



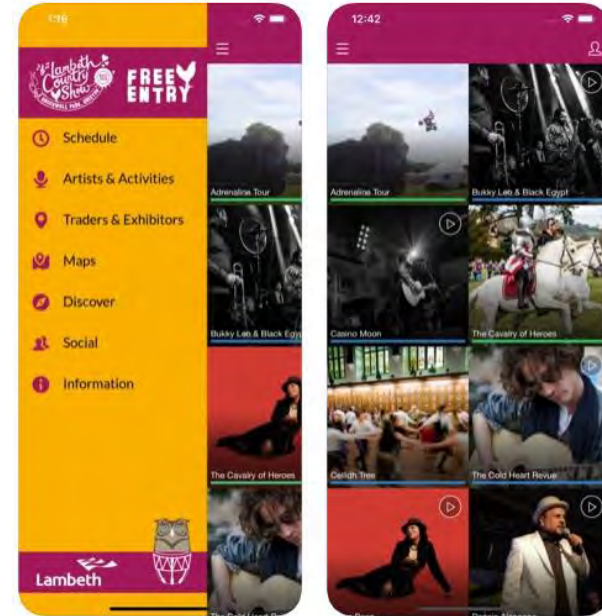
**Advertising Opportunities**

**Saturday 16 & Sunday 17 July 2022**

# Free A-Z Show Guide App

In 2018 we launched the eminently successful free Lambeth Country Show App. With over 7,000 downloads during the weekend in 2019, the app has proved incredibly popular to show goers with an average usage time of 9 minutes per user. This is a fantastic opportunity for brands and businesses to create and deliver digital adverts and notifications.

**Contact us for more information.**



**Over 7,000 downloads** during the show.  
**Average time per user** spent on app: **9m 11s**

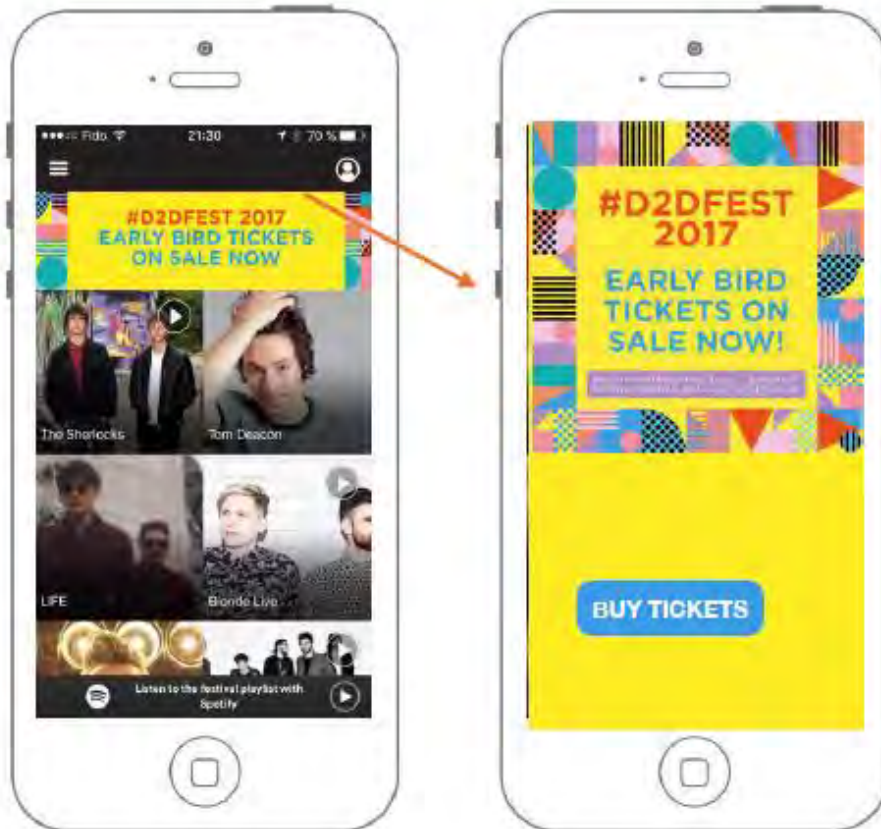
Reach our engaging audience through  
**advertisements** and **push notifications**.

