Advertising Specifications

shopper
closer to customers

Who are Shopper & what do we do?

We are specialists in harnessing the power of local shoppers through our retail out-of-home media solutions.

When it comes to connecting with customers when they're ready to buy, retail out-of-home is the only outdoor advertising channel you can rely on.

Our 100% digital advertising panels let you prime and convert customers when they're in the purchasing mindset at their local shopping centre.

They're the perfect way to connect when it matters most.

We are Closer to Customers.

40% of shoppers purchased something after seeing it advertised on retail screens in shopping centres.

shopper

Unskippable, unavoidable and 100% viewable

When you need to amplify your campaign through outdoor advertising, you can't look past digital out-of-home media. With 100% digital capabilities, our smart panels are perfectly positioned to showcase your brand to the right people, at the right time and in the right place.

We work with you to ensure your campaign is precision targeted to your audience in the time and place most likely to deliver results. We draw on our extensive and real-time data and measurement capabilities to ensure you're seen by the people that matter.

Our point of difference

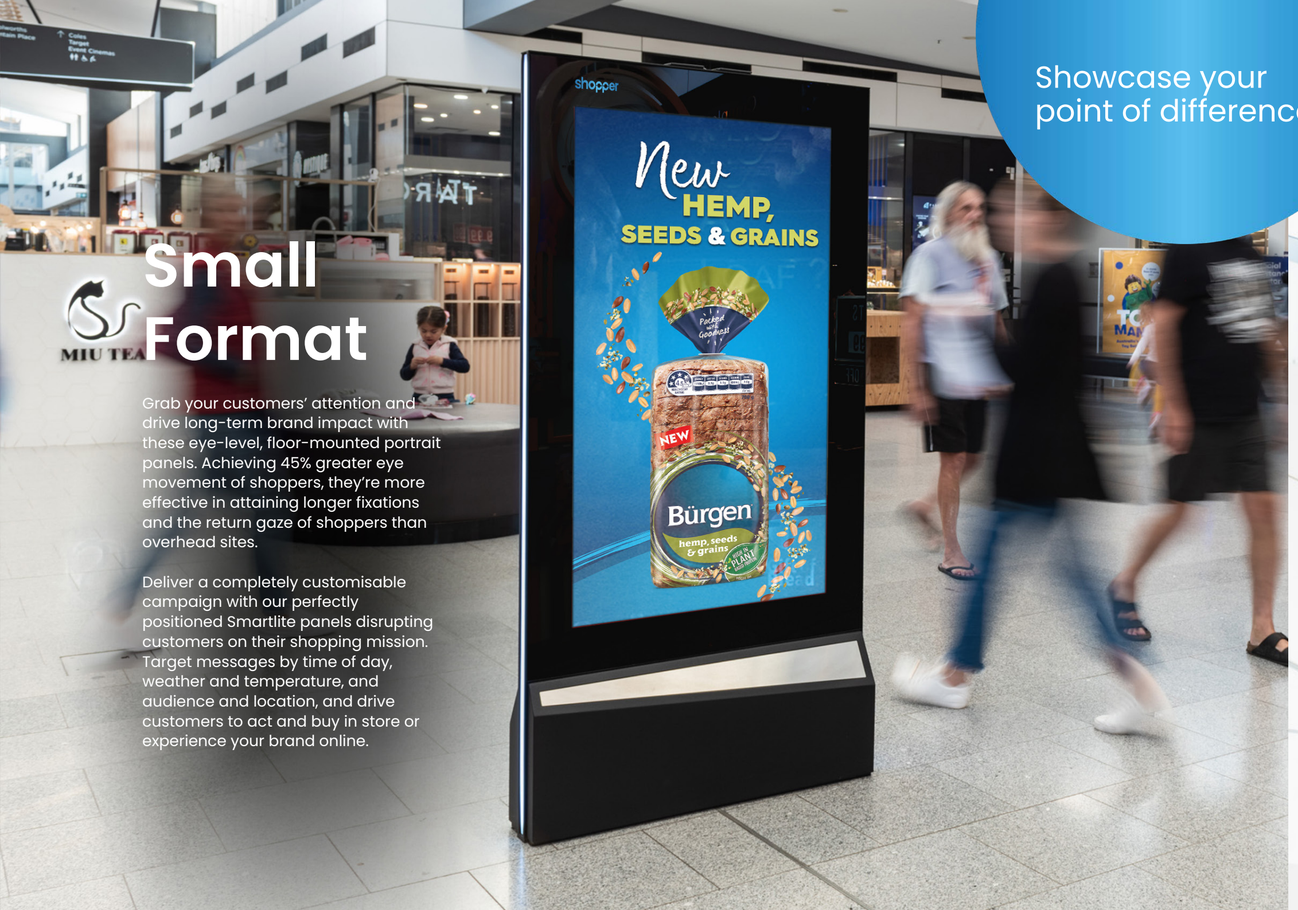
- » 400+ shopping centres
- » 100% digital
- » 100% proximity
- » 7 second rotation
- » Geotargeted creative
- » 1 in 6 share of voice
- » Wifi and Bluetooth technology and analytics

