



life
lives
here.



Marketing campaign with financial
climate contribution
ClimatePartner.com/16644-2710-1001

the £40 billion capital spenders

Unveiling the unrivalled consumer spending power of London office professionals.



groupm



THE CAPITAL IS THE ECONOMIC ENGINE OF THE UK ECONOMY

London's economy contributes 22% of total UK GDP.
The Square Mile alone contributes 10% of total UK GDP.
London attracts a highly educated and skilled professional workforce.

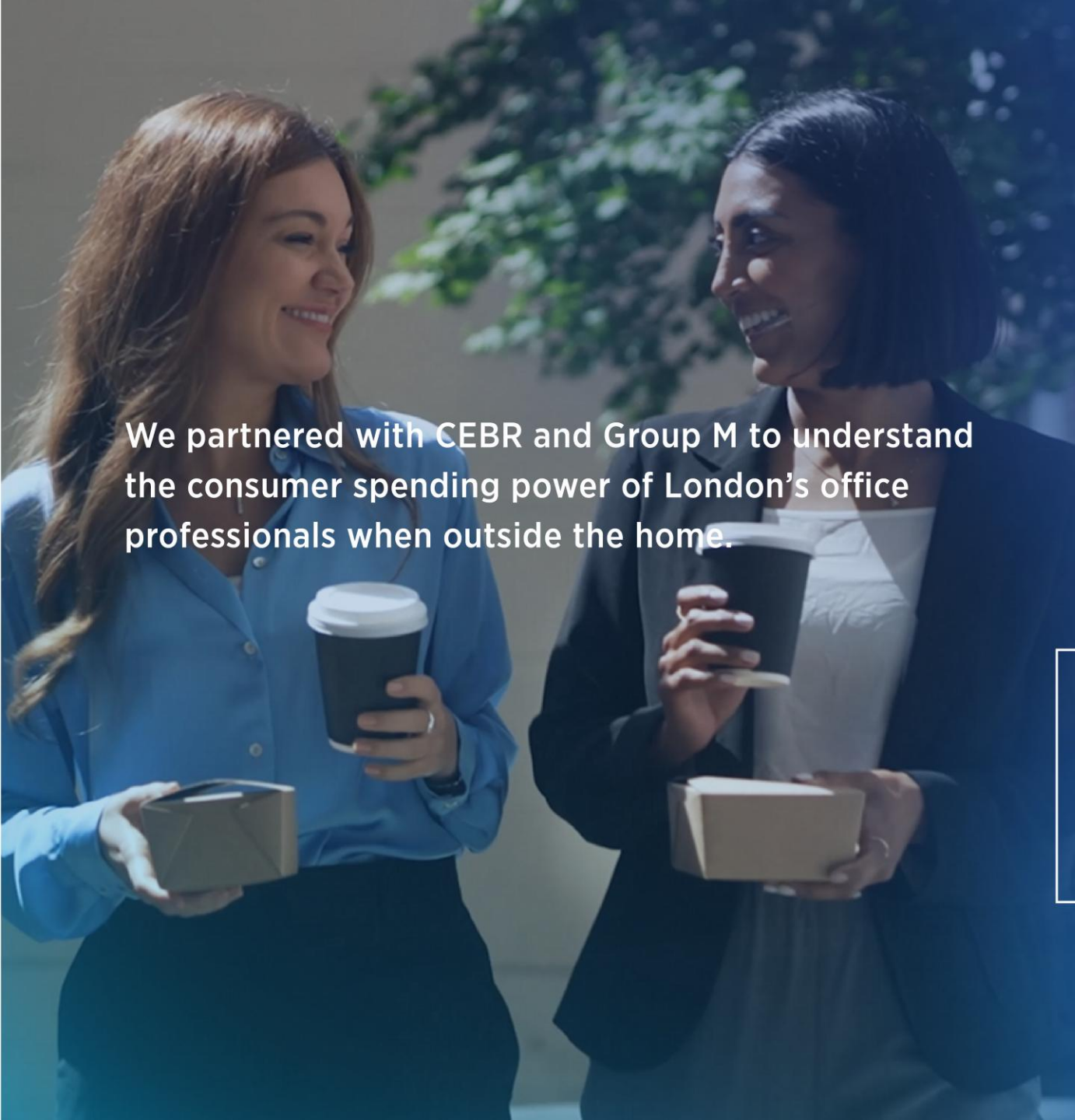
ECN REACHES
AUDIENCES IN PREMIUM
LONDON OFFICES, WHO
EARN AND SPEND MORE.

60%
work in
professional
services

The City is a leading global
financial centre, exporting
50%+ of the UK's financial
service exports.

Europe's largest tech
hub, hosting more
“unicorns” than any
other European city.



A full-page photograph of two women in business attire walking outdoors. The woman on the left is wearing a light blue button-down shirt and a dark skirt, holding a black coffee cup and a brown food container. The woman on the right is wearing a dark blazer over a white top, also holding a black coffee cup and a brown food container. They are both smiling and looking at each other. The background is slightly blurred, showing greenery and a building.

