



the Iku media pack



# an introduction to Iku Advertising



## What does Iku Advertising do?

Unparalleled by conventional distribution Iku Advertising distinctive service provides an enhanced focal point and distribution medium for promotional merchandise.

## Where do you advertise?

The Kazaru® operates daily within Central London. It provides the opportunity to advertise and distribute marketing materials at varying peak times through the day. Operating in designated high-footfall locations provides exposure to a wide demographic and social mix. This unique advertising and distribution medium offers a guaranteed flow of potential new customers.

## The audience for your Iku Advertising campaign



Footfall: 100 million visits are made to the Capital's attractions every year

50 million overseas visitors visit the Capital's many tourist attractions

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Source of data: National Statistic Bureau, London Fact Finder, London Development Agency National master.com.

# what can Iku offer

## Displaying your advertising campaign

Your adverts and point of sale merchandise are displayed on the Iku Advertising unique Kazaru® mobile advertising display. Point of sale merchandise and posters are displayed on semi illuminated panels. These include display holders in varying clear or high visibility colours creating an interesting feature of your promotional merchandise. To maximise the effect of your marketing campaign continued merchandising of displays ensures that your promotion remains prominent throughout.

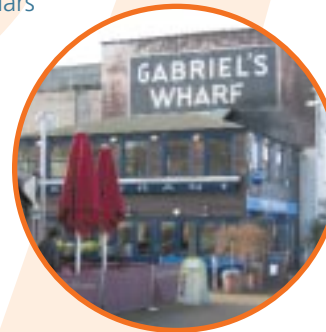
## What promotional products can I display to promote my business?

Promotional products and display signage is a great way to keep your name in front of your customers and, above all, attract new and repeat business. All our products are manufactured to the highest standard giving your promotional campaign added impact.

Iku Advertising offers a complete signage and display material service from initial artwork and design through to print and finishing with an unwavering commitment to quality control.

## Which point of sale merchandise gets the best results?

|                        |                   |           |
|------------------------|-------------------|-----------|
| Greetings cards        | Maps              | Bags      |
| Magazines              | Flags             | Guides    |
| Diaries                | Badges            | Brochures |
| Promotional stationery | Discount vouchers | Key rings |
| Confectionery          | Post cards        |           |
|                        | Calendars         |           |



## Creative projects

We offer eye-catching visual display ideas from simple vinyl graphics to small posters. Creative projects involving corporate branding and advertising campaigns can be utilised separately or as part of a design, print and distribution package. Promotional banners and corporate flags offer a versatile means to raise your public profile and can be designed for a multitude of purposes. Our memorable graphics and materials work to put your name and message in front of your customers. We can take just about any design or logo and produce a customised, original promotion to suit your needs and requirements.

## Can promotional staff be provided to add impact and creativity to our marketing campaign?

Iku Advertising can provide a comprehensive and diverse pool of human resource ideal for staffing tailored promotional events and campaigns. Staffing promotional events is core business for Iku Advertising. Whatever your requirements are, we can be relied upon to provide a range of tailored staffing solutions. We can assist with every aspect of your promotional activity. We can devise innovative promotional concepts, recommend venues, construct activity schedules as well as profile and put in place suitable personnel depending on the promotion.

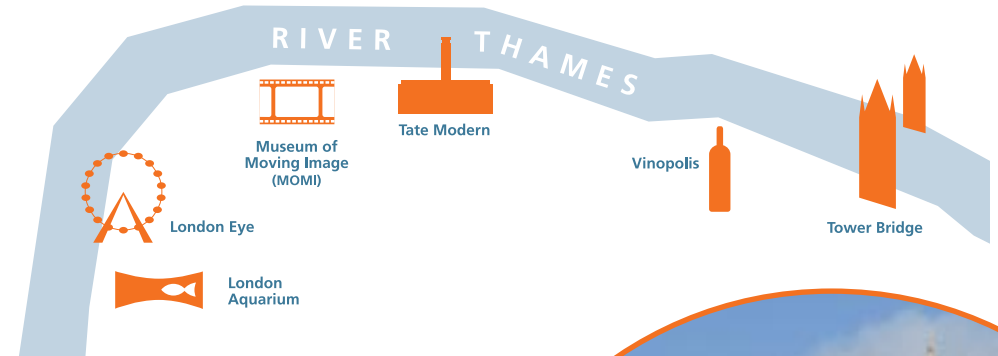
## Promotional clothing

Promotional clothing continues to be one of the most popular methods for promoting businesses. We offer a wide range of quality promotional clothing all of which can be personalised with your logo or made in your company colours. We can provide assistance in the selection and design of uniforms used throughout your campaign – whether supplied by you or provided by us.

