

ROCK BOX

MAKE SOME NOISE

Media Pack

2021/2022

Out of Home Advertising
For Gen Z and Millennials





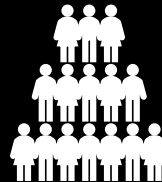
OVERVIEW



We are a leading Out-of-Home media owner, with a network of digital and paper advertising sites in prime student locations, student pubs and music venues.

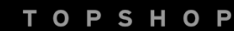
We reach over 2 million students, half a million gig-goers, and over 30 million impacts nationally every fortnight.

Our site owners are not landlords, they are our partners. We are dedicated to supporting our networks, and put 50% of our profits back in to live music venues and University students' unions, while sponsoring live music through our UPP unsigned music project and the Music Venue Trust.





OUR CLIENTS



INSIGHT

UK university **Students** have
a combined **spending power**
of **£23 Billion** annually

(Youthsight)

Having **OOH** as part of the media
plan **boosted the performance** of
other channels, including search
by a **massive 54%**

(Institute of Practitioners in Advertising)





ENVIRONMENTS



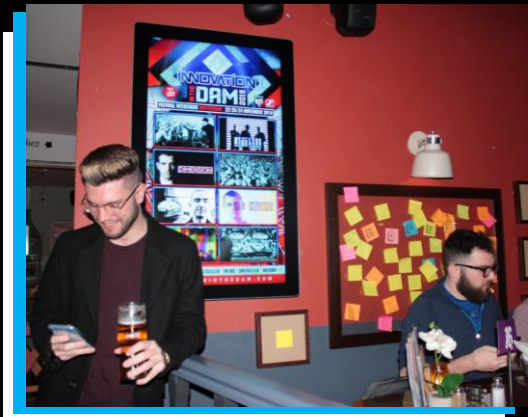
Universities



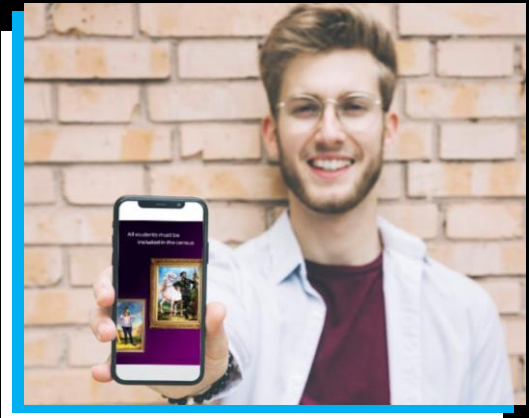
Music Venues



Student Pubs



Mobile



RockBox combines unique Out of Home environments to reach 18 to 24 audiences,
in unique locations, where they spend their time.





FORMATS

Digital Portrait



- Top of the range screens
 - Dominate Campus
 - Constant Impacts
- High Footfall Locations
- Unique on-campus reach
- 1 in 6 SOV (10 second slot)



Digital Landscape



- Top of the range screens
 - Dominate Campus
 - Constant Impacts
- High Footfall Locations
- Unique on-campus reach
- 1 in 6 SOV (10 second slot)

6 Sheet Poster



- Sustainable Printing
 - Constant Impacts
- High Footfall Locations
- Unique on-campus reach
- High Footfall Music Venues
 - 100% SOV (Printed)





UNIVERSITIES

200 Paper 6-Sheets in 34 Universities

207 Portrait Digital Screens in 42 Universities

428 Landscape Digital Screens in 63 Universities

- National network of university Students' Unions
- Red Brick/Russell Group
- Making purchasing decisions for the first time in their lives

Our sites are located in prime locations with high footfall where dwell times are high, we scout locations where students hang out and will visit time and time again.

🎵 MUSIC VENUES

212 Paper 6-Sheets

44 Portrait Digital Screens

50 Iconic Music Venues including:

O2 Birmingham Academy, O2 Institute Birmingham,
O2 Bournemouth Academy, O2 Bristol Academy,
O2 Glasgow Academy, O2 Leeds Academy,
O2 Leicester Academy, O2 Liverpool Academy,
O2 Brixton Academy, IndigO2, O2 Islington Academy,
O2 Empire Shepherd's Bush, O2 Forum,
O2 Manchester Apollo, O2 Ritz, O2 Victoria Warehouse
O2 Newcastle Academy, O2 Oxford Academy
O2 Sheffield Academy. O2 Guildhall

... And a host of independent venues!

