

The Shopping Centres Package is an excellent opportunity to remind people of the brands being sold in the shopping centres before people start their shopping. The JCDecaux poster locations are located near 20 different shopping centres in Tallinn. The posters are installed on the way to the shopping centres, two minutes away by car or 150 m by foot. And the target group is people who visit the shopping centres. The Shopping Centres Package enables the centres to advertise themselves or their brands or shops. Depending on the brand being advertised, the poster locations can also be chosen based on the movements of the target group—by including locations that are visible primarily to drivers or the users of public transportation. [The sample campaign](#) includes 50 locations near 17 shopping centres in Tallinn.



Additional information:

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2
weeks

TIME PERIOD



50

FACES



91%

REACH



22

FREQUENCY



6.26M

CONTACTS