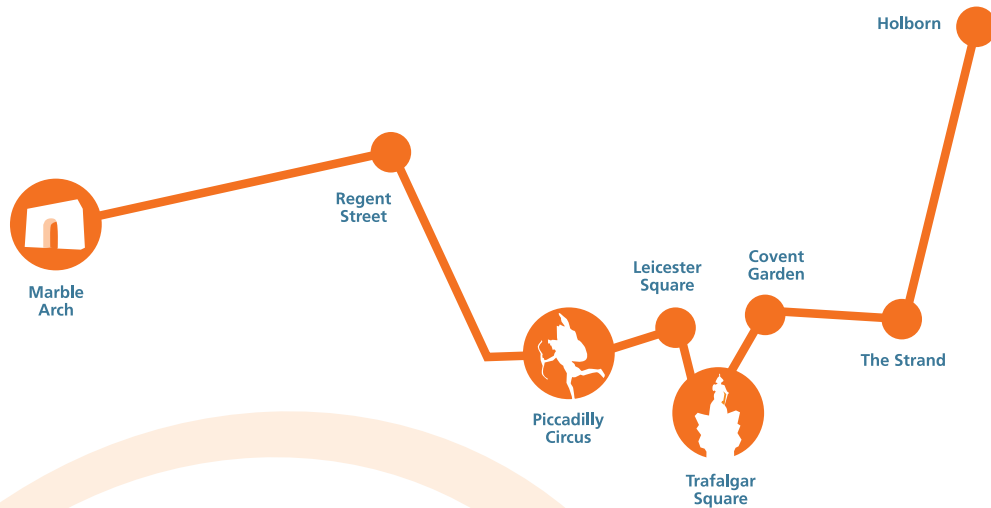
# the Iku Kazaru® routes – The South Bank The Golden Mile The Commuter City Life

## The South Bank

This riverside advertising opportunity represents the highest concentration of cultural activity within central London, attracting a wide range of interest groups and a varied demographic mix. The South Bank contains London's most visited attractions including The London Aquarium, The London Eye, Queen Elizabeth Hall, The Purcell Room, The National Theatre, The National Film Theatre, The Hayward Gallery, The Museum of the Moving Image, The Tate Modern, Shakespeare's Globe, HMS Belfast, Vinopolis and Tower Bridge.



# the Iku Kazaru® routes – The South Bank The Golden Mile The Commuter City Life



## The Golden Mile West End

The streets of the Capital's West End have the highest concentrations of attractions in the world including shops, restaurants, entertainment venues, cafés, pubs, bars, museums. There are more than 3,000 shops selling thousands of products. Distribution from multi-strategic locations accessed while passing the capital's most visited attractions guarantees a flow of potential new customers. The most famous attractions visited en route include Marble Arch, Oxford Street, Regent Street, Piccadilly Circus and Leicester Square, Trafalgar Square, Leicester Square, Covent Garden, Holborn and the Strand. The most famous shops include Debenhams, DH Evans, John Lewis, Selfridges and flagship branches of BHS, Marks & Spencers, the Burton Top Shop group and HMV Records.



# the Iku Kazaru® routes – The South Bank The Golden Mile The Commuter City Life

## The Commuter

Central Rail stations such as Victoria, Liverpool Street, Euston King's Cross and Waterloo provide the opportunity to advertise and distribute to a new stream of potential customers. The Kazaru's mobility provides distribution from varying strategic locations which guarantees a new course of potential customers who have direct access to your promotional campaign.

The number of commuter trips through National Rail stations increased to 467,000 in 2004. This shows an excellent footfall rate in prime target market locations.

