



access point **INDEX**

Page 2	INTRODUCTION
Page 3	PROMOTIONAL MARKETING
Page 4	VENUES
Page 5	BENEFITS
Page 6 - 9	PROMOTION VENUES
Page 10 - 12	PROMO CASE STUDY
Page 13 - 14	TILL RECEIPT ADVERTISING
Page 15	TILL RECEIPT VENUES
Page 16	TILL RECEIPT TESTIMONIALS
Page 17 - 18	TILL RECEIPT CASE STUDY
Page 19 - 20	CONTRACT CAR PARK SPACE
Page 21 - 22	VENUE LOCATOR SERVICES
Page 23	COMPANY OVERVIEW

access point **INTRODUCTION**

Established in 1997, Access Point specialise in arranging proven marketing and advertising opportunities to companies wishing to increase their brand awareness, generate leads and even drive consumers directly to their business.



Our extensive experience has helped us to establish and maintain long term successful trading relationships with many of the UK's top retailers, putting Access Point in the unique position of being able to offer multiple marketing services to businesses of all types and sizes across the UK.

By arranging the perfect promotional venue or through targeted till receipt advertising, we are here to help our customers increase their profile and profits by being in front of the right potential consumer, at the right time and in the right location.



Our extensive experience has helped us to establish and maintain long term successful trading relationship with many of the UK's top retailers, putting Access Point in the unique position of being able to offer multiple marketing services to businesses of all types and sizes across the UK.

"I've dealt with Access Point with my last 3 companies and the service has always been the same, excellent. They consider what it is you are trying to achieve and help with venue planning. I've run promotions for both sales and lead generation and the help and advice from the AP team means I can get on with other business whilst they look after my needs. They are really easy to do business with, very pleasant to deal with and act promptly." **Steve Brown - Everest Ltd**

access point **PROMOTIONAL MARKETING**

Placing your company within high footfall locations allows your brand to connect face-to-face with thousands of potential customers.

By allowing consumers to directly interact with your brand, promotional events have long been proven as an excellent way for businesses of all sizes to increase awareness and drive sales.

In this busy digital age experiential activity is also a hugely effective way of getting your brand message instantly communicated to and hopefully shared by your potential and existing customers.



Access Point can uniquely offer prime promotional space in over 7000 busy shopping and leisure destinations across the UK and Ireland, allowing you to showcase your product or service and target prospective clients whilst they're relaxed and in a more receptive 'buying environment'.

We provide highly visible access to thousands of customers using impactful high footfall locations in a multitude of venues nationwide.

"Making bookings is simple and easy...I've found the teams across all departments to be very helpful and willing to go the extra mile."
Andrea Small - BEcause UK

access point **VENUES**

Access Point is the only company in the UK to exclusively offer such a variety of retailers and venues to brands wishing to increase their awareness and visibility through a variety of marketing activities.

Face to face marketing in this way is a vastly important part of the sales and marketing mix for brands of all sizes.



Used by small local businesses right through to huge international corporations looking to take their product or service directly to the consumer.



access point **BENEFITS**

Brands within all industries are now working harder than ever to ensure their products and services stand out.

Experiential marketing brings the personality of your brand to life, giving consumers the opportunity to touch, taste or test a product and to leave a lasting impression that will hopefully lead to a positive purchasing decision.

This provides access to:

- **Cost effective marketing**
- Qualified sales leads
- **Data capture**
- Instant feedback
- **High footfall locations**
- Social media opportunities
- **Measureable ROI**
- Access to your target demographics
- **Personalised venue**
- Simple booking process



"We are currently booking between 2 and 20 promotional sites a month. We feel this is the best way to launch new business to the local market. It has helped the growth and also means we can sell more territories as Access Point can always find a venue we can use. The booking process is very easy and my team have built up a good relationship with all at Access Point. They have helped out so many times; we would be lost without them." Carolyn Williams - Chips Away

access point **PROMOTION VENUES**

Tesco is the UK's largest and best known supermarket, serving millions of customers every week. Experiential campaigns at Tesco stores are an effective way of connecting your brand to thousands of consumers each day. High footfall locations within the store or car park area offer the perfect opportunity for lead generation and customer acquisition.



