



RAILMEDIA

HANDRAIL ADVERTISING



Exclusive Distributor of
Escalated Advertising
company in the territory
of Russian Federation



RAILMEDIA

HANDRAIL ADVERTISING

Rail Media is an exclusive Distributor
of Escalated Advertising in the territory
of Russian Federation.

Escalated Advertising is the international company which has developed Escalator Handrail Media – special vinyl film and original equipment for easy application thereof.

Escalated Advertising is manufacturing and marketing Escalator Handrail Media around the world.



Escalator
Handrail
Media

Escalator Handrail Media:

- A brand new, high impact medium
- Patented film and application process
- Targeted cut-through at the point of purchase
- Guaranteed service life from 30 to 60 days
- High quality full color print ensuring perfect image
- Thousands of installations all over the world



What purposes can it serve?

- Increasing quantity of clients and sales volume
- Launching new brands
- Supporting brand image
- Reinforcing other advertising media at prime location
- Directing escalator traffic flow

What are the reasons to use Escalator Handrail Media?

Escalator Handrail Media offers significant advantages over traditional indoor and outdoor advertising

- 30 seconds exposure to a captive audience
- High frequency of advertising message demonstration
- Mass audience exposure at targeted locations
- 60 meters* of advertising medium
- Compelling hands-on nature
- Adjacent to the point of purchase

* Standard length of 2 one level escalator's handrails

Reasons for choosing Escalator Handrail Media

For property owners:

- New source of additional income through lease
- Antimicrobial protection of escalator handrails
- Improving the appearance of handrails, additional comfort for passengers
- Quick installation/take-down
- Fewer accidents
- Prolonged service life of escalator handrails
- Risk insurance



For advertisers:

- A brand new, high impact medium
- Mass audience exposure at targeted locations
- Ensured viewing of the advertising message due to «captive presence» on the escalator
- 30 seconds exposure to a captive audience
- High frequency of advertising message demonstration
- Possibility of choosing advertising campaign duration
- Re-enforcement to other co-located media
- Short manufacture time
- Effectiveness of advertising on escalator handrails confirmed by research findings
- Mutually beneficial terms of cooperation, flexible discount system

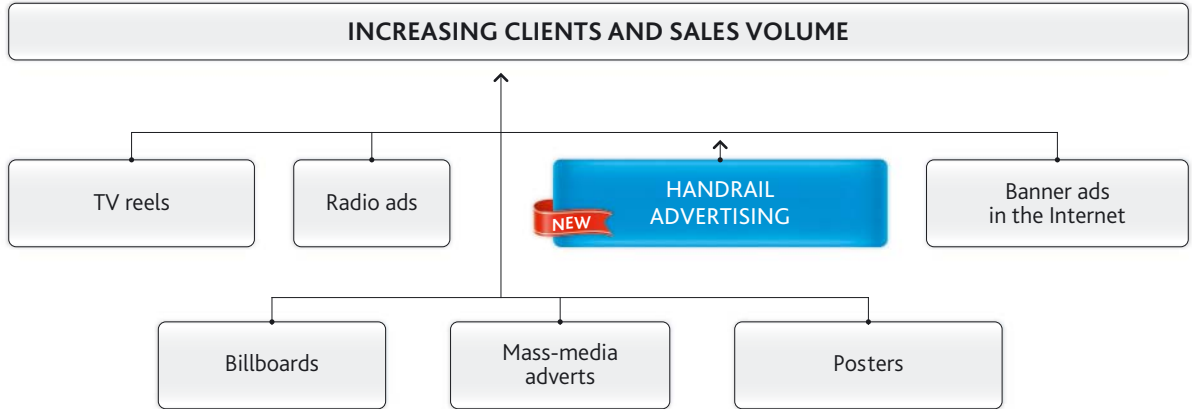


Implemented projects

McDonald's, DHL, H&M, BMW, Coca-Cola, ING, Raiffeisen Bank, Peugeot, Skoda, Ford, Bosch, Chevrolet, Sony, Samsung, Vodafone, NOKIA, L'Oreal, Citybank, Toyota, Vogue, Visa, P&G, Disney/Pixar, Heineken etc.



A new piece in the big whole



Where can Escalator Handrail Media be used?

- Train stations
- Airports
- Stadiums
- Entertainment centers
- Office and business centers
- Shopping malls/Department stores
- Hotels
- Metro

Price policy

Rail Media follows the policy of mutually beneficial partnership with its customers. We aim at establishing long-term partnership relations offering to our customers optimum possibilities of timeframes and prices of advertising.

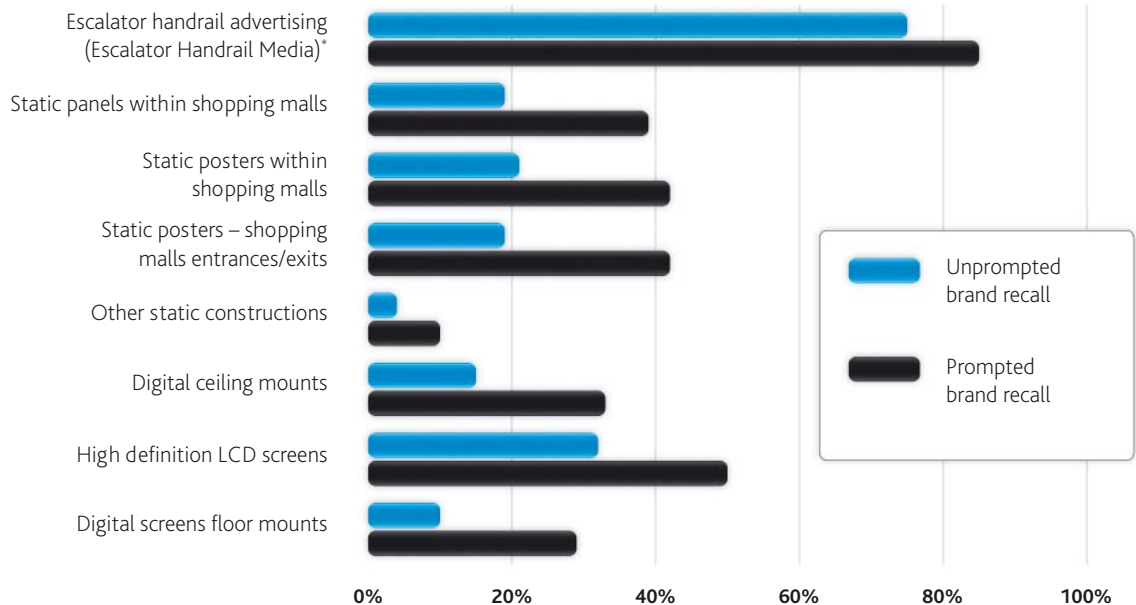
The price of advertising on escalator handrails depends on:

- Handrail length
- Rental value
- Discounts and special terms
- Duration
- Readiness of the pre-production prototype for installation

To calculate the price contact our managers at **+7 (499) 238-0854, + 7 (926) 825-4105**
or by e-mail: **info@railmedia.ru**



Media awareness of shoppers



Source: MBR media awareness among shoppers (sample 1200)

* Escalator Handrail Advertising research was conducted by Roy Morgan (sample 207)

McDonalds

McDonalds case study



Location

Knox City Shopping center, Victoria, Australia

Methodology

3-4 minutes interviews conducted
by Roy Morgan Research

Sampling

207 qualified shoppers.
Age – 16 +.

Advertising campaign results

Unprompted advertising recall – **76%**

Unprompted brand recall – **75%**

Prompted advertising recall – **85%**

Unprompted brand recall of people who recalled
the advertising – **99%**



Vodafone

Vodafone case study



Duration

2 weeks

Location

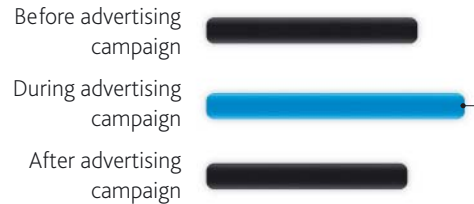
Shopping center «The Glen», Australia

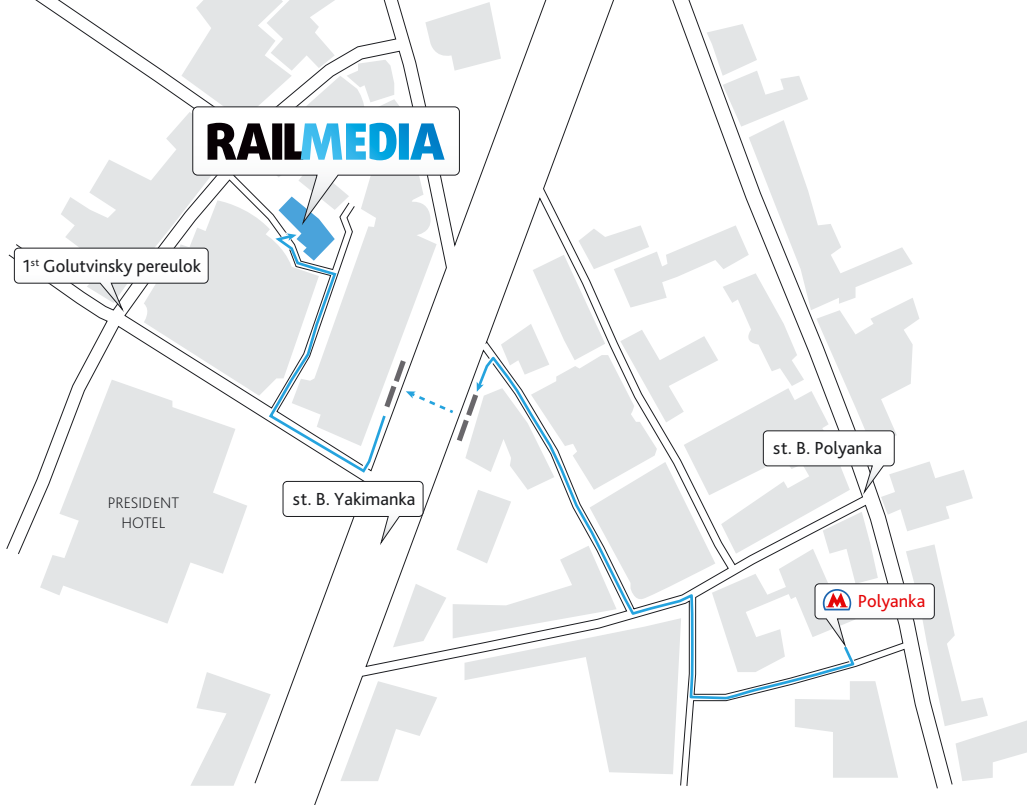
Methodology

Store sales – before, during and after campaign

Advertising campaign results – Sales

Sales increased **19,3%** during the campaign





RAILMEDIA

1st Golutvinsky pereulok

PRESIDENT
HOTEL

st. B. Yakimanka

st. B. Polyanka

 Polyanka

RAILMEDIA

HANDRAIL ADVERTISING

3-5 1st Golutvinsky pereulok,
building 3, floor 5, office 52

+7 (499) 238-0854
+7 (926) 825-4105

info@railmedia.ru
www.railmedia.ru