In Autumn 2001 just under 1.1 million people are estimated to have entered Central London on a typical weekday between 7.00am and 10.00am.

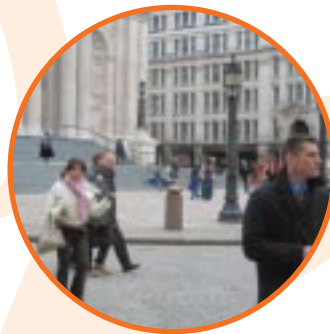


# the Iku Kazaru® routes – The South Bank The Golden Mile The Commuter City Life

## City Life

The City of London is at the heart of the world's financial markets. It is set in the midst of a vibrant and diverse range of workers who commute into the square mile daily from various locations throughout the UK and internationally. This makes the City an ideal environment from which to reach a high concentration of professional and white-collar workers and further advertising to a wider demographic mix.

Places of delivery within the City include Liverpool Street Station, Bishopsgate, Cheapside, Farringdon, Bank, St Paul's and Ludgate Circus. Various City locations toured by the Kazaru® include The Tower of London, Docklands and Canary Wharf.



# special events calendar 2005

The Capital's world famous events provide a host of exciting advertising opportunities and attract audiences of over 4 million people annually onto the streets. Our unique advertising medium provides the opportunity to take advantage of such events to put your message in front of a wide range of new potential customers.

## March & April

St Patrick's Day Festival and Parade, the London Marathon and the Oxford & Cambridge Boat Race attract international attention

## May & June

May Day celebrations at various West End locations. Chelsea is in full bloom in May when it hosts the Flower Show. The world famous Wimbledon Lawn Tennis Championships, take place annually

## January & February

South Bank New Year's Eve events, Chelsea's Kings Road Fashion Show, Chinese New Year in China Town, Soho

## July & August

August sees the streets around trendy Notting Hill come alive during Europe's largest street festival

## September & October

Autumn in London sees a variety of events from those of a sporting nature on the river, the Mayor's Thames Festival and the Great River Race. The London Film Festival takes over the South Bank. In 2004, the festival attracted over 116,000 admissions

## November

During the winter months London celebrates a number of anniversaries and ceremonies including The Lord Mayor's Show and Remembrance Sunday

## December

Bond Street, St. Christopher's Place, Regent Street, Oxford Street and Covent Garden Market all celebrate the switching on of Christmas lights during huge, festive crowds



# the Iku dedicated Kazaru® rate card 2005

## Dedicated advertising options

A dedicated, mobile Kazaru® delivers exclusive use of advertising fascia. This is an exceptional opportunity to use truly eye-catching, effective graphics and materials that will put your name and message directly in front of your customers. The dedicated mobile Kazaru® operates daily within Central London providing advertising and distribution at key sites throughout the day on an eight-hour shift.

- Double sided advertising, Full Side Fascia poster: 2110mm x 1200mm, landscape format
- Display and merchandise holders column and row format with Half Side Fascia poster: 1055mm x 1200mm, portrait format
- Front Fascia poster: 1080mm x 1220mm, portrait format
- Top Banner both sides: 1200mm x 300mm, landscape format
- Uniformed assistant
- Direct handouts with two promotional staff distributing from from strategic positions optional extra
- 1 Detailed activity report optional (post event)
- Audio-looped commercial message personalised option