You can still download the 2019 app on Google Play:



It is no longer available in the Apple App Store until we relaunch the new version, but we'd be happy to demo it for you.

# DISCOVER SCREEN



## Interactive header:

- Update discover header anytime
- Link the header to an external link or to an in-app deeplink
- Perfect for linking page for ticket sales, video trailer, wristband registration, etc
- Sorting options for artists presented in the discover screen:
  - Random
  - Alphabetical ordering
  - Headliners first, followed by random presentation
  - Headliners first, followed by alphabetical ordering
- Updates can be made directly in CMS

## LEFT MENU FOOTER



- Used for sponsors, live streaming, webviews
- Metrics : number of clicks available in real time in the CMSInterstitial page displayed at each app launch (one page max per opening)
- Changing the left bottom footer image and link requires a publication on the stores



# NOTIFICATIONS

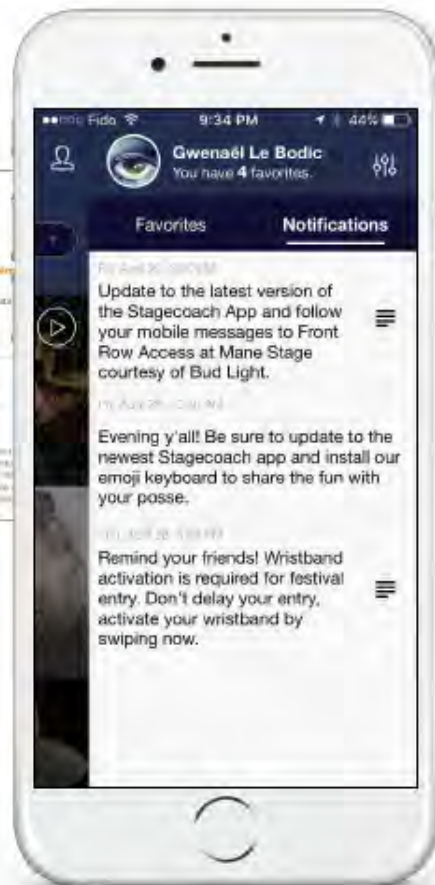
## Send a new alert

Message:

When tapped, the push leads to:

To:

Send platform:



## SCHEDULED NOTIFICATIONS

Schedule a group of notifications in advance in line with your communication plan.

## NOTIFICATION LINKS

Add a notification link leading to one of your app pages or to an external link e.g. ticketing.

## IN-APP NOTIFICATION INBOX

App users can easily receive the list of push and proximity notifications in a dedicated push inbox located in the app right menu.

# TARGETED NOTIFICATIONS

**Send a new alert**

Message:

Fan of Arcade Fire? Our festival sponsor invites you to

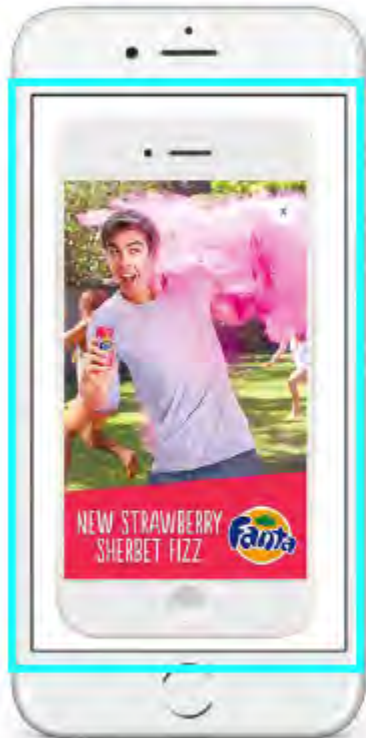
Audience group:

Users who favorited • Arcade Fire



- Extension of standard notification/alert service
- Target of specific audience instead of sending a general message to all users
- Messages sent in realtime or scheduled
- Target an audience based on users actions; user favourited an artist, user attended an event (based on beacon proximity or geofencing), user liked an artist on Facebook
- Limit to a certain number of notification recipients

