



Direct
Digital

Healthcare Network



RIGHT TIME, RIGHT PLACE, RIGHT MESSAGE

Advertising your product or service in a doctors' surgery can offer several unique marketing benefits for brands.

1

Low Competition

2

National Coverage

3

Improved Recall and Action

Why choose Direct Digital?

Direct Digital is the leading provider of digital healthcare educational systems specifically designed to enable major hospitals and medical establishments to engage directly with patients, build awareness of internal services, profile patients waiting times, increase patient's knowledge of current health issues and also promote general health and wellbeing.

As a cornerstone of the community, our technology also serves as a major platform that enables healthcare related companies and quality local businesses an easy and effective way to communicate and showcase their products or services directly to 'ready to spend' customers from the local communities.



Trust and Credibility

- ✔ Trusted Environment: At doctors' surgeries, trust is paramount. Advertisements in these settings can benefit from the credibility and reassurance associated with healthcare providers.
- ✔ Positive Brand Association: Being seen in a trusted NHS healthcare setting can enhance the perception of a brand as caring and responsible – they enjoy perceived endorsement!
- ✔ Brand Support: Your campaign will also reach healthcare professionals who can become advocates and recommend your product to patients as it is front of mind (often on a sub conscious level)



Maximum Exposure

Our modern, bright and clear displays ensure that your message is visible in all light conditions and our anti-reflective glass means your message can be read from different angles. Our 24 hour support means screen downtime is almost non-existent.

Our team of inhouse content creators can help your brand. We know the importance of continuity in your brand identity and have been dealing with clients brands for 20 years.

We have a dedicated team of creative talent who thrive off developing and designing your bespoke advertisements, providing support, advice and marketing expertise.



Maximum Benefits

- High dwell time within this trusted environment
- High OTS due to captive waiting audience
- High engagement when people interact with relevant content
- High footfall locations/positions
- Digital screens enable regular copy change
- Delivers perceived endorsement



We Can Prove It

Our network delivers results.
Click on the video to see how.



The Power Of National Advertising Is Unrivalled

Direct Digital lets you reach the captive audiences your company cares about. Our screens are the perfect platform to showcase your company, your brand or your service to customers in a responsive environment.

Our goal is to have your campaign seen multiple times – even on a single customer visit. With an average visit lasting 23 minutes and nearly half of customers repeating their visit within the month, repetition advertising is a powerful tool.

Your Campaign

Some of the UK's most recognised brands TRUST us to connect them to their customers. We have had the pleasure and honour of serving a wide range of blue chip clients.

They trust our knowledge and expertise. This is the very expertise we can bring to you to create a solution perfect for your business.



Our Audience

- Average length of time seated - 23 minutes
- 74% Female
- 48% of Female audience are housewives with children
- 52% of audience 45 plus
- 87% of household audience are principal household shopper
- 58% visit alone
- 32% were accompanied by 1 person
- 40% go straight to the Pharmacy

