

HANDHELD™

► MOBILE VIDEO TOURS

INTRODUCING THE NEW, ENGAGING, COST EFFECTIVE WAY TO
DRIVE THOUSANDS OF SPENDING CUSTOMERS TO YOUR DOOR

HANDHELD MOBILE VIDEO TOURS LIVERPOOL
ADVERTISING RATES QUARTER 1 2019

HANDHELD MOBILE VIDEO TOURS PROVIDES ADVERTISERS WITH A NEW, UNIQUE AND HIGHLY ENGAGING WAY TO DRIVE VISITORS TO SPEND MONEY WITH YOUR BUSINESS

Hundreds of thousands of visitors to Liverpool can now take their own personal walking tour of the city. Our unique new map and companion mobile app will give your business the opportunity to reach them directly, with an offer or promotion, just when they are in the vicinity of your location.

This will introduce you to thousands of new customers every year – just at the right time and in a way that has never been available before.

WHAT PEOPLE WANT

Research shows that people like to move at their own pace when they explore a city. They want to take time to linger and experience what a city has to offer. They want to try new things, see new places and meet new people. And almost every one of them has a smartphone in their pocket. That's why we created Handheld Mobile Video Tours – and here's how it will work for you.

HOW IT WORKS

When visitors are walking between the main tourist attractions in the city, they can be alerted to your specific offer or promotion via a listing in the mobile app they will be using to follow their tour. When visitors reach the attraction, they will watch a video on their phone that tells them the key information about the attraction. Your business can also include a video advertisement within the attraction video that visitors will be watching.

You can bring your business to life in a whole new way, as never before. Promoted on line, through social media, available through travel and information centres, retailers, hotels, cruise terminal and promoted and sold on street at key points in the city by high-profile vendor bikes. Handheld Mobile Video Tours will drive thousands of visitors to visit locations throughout the city – and you can be part of it.

The Handheld Mobile Video Tour lets visitors experience the key attractions in the City in their own time.

They can choose how far, or how long they are willing to walk for and stop whenever they want - to sample bars, restaurants, coffee shops, gift shops

and retailers and take advantage of the offers made available to them from the advertisers in the tour app on their phone.

FLEXIBLE AND CURRENT

You can change your ad on a regular basis to take advantage of city events, the weather, football games, concerts, public holidays, new menus and new promotions – all making you even more relevant to visitors.

Don't miss your chance to find 35 Million hungry, thirsty and curious visitors – because thousands of them could be walking your way.



ADVERTISING RATES

'IN APP' DISPLAY ADVERTISEMENTS

12 Month Listing

Per 12 Months Continuous Insertion

£800 plus vat

6 Month Listing

Per 6 Months Continuous Insertion

£600 plus vat

This listing can be edited on a monthly basis to refresh content and offers.