Showcase your point of difference.

Small Format

Grab your customers' attention and drive long-term brand impact with these eye-level, floor-mounted portrait panels. Achieving 45% greater eye movement of shoppers, they're more effective in attaining longer fixations and the return gaze of shoppers than overhead sites.

Deliver a completely customisable campaign with our perfectly positioned Smartlite panels disrupting customers on their shopping mission. Target messages by time of day, weather and temperature, and audience and location, and drive customers to act and buy in store or experience your brand online.



Large Format

Drive awareness and build your brand with our highly impactful large format, digital atrium screens boasting the latest in digital technology.

Bring your innovative campaigns to life for a big brand impact.

Our high definition LED screens in landscape or portrait amplify your advertising in prime shopping centre locations with high dwell time and foot traffic.

Creative Options

Offers brands the opportunity to be flexible and creative as we showcase your point of difference.

- Weather and temperature targeting.
- Time of day targeting.
- Creative personalisation.
- Exclusivity for product and service.
- Targeted within creative e.g driving customers to a particular aisle number.

Shopper Toolkit

shopper ai

With visual heatmaps built from our extensive data stack, you can target your desired audience and measure performance and impact in real-time.

With Shopper Ai you can deliver relevant messages based on shopper behaviours, spending habits, demographics, mobility and purchase intentions. We overlay shopper data with location, proximity and timing so you can control every aspect of your campaign with a bespoke site list.

shopper study

Through complimentary shopping centre Wi-Fi, we connect with 156,000 shoppers every month to learn about their demographics, brand preferences and purchasing habits.

Better understand your customers and drive targeted OOH advertising based on who's in store right now. Through Shopper Study, you can survey customers for greater insights, deliver ads on their mobile devices, and drive deeper brand experiences online.

Advertising tips in retail

Hero your product, promotion or brand
Ensure the product or service is the hero. If your objective is awareness or consideration then make the brand obvious for your shopper.

Animate
Animated advertising is 201% more effective than static messaging in retail environments. Movement will demand 88% greater eye movement, attracting shopper attention driving higher engagement and memorability.

Use simple and clear messaging
Retail out of home advertising ideally has a maximum of 10-12 words.

Be distinctive
Consistent use of unique and distinctive brand cues will create memorable triggers that allow brands to connect with shoppers.

Clear call to action
Be clear about what you need the shopper to do next. E.g. buy your product or donate online

Localise and personalise
Increase message relevancy by localising and personalising the message.
1 in 4 shoppers are more responsive to personalised advertising. 1 in 3 shoppers choose brands that are aligned to their values.

Contextually relevant digital OOH increases ad recall and sales

Neuroscience reveals dynamic triggers increase brain responses and drive greater ad effectiveness.

17% increase in ad recall and a 16% in sales uplift.

Messages triggered with weather, location or a live update created a 18% increase in brain response.

Advertising at the right time/right day of the week created a 12% increase in brain response

Combining both generates a 32% increase in brain response.

Smartlite™

Static Creative

Naming Convention	Brand_Client_Campaign_Smartlites_Dates.png
Pixel Dimension	1080 x 1920
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_Smartlites_Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	1080 x 1920
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbp
File Size	Under 60MB
Creative Duration	7 Seconds

shopper
advertising specifications

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	640 x 1080
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	640 x 1080
Field Order	Progressive
File Size	Under 60MB
Creative Duration	7 Seconds

Available Centres

- Greenwood Plaza, NSW
- Rhodes Waterside, NSW
- Orion Springfield, QLD

shopper
advertising specifications

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	768 x 1408
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	768 x 1408
Field Order	Progressive
File Size	Under 60MB
Creative Duration	7 Seconds