Frequency of visits

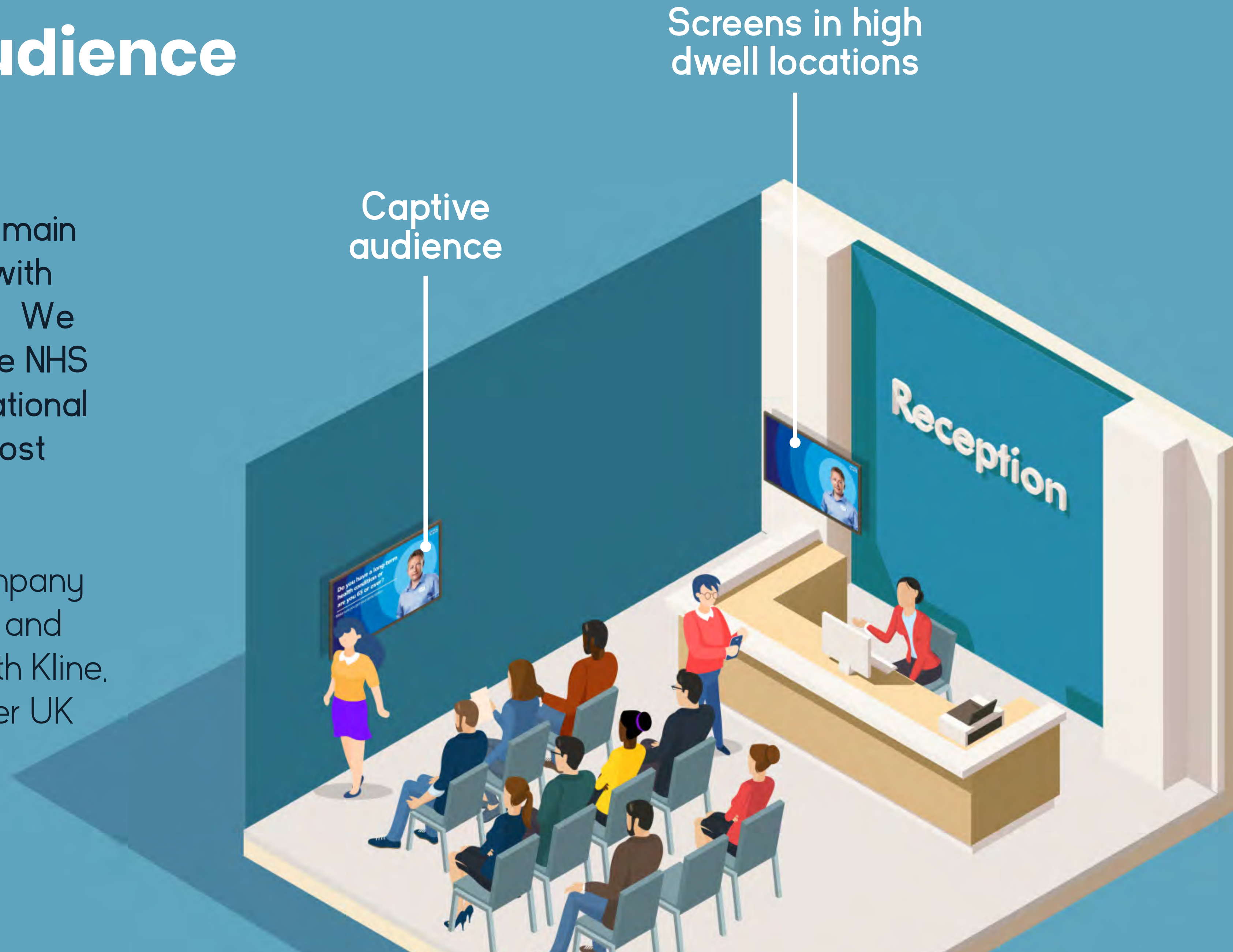
- 6% Once a week
- 12% every 2-3 weeks
- 19% once a month
- 37% every 2-6 months
- 15% less often
- 2% their only visit
- 8% varies



