

MEDIA CHANNELS



CHANNEL	TERRITORY	2024		
		MARCH	APRIL	MAY
AV	UK			
OOH	UK			
CINEMA	UK			
RADIO	UK			
PROGRAMMATIC	UK			
PROGRAMMATIC	FRANCE			
PROGRAMMATIC	GERMANY			

- Media has been phased with front weighting investment in the broadcast channels
- This naturally creates a bell curve shape as coverage builds over the initial launch period
- Programmatic will extend the campaign and help slow degradation



30" CINEMA EDIT