Available Centres

» Birkenhead Point Brand Outlet, NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	576 x 960
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	576 x 960
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 Seconds

Available Centres

» Moonee Ponds Central, VIC
» Kawana Shoppingworld, QLD

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	1080 x 1920
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	1080 x 1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Castle Towers, NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	1080 x 1920
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	1080 x 1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Erina Fair, NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	672 x 1152
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	672 x 1152
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 Seconds

Available Centres

» MetCentre, NSW

Digital Atrium Banner

Static Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.png
Pixel Dimension	1080 x 1920
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_DA_Dates.mp4
Format	MP4
Resolution	1080 x 1920
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

- Settlement City, NSW
- Cairns Central, QLD
- Sunshine Plaza, QLD
- Macarthur Square, NSW

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advertising specifications

Digital Portrait

Static Creative (only)

Naming Convention	Brand_Client_Campaign_DP_Dates.png
Pixel Dimension	1080 x 1920
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Available Centres

» Sunshine Plaza (car park entry), QLD

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	3840 x 1080
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	3840 x 1080
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbps
File Size	Under 60MB
Creative Duration	7 Seconds

Available Centres

» Kogarah Town Centre, NSW

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	3840 x 1080
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Codec Compression	H.264
Resolution	3840 x 1080
Field Order	Progressive
Bit Rate	CBR Constant Bit Rate 12 Mbps
File Size	Under 60MB
Creative Duration	7 Seconds

Available Centres

- City Arcade, QLD
- Clemton Park, NSW
- Shell Cove, NSW

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	2856 x 840
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	2856 x 840
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Castle Towers (pedestrian tunnel), NSW
» Watergardens, VIC

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	2352 x 672
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	2352 x 672
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Castle Towers (Lvl 1 Marketplace), NSW

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Available Centres

» Castle Towers (digital car park), NSW

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Erina Fair, NSW
» Sunshine Plaza, QLD

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Cairns Central, QLD

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Caneland Central, QLD

shopper
advertising specifications

Landscape Digital

Static Creative (only)

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1224 x 324
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Available Centres

» Caneland Central, QLD

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1224 x 324
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1224 x 324
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	10 Seconds

Available Centres

» Macarthur Square, NSW

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Lakeside Joondalup, WA

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Lakeside Joondalup, WA

shopper

advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Menai Marketplace, NSW

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Craigieburn Central, VIC

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1152 x 648 px
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» CS Square, VIC

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1920 x 1080
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1920 x 1080
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 Seconds

Available Centres

» Corio Village, VIC

shopper
advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1920 x 1080
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1920 x 1080
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 Seconds