The Co-Operative Group has the largest geographical spread of stores spread across the UK and boasts coverage in every postcode. Serving over 15 million customers every week, stores can be specifically targeted for location, footfall and demographics in city, convenience or premium supermarkets to ensure maximum face to face contact with customers.

With over 2500 Co-Op stores to choose from, exhibition space is available internally at the store entrance or exit and in the car park depending on the store location.

Makro UK is now part of the UK's largest wholesale cash-n-carry service, making it the perfect location to target business and domestic users. Highly visible exhibition spaces are available in-store and externally to promote your brand, product or service to B2B demographic of trade and commercial consumers.



Use an outreach event at one of 28 Makro stores to create awareness, data capture and generate new business leads. Contract parking facilities are also available to rent for local businesses.

access point PROMOTION VENUES

Wickes stores offer effective brand exposure to small business owners, trade customers and domestic DIY-ers in over 200 locations nationwide. Promotional sites at Wickes stores are available internally in the store and in significant demonstration areas in the car park for larger or external events.



This is a great opportunity to target the harder to reach male audience and small business owner to increase brand awareness, capture client data and can even generate instant sales. Contract parking facilities may also be available to rent for overflow parking needs and long term storage solutions depending on the store location.

Shopping Centres and **Retail Parks** are becoming complete leisure destinations that offer a more inspiring retail and dining experience, with longer dwell times and higher spend per visit.

Thousands of high footfall shopping destinations are available nationwide for a range of marketing activities and excellent brand visibility.

Perfect for experiential, promotional, data capture and retail opportunities; shopping venues are used by local and national companies as well as international brands to drive engagement, raise awareness and generate sales.



Town and City Centres offer access to thousands of consumers in a retail environment; for sampling, brand awareness, product launch and lead generation. Experiential sampling roadshows within these locations are hugely popular and provide extensive social media potential for further enhancement of the brand message.

Train station sites offer high footfall locations and a diverse range of demographics including day trippers and daily commuters. Marketing at train stations gives companies and brands mass exposure to thousands of consumers and with an extended dwell time, are fantastic for brand awareness, data capture and customer acquisition activities. Choose from over 400 station locations nationwide, each with highly visible site locations.

"My experience of Access Point has been of an extremely organised, professional and friendly service. Our promotions raise awareness of Marie Curie services and encourage people to give regularly to support the charity and this year thanks to Access Point, we've been in private sites and the results have been really encouraging."

Thomas Lavery - Marie Curie Cancer Care North



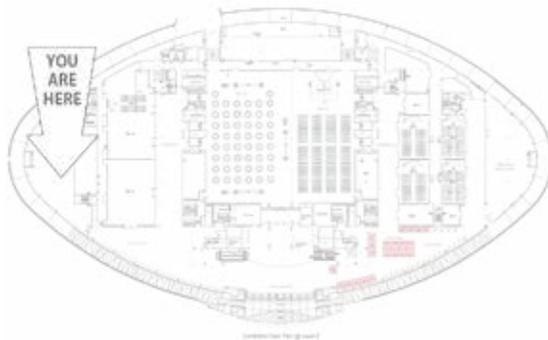
access point PROMOTIONS VENUES

Garden Centres vary in size from independent family run sites to well know Garden Centre brands such as Dobbies, Strikes and Notcutts. Garden Centres offer excellent demographics for home owners and particularly for the over 50's, as well as a significant dwell time due to the additional facilities available including children's play areas and eateries. coffee shops. Marketing opportunities are dependent on the venue but generally include high footfall space within the store, car park and external hard standing areas. Longer term concessions are often available and are popular for gifting, holiday homes and home improvements.



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Show and Exhibitions are held throughout the year and cover everything from small county fairs to huge brand events at some of the UK's largest exhibition venues. Often annual events, a diverse range of demographics and footfall is available depending on the show and promotion locations can vary from a small shell scheme right up to a huge trailer space. With consumer events such as flower shows taking place at weekends and business trade shows more active during the week, there is always an exhibition event available for your promotion.



access point PROMO CASE



PCH Event Management is a multi-brand event management company that specialise in promotional events and off-site sales for the motor industry. They book multiple sites with Access Point on behalf of Citroen dealerships.