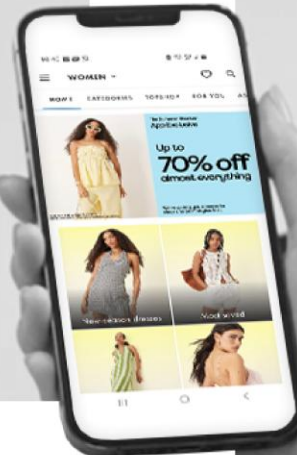
We partnered with CEBR and Group M to understand the consumer spending power of London's office professionals when outside the home.



Specifically, we wanted to understand the **economic value of m-commerce** transactions during their commute, in the office and in person (store).

**THE UK'S HIGH
RATE OF
SMARTPHONE
ADOPTION
MEANS THAT
70% OF ONLINE
COMMERCE IS
VIA A MOBILE
DEVICE.**

M-commerce offers anytime anywhere shopping,
aligning with the busy schedules of office professionals.





UK CONSUMERS SPEND £221BN OUT OF HOME (M-COMMERCE ONLY)

48%

SHOPPING

40%

LEISURE

12%

COMMUTER

Source: Centre for Economics and Business Research, Opinium

LDN is 30% of UK
M-com OOH spending

LDN is 13% of
UK population

**LONDON'S OUT OF HOME
(M-COMMERCE) SPEND OF
£66BN MAKES IT A HIGH
VALUE AUDIENCE**



London Office Professionals represent almost 40% (£25BN) of total London M-comm (£66BN)



ESTIMATED ANNUAL OOH MCOMMERCE SPENDING BY LONDON OFFICE WORKERS

BY CATEGORY OF SPEND (NOMINAL £BILLION), Q2, Q3, Q4, AND Q5





**75% of London's
office professionals
consumer spending
happens in the office
or in-store**

COMMUTING
£10.2BN



IN-OFFICE
£15.4BN



IN-PERSON
£14.8BN



**London office
professionals
commute
spending power =
£10.2Bn**

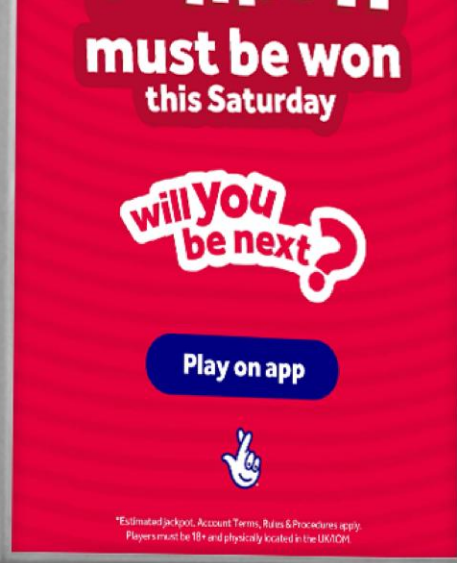
ECN's position at the end
(AM) and beginning (PM) of
the commute offers brands
unique opportunities



Contextual messaging linking to
relevant day-part mindsets.

Curated content (i.e finance feeds,
media or entertainment feeds)

Commute: the last opportunity
to “prime” professionals before
they wind up or wind down
for/from the working day



London office
professionals **in-office**
spending power =
£15.4Bn



The combination of mood, screen positioning and in-office mobile behaviour make ECN the perfect companion for mobile/ social commerce.

Audience engagement

73% 3+ office days, 4.5X daily frequency,
45sec ave. dwell-time

Audience action

32% more likely to ACT

Device behaviour

- 4 in 5 use social media
- 1 in 2 look at news/sport
- 1 in 3 stream (i.e Netflix, Spotify, podcasts)
- 1 in 4 shop (non-food)
- 1 in 5 shop (Grocery)

ECN is the last window to impact in-office m-commerce purchasing

£800m

spent on holidays
by London office
workers.

40%

would investigate
online travel offers
seen on ECN.



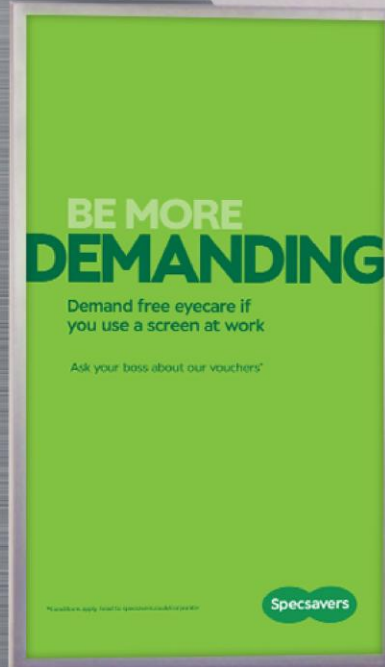
- **Long dwell-time** (45 seconds) as people wait for the lift or engage with visitors in the foyer.