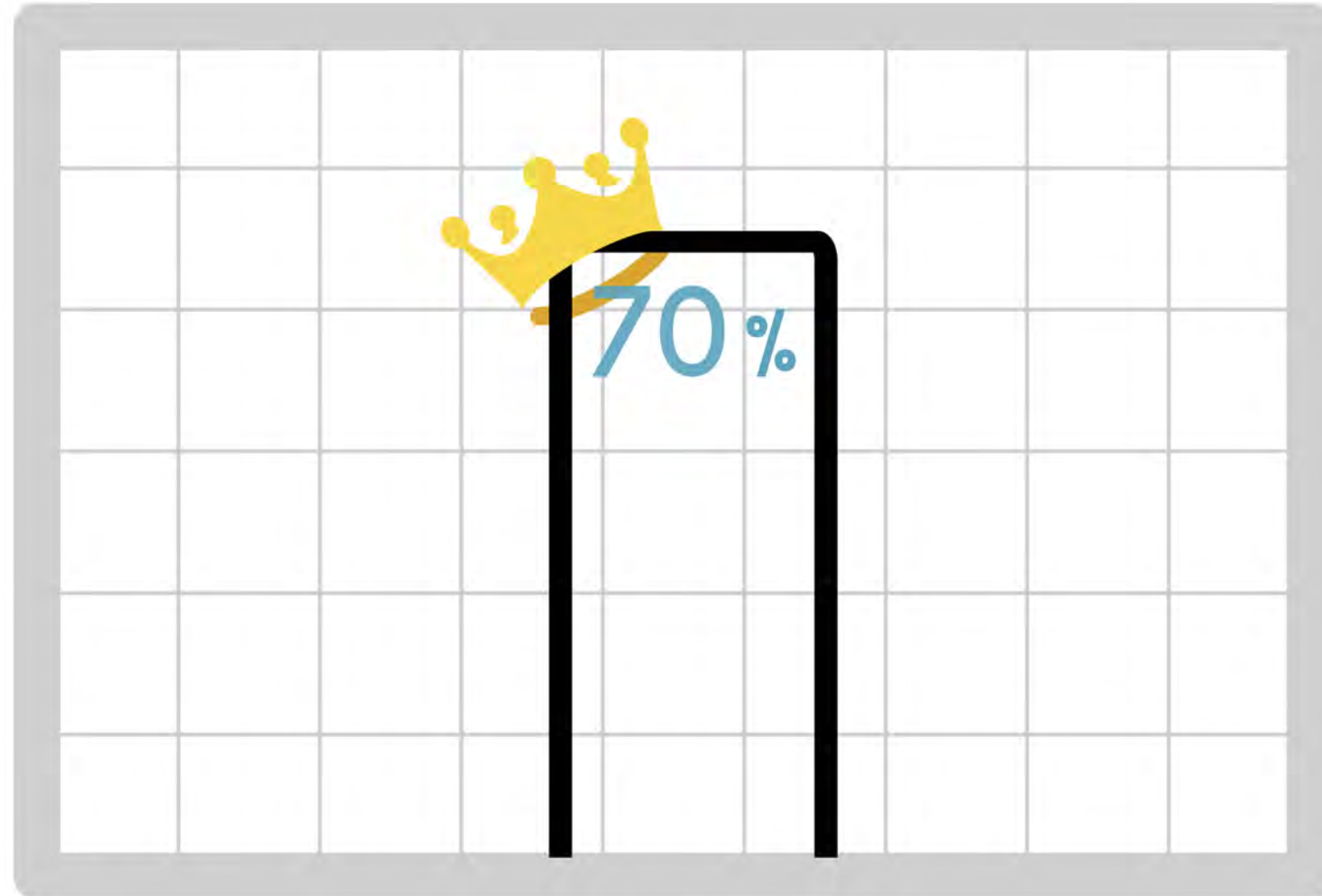
Capture your audience

Digital screens are situated in the main waiting areas to engage directly with the viewers in a captive capacity. We feature campaigns supporting The NHS and The Department of Health, national charities, and some of the UK's most relevant brands.

