



# Media Kit

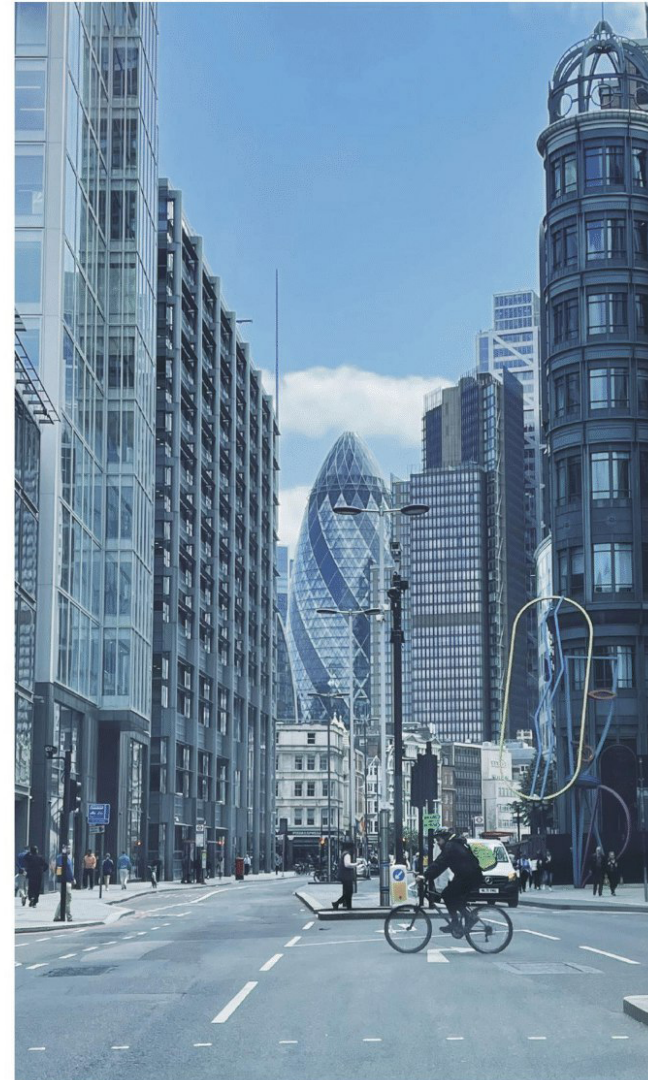
Digital Place-based Media Network

# The Place

 **Joint Visa Application Centre**  
City of London, 66 Wilson St, EC2A 2BT

In the heart of London City is the busiest visa application centre in the UK, serving nearly half a million applicants every year.

Joint visa application centre offers visa and passport services for 26 embassies and the UK Visas & Immigration Centre.



Visa Application Centre  
Centre de réception des demandes de visa

## Joint Visa Application Centre

-  Austria
-  Bulgaria
-  Croatia
-  Cyprus
-  Czech Republic
-  Denmark & Greenland
-  Estonia
-  Finland
-  Greece
-  Hungary
-  Iceland
-  Italy
-  Latvia
-  Lithuania Passport & Visa
-  Malta
-  New Zealand
-  Norway
-  Portugal
-  Republic of Ireland
-  Slovenia
-  Singapore
-  South Africa Passport & Visa
-  Sweden
-  The Netherlands Passport & Visa
-  Ukraine

**Working hours: 8:30 - 18:30**



# The Audience



## Reaching relevant audience

Real people.  
No bots.  
No fraud.



## Worldwide clients

A targeted audience of confirmed international travellers



## High footfall

Nearly two thousand unique customers daily



## Double contact

The majority of applicants visit the centre twice a month



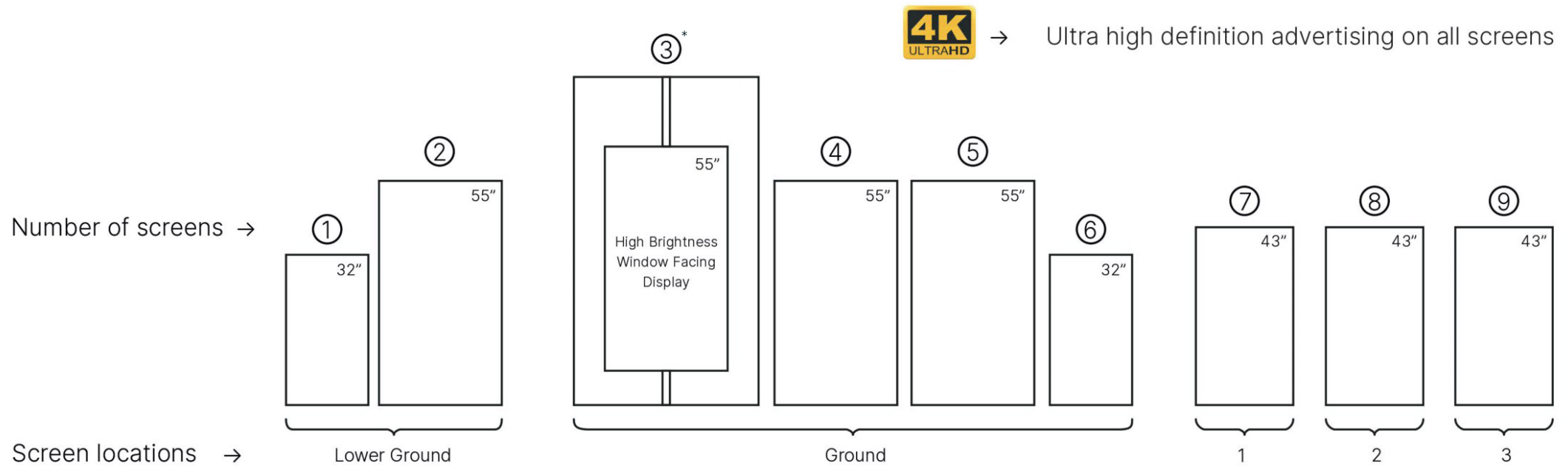
## Customer journey

The average visitor spends around 60 minutes inside with dozens of impressions with your Brand



