

TV wall

What is it?

There are TV Walls in 200+ stores and are positioned in the general merchandise department and entertainment aisles

Key benefits

- TV walls run in 200+ stores and are positioned in the entertainment department
- Screens play on a loop where each brand can feature a maximum 20 second trailer and/or end frame talking about a promotion/product
- Flexible creative to meet the requirements of each campaign whether this is to highlight an in-store promotion or show an ATL advert, or both



Set-up

Live for
3 weeks

Booking lead time
8 weeks

Artwork lead time
4 weeks