



# 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 25 embassies and the UK Visas & Immigration Centre.

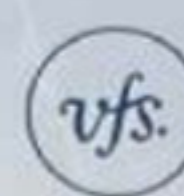


**CANADA**

Visa Application Centre  
Centre de réception des demandes de visa

**Joint Visa Application Centre**

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



VFS.GLOBAL



# The Audience

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## Worldwide clients

A targeted audience of confirmed international travellers



## Reaching relevant audience

Real people.

No bots.

No fraud.



## High footfall

1200+ unique customers daily



## Double contact

The majority of applicants visit the centre twice a month



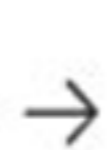
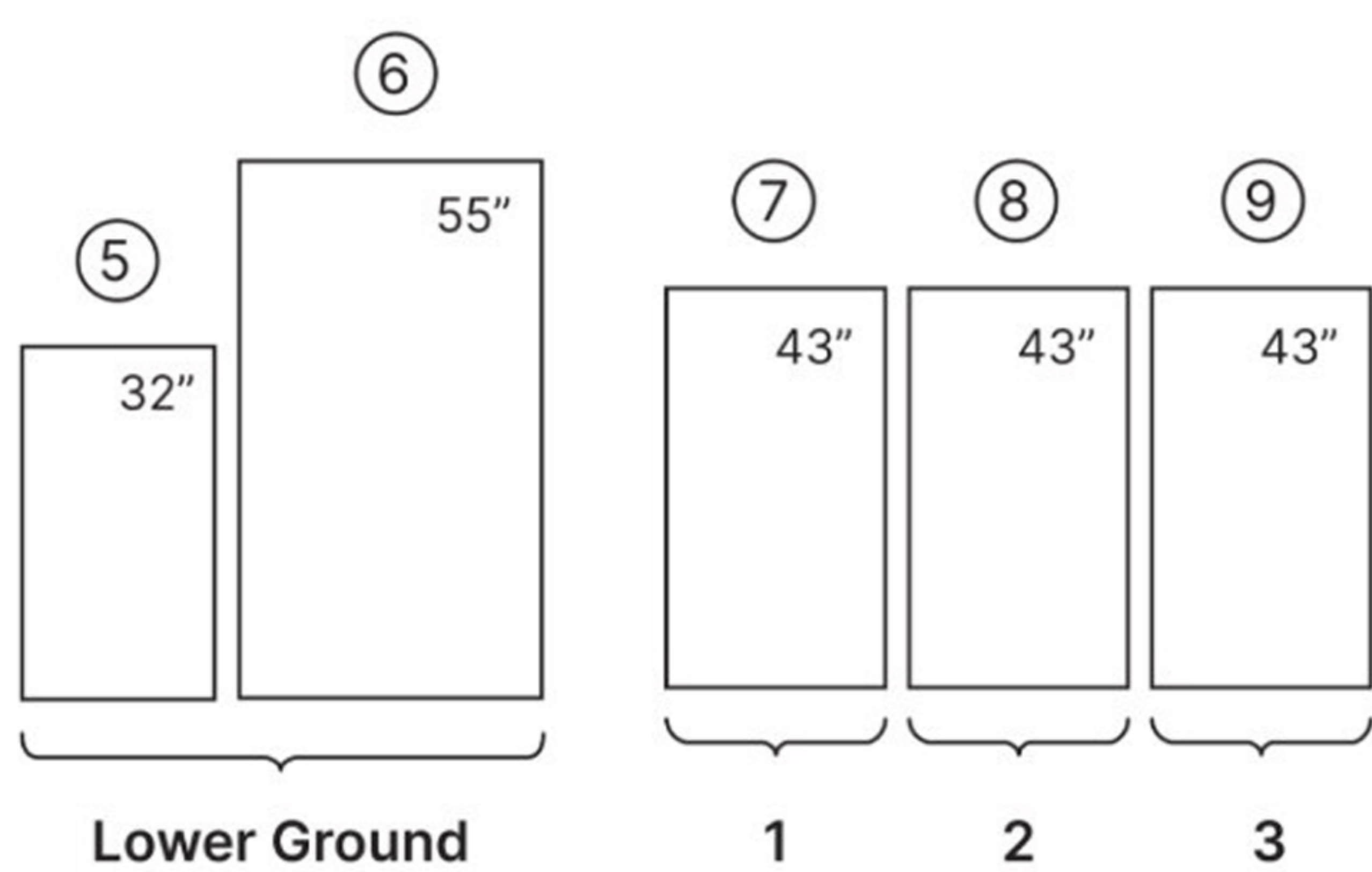
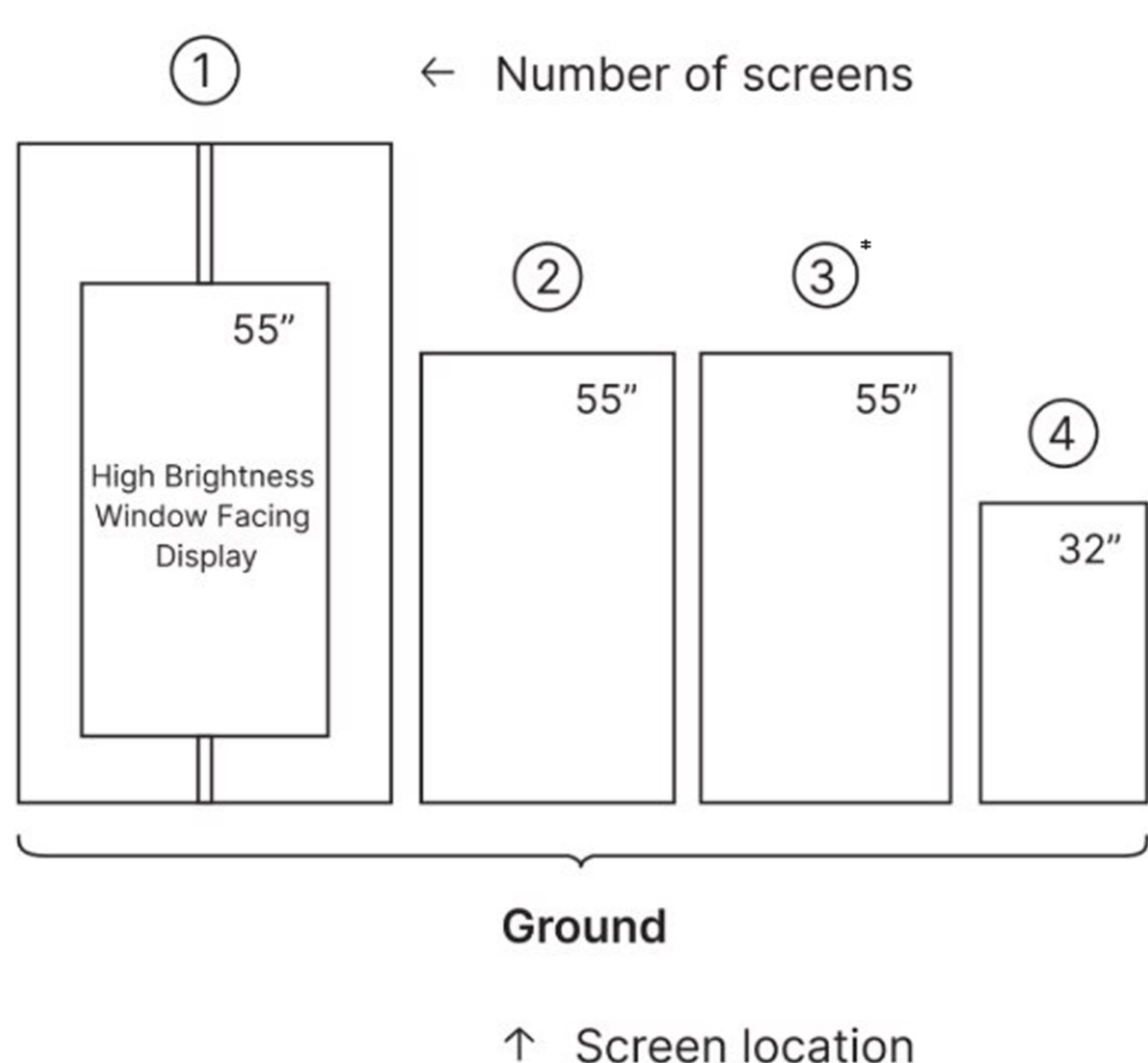
## Customer journey