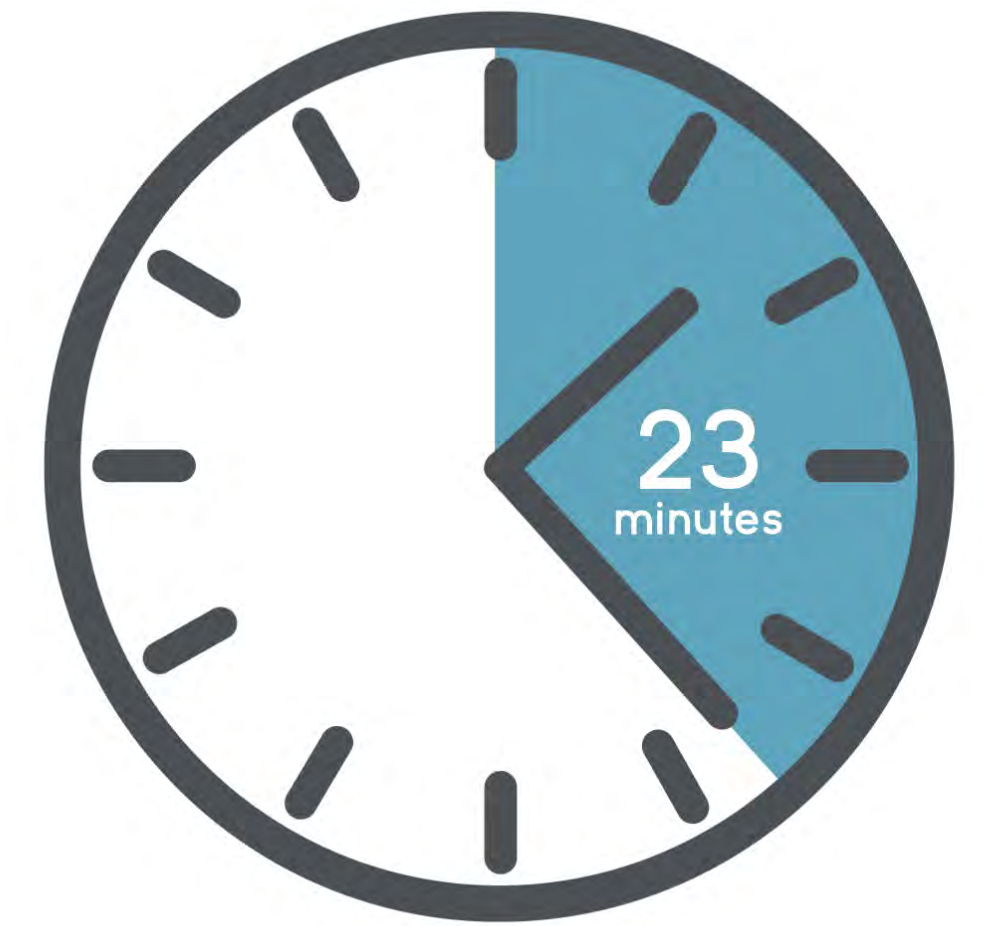
Your campaign will be in good company surrounded by instantly recognised and trusted brands including Glaxo Smith Kline, Benecol, Astra Zenica, Bowel Cancer UK and the Stroke association.