- **Brand safe** and is **2X more trusted** than other OOH formats.

- Screens are located in **premium office entry & lift foyers**.

- Unlike transport environments, there is **no other advertising clutter** to distract the eye.

London office
professionals
in-person
spending
power =
£14.8Bn



£2.8bn

FOOD STORE RETAIL

£2.6bn

FASHION, CLOTHING
& FOOTWARE

£2.3bn

HOSPITALITY

£2.0bn

OTHER RETAIL
(ie. Health & beauty, electronics, books
& stationery, jewelry & gifts)

£1.8bn

OTHER SERVICES
(ie. Cleaning, personal grooming/care,
optical, travel)

£1.8bn

SPORTS &
RECREATION

£1.6bn

ARTS &
ENTERTAINMENT

5.8x
M&S

8.5x
CHARLES
TYRWHITT
JERMYN STREET LONDON

6.7x
FULLER'S
ESTD 1842

9.7x
★ PRET ★

9.6x
Fitness First

4.3x
TESCO

3.2x
BURBERRY

6.1x
LONDON WILL ALWAYS BE
YOUNG'S
ESTD 1838

9.1x
HOTEL
Chocolat.

7.6x
GREENE KING
BURY ST EDMUNDS

5.9x
Waitrose

5.1x
GUCCI

11.1x
Hilton.

6.0x
Boots

9.1x
BOSS
HUGO BOSS

5.0x
COSTA
COFFEE

8.8x
MOSS BROS.
EST. 1851
GROUP PLC

6.0x
Premier Inn

7.1x
O₂

3.5x
McDonald's

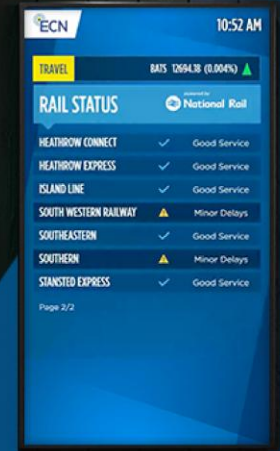
7.3x
Starbucks

8.0x
LOUIS VUITTON

4.7x
Specsavers

5.6x
John Lewis

5.7x
Apple



Brand affinity
(location) data
re-affirms the
consumer
behavior of
ECN's audience

Only ECN can offer close proximity to in-store purchasing in the City of London



£2.8Bn
spent on in-store
food retail by London
office workers

67%
would investigate
local retail food
offers seen on
ECN

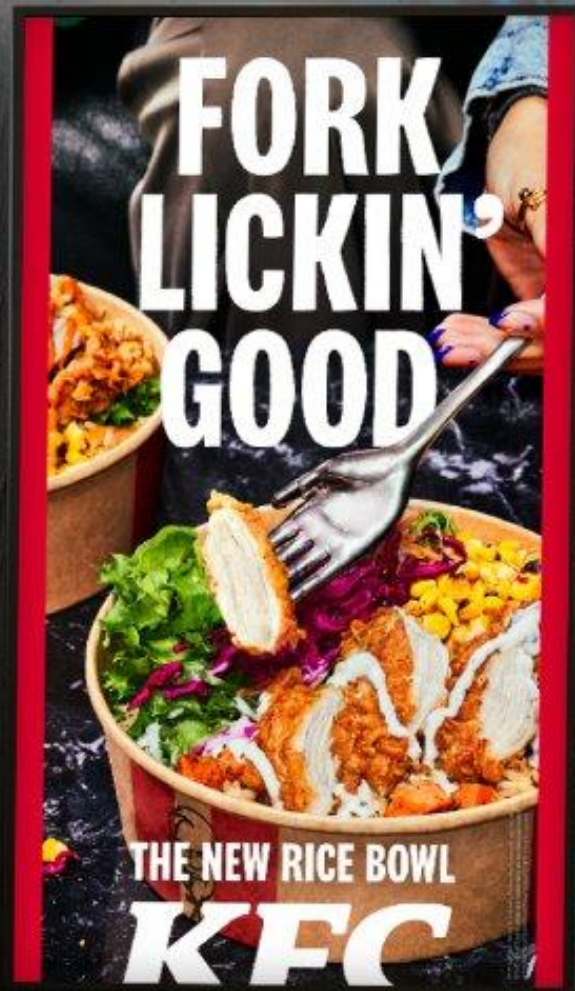
City of London bans advertising billboards (on-street)

60% of ECN screens are in the City of London

*ECN has 40% share of DOOH frames in the City of London

Total market: 603 DOOH frames

ECN: total of 241 DOOH frames



165
LOCATIONS

292
SCREENS

The leading UK DOOH network for office professionals

Network details

2 minute loop

10 second ads

06:00-20:00

1080 x 1920px creative spec

Targeting & creative

Programmatic trading

Tenant industry targeting (i.e finance)

Dynamic Creative certified (DCO)

HD Video



**Influence £40Bn of
consumer spending
in the office**

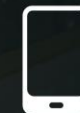
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