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



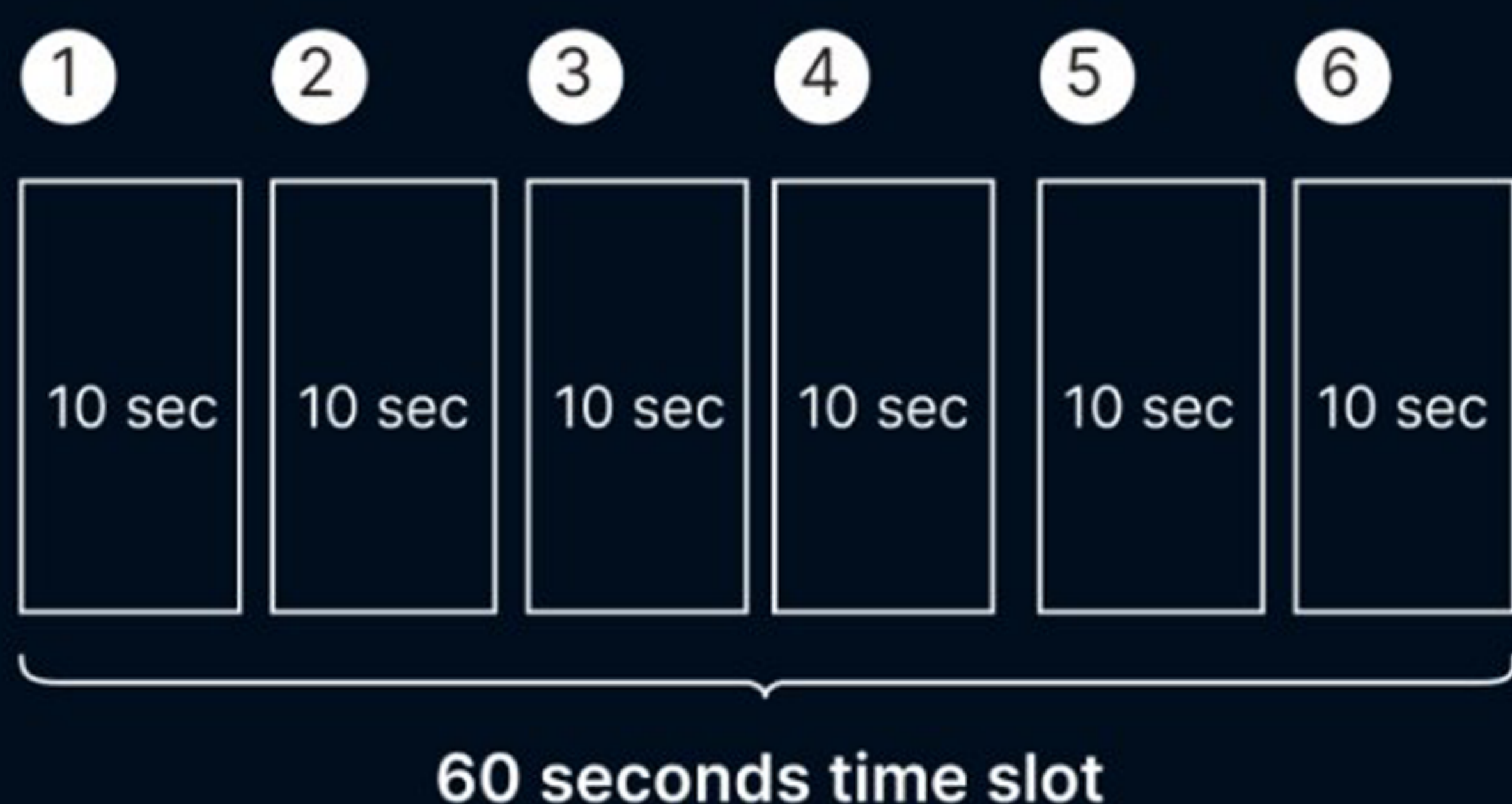
A significant part of the information about the audience of the visa application centre is strictly confidential due to the embassies' restrictions.