Experiences that are focused on engaging the right audience at the right time and in the right location will leave consumers with an understanding of a brand, helping to build a relationship and leave a lasting impression that will hopefully lead to a positive purchasing decision.

As an event management company specialising in off-site sales and promotional events to the motor industry, PCH and their associated dealerships are always looking for innovative ways to target potential customers. By providing access to thousands of promotional sites at major leisure and retail destinations across the UK, Access Point have been able to offer them a great marketing tool that has proven to generate qualified sales leads and a significant return on investment.

"This is a great way to generate sales leads and promote your brand to your chosen target consumer," reports PCH director Jonathan Coombe. "A recent one day promotion held at Wickes in Letchworth for Citroen Vans led to many qualified sales leads and converted into three commercial vehicle sales for the local dealership."

access point **PROMO CASE STUDY**

Experiential campaigns provide shoppers with an exciting experience and are hugely popular with venues and consumers alike, as well as providing extensive social media potential for further enhancement of your brands message. Whether it's a multi venue roadshow or a one-off event, Access Point can provide the opportunity to connect with specific local audiences within a high footfall promotional space.

Jonathan continued, "With venues across the whole of the UK, Access Point are always on hand to help you when planning your campaign and will assist you in choosing the right location, so that you can match the right customer to your product or service."

The objective was to raise awareness of the Citroën brand and product line as well as to generate qualified sales leads. The effectiveness of the campaign was measured by the number of test drives for interested customers and ultimately by new vehicle sales.

"Citroën were extremely pleased with the response to their investment, the cost being more than covered by sales and potential sales taken during the promotion."

Whether it's for consumer awareness and driving engagement, customer acquisition, experiential marketing, product launches, road shows or even retailing; Access Point can exclusively offer you the widest choice of promotional space and can make a significant impact on the growth of a business.

Promotional venues drive success for Citroën



"With years of experience in the industry, Access Point is always able to offer a choice of great targeted locations for us to review and choose from. The management services of PCH, coupled with the experienced input from Access Point, ensure that the promotion will be seen by as many potential customers as possible and offer a great return on investment."

Jonathan Coombe, Director, PCH Event Management.

access point **TILL RECEIPT ADVERTISING**

Till receipt advertising is a fantastic way of getting your marketing message or discount voucher placed directly into the hands of thousands of shoppers every week.

Using the reverse side of national retailers' till receipts, businesses of all sizes from small local firms right through to national companies, franchise chains and the public sector, are able to connect directly with the shoppers of Poundland and Argos stores.

Vouchers are now used across all demographics by savvy, price conscious consumers who may well make their purchasing decisions based on the genuine offers and discounts that they receive. Till receipt advertising is a proven direct marketing channel that can transform a discount or incentive into a powerful marketing message.

Offering mass exposure to thousands of local customers, till receipt advertising is a great way to generate interest, raise awareness and increase engagement. This form of marketing can be easily monitored for measurable ROI and with the choice of over 1000 stores nationwide, and around 50 in the Republic of Ireland our team will ensure there is always a perfect location to showcase your message or promotion. alongside the UK's leading retailers.

Whether your campaign is for consumer awareness, driving footfall to your business or incentivising customer with a discount or offer, we will produce a receipt that has a full colour eye catching design that customers will read and retain.



access point **INTRODUCTION**

We offer total exclusivity so that only your business or awareness message will be associated with your chosen store during the campaign, offering benefits that most other media cannot and making till receipt advertising a hugely popular and highly visible method of driving sales and increasing engagement.

Why choose till receipt advertising?

- Mass exposure on thousands of receipts
- Cost effective marketing
- **Brand awareness and visibility**
- Drive footfall to your business
- **Association with a national retailer**
- Choice of 1000+ stores nationwide
- **High footfall locations**
- Measureable ROI
- **Personalised venue selection**
- Access to your target demographics
- **Simple booking process**
- Full colour advert with free design service



access point **Till RECEIPT TESTiMONiALS**

Founded in 1990 and with over 750 stores nationwide, Poundland is Europe's largest single-price retailer. It offers a range of around 3,000 products across 16 lines including food, kitchen-ware, gifts, healthcare and other products. A number of well known brands such as Cadbury, Coca-Cola, Colgate and Fairy are stocked alongside their own brand products.



