

## About Us

- ❑ CJC Media was formed in the late 90's and throughout that time have been a trusted Media partner for various public sector agencies, including Police Scotland, NHS Scotland, Fire Scotland and The Scottish Government respectively.
- ❑ CJC Media have also worked alongside the 32 Council Regions throughout Scotland and have been entrusted to carry out campaigns on their behalf.
- ❑ We also have many clients from the commercial sector that have entrusted us with their campaigns. We have represented major brands like Arnold Clark, Smirnoff, Toyota, Midori, Universal Pictures, Rockness, T in the Park and The Hydro, to name just a few.
- ❑ Our reputation for being a responsible media contractor has resulted in our products and services being included in the plans of all major media buyers throughout the UK.




<http://www.cjcmedia.com/>

## A3 Washroom Panel

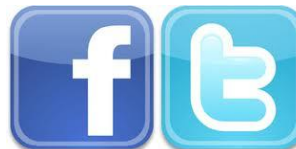
- ❑ 2500 high quality A3 frames promoting campaigns professionally across Scotland
  - ❑ Reaching up to 2.85 million bar customers equating to 8.2 million impacts
  - ❑ Community bars, family bars, style bars and gay bars all represented
  - ❑ Bolted to wall and artwork secure: key required to open frame
  - ❑ Dispensers providing additional info can be attached easily for direct response
  - ❑ Always positioned at most prominent viewing areas
  - ❑ QR codes and NFC Chips (Near Field Communication) maximise campaigns
- ❑ [http://www.cjcmedia.com/?page\\_id=69](http://www.cjcmedia.com/?page_id=69)



# Social Media Booth

- ☐ Uploads photos to Facebook in 2 ways
- ☐ Gain and generate Facebook likes  Like
- ☐ Users Tweet their photos along with your custom message
- ☐ Users can send photos as an SMS text message
- ☐ Print photos straight from booth with campaign message on every print
- ☐ Let the user email their photos to themselves or their friends. Collect emails for direct marketing and email campaigns
- ☐ Create custom survey questions to collect data on users of your booth. Collects Email, Phone #s, Facebook & Twitter Information
- ☐ Add App to user Facebook page
- ☐ Analysis of campaign data and uploads
- ☐ Gather feedback via video messaging

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# Media Vinyl

- ❑ Available in a variety of sizes including A4 and A5
- ❑ Compatible with NFC and QR code technology
- ❑ Go anywhere! Can be applied across spectrum of environments including bars, Universities, GP surgeries, gyms and dental surgeries.
- ❑ Very cost effective way of promoting your clients business in most environments.



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# Direct Response Media Vinyl (DRMV)

- ☐ Fully encapsulated coupon dispenser
- ☐ Full Colour print
- ☐ Double sided coupons
- ☐ Call to action
- ☐ Discount incentives
- ☐ Fully accountable
- ☐ Positioned at most prominent areas
- ☐ Environment specific
- ☐ Gender specific
- ☐ 100% accurate gender targeting
- ☐ NFC chip available.

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# Drink Mat

- ❑ Target bars, bowling clubs, social clubs, events and festivals
- ❑ QR code and NFC(Near Field Communication) friendly
- ❑ Multiple copy
- ❑ Double sided
- ❑ High impact and high visibility
- ❑ Bespoke design to suit creative requirements
- ❑ High recall rates due to duration of media
- ❑ Direct response opportunity
- ❑ Can be distributed to the most outlying areas
- ❑ National coverage by region, city or postcode

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# Street stencil

- ❑ Street media is delivered by placing custom made stencils on to specified pavements, we then produce the media with the use of a pressure washer or chalk
- ❑ The pressure wash stencil can be described as a natural media that when sprayed upon removes dirt and grim from the pavement to leave a design that is in contrast with the not so clean pavement that remains
- ❑ Full management of planning and advertising consents with the relevant local authorities, if required.
- ❑ Can target any street environment by postcode and demographic area.

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# Digital Projections

- ❑ Go Large! Digital Projections present a unique opportunity to propel your campaign onto surfaces without the fuss in the best possible locations
- ❑ Switched On! Flexibility is the key to this media; we can provide this service for an hour or a month, targeting a specific crowd, location or event
- ❑ Our recent campaigns took us to Princes St in Edinburgh, Union Square, Aberdeen and Buchanan St, Glasgow these sites providing maximum exposure and major footfall
- ❑ CJC Media will take care of all permissions that need granted and will manage the campaign from start to finish





# Floor Vinyl

- ❑ Available for indoor or outdoor
- ❑ Larger format available
- ❑ Network of accessible locations available including major shopping centres, train stations and other high footfall places across UK
- ❑ We have secured permission to place the floor vinyl's in all the major shopping centres throughout the UK (subject to available space and content). Major train stations and other high footfall areas can be easily accessed also

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# Banners

- ❑ As part of our outdoor portfolio, CJC Media can design, source and erect banners in most areas throughout the UK
- ❑ In the past we have placed commercial banners in our national network of active sports centres, ski slopes, tennis centres and sport centres
- ❑ We have recently added 80 Ski Centres to our portfolio throughout the UK, which gives the perfect opportunity to place your client in a very active and affluent environment
- ❑ We have recently included banners into our products and services as part of the 'No Knives Better Lives Campaign' carried out for the Scottish Government



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# Outdoor A3 Panel

- ☐ Outdoor Bar Panels
- ☐ Wall mounted A3 sized panel for your brand awareness campaign
- ☐ 1050 fitted across Scotland
- ☐ Nationwide outdoor coverage
- ☐ High quality materials maximize the impact of your ad
- ☐ Proximity to shopping centres & entertainment complexes
- ☐ Positioned on Scotland's High Streets for maximum awareness opportunity
- ☐ Prime external locations to influence customers entering the venue & the passing trade
- ☐ Repeated impressions for bar audience and those in beer gardens



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