

FRL3

RURAL DIGITAL HUB CONCEPT
ADVERTISING & SPONSORSHIP
Retail revitalization driven by emotion!

THE LOCAL LINK.

Retail revitalization driven by emotion!

Retailers are increasingly struggling with rising costs, declining visitor numbers and reduced revenues. More people order from home using computers and mobile phones.

What disappears is conversation, personal attention, human interaction, local knowledge and the simple feeling of being welcomed within a community. The Rural Digital Hub brings human interaction back into physical locations through advanced Artificial Intelligence supported by real human expertise.

At the heart of the concept is a life-sized Digital Community Employee who welcomes visitors to the shop. Powered by Generative AI, this digital colleague appears on a large vertical screen and interacts naturally with visitors through personal conversation.

No keyboard. No complicated technology. Simply walk in and start talking. Bring your problem, have a great conversation and an instant solution! The digital employee greets visitors, answers questions, provides guidance, explains products and services, promotes local businesses and helps solve everyday problems.

Most importantly, it creates an emotional experience.

Visitors feel welcome. Returning visitors can be recognized and greeted by name. Conversations can continue from previous visits. Interaction feels personal, familiar and human. Emotions create trust, engagement and repeat visits and opportunities for local spending.

This is not simply digitalization. It is retail revitalization driven by emotion, conversation and a humanlike connection.

Whenever the digital employee reaches limits, a real human expert can engage. The transition feels completely natural: *"Let me bring in one of my colleagues who specializes in this."* A remote expert then joins the conversation and provides the required assistance.

This unique combination of personalized Artificial Intelligence and real Human Interaction brings people back into physical spaces, by creating emotions and providing instant solutions.

ADVERTISING & SPONSORSHIP

WHY THIS CONCEPT IS COMPELLING FOR SPONSORS & PARTNERS
Retail Revitalisation — not just in rural communities.



WHAT IS LOCAL LINK?

A community project with commercial reach

“LOCAL LINK” is a new community initiative to strengthen rural towns, local high streets and independent retail — connecting people of all ages with information, services, opportunities and digital support, right where they live.

Modern community terminals are installed inside existing local shops, creating trusted access points that revitalise town centres, support local businesses and bring communities back together.

THE CORE PROPOSITION

Your brand. In the room. Trusted by the community. At the moment people need help.



WHY SHOULD YOUR ORGANISATION GET INVOLVED?

The sponsorship case in plain terms

As a sponsor or partner, you position your brand visibly at the heart of the local community. You support causes that matter — and in return, you reach audiences that are increasingly difficult to access through conventional advertising.

YOU SUPPORT	YOU REACH	YOU GAIN
• Digital inclusion for all ages • Revitalisation of local town centres • Support for small & medium businesses • Access to jobs and housing for local people • Innovative solutions to social exclusion	• Generation 60+ in trusted surroundings • Families making local decisions • Job seekers actively looking • Young people exploring local opportunities • Community-minded residents	• Visibility in the community • Brand trust through association • Documented CSR impact • Regional & national campaign reach • Media & PR opportunities



THE ADVERTISING DIFFERENCE

Why a terminal beats a banner ad

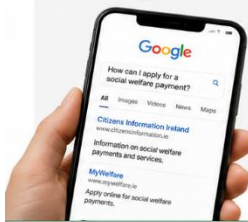
WHAT A SMARTPHONE CANNOT DO

Information is everywhere. Solutions are at LOCAL LINK.



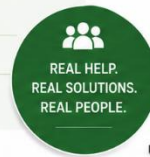
A SMARTPHONE CAN:

- ✓ Provide information
- ✓ Display websites
- ✓ Find products



LOCAL LINK CAN ALSO:

- ✓ Solve problems
- ✓ Accept packages
- ✓ Process returns
- ✓ Explain documents
- ✓ Organize local help
- ✓ Provide personal support
- ✓ Build trust



LOCAL LINK
LOCAL SERVICE.
REAL HELP. REAL PEOPLE.