For customers, Poundland is about creating value for them through their fixed price service. This offers an excellent opportunity for till receipt advertisers to provide an attractive and memorable offer or awareness message and tap into a consumer market that is value driven and eager for a deal.



Argos is the UK's leading digital retailer with over 4 million transactions a week conducted in a network over 800 stores throughout the UK and Ireland.

Offering more than 33,000 products; this trusted retail brand boasts a broad appeal to a varied audience of almost 130 million customers a year.

The popularity of Argos is only set to grow with its new look digital stores, mini-shops on busy high streets and its association with online giant Ebay.

Till receipt advertising with Argos can place your message or voucher directly into the hand of thousands of local customers every week.

The recent work we did alongside Access Point was immense, we had a total sales growth of 11% for the period the vouchers ran from. Our account manager was extremely pro-active from the beginning, with everything from artwork to the actual offer with its terms and conditions and sharing best practices from other businesses that had previously done it. A very successful offer and great sales growth.

Jennifer Board - Dilke Arms, Table Table



For those who like test and measure marketing, till receipt vouchers are perfect. Not only did we easily cover all our costs directly, we also obtained many new customers and had our logo seen by thousands of potential customers. Very happy with the service.

Andrew Troman - Tromans Family Eyecare



We have been extremely pleased with the results of our last till roll campaign with 459 vouchers redeemed. This form of marketing works well for us and we have already booked our next campaign. **William Wright - Pinewood Park Leisure**



access point **TILL RECEIPT CASE STUDY**

South Gloucester Council is a local authority organisation covering the districts of Kingswood and part of the former County of Avon. This was their first time using Till Receipt marketing, having previously advertised on buses, bill boards and on digital screens.

When searching for new marketing channels, all marketing personnel need to ensure that, amongst other things, the correct target audience is reached and a return on investment is achieved.

In this case the council required an awareness campaign regarding the free early years education and childcare initiative. Their objective was to increase take-up of the scheme and to specifically target families, especially those in a lower earning demographic.

Access Point offer exclusive access to thousands of consumers via targeted advertising on the reverse side of till receipts at major UK retailers, including Argos, Homebase and 99p Stores across the UK.

Council representative Michelle Jones said "Local Authorities don't tend to advertise and trying something different sparked interest. Argos and especially 99p Stores fit our demographics of the 40% lower earners."

Customers engaged with the council via their website and campaign responses were tracked via website clicks and the monitoring of childcare places taken. The campaign resulted in the highest take up of the initiative nationally, with South Gloucester Council even being noticed by the Department of Education for being one of the best Local Authorities regarding the childcare scheme.

A proven way of driving engagement

Michelle went on to say "We have received a lot of positive feedback and generated a lot of interest. I have given presentations and talks nationally and locally regarding this advertising campaign and other advertising campaign and other Local Authorities have started to follow suit."

Marketing opportunities are dependent on the venue but generally include high footfall space within the store, car park and external hard standing areas.

Longer term concessions are often available and are popular for gifting, holiday homes and home improvements.



"I found from initial enquiry 'til the end of the campaign the Access Point service has been extremely helpful and supportive to ensure the right stores, images and content were used to reach the maximum market section that we are aiming at. The ideas and suggestions were useful and the process was extremely quick and easy, considering this is the first time this Local Authority has ever advertised with you. The quality of the images was very high and we have received nothing but positive feedback." Michelle Jones - South Gloucestershire Council.

access point **CONTRACT CAR PARK SPACE**



With hundreds of car parks available nationwide, Access Point can offer commercial space for contract parking services or as land for storage facilities.

