

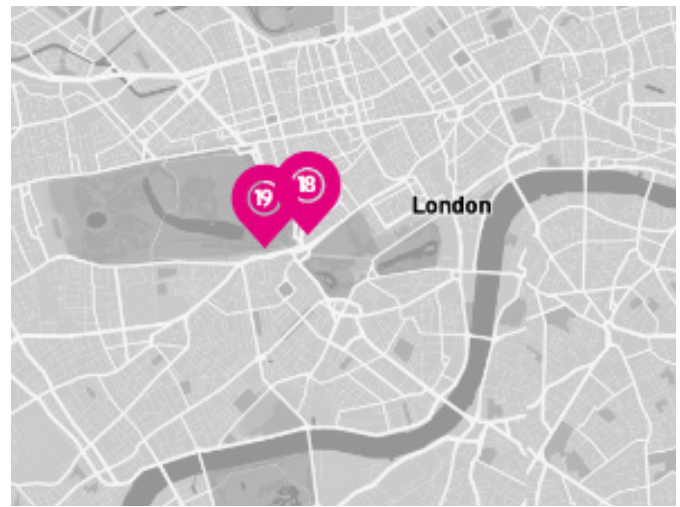


# The One

## Westbound

Out-of-Home's most exclusive address & newest landmark. The One is a spectacular addition to Outdoor Plus' iconic digital portfolio. Located in an area rich in heritage & culture, this is a unique opportunity for advertisers wanting to reach the heart of London's Luxury Quarter and the global audience that both resides, shops & entertains there. The Luxury Quarter accounts for £4.9 billion spend per year, which is over 50% of London's total luxury market spend.

The One, westbound targets traffic heading for Knightsbridge, home to London's most famous department stores – Harrods & Harvey Nichols and the world's most exclusive boutiques. Only Knightsbridge & the West End are identified as London's two international retail centres - Harrods alone has over 14 million visitors per year from over 130 countries. Knightsbridge is home to many of the world's richest people and has some of the highest property prices in the world and is home to world famous landmarks such as the Victoria & Albert Museum. The One provides advertisers with an opportunity to reach consumers at the gateway to London's luxury district.



### SPECIFICATION



**SPOT LENGTH**  
10 SECONDS



**LOOP LENGTH**  
50 SECONDS



**RESOLUTION**  
1440 X 288 PIXELS



**FILE FORMAT**  
JPEG



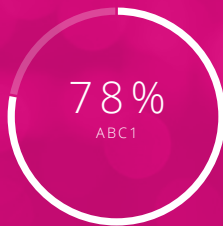
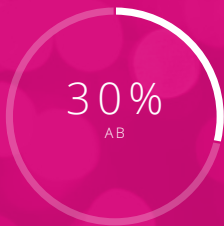
**ILLUMINATION**  
DIGITAL



**PRODUCTION**  
STATIC, LAYERED AND DYNAMIC DIGITAL

### DEMOGRAPHICS

FORTNIGHTLY IMPACTS **1,230,000 (COMBINED)**



**70%**  
MAYFAIR RESIDENTS EAT OUT 3-4 TIMES A WEEK

**48%**  
ARE LOCAL RESIDENTS

**4.9 billion**  
SPEND PER YEAR IN THE LUXURY QUARTER

### COLOUR MODE

RGB ( true black = RO,GO,BO) - CMYK not accepted. It is preferable to use bold and contrasting colours with full shades as they look better on LED displays. Large and legible fonts – minimum pixel height for text 5 pixels  
No gradients

### FILE NAME

Please label file with campaign name and panel name: BRANDNAME\_THEONE.file format

### DELIVERY OF ARTWORK

Email Digitalcreative@outdoorplus.co.uk (at least four working days prior to in-charge)

### CONTACT

For all enquires please contact: marketing@outdoorplus.co.uk