Statistics for National advertising

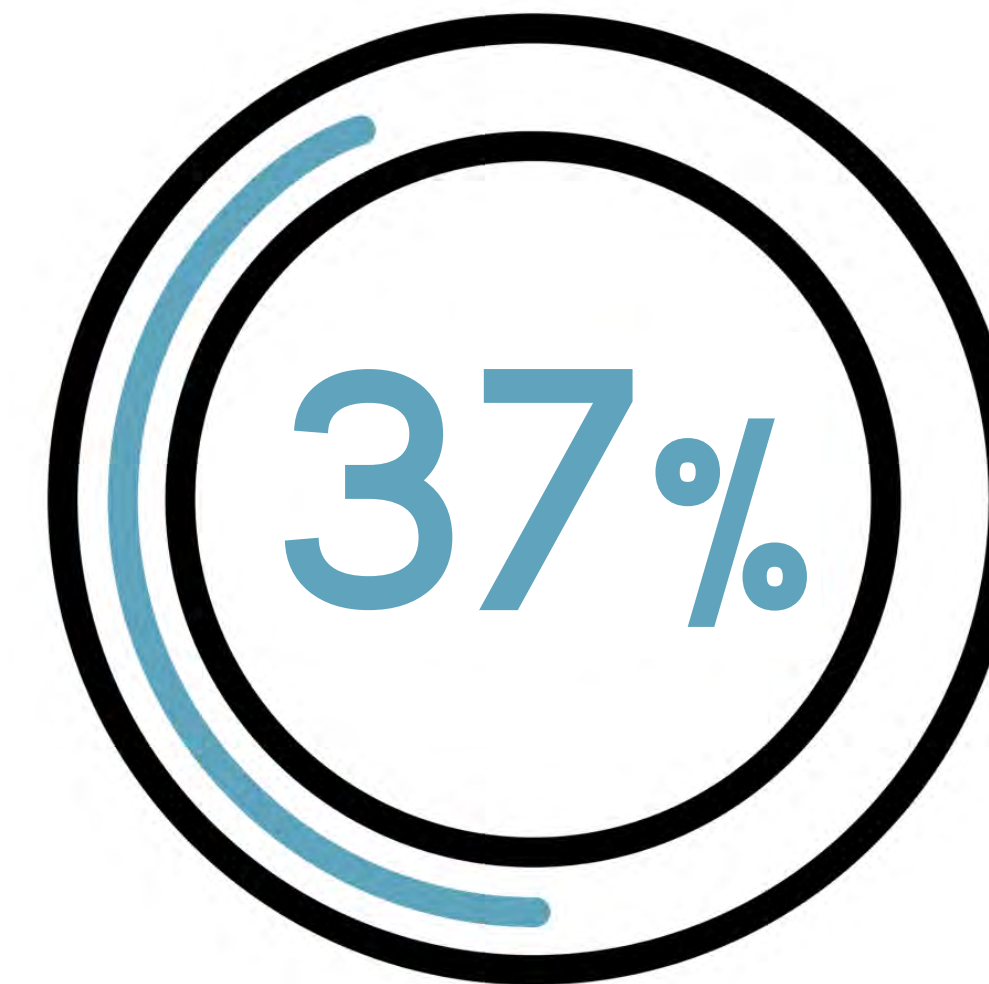


70% of people trust the messaging because of the setting



Average visit time

87% of visitors are the households principle shopper



Visit sites more than once a month

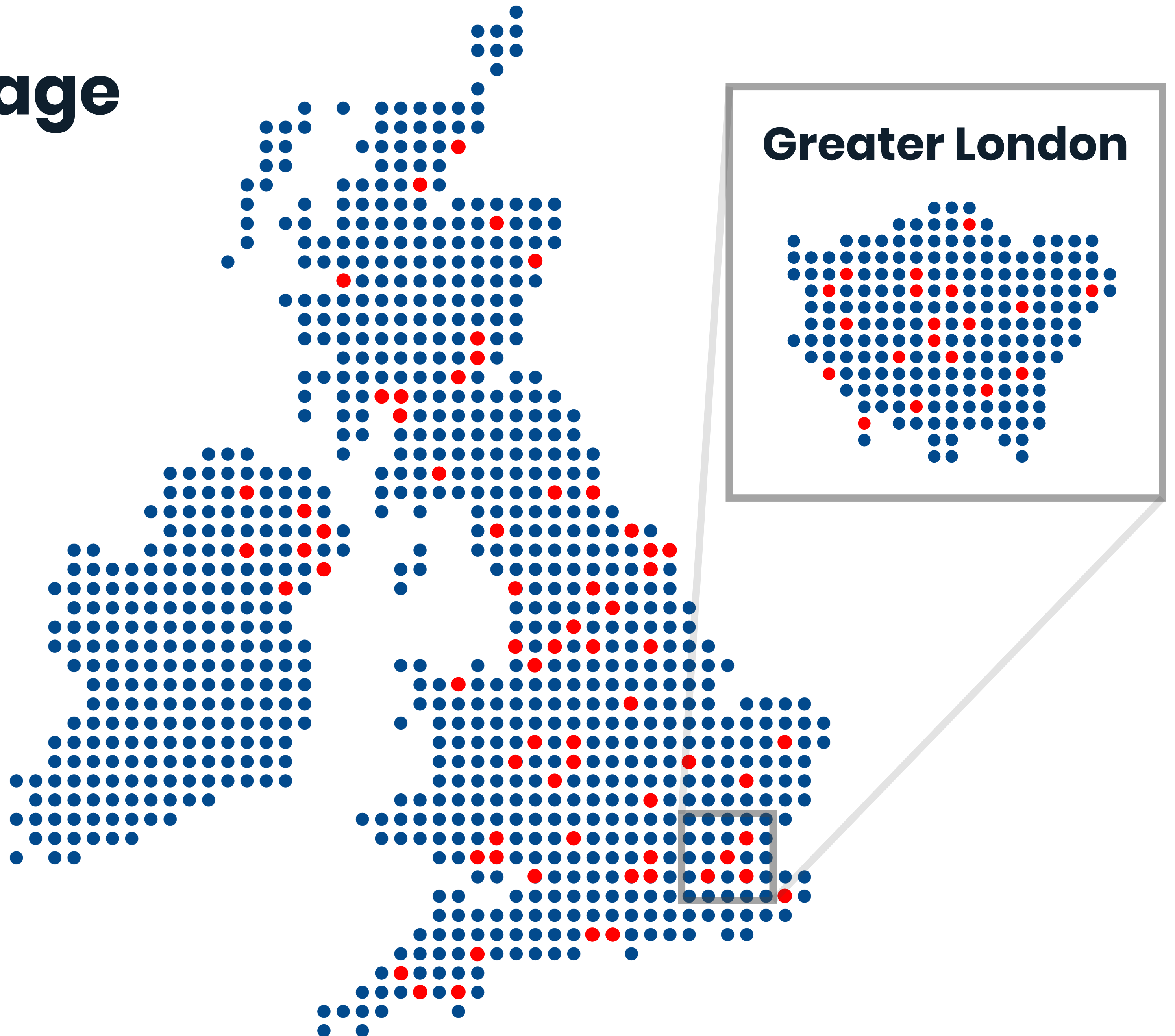


UK sites and coverage

Direct Digital is a communication platform with 340 sites in the UK with 1.2 million footfall per month, and a captive audience.

Campaigns run from 4 weeks to 12 months throughout the year. Ads are 20 to 30 seconds played every 5 minutes.

You can focus on certain geographic locations or spread your campaign nationwide for maximum impact.



Recent campaigns

Here are just a selection of some of the campaigns we have delivered. Direct Digital can make a difference to your brand exposure.



NHS

Your experience in hospital matters to us.

www.nhs.uk

YOU DON'T HAVE TO FACE CANCER ALONE

Call us free on **0808 808 00 00**
(Monday to Friday, 9am-8pm)

Or visit macmillan.org.uk

WE ARE MACMILLAN. CANCER SUPPORT



AstraZeneca

YOURSTATIN **HEART UK**
THE CHOLESTEROL CHARITY

JBN - 2281100 DOP - Dec 12



Stroke association

I stayed in hospital for two months recovering.

Call our Helpline on **0303 3033 100** or visit stroke.org.uk/info

NHS

Do you have a long-term health condition or are you 65 or over?

Make sure you get your prescription medicines before Christmas Eve. Because many GPs and pharmacies will close over the holidays.


STAYWELL THISWINTER

nhs.uk/staywell

Richard Pile, GP

Protecting your child's eczema prone skin from day one. And every day after.*

Gentle enough to use from day one, Oilatum Junior Cream provides effective relief from eczema and is clinically proven to start soothing immediately.



Oilatum Junior Cream