Available Centres

» Corio Village, VIC

shopper
advertising specifications

Landscape Digital

Static Creative

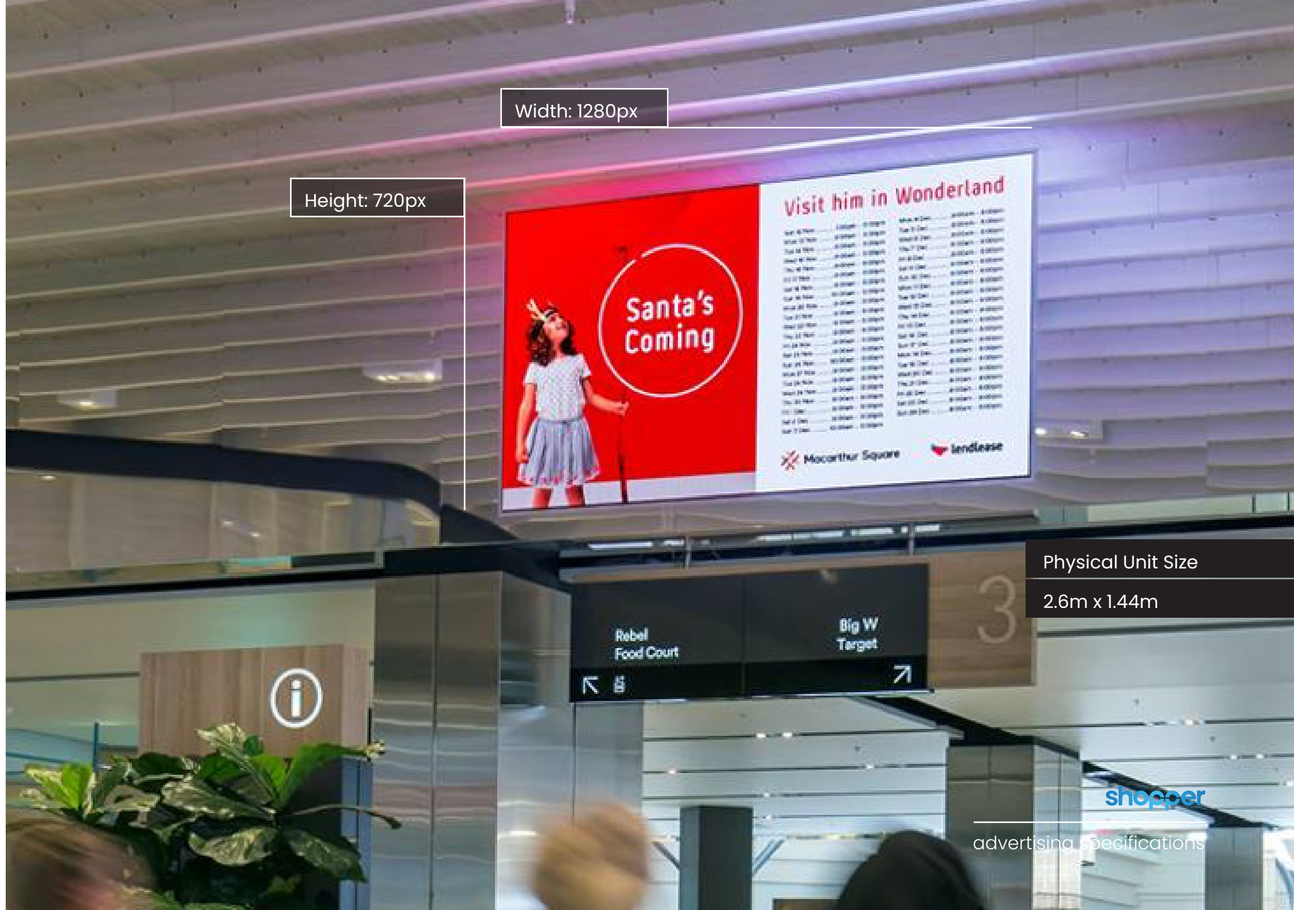
Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1280 x 720
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1280 x 720
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	15 Seconds

Available Centres

» Macarthur Square, NSW



shopper

advertising specifications

Landscape Digital

Static Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	2732 x 768
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	2732 x 768
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 Seconds