Gallery 

Aberdeen, Bath,
Birmingham,
Bournemouth, Bristol,
Canterbury, Cardiff,
Colchester, Dundee,
Durham, Edinburgh,
Epsom, Exeter, Glasgow,
Huddersfield, Leamington
Spa, Lincoln,
Loughborough, Kingston
Upon Hull, Oxford,
Plymouth, Preston,
Sheffield, Southampton,
Southend on Sea, York.



Student Pubs

Busy student environments

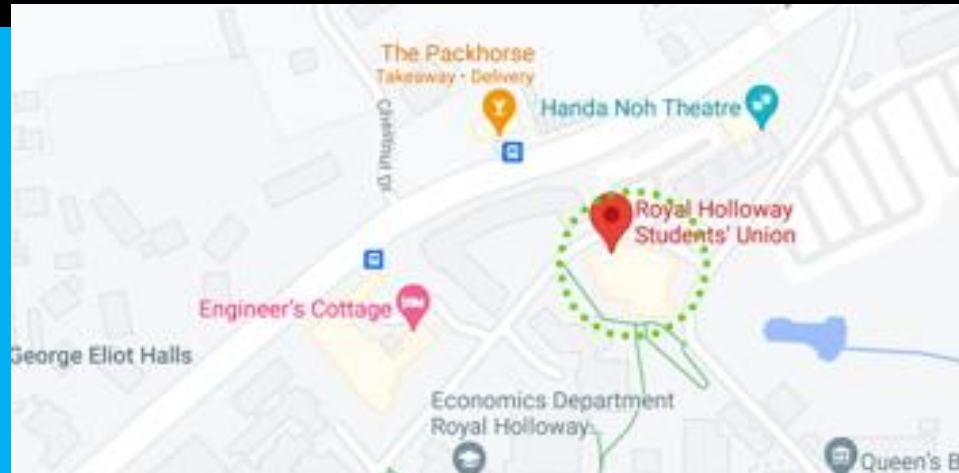
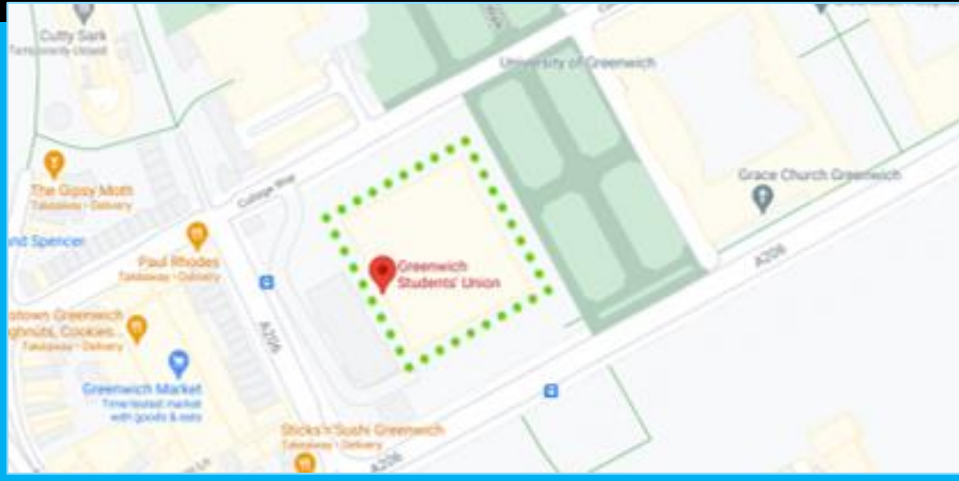
- Stonegate Common Rooms
- Pubs specifically for students
- Close proximity to campus
- High 90 min average dwell time
- 1 in 6 SOV (10 second slot)

Gallery 



GeoFencing

- This refers to drawing virtual barriers around a location, which can be any size or shape. For example a Students' Union.
- Once entered, a device will be captured. Should it be relevant to the campaign, the device can have media served to it (either there and then or later at specific time and/or place).
- RockBox have created pre set geofences for each university campus location. These consist of the University teaching spaces and campus, the Students' Union and also university halls. This allows you to retarget people exposed to our OOH on campus or extend the campaign to the wider student community on a campus.
- This is then overlaid with third party data from ThreeUK allowing us to build an audience to target a student demographic.