# The Media



Ultra high definition advertising on all screens

↓ Number of clients



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

↓ Impressions per screen

**60 / 1 hour**

**600 / 10 working hours**

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

# The Media 1.2

## 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

# The Media 1.3

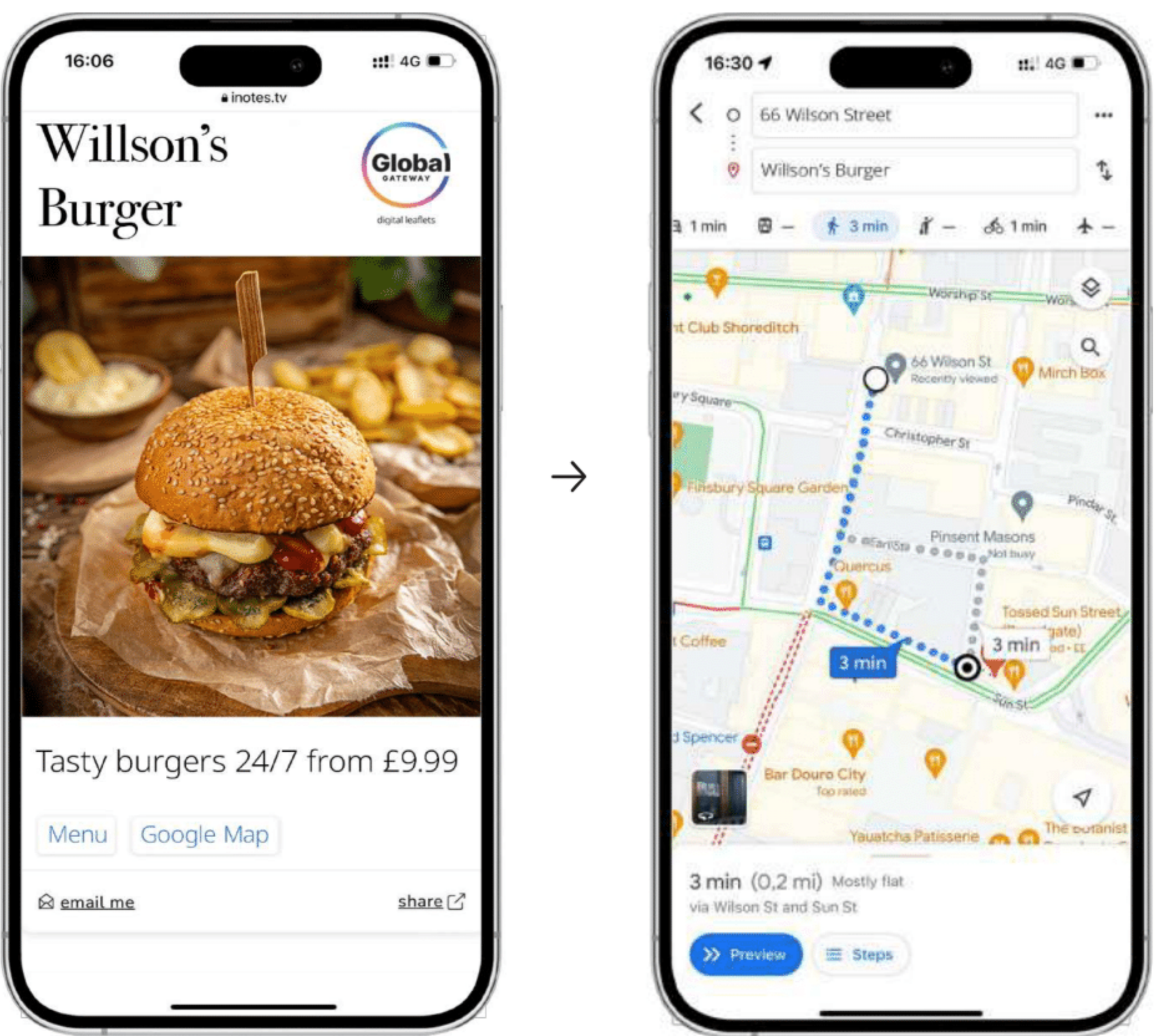


## ↑ How it works

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

## ↑ Try it now

From 1 to 5 in less than 5 seconds



## ↑ Digital leaflets advantages

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);

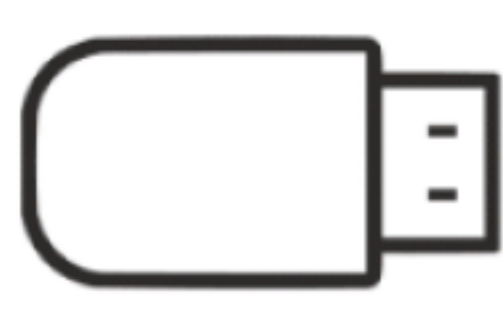
Easy content sharing (any messenger, email, copy link);

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

3 min walk

Classic 8oz Burger  
comes with fries

£15

visit US

SCAN QR CODE

	12:10 AM Feb, 24	NOW  12°	06 PM  11°	07 PM  10°	08 PM  9°	0.89 0.91 0.88
						BTC 21 650 ETH 2 359

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

16:06 4G

inotes.tv

# Willson's Burger

digital leaflets

Tasty burgers 24/7 from £9.99

[Menu](#) [Google Map](#)

[email me](#) [share](#)

# IDENTITY INVEST UK LIMITED

Company number 14521230



**Based in the UK**

**Bravely serviced  
from Ukraine**