As the space management company for hundreds of Makro, Homebase and Wickes stores across the UK, we can offer thousands of square feet to clients for a variety of purposes that include:

- Local storage depots for companies wanting to avoid expensive regional distribution centres
- Fleet storage for ambulances, coaches and car dealerships
- Off-road driving schools for HGV, motorcycles and young driver training
- Overflow car parking for offices, universities and work sites
- Land for storage containers or portable cabins



Surplus parking space is often used by companies who have outgrown their current facilities or as a short or long term storage measure without the prohibitive costs of investing in land and site security.



Cash for Clothes Portable Cabin

Our knowledgeable team will work with you to identify a site and the amount of space required as well as the most suitable location for your needs. Contracts are available monthly, quarterly and annually, with spaces being available from as little as £3.50 per day depending on location.

"Our Company has been dealing with Access Point for around two years and I am extremely satisfied in their service. They are very quick to sort out any problems which arise on the car parks and have been there for us every step of the way."
Steve Brown, Next Best Clothing Ltd.

access point **VENUE LOCATOR SERVICE**

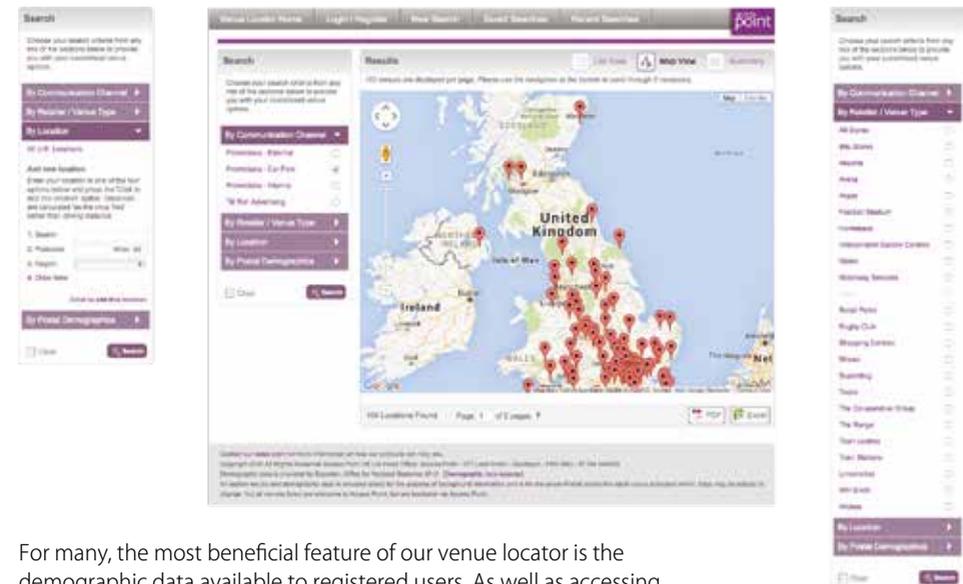
The Access Point venue locator allows you to search for venue options in your target location. It is a great tool that is easy to use and allows you to quickly search through thousands of venue options, even in several different catchment areas at once.

For clients that cover a wide area spanning over several postcodes or regions it's also possible to draw a bespoke area, a fantastic time saving feature that allows you to be very specific in your location choices.

Perfect



Results can be filtered by retailer or communication channel so you can pinpoint exactly what you are looking for. Once your results are complete there is even an option to transfer the information to a PDF or an Excel file, allowing you to print or save the details for future use.



For many, the most beneficial feature of our venue locator is the demographic data available to registered users. As well as accessing demographic information for the venues in your designated area, you can specifically search for venues by selecting your target audience from our demographic options. Many of our clients find this service invaluable as they can judge in advance if they are targeting the right locations.



access point **COMPANY OVERVIEW**



Over the last 18 years Team Access Point has grown considerably. Working from our custom renovated prestigious new premises at the Old Courthouse in Southport, we now have over 40 employees, a quarter of which have worked with us for 10 years or more. We are a friendly company who believe that team spirit is important.

Our team is incredibly social and our parties are legendary! We strongly believe in rewarding hard work but the rewards are not just financial. We love supporting our team to be the best they can be, staff development is heavily encouraged and team members are incentivised to further their own skill set; to this end we have funded two team building adventures to date, in Sweden and Vietnam.