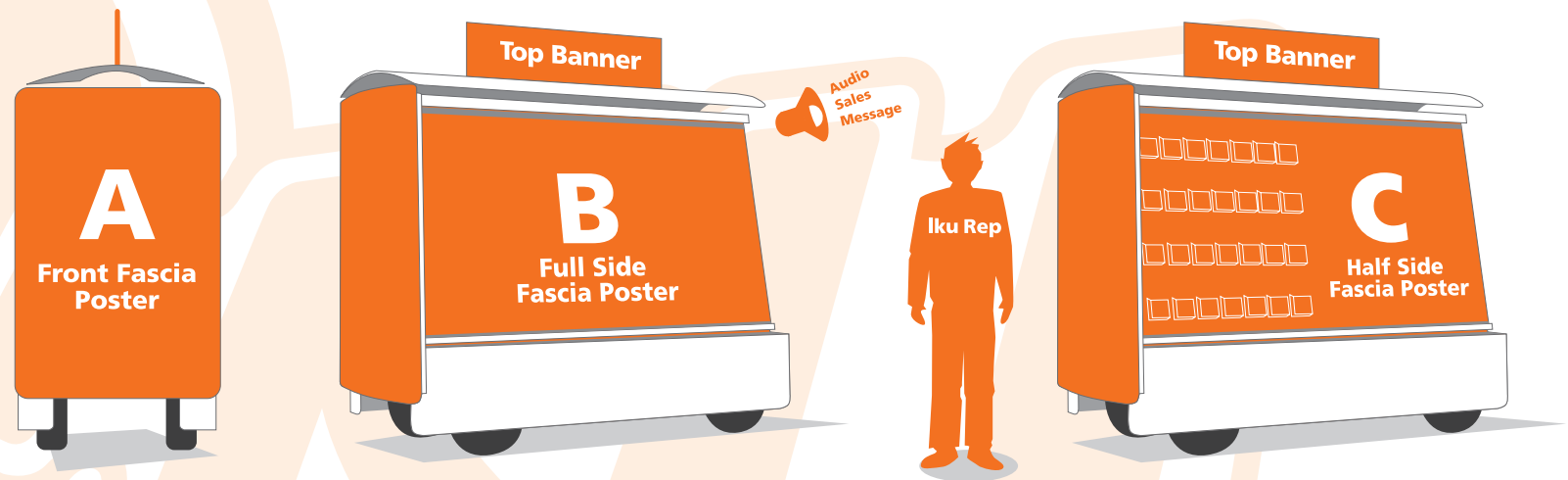
## Rates

- 1 Day Monday to Friday 8 Hours £500
- 1 Day Saturday or Sunday 8 Hours £550
- Weekend Promotion (Saturday and Sunday 16 hours) £1,200
- Five-day period £2,000
- Seven-day period including (Saturday and Sunday) £3,000
- One month 30 days (optional delivery schedule) £8,500

## Kazaru® sponsorship package

A special events and sponsorship package offers the opportunity to link your campaigns with a national event. Sponsorship packages can cover any period from one month. Campaigns outside the M25 area require a minimum booking of two consecutive days. Transport costs apply outside the M25. Please contact Iku Advertising for a bespoke proposal.

All prices are subject to VAT and terms of business.  
Hours of operation may vary depending on seasonal conditions.



# the Iku multi-interest Kazaru® rate card 2005

## Multi-interest advertising options

A multi-interest, mobile Kazaru® delivers non-exclusive use of advertising fascia. This is an exceptional opportunity to use truly eye-catching, effective graphics and materials that will put your name and message directly in front of your customers. The multi-interest mobile Kazaru® operates daily within Central London providing advertising and distribution at key sites throughout the day on an eight-hour shift.

- Advertising and distribution service that will function daily over a seven-day period
- Advertising and distribution at varying shift patterns throughout the eight hour day
- Selected routes including special events
- Multi-interest displays, column and row format, with poster option
- Selection of high-visibility display holders
- Audio-looped commercial message
- Kazaru® distribution attendant
- Booking options monthly quarterly and annual
- Multi-interest displays, A6(postcard size)/DL column and row format, with poster

