



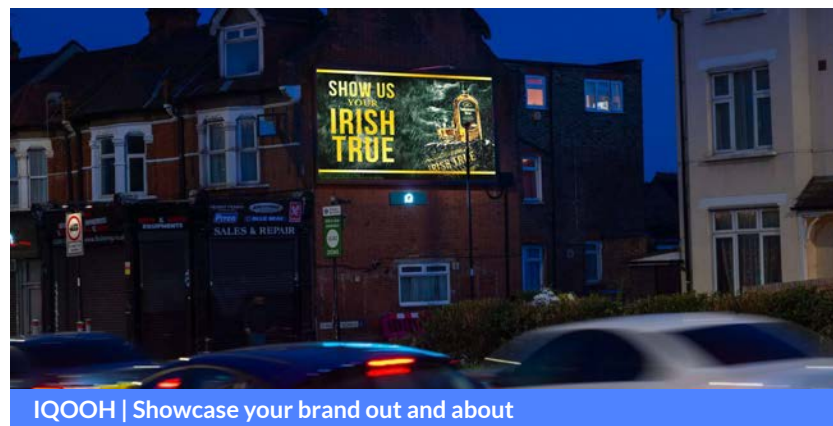
## Tap Programmatic OOH for St. Patrick's Day

St. Patrick's Day is estimated to bring in **£5.9 billion in consumer spending**<sup>1</sup>. Brands can leverage Place Exchange to reach their target audiences in relevant physical contexts like bars, restaurants, grocery stores, and out on the streets where holiday parades are taking place - all with unparalleled scale, flexibility, targeting, and measurement.

**London** is the top UK destination for St. Patrick's Day<sup>2</sup>

**25%** increase in UK spirit sales during the St. Patrick's Day week<sup>3</sup>

Source: <sup>1</sup>The Saint Patrick Centre 2023, <sup>2</sup>Hotels.com, 2023, <sup>3</sup>CGA 2022



I Media | Reach consumers near brick and mortar locations

IQOOH | Showcase your brand out and about

### Reach consumers at scale at point of purchase and at the “point of pour”

#### PX Retail Media Network

- Total Screens: **1,186**
- 4-week Impressions: **550 million**

#### PX Bar Network

- Total Screens: **196**
- 4-week Impressions: **76.2 million**

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more