# AD PAGE AT APP LAUNCH

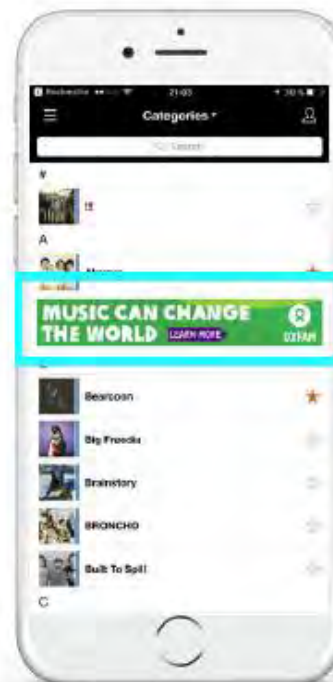
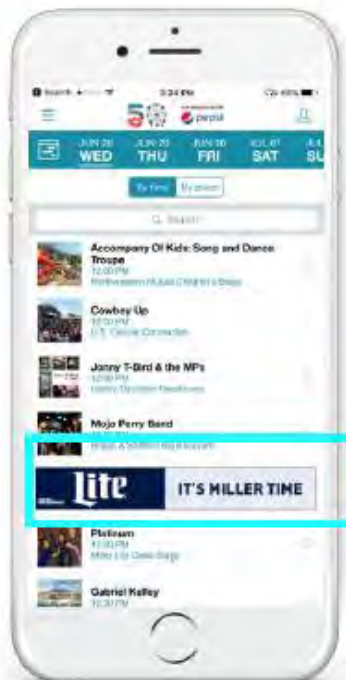
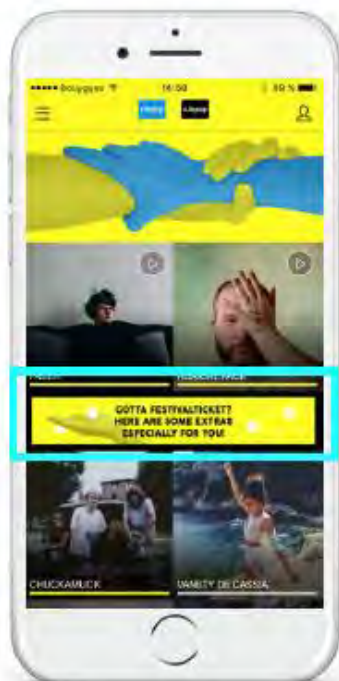


Ad page at launch

- Interstitial page displayed at each app launch (one page max per opening)
- When clicking on the ad, the user can be redirected to the link of your choice (optional)
- Rotation, visibility and weight of each ad is managed directly from the CMS in realtime
- Visibility of the ads can be managed through the CMS (different campaigns before, during and after the festival)
- Metrics : number of clicks and screen views available in real time in the CMS
- Unlimited number of changes - no need to republish the app on the stores for users to see the change
- Possibility of using this page to promote sponsors, your own events or important information to fans (ex : cashless account creation or last minute change of schedule)



# INLINE BANNERS



## Inline banners:











- Displayed in these views :
  - « Discover »
  - « Schedule »
  - « Artists »
  - « Food stalls »
  - Any other « list » view



# ADS METRICS (# OF VIEWS & # OF CLICKS)

## Publicités

+ Ajouter une publicité

Images	Titre	Type a	Poids	Statut	Nombre de vues	Nombre de clics	Actions
	Socks FX	Bannières publicitaires	7	Toujours actif	10591	26	
	Cxfam	Bannières publicitaires	3	Toujours actif	4452	18	
	VRVUZ	Bannières publicitaires	6	Toujours actif	7968	21	
	MTG Cashless	Bannières publicitaires	10	Toujours actif	13185	391	
	LB Arts	Bannières publicitaires	5	Toujours actif	4731	11	

## Publicités

+ Ajouter une publicité

Images	Titre	Type a	Poids	Statut	Nombre de vues	Nombre de clics	Actions
	Deezer	Bannières publicitaires	1	Toujours actif	1035	10	
	Tinder	Plaine page (publicité interstitielle)	1	Toujours actif	2551	258	

# LED Screens

With 3 x 25m<sup>2</sup> screens in prominent positions at the Main Stage, Main Arena and Main Entrance, there's never been an easier and more cost effective way to advertise to tens of thousands of Lambeth and Greater London residents attending the show.