Watch a sample of the content we have created and featured here ▶

[Click here](#)

Content Design

- Option to utilise our team of expert designers
- Cost effective, 'on brand' animated campaigns
- Quick turnaround via inhouse studio
- Knowledge / experience of team familiar with digital signage
- Simple effective messaging with clear call to action





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Media Rates

Duration	No. of sites	Cost Per Month
20 Seconds	National	£12,500
20 Seconds	20 - 100	£75 per site
20 Seconds	100 - 250	£50 per site
30 Seconds	National	£15,000
30 Seconds	20 - 100	£90 per site
30 Seconds	100 - 250	£60 per site

Discount

3 months - 10%

6 month - 15%

12 months - 25%

All prices are excluding VAT.



Direct
Digital

We Will Deliver

Direct Digital aspires to raise the standard of company to customer communications. Providing innovative digital signage and visual communications solutions and creating expansive advertising for worldwide brands.

We succeed when we help businesses big and small succeed, helping them to directly inform customers in an impressive and rewarding way.

Get in touch to find out more

Join the conversation on social media –



@connectwithdd



facebook.com/connectwithdd



www.direct.digital/healthcare

Contact us



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Fancy a chat?

If you would rather speak to one of our friendly staff members, please contact our main office where we will happily direct your call to the relevant member of staff.

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Something to Post?

We also welcome your comments or queries by good old fashioned post. Please see our office address below:

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