

The IMAX, Waterloo

Spectacular / London



The largest and most unique advertising canvas in Europe

At 1,734m² the IMAX offers a truly unique advertising experience on a global icon. There is only one IMAX and its impact is impossible to replicate.

Central to the bustling transport hub of Waterloo Station and dominating four key vehicular routes (including Waterloo bridge) the IMAX delivers against both the pedestrian/transport audience and the roadside out of home audience. This is a unique audience delivery position producing the highest Adult reach of any individual site in the country, 4.1 million. The IMAX is limited to a maximum of 26 clients per year and its brand count includes some of the world's biggest and best known brands.

IMPACTS*	SIZE**	LOOP LENGTH
4.1 million	120.4m circ. x 14.4m	N/A
NETWORK	FRAME ID	
N/A	1235318906 / 1235318907 / 1235318908 / 1235318893	

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MALE	AB	ABC1
57%	36%	62%

16-24	25-34	35-44	45-54	55+
14%	25%	16%	20%	26%

TOP CACI ACORN GROUPS		
Lavish Lifestyles Index 307 vs. UK Average	City Sophisticates Index 622 vs. UK Average	Career Climbers Index 195 vs. UK Average

DID YOU KNOW?

The Southbank is renowned as one of Europe's best and most influential cultural centers. The Southbank has a 21 acre foot print with The IMAX dominating all of the key approaches to some of London's most influential arts venues, restaurants and bars.

INSIGHTS

1. Emotional Index of 168 (versus an average for standard large formats from Neuroscience: The Science Behind the Art of Outdoor, 2013)
2. Neuroscience proves that The IMAX primes all other OOH advertising activity, ensuring higher levels of emotional intensity and memory encoding.
3. Selective Media Consumers
 1. Light TV viewers 144
 2. Light Radio Listeners 109
 3. Heavy Economist Readers 426
 4. Heavy cinema goers 144

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