**Total static view of screens = 25,000 people**  
**Opportunity To See (OTS) per 30 second advert = 13,500 people**



30 second advert	Price (ex VAT)
1 per screen (3 ads in total)	Contact us
2 per screen (6 ads in total)	Contact us
4 per screen (12 ads in total)	Contact us
8 per screen (24 ads in total)	Contact us

Discounts available for local businesses and show traders.

Please contact us for more information.



# Branded Heras Fencing

We use over 5km of heras fencing across the show site each year. This is a great opportunity for your business or brand to advertise in high footfall areas such as the Main Stage, Main Arena, Flower Show, Village Green, The Farm or at any of our Main Entrances.

OTS per day per panel = 94,000 people



Dimensions approx. 3.5m x 1.8m

Location	Price per panel (ex VAT)
Main Entrance	Contact us
Main Stage	Contact us
Village Green	Contact us
Other specified area	Contact us

Discounts available for local businesses and show traders.

Please contact us for more information.



# Branded Pedestrian Barriers

As well as heras fencing, we also use over 6km of pedestrian barrier at Main Entrances, the Main Arena performance space and to manage trader queues such as bars. This type of advertisement is a cost effective way of getting your brand out there.

OTS per day per panel = 94,000 people

Dimensions approx.  
2.2m x 0.9m



Location	Price per panel (ex VAT)
Main Entrance	Contact us
Brockwell Farm	Contact us
Main Arena	Contact us
Other specified area	Contact us

Discounts available for local businesses and show traders.

Please contact us for more information.

All prices exclude banner production costs.



# Banner Advertisements

We have some fantastic locations to place banners for advertising your brand and campaign. With high footfall areas such as the Main Entrances, Village Green and Main Stage, we have you covered.

Fancy something a bit more targeted? You can choose a specialist area for your brand, no problem. Any size banners are possible.



Location	Price (ex VAT)
Main Entrance	Contact us
Main Stage	Contact us
Main Arena	Contact us
Other specified area	Contact us

Discounts available for local businesses and show traders.

Please contact us for more information.



# Giant Deckchairs



We are offering the opportunity of these fully customisable Giant Deckchairs for your business that are a fun show feature and fantastic photo opportunity. They will ensure that your brand is shared all over social media.

Choose the way you want to brand your Giant Deckchair and project your business on a giant scale at the show.

Advert	Cost (ex VAT)
Whole Deckchair "Your Brand Here"	Contact us

Any colour, logo or design possible with full colour printing.



# Printed A-Z Show Guide

Every year we print and sell 20,000 full colour show guides to revellers at the show. This presents a unique opportunity to have your brand in the pockets of thousands of show goers. With limited space available, this is your chance to snap up a unique opportunity and brand our 2021 A-Z Show Guide.



Advert type	Price (ex VAT)
Front / Back Cover - whole page advert	Contact us
Front / Back Cover – logo only	Contact us



# Benefits to you

These opportunities offer a wide variety of benefits if you choose to advertise at the show. Some of these benefits include:

Engaging with  
up to  
**120,000 people**  
across the  
weekend

Create brand  
awareness; **local  
and nationwide  
PR**

Generate **social  
media coverage**  
by promoting  
handles and  
hashtags

Promote appeals  
and help **raise  
funds** for  
charitable causes

Promote onsite  
offers and deals

Drive customers  
towards your  
onsite pitch

Communicate  
your **key  
brand messages**

Promote **strong  
community  
values** through  
association with  
our event



# Audience statistics



**120,000 visitors** across two days with a **60/40 female/male** gender split.



Core audience: **25 to 44 years.**  
**ABC 1 and 2s. 34% attend with an under 16.**



**20,000+ people viewing screens at peak times at the show**



Diverse demographic of visitors from **foodies** to **retirees** and **young families** to **music lovers.**



# Brands we have worked with





# Brands we have worked with



# DIAGEO



# Warburtons

Family Bakers





# Contact us

Be part of the south east's biggest free festival.  
Get in touch to discuss a bespoke advertising package.

**Tim Fanucci**  
Lambeth Country Show

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Email: [countryshow@lambeth.gov.uk](mailto:countryshow@lambeth.gov.uk)  
[www.lambethcountryshow.co.uk](http://www.lambethcountryshow.co.uk)

