

# in-store broadcasting

## What is it?

Messages broadcast every 15 minutes during trading hours in every main estate store through a centrally managed system



## Key benefits

- 3 branded slots are available each week giving exposure once every 45 minutes
- Directly communicates with shoppers while they are actively shopping, supporting your in-store promotion
- Draw shoppers to aisles they may not typically go down
- Broadcast in stores where ranged

## Set-up

Live for  
1 week

Booking lead time  
10 weeks

Recording lead time  
7 weeks