## Rates

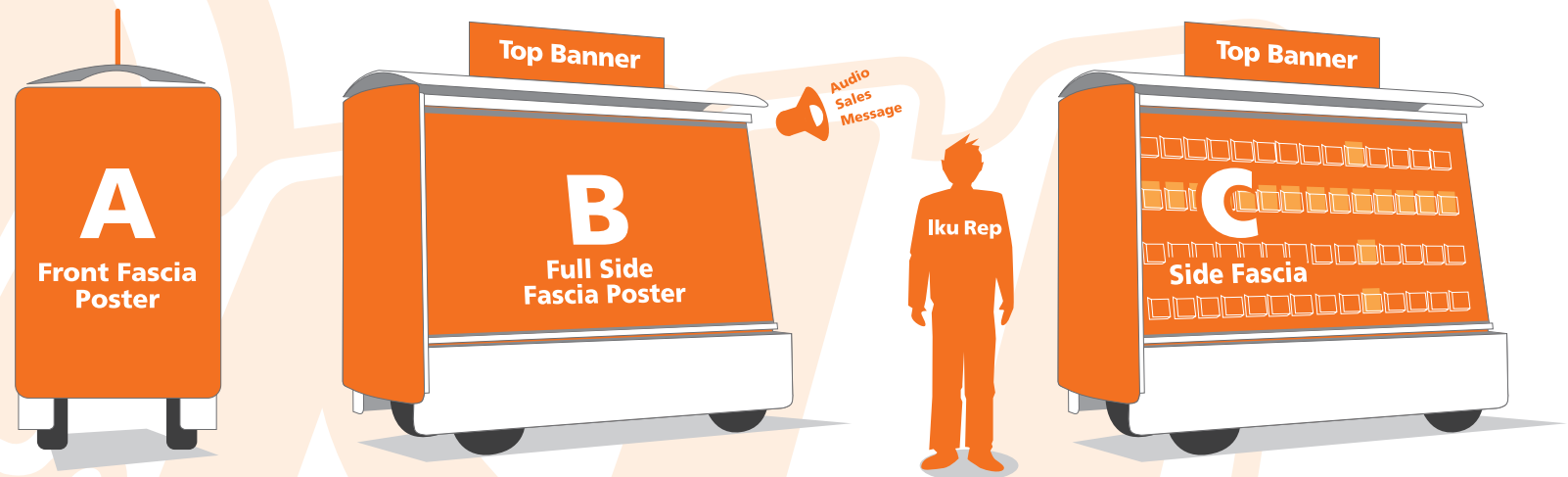
- Four-week period with four Saturdays and Sundays option £500, eight-week period £1,000
- 12-week seasonal promotion £1,500, 16-week campaign £2,000
- Annual campaign with weekly activity reports £5,000

Front Fascia poster 1080mm x 1220mm, portrait format, Top Banner, both sides:1200mm x 300mm, lanscape format

|                           |                           |
|---------------------------|---------------------------|
| 2 weeks £500 per poster   | 2 weeks £250 per banner   |
| 4 Weeks £1,000 per poster | 4 Weeks £500 per banner   |
| 8 Weeks £2,000 per poster | 8 Weeks £1,000 per banner |

Promotional and direct handout staff prices per person, per day – from £150.

All prices are subject to VAT and terms of business.  
Hours of operation may vary depending on seasonal conditions.



# Iku technical data and delivery of merchandise

## Supplied logos from client to Iku

Logos should be supplied as Adobe Illustrator eps files in cmyk with fonts (unless fonts are outlined). An Illustrator file can be reproduced at any size without quality being impaired, so this is our preferred format. If this is not possible, logos can be supplied as Photoshop files (tif, eps or jpeg) but they must be supplied at high-quality. This means 300 dpi and at the approximate size they will be reproduced.

For cards, postcards, discount vouchers, calendars, maps *et cetera* the minimum size required is 80mm.

Larger format items such as a Front Fascia or Full or Half Side fascia posters, the minimum size required is 200mm.

For other very large format item such as flags and banners Iku should be contacted to discuss requirements. In some cases it may be preferable to complete the design first, then the exact size required is known.

## Supplied images from client to Iku

The use of any images supplied by the client to Iku to be used on any promotional items must have been agreed and paid for with the appropriate supplier or appropriate agency. If this has not been done, Iku can assist by obtaining a usage agreement and price on your behalf. Any cost incurred will be passed on to the client.

Images must be supplied at high-quality, this means 300 dpi and at the size at which the image will be reproduced. If any image that is supplied by a client has not been legally agreed upon and paid for Iku cannot take responsibility for any action the licensee may take. Supplied text from client to Iku should be supplied as a Word document.

## Delivery to Iku Advertising

Delivery of all merchandise should be sent to the Iku Advertising distribution office seven working days prior to the commencement of the booked advertising schedule. Iku Advertising will provide confirmation on receipt of all materials supplied for distribution for advertising. All unused merchandise and materials will be returned subject to a postage and delivery charge to be notified to clients in advance.

## Iku contact details

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