Available Centres

» Stockland Green Hill, NSW

shopper
advertising specifications

Landscape Digital

Static Creative

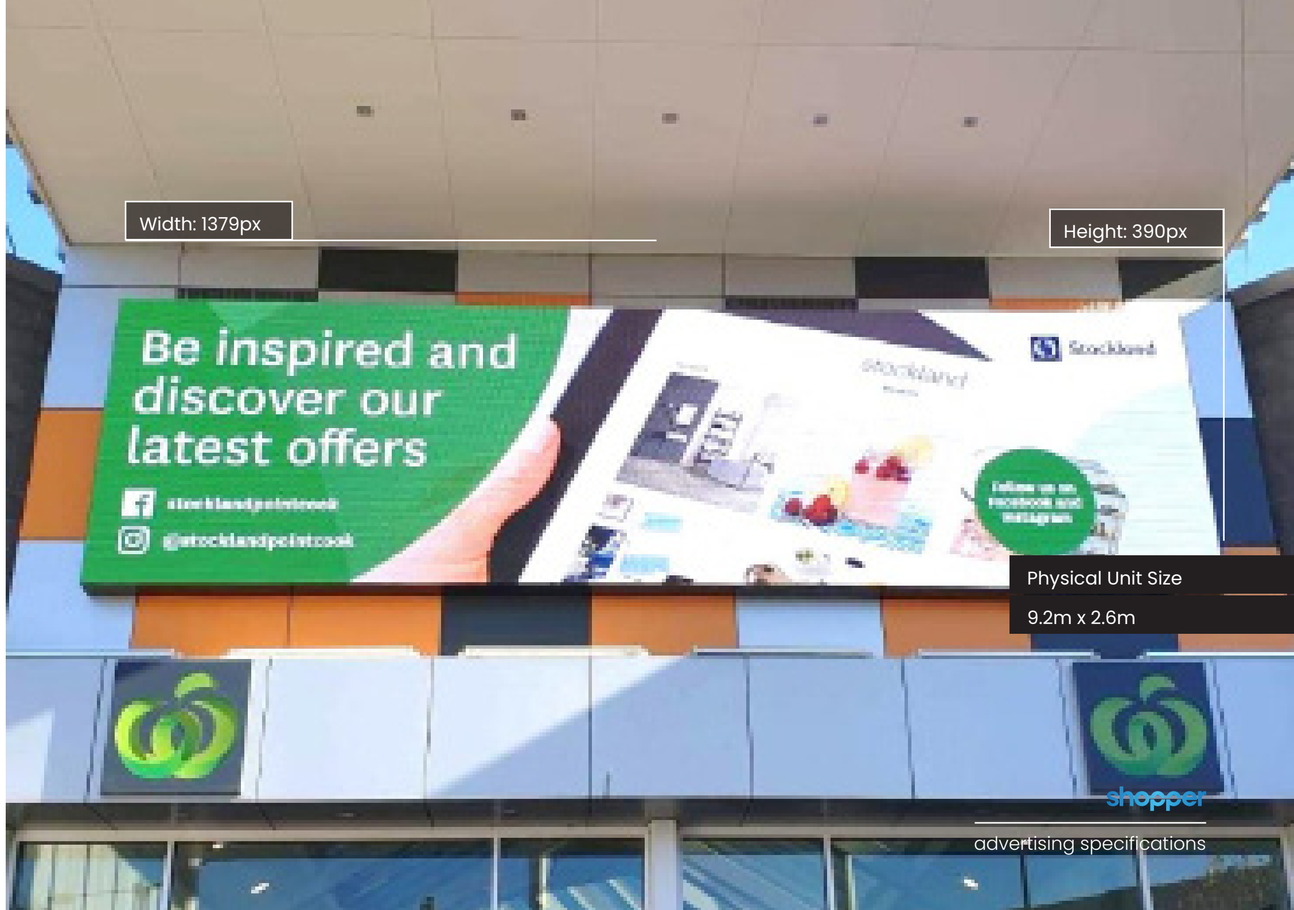
Naming Convention	Brand_Client_Campaign_LD_Dates.png
Pixel Dimension	1379 x 390
DPI	72
Format	JPG – Best Quality, JPEG, PNG
File Size	Under 30MB

Animated Creative

Naming Convention	Brand_Client_Campaign_LD_Dates.mp4
Format	MP4
Resolution	1379 x 390
Field Order	Progressive
File Size	Under 60MB
Frame Rate	25
Creative Duration	7 Seconds

Available Centres

» Stockland Point Cook, VIC

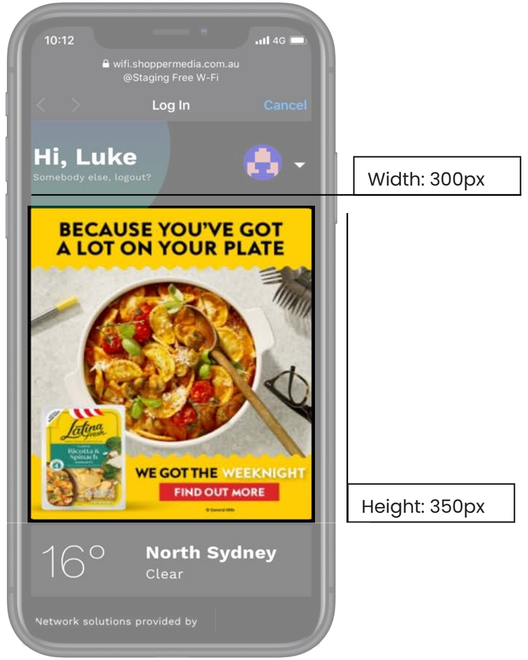


shopper
advertising specifications

Splash Page

Splash Page

Naming Convention	Brand_Client_Campaign_Splash_Dates.png
Resolution	300 X 350 (image will auto scale if provided in 1080 x 1920)
Image “Click Through” URL	http or https
Format	JPG, JPEG, PNG
File Size	Max size 100kb, please provide in as compressed format as possible. Auto scales to fit all Wi-Fi compatible devices (laptops, smart phones etc)



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Please email final artwork to digitalartwork@shoppermedia.com.au

or contact your Shopper Rep for more information.

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closer to customers