'IN VIDEO' ADVERTISEMENTS

12 Month Listing

12 Months Continuous Insertion

£2,400 plus vat

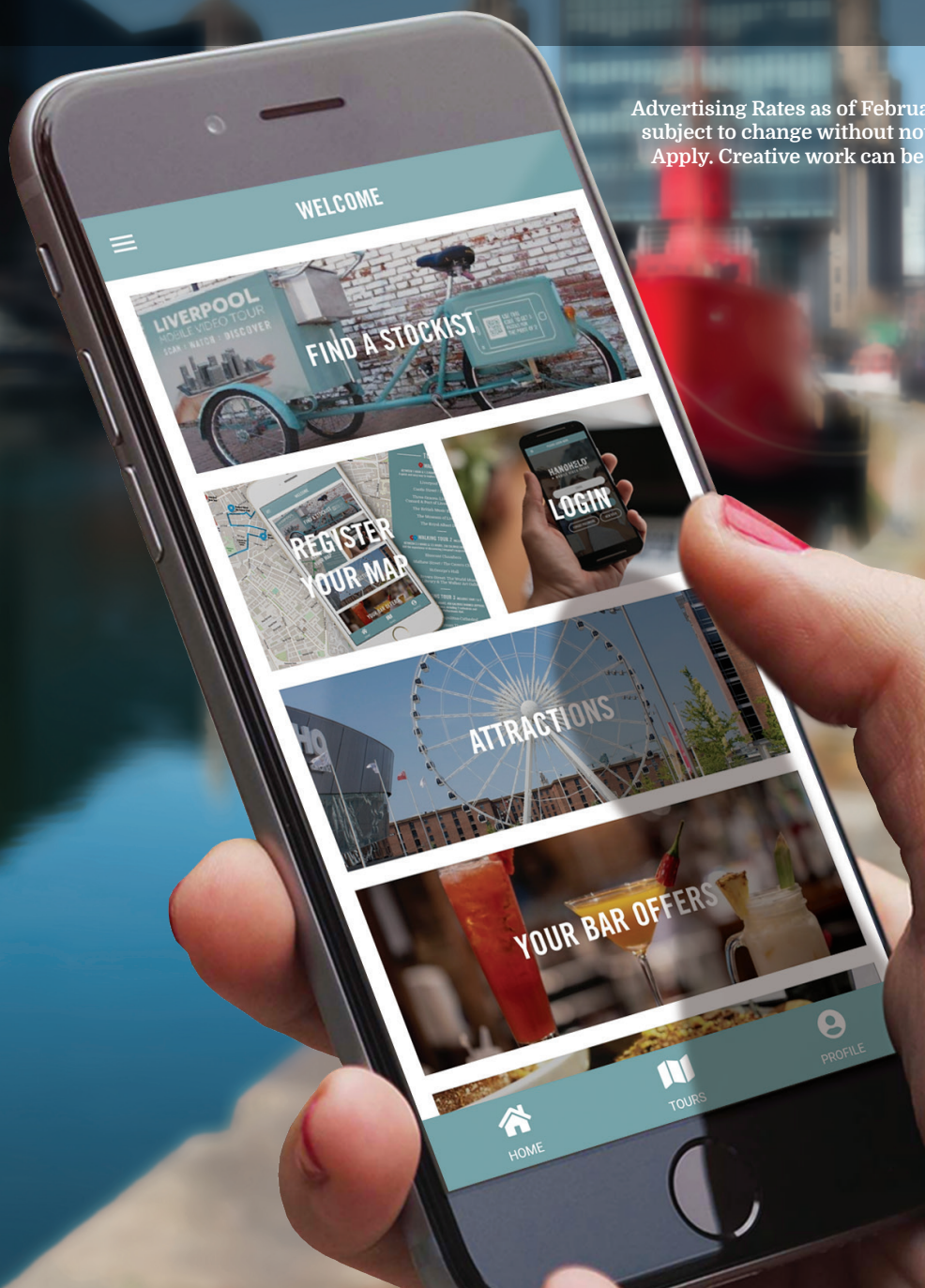
6 Month Listing

6 Months Continuous Insertion

£1,600 plus vat

This video content can be edited on a quarterly basis to refresh content and offers. Video plays at end of single attraction video. Max ad length 1 minute.

Advertising Rates as of February 2019. Advertising Rates subject to change without notice. Terms and Conditions Apply. Creative work can be provided at extra cost.



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WWW.MOBILEVIDEOTOURS.CO.UK

THE FACTS THAT PROVE LIVERPOOL IS ONE OF THE MOST VISITED CITIES IN THE UK

There are over 64 Million visitors to the Liverpool City Region*

35 Million of those people visit the famous City of Liverpool*

Almost 50% are overnight staying visitors and 14% of those are from overseas*

Liverpool is the fifth most visited city in the UK* (*North West Research Aug 2018)



WHY SMARTPHONES ARE THE WAY TO REACH VISITORS AND GROW YOUR BUSINESS

87% of adults between 18 and 75 have a smartphone (Deloitte 2018)

78% of online videos are viewed on a smartphone (BMR Business Statistics 2018)

A typical user touches their smartphone 2,617 times a day (Dscout Research 2017)

An average smartphone user accesses 40 apps a month (Market Data 2017)



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ADVERTISING, AFFILIATE & MERCHANDISE CONTACT DETAILS

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