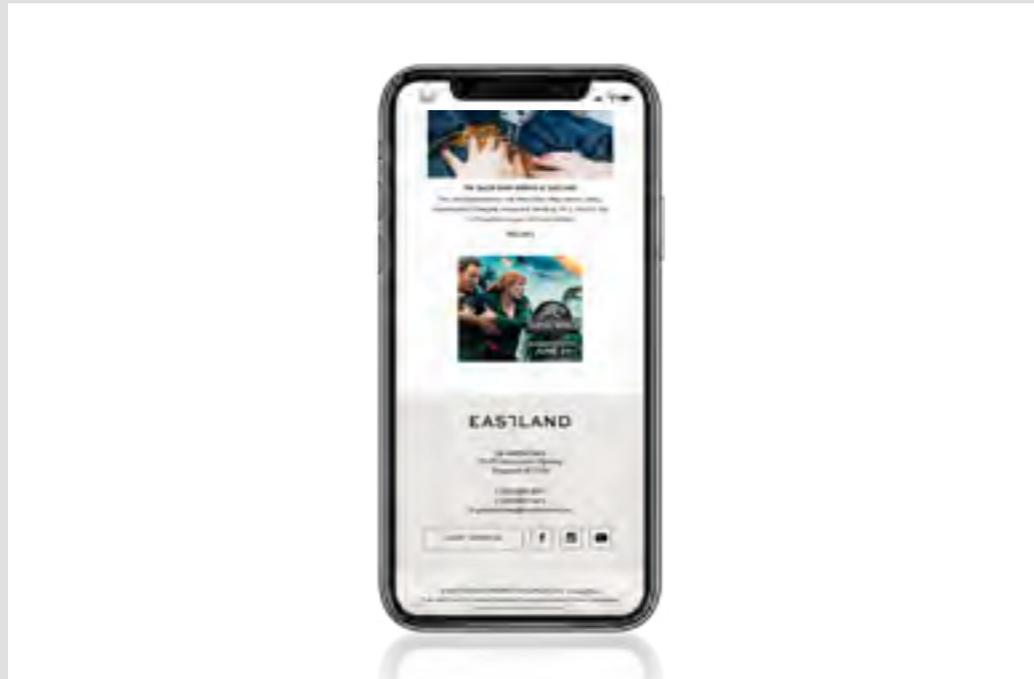
## Featured Event

News and Events are profiled on Home pages, Events Pages and also as Side Panel Teasers across desktop and mobile sites and in-app. Users can RSVP to events, add them to their favourites and share them with friends, in order to secure their place and receive automatic reminders.



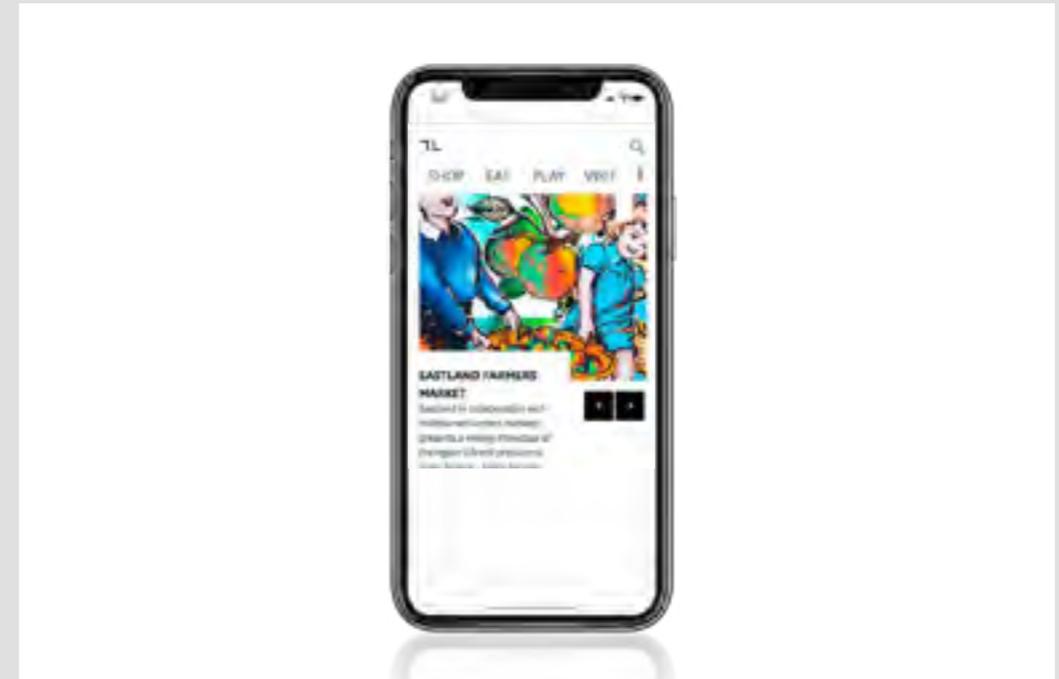
## Featured Offer

Offers are featured on the Homepages, Directory Searches, Retailer Pages and Offers Page. Visitors can favourite offers to their profiles, and share them with friends.



### EDM MREC

One MREC is included in each monthly E-newsletter to centre VIP members, with click through to the advertiser's website.



### EDM Featured Story

Offers are featured on the Homepages, Directory Searches, Retailer Pages and Offers Page. Visitors can favourite offers to their profiles, and share them with friends.



## WIFI Splash Screens

Exclusive monthly buyout of centre wifi splash screens, with click through to advertiser's website



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