SAVE TIME



SAVE MONEY



STRONGER COMMUNITIES



<https://ireland.finalresurrection.ie>



YOUR BENEFITS AS A PARTNER

Ten reasons to act now

WHAT YOUR PARTNERSHIP DELIVERS

- 01 Visible presence:** Your brand displayed on community terminals in participating locations
- 02 Targeted reach:** Direct access to local audiences — Generation 60+, families, job seekers and young people
- 03 Advertising space:** Screen time on a touchscreen terminal used by residents daily
- 04 Positive perception:** Association with a socially important, community-driven project
- 05 Brand awareness:** Strengthened regional and national brand recognition
- 06 CSR documentation:** Documented, reportable social contribution for your annual CSR reporting
- 07 Innovation positioning:** Early-mover association with an innovative, future-facing infrastructure project
- 08 PR & media:** Press and public relations opportunities around the project launch and expansion
- 09 Local targeting:** Direct reach into communities that are hard to engage through digital or national media
- 10 Campaign flexibility:** Options for regional pilots, national rollout campaigns and seasonal promotions



WHO SHOULD BECOME A PARTNER?

Ideal sponsor and advertiser profiles

SECTOR	WHY IT FITS
Banks & financial services	Reach older customers in trusted surroundings; promote digital banking support & mortgage services
Telecoms & mobile providers	Connect directly with the demographic that most needs help with devices and connectivity
Energy suppliers	Reach households making switching decisions; promote energy advice services
Insurance companies	Engage families and older residents at point of need
Property & estate agents	Feature listings directly at the point of housing search; Daft.ie integration
Education & training providers	Reach young people actively looking for jobs, apprenticeships and courses
Technology companies	Associate your brand with digital innovation in a human, community context
Retail & e-commerce	Drive awareness and loyalty in communities you can no longer reach through physical stores
Regional employers	Post job vacancies directly to local job seekers on the terminal
Tourism organisations	Reach visitors at the local information point with maximum relevance
Local authorities & HSE	Deliver public information at community level with measurable reach
Parcel & courier services	Leverage the terminal's parcel collection and return function for brand visibility



WHY ACT NOW?

First-mover advantage for founding partners

The first partners and sponsors have the opportunity to actively shape the development of the project — and to position themselves early as supporters of an innovative solution for the future of rural communities.

Founding partner status:	Named as a founding supporter across all early materials, terminals and press coverage
Shape the product:	Input into advertising formats, placement and campaign options before the model is locked
Best pricing:	Early-partner rates before the network scales and demand increases
National expansion:	As the network grows from Enniscorthy to 10, 100 and 950+ locations, your partnership grows with it
PR first-mover:	Be associated with a genuinely innovative community infrastructure launch

TOGETHER WE BUILD

An infrastructure that connects people, makes opportunities visible, and strengthens local communities.

A LOCAL SERVICE — NATIONALLY CONNECTED

Hardware:

- Compact touchscreen kiosk column
- Document scanner
- Printer
- AI assistant
- Voice control

Services:

- Document analysis & AI scanning
- Online orders & parcel handling
- Job listings, housing & events
- Government forms & grant information
- Smartphone & computer help
- Local community information

This concept is globally scalable.



AT FIRST GLANCE

What appears on the entrance door of the participating shop

WE'RE HERE TO HELP — IN PERSON

- ✓ Internet & Online Orders
- ✓ Government Forms & Official Documents
 - ✓ Printing & Scanning
 - ✓ Jobs & Housing
- ✓ Smartphones & Computers
 - ✓ AI Assistance
 - ✓ Local Information
 - ✓ Events & Tourism

Just walk in and get started.

For young and old. Digital. Local. Personal.



THE COMMUNITY INFO FLYER

For distribution in the shop and local area

Personal Service & Support in the Digital World

“LOCAL LINK” offers easy, personal access to exactly the services and information you are looking for.

Save time and money! Here you can:

- Get support with internet searches and online research
- Find and order products online safely and confidently
- Get help with deliveries, collections and returns
- Print, copy and scan documents
- Understand letters, forms and official documents
- Get assistance with government services and online accounts
- Find jobs and apprenticeship opportunities
- Find rental properties, houses and accommodation
- Discover local events and activities
- Access current local services and community offers
- Use Artificial Intelligence (AI) for questions, research and everyday tasks
- Get help with smartphones, tablets, computers and the internet
- Find information on grants, subsidies and support programmes

Come in — use the Community Terminal or speak to us directly!

Everyone is welcome.

Young or old.

Local or visitor.

Our exclusive LOCAL LINK Terminal, combined with personal on-site support, opens new possibilities for every member of the community — connecting people, