

MEDIA KIT

KAPⁿW
network

2020



kapownetwork.com

Call: +44 (0) 20 8764 6042

DIGITAL ADVERTISING IN STREATHAM

I'd definitely recommend a digital marketing campaign with Kapow.

Harriet Alcindor - Benchmark Gymnastics

NURSERY CLASSES



VENUES IN...
STREATHAM



PEACEFULHOOIGAN.CO.UK
AUTUMN WINTER 2018

Also featuring



CLARKS
ORIGINALS®



ValeVets.com

**Pet Health
Care Plans**

**VALE
VETERINARY
CLINIC**

They help keep me
looking healthy
and handsome!

**CALL OUR
FRIENDLY TEAM
TODAY**



**020 8679 6969
130 Streatham Vale**

STREATHAM DEMOGRAPHICS

POPULATION
62,865
AND INCREASING

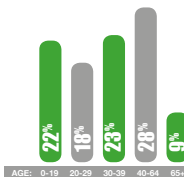
4

Wards

1. Streatham Hill
2. St Leonard's
3. Streatham Wells
4. Streatham South



AVERAGE POPULATION DENSITY:
9,000 people per sq.km
(England = 366 people per sq. km)



NVQ4 Education and above

SOCIAL GRADES

	STREATHAM	England
AB	32%	23%
C1	33%	31%
C2	13%	21%
DE	22%	25%

THE AUDIENCE



Kapow Network

Kapow Network takes a fresh approach to digital posters on the high street.

Our screens are located inside independent retailers. Each site has been chosen for their quality, footfall numbers, demographics and the fact that their customers spend at least thirty minutes in the premises (we call this 'dwell time'). Think leisure centres, coffee shops, bars, restaurants, estate agents, beauty spas, and hair salons.

The screens display local community news, events, music, weather, places of interest, and business information. Generating more sales for retailers and advertisers and giving them access to big brand marketing reach for the price of a local press ad.

Our content is creative agency standard, because our staff have London advertising agency experience.

Customers love watching our screens because the local community content is relevant to them. They remain engaged (unlike a typical 'advertising screen' you might see in a railway station or on the high street).

Great news for advertisers.

THE BENEFITS



OVER
20 SCREENS
LIKE THIS

Main advertiser benefits

- Use rich media (video & animation)
- 10x greater audience attention than printed posters
- 100% measurable and capped
- Increased brand awareness
- Increased ROI
- Targeted and smart
- Broad audience demographic
- Easily updated at little cost

How long should I run my ad for?

We recommend a minimum of twelve weeks for your advertising campaign.

Why?

Advertising works best with repetition - consumers need to see an advert repeatedly before they act on it. Consider how many times your target audience will be exposed to your ad.

Deploying advertising with long, sustainable lifecycles will provide long-term campaign success and a much better return on your investment.



**Clients definitely take notice of the offers.
They are promoting more interactions and sales!**

Nasrrin Sardar - Business Owner, Streatham

DIGITAL POSTERS VS PRINT, ON-AIR, ONLINE



Newspapers

- Poor print quality
- Unfocused demographic
- Hard to target
- Impossible to update after printing
- Declining readership



Magazines

- Expensive
- Less flexible
- Impossible to update after printing
- Unmeasurable impressions
- 21% recall rates
(Digital Posters = 52%)



Billboards

- Very expensive
- Less flexible
- Impossible to update once posted
- Unmeasurable impressions
- 30% recall rates



Online banners

- Often blocked by user software
- Ad blindness: only 3% interaction rates
- Unfocused demographic
- Screen time can be under a second



Social media

- Broad unfocused audience
- Ads are a distraction online
- Audience not in shopping frame of mind



Radio

- No focus on specific demographic
- No visuals
- Only 27% recall rates compared to 52% for Digital Posters

FLEXIBILITY WITH CONTROL

1080 x 1920 HD IMAGES

High Definition screens make your images sharp, typography crisp, and unlike print advertising your ad is backlit.

TEST MESSAGES - CONTROL YOUR AD TIMES & DATES

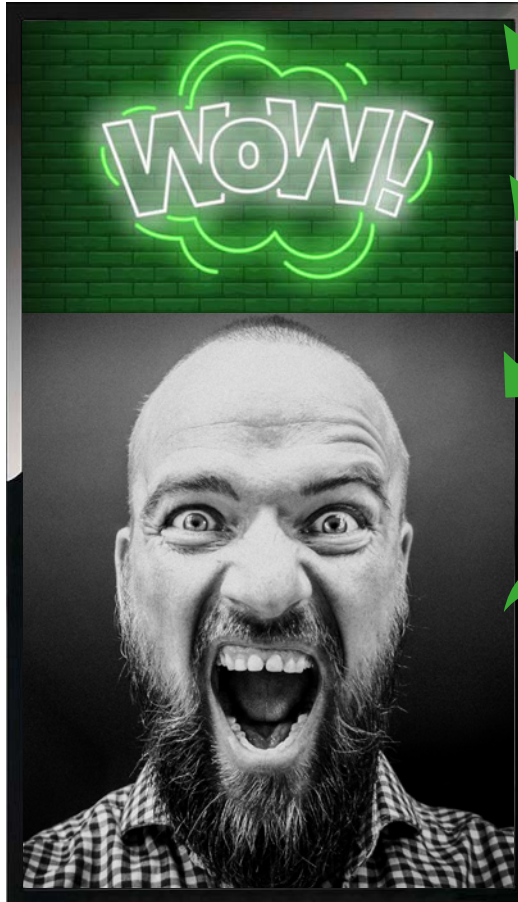
Test the effectiveness of one message over another. Update content; times, dates, prices etc.

QR CODES

Take customers direct to your web page or social site with QR codes to increase likes and followers. Using the camera on a smartphone will simply redirect customers from your poster.

TRY IT!

Simply open the camera on your phone, point it at the code below and follow the link.



ANIMATE LOGOS & TYPOGRAPHY

Animate your poster and catch your customers eye, highlighting your brand or offer.

YOUR OWN 15s VIDEO

Our team will explain how simple it really can be to run your own video poster. Ads are 1080 x 1920 pixels HD video and can include video areas such as product shots.

TIME-RELATED CONTENT

You choose when to start and end different offers and campaigns. For example, you can run one poster during the week to highlight weekend offers, and a second one at the weekend for weekday info.

AND MORE...

The flexibility of digital posters over print means you're in control and can get creative with your ideas.

THE DIGITAL SCREEN NETWORK

Streatham

 **A** Batch & Co

 **B** All About Hair

 **C** Remedie Rooms

 **D** The Five Bells (x2)

 **E** Tribe V

 **F** Orient Express

 **G** Fix

 **H** Caffe Vape

 **I** Holmes

KEY

-  Kapow Network screen locations
-  Cafes
-  Restaurants
-  Ice & Leisure Centre
-  Hair & Beauty
-  Bars
-  Estate Agents
-  Tech Repairs


 **J** Trio Pizzeria

 **K** La Casita

 **L** The Leigham Well

 **M** Charles Carter Hair

 **N** The Earl Ferrers

 **O** Streatham Ice Rink

 **P** The Terrace Streatham Leisure Centre (x2)

 **Q** Funky Medusa

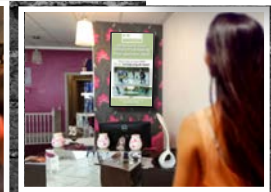
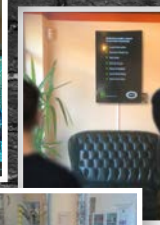
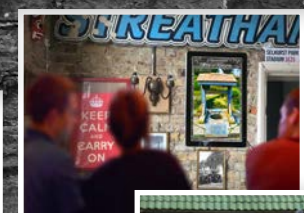
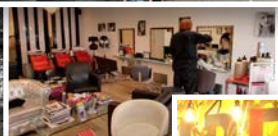
 **R** Perpericon

 **S** Little Jannah

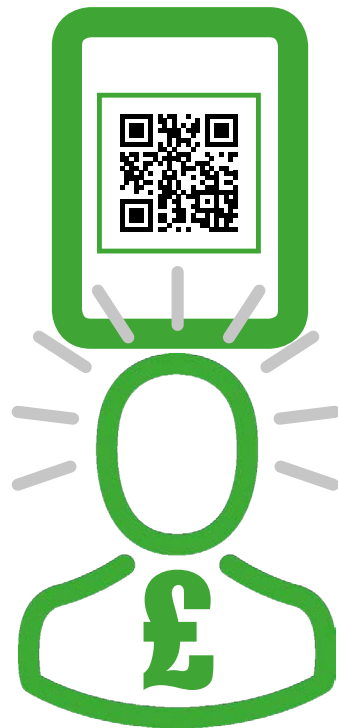
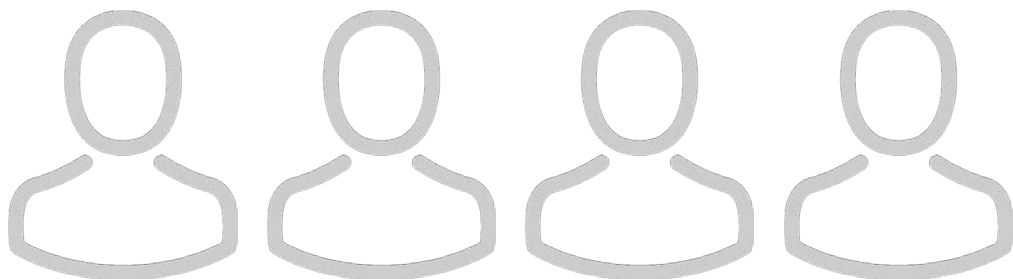


THE SITES

Customers spend a minimum of 30 minutes per visit.
Average footfall across the sites is over 110,000 per month.



Almost **1 in 5** of those who viewed
a Digital Poster ad say they made an
unplanned purchase
after seeing an item featured on screen



AD SPECS

SPECIFICATIONS

Digital Poster options:

- Static
- Animated typography
- Video

Our design team can create your poster for you, or you can supply files yourself using the specifications below. We can advise on good practice for digital poster design too, just ask.

Static ad (portrait)

1080 pixels (w) x 1920 pixels (h)

Static ad: 1080 x 1920 pixels

Resolution: 72 dpi

File types: JPEG, PDF, PNG

Max file size: 2 Mb

Film files: .mov .mp4

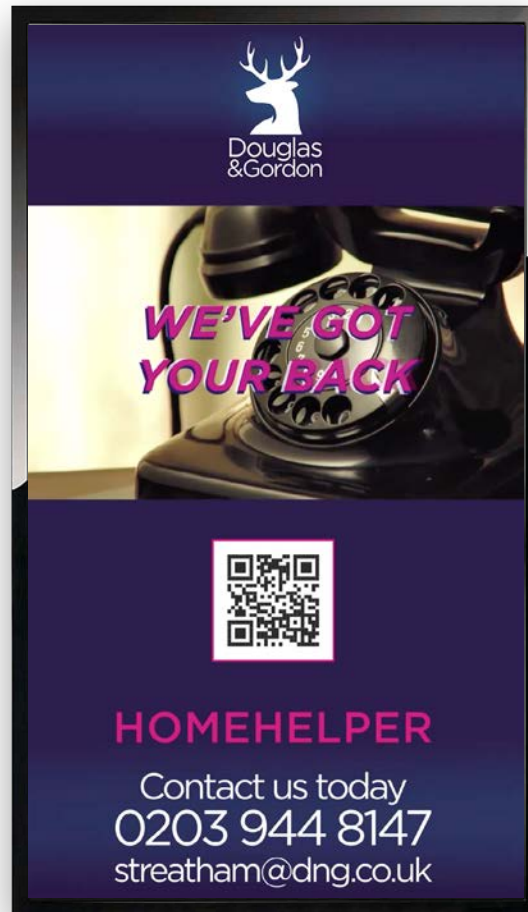
Other: Powerpoint, Keynote

Duration: 15 seconds

Sound: None

Max file size: 15 Mb

Posters can also include live RSS feeds or a web page frames. Email or give us a call to find out more.



A GENERAL GUIDE

To be effective your poster needs to be readable at both close and long distances. So short headlines, minimal copy and large imagery work well. Customers can then digest your message quickly.

For your campaign to be effective, it should run for a minimum of twelve weeks, but generally advertisers find twenty four weeks or more will generate solid awareness and deliver measurable responses.

AD DELIVERY OPTIONS

Send files via email, WeTransfer, Dropbox or Google Drive. You are responsible for scanning files for viruses before delivery. We always advise clients to keep a master copy.

DELIVERY DEADLINES

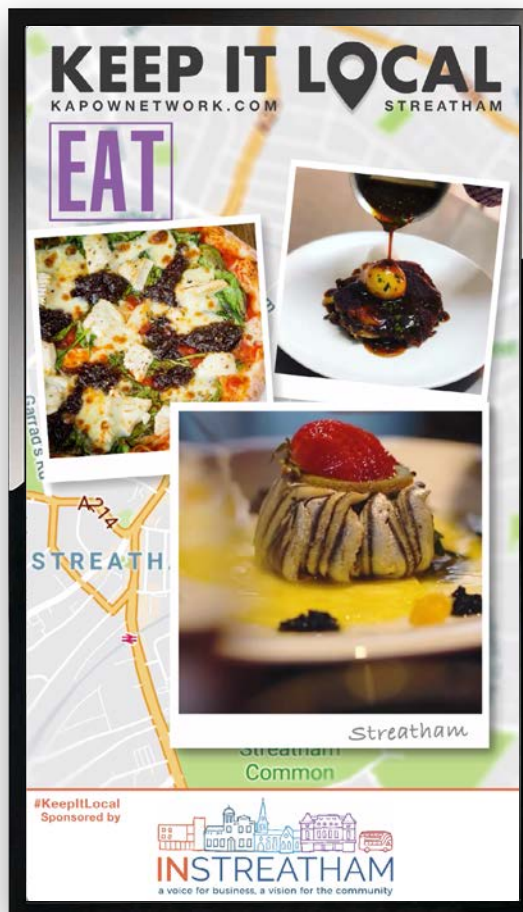
Artwork files should ideally be delivered one week prior to the campaign launch date, and are subject to approval by the Kapow Network editorial team.

SPONSORSHIP SPECS

By becoming a Kapow Network sponsor, your business or brand can take ownership of the content programme. You receive a minimum of 25,000 impressions per month and a sponsors advertising banner on one of our local / informative series of pages. That's over ten times the exposure of our basic advertising package. Our What's On and Gig Guides, for example, are just some of the content available for sponsorship.

- Over 25,000 impressions across the network every month
- 10% screen coverage
- 1080 x 192 pixel advertising banner - static or animated
- Associate your business with local events and talent
- Social media interactions during the campaign on Twitter and Facebook pages

1080 pixels (w) x 192 pixels (h)
Horizontal, animated or static
Max file size: 2Mb



12 second animated ad:

1080 pixels (w) x 192 pixels (h)
Horizontal
Film file type: .mov .mp4
Time: 12 seconds
Max file size: 2Mb
Sound: None

12 second static ad:

1080 pixels (w) x 192 pixels (h)
File Types: .jpg .pdf .png
File Size: Max 1Mb
Resolution: 72 dpi

NOTES

Ads run from Monday to Sunday.

CHOOSE WHICH
CONTENT
TO SPONSOR

JOB BOARD SPECS

SUBMIT RECRUITMENT AD COPY HERE

BETTER JOBS

Post your Job Board information here

Please remember it is important to keep your ad copy short and succinct. This will ensure your ad will get read by your audience.

Choose when the ad needs to end:

☐ Remove on specified date (if applicable)

☐ Remove when position filled

Job Title (45 characters)

Company Name (25 characters)

Salary (55 characters)

Contact Phone Number (20 characters)

Contact Email (28 characters)

Person to Contact (25 characters)

Job Description (300 characters)

Upload Logo (200x200 pixels .jpg) +

Upload supported file sizes (10MB)

Your contact details WILL NOT appear on the ad, they are for confirmation only

Your First Name Your Last Name

Your Email Your Contact Phone

SUBMIT

Thank you for submitting your job board post.

KAPOW network

SUBMITTING JOB ADS

Create an account, then submit jobs via our online portal. Templates are populated with your copy and logo the following day.

Logo format: square (max 1Mb)
Format: .jpeg / .png / .pdf

KAPOW network **STREATHAM**
LOCAL INFO NETWORK

LOCAL JOBS

Trainee Barista vacancy

Jamie Coffee
Competitive salary

Located in the centre of Streatham, five mins from Streatham station. Jamie Coffee are recruiting a full-time Barista

The successful candidate will be friendly, enthusiastic & motivated with a passion for customer service, quality coffee & food. Full training provided.

Sat, Sun & eve off, meal on duty and a chance to progress further.

Contact Jamie;
0208 123 4567
Jamie@jamiecoffee.com

BETTER JOBS

We ran a recruitment ad on Kapow and hired Cristina three days later!

Andrea Mackay
Local Business Manager

Digital Posters are memorable



Source: digitalsignagetoday.com

GET CREATIVE

There are many flexible options available to advertisers - our team can help you choose the most cost effective.

TIMED ADVERTISING

The beauty of digital is that advertising can be scheduled to run at specific times, unlike print. So, for example, an end of the week offer can be timed to run only on the days leading up to it.

REFRESH

To keep a campaign fresh, ads can be switched to avoid repetitiveness. Messages and offers can be tested, and the more successful ads aired more often.

LIVE DATA FEEDS

Live RSS feeds or web pages can be incorporated into your ad designs. So, copy that needs to be regularly refreshed can be part of your design - something that just isn't possible in print.

EASILY AMEND AD CONTENT

It's simple to amend ads and get them live with very little time delay. So if a date, time or image needs to be updated, no problem.

SPONSORSHIP OPTIONS

We offer sponsorship options on some of the local content displayed on a Kapow Network. This offers a substantial brand presence throughout Streatham. In some instances we can tailor content for sponsorship, just tell us your ideas.

BRANDED VIDEO SEQUENCES

Want your logo on footage of a coffee cup, side of a lorry or even an aeroplane? You name it and we can create it for you for less cost than you think.

AND MUCH MORE

Whatever you can dream up, we can bring it to life. Just speak to our sales team.



The advertisement is for 'wellbeing95 YOGA STUDIO'. At the top, there is a logo of a stylized figure in a yoga pose inside a circle, followed by the text 'wellbeing95' in a large, purple, sans-serif font, and 'YOGA STUDIO' in a smaller, purple, sans-serif font below it. Below the logo and text is a photograph of two people practicing aerial yoga, suspended from the ceiling by purple fabric hammocks. The background of the photo is dark with some stage lighting. Below the photo, the text 'Only Aerial Yoga Classes in South London' is written in white on a purple background. The main offer is '14 days unlimited classes for just £25', with '14 days' and '£25' in a large, bold, purple font, and 'unlimited classes for just' in a smaller, purple font. Below this, it says 'full timetable at' in a small, black font, followed by 'wellbeing95.com' in a large, bold, purple font. At the bottom, there is a green cross logo with a white caduceus inside, followed by the text 'STREATHAM PHARMACY' in a bold, black font. Below the pharmacy name is the email address 'info@streathampharmacy.co.uk' in a small, black font. To the right of the pharmacy name is the NHS logo, which consists of the letters 'NHS' in a blue, sans-serif font. Below the NHS logo is the text 'Providing NHS services' in a small, black font. The entire advertisement is framed by a thin black border.

wellbeing95
YOGA STUDIO

Only Aerial Yoga Classes in South London

14 days
unlimited classes
for just £25

full timetable at
wellbeing95.com

Find us downstairs at
95 Streatham Hill SW2 4UD

 STREATHAM PHARMACY
info@streathampharmacy.co.uk

NHS
Providing NHS services

ADDITIONAL CREATIVE SERVICES

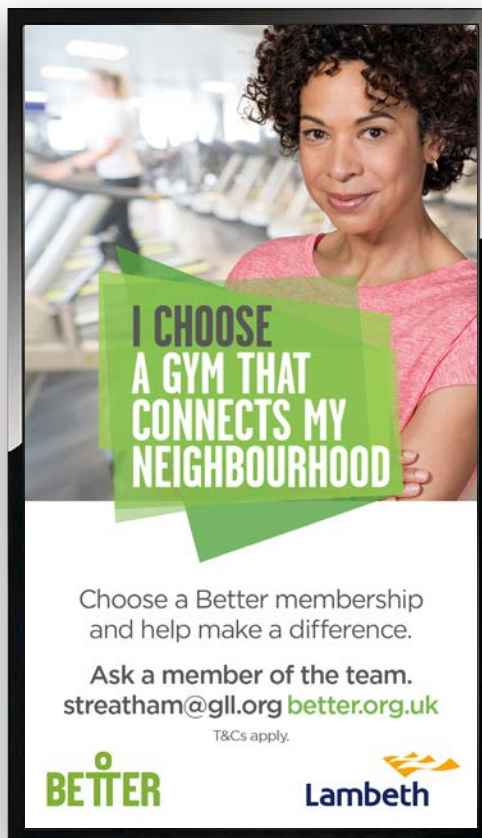


THE BATHROOM SHOWROOM

your perfect
Bathroom

Quality Guaranteed

The Bathroom Showroom
524-528 Streatham High Road
Norbury, SW16 3QF
T: 020 3280 3780
W: bathroomrooms.com



**I CHOOSE
A GYM THAT
CONNECTS MY
NEIGHBOURHOOD**

Choose a Better membership
and help make a difference.

Ask a member of the team.
streatham@gll.org better.org.uk
T&Cs apply.

BETTER **Lambeth**

PRICE GUIDE

Share your ideas, no matter how crazy, and we will help you create your unique digital ad campaign.

£125

15 second static ad design**

£175

15 second animated typography and imagery**

£175

15 second animated typography and imagery created from supplied elements**

£250

15 second ad with sourced or supplied video content***

£250

15 second ad with animated typography & web/RSS feed

In a hurry? In some instances it's possible to produce and launch ads within a couple of weeks!

Our studio also create print, POS and digital creative work - if you need something, tell us your budget or simply ask for a quote.

***Booked ads INCLUDE artwork ✓*

****For supplied video files, please refer to p9 'AD SPECS' section of this Media Pack*

Prices subject to 20% VAT

SOUTH LONDON

ADVERTISING RATES

Starting from as little as £212.50 per month, our advertising rates have been scaled so that businesses of all sizes can take advantage of the power of digital posters.

If you need a hand with design, copy, messaging ideas, or simply a little advice on best practice, no problem. Our creative studio will help bring your poster campaign to life.

AD RATES FOR STREATHAM

22 Kapow Network HD screens
110,000+ per month footfall
30+ minutes customer dwell time

Number of plays per month	AIRTIME Hours per month	3 months /per month	6 months /per month	12 months /per month	Artwork Included
2,500	10.5 hrs	£300 <i>per month</i>	£250 <i>per month</i>	£212.50 <i>per month</i>	✓
5,000	21 hrs	£450 <i>per month</i>	£385 <i>per month</i>	£332.50 <i>per month</i>	✓
10,000	42 hrs	£600 <i>per month</i>	£540 <i>per month</i>	£480 <i>per month</i>	✓✓ (animated)
20,000	84 hrs	£1000 <i>per month</i>	£900 <i>per month</i>	£800 <i>per month</i>	✓✓ (animated)

SPONSORSHIP

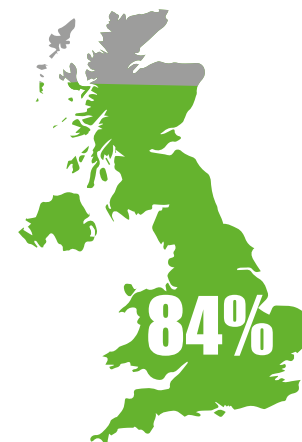
25,000+	105+ hrs	POA <i>Low cost - prices dependant on design & length of booking</i>	✓
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JOBS BOARD

25,000+	105+ hrs	POA <i>Low cost - prices dependant on design & length of booking</i>	✓ (template)
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*Minimum 12 weeks. Prices subject to 20% VAT. Artwork supplied requires proofing to Kapow Network specifications. Additional artwork or amends may be charged at an agreed cost. Rates for 2020.



84% of UK retailers believe Digital Posters create significant brand awareness

**YOUR AD ON
EVERY
SCREEN**

GET IN TOUCH TODAY

Find out more about the
advantages
of digital screen advertising at
kapownetwork.com
or contact Chris directly.

Chris Rushton:
chris.r@kapownetwork.com
m: 074 1911 8109
t: 020 8764 6042



**WATCH OUR
VIDEO AT
[kapownetwork.com/
SW16showreel](http://kapownetwork.com/SW16showreel)**

kapownetwork.com