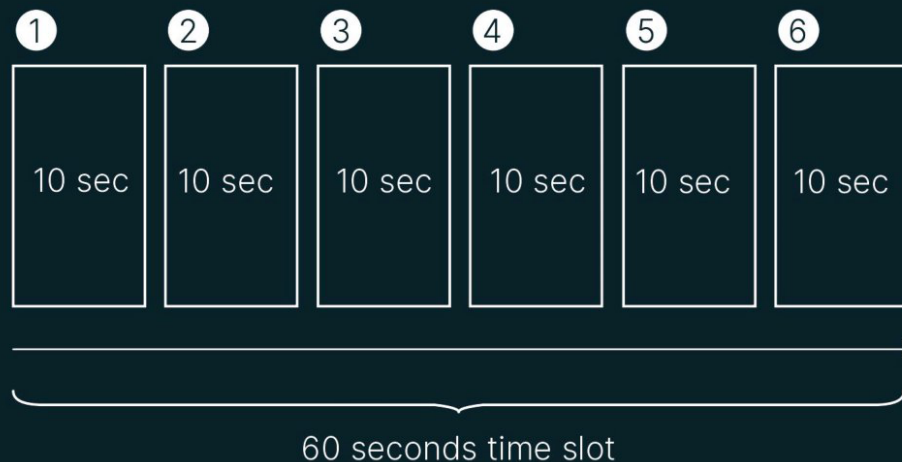


# The Media<sup>1.1</sup>



↓ Number of clients

Impressions per screen → 60 / 1 hour; 600 / 10 working hours



In a loop from 8:30 am to 6:30 pm, Monday to Friday

\*The Window Facing Display works in a loop from 8 am to 7 pm, Monday to Friday → 660/11 working hours

# The Media<sup>1.2</sup>

## Eye-catching widget

Helps to attract more visitors' attention to the screens during their waiting time.

Date & time →  
Real-time weather forecast  
Up-to-date currency exchange rates  
Bitcoin & Ether live prices



Plastic tag with QR code attached to the display



Interested in the advertisement on the screen?  
Don't search • Just scan • All here



# The Media<sup>1.3</sup>

## How it works →

1. Eye contact with an advert
2. Willing to discover more
3. Scan the QR code
4. Opens up digital leaflet
5. Direct lead to the needed info

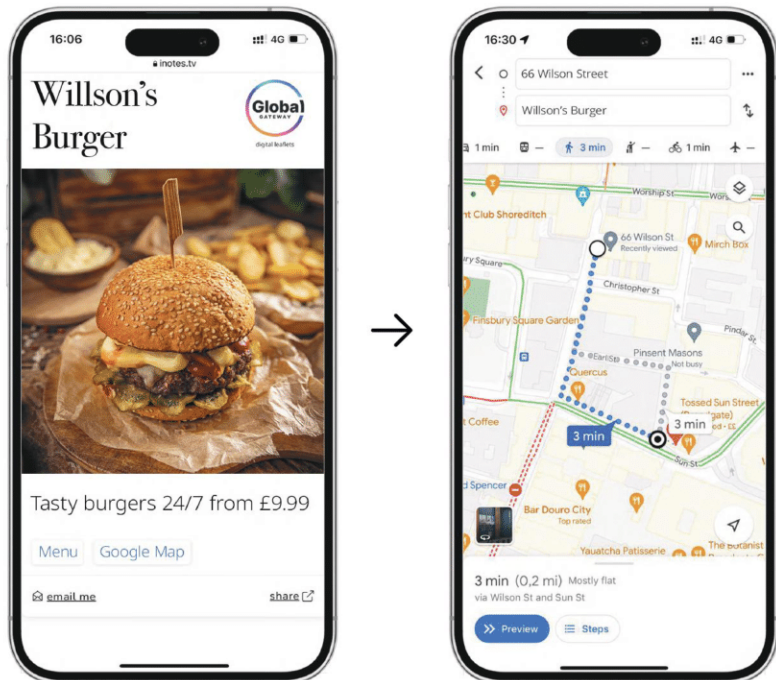
From 1 to 5 in less than 5 seconds

**Interested in the advertisement  
on the screen?**

Don't search • Just scan • All here



notes.tv/ggway/l1



↓ Digital leaflets advantages

↑ Try it now

Accepted by all mobile browsers, no app needed

Unified digital container for any content (pdf, video, Google Disc, social media links, phone number & email integration)

Easy content sharing (any messenger, email, copy link)

All desired info saved on your smartphone

Intuitive mobile-friendly design



# The Campaign

From idea to execution  
within 24 hours



Receive  
digital materials  
from client



Design of motion graphics &  
digital leaflet



Publish on the web  
hosted in our own cloud





# **IDENTITY INVEST UK LIMITED**

Company number 14521230

**Based in the UK  
Bravely serviced from Ukraine**