ACCURATE > RELEVANT > HIGH CONVERSION



KEY PLANNING PERIODS FOR UNIVERSITIES

MONTH

JANUARY

FEBRUARY

MARCH

MAY

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

ACTIVITY

74% shop during January Sales

UCAS second stage Refreshers planning

Peak time for Home returns – Travel & Tech

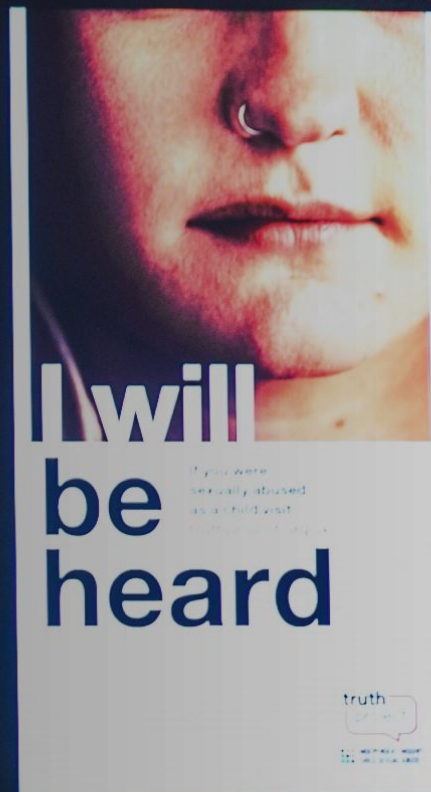
Key period for laptop/tablet purchase, average £740 spend

39% open a bank account – Freshers begins for 2 Million students on campus

Key period for phone upgrades

53% shop Black Friday and 41% on Cyber Monday

Christmas presents – Average spend: females £188, males £146



CASE STUDY 1



“The Office of National Statistics identified the student population as a key target group for the 2021 Census. Uncertainty surrounding Coronavirus and its effect on our habitual movements ruled out certain, more traditional OOH environments.

Working with Rockbox, we could reach high volumes of 18-24s on campus via their network of digital screens, offering high dwell and deeper levels of engagement. The addition of mobile retargeting further enabled us to follow up our OOH message with a 2nd nudge from their device, linking straight through to the online survey”

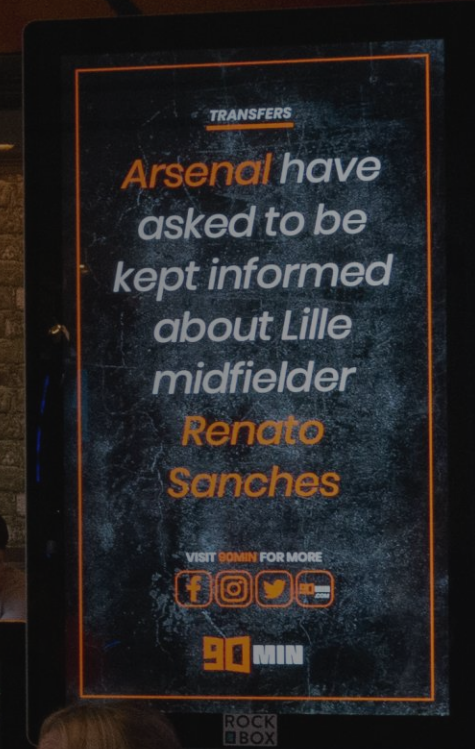
OMGDOOH

CASE STUDY 2

“We are excited for the start of the tournament and plan to cover EURO 2020 with a deeper love than ever before, spotlighting three unique perspectives with a focus on the game, the rich culture, and the fan passion. The partnership with RockBox allows us to amplify that coverage in a very targeted and contextually relevant fashion, ultimately driving increased reach & engagement for our content amongst a core demographic.”

Alex Giacon, General Manager at 90min

90 MIN



CASE STUDY 3

*“The Rockbox portfolio of digital OOH within Universities was the **perfect platform for Netflix** to promote relevant content amongst young adults.*

*The **audience and opportunity** were both clear and allowed the brand to talk directly to our core consumers in trusted and familiar environments.*

*Each project has been a **smooth and successful** process and the **Rockbox** team have always delivered above and beyond expectations.”*

NETFLIX

Gallery 

CASE STUDY 4

Working with the team at RockBox, the guys identified and validated locations most suitable for display across their expansive DOOH network offering both high dwell time and frequency. The perfect student 'hang out' allowed us to target 26 UK University towns making RockBox DOOH screens across this environment the perfect primer to encourage engagement across social and provide us with some key brand exposure to a receptive, targeted audience.

According to a recent survey collated by RockBox, almost a third of students consider themselves Gamers. Due to this campaign, we've already had requests from Gamers on campus wishing to be involved with CortexLabs - both our creative and Rockbox locations are delivering the results we wanted!

Students have an average
monthly spending
power of £807

(Save the Student 2019 Survey)



Gallery

If primed first by OOH,
engagement on social is
boosted by **52%** while
spontaneous brand recall on
social is increased by **125%**

(Lumen)

Gallery →

ROCK
BOX



BBC THREE
RuPaul's UK
DRAG RACE

UK university Students
have a combined
**spending power of £23
Billion annually**

(Youthsight)

Gallery 

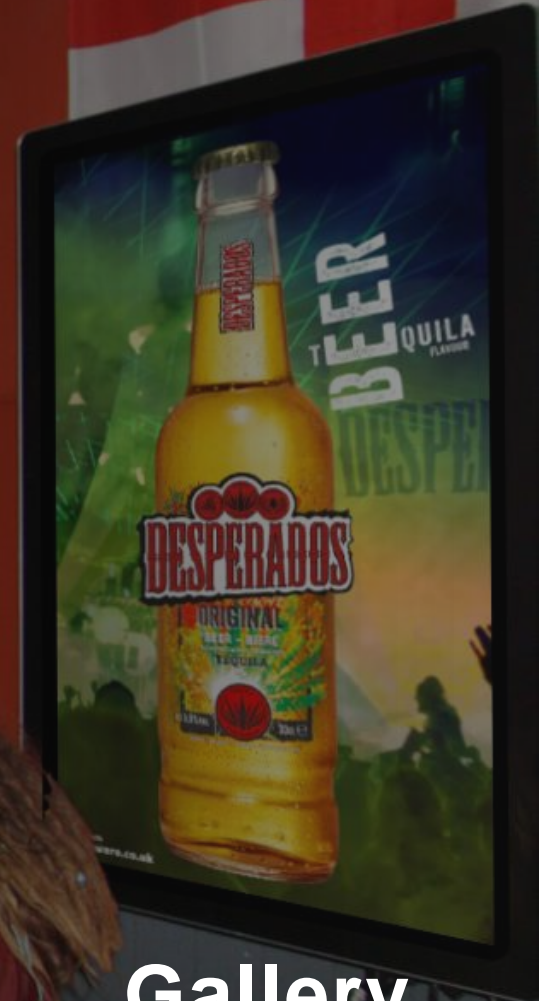
Striving to **effect change**, 85 percent of Gen Z seeks companies that prioritise solving world problems. The same percentage of Gen Z'ers are more likely to **make a purchase** from a company after they've learned the brand is **socially responsible**. — Payment Source

The long dwell time in student pubs make them a great place to extend campaign reach off campus



“Digital displays offer 47.7% effectiveness increase on brand awareness and increased the average purchase amount by 29.5%, as well as generating a 32.8% growth in repeat buyers.”

- IAB Study (Interactive Advertising Bureau)



Gallery 

A study published in 2015 by Nielsen showed that 75% of respondents reported seeing a digital billboard in the past month and 60 percent in the last week. 55% of those were highly engaged, recalling the message on the display.



ROCK BOX THANK YOU

www.rockboxadvertising.com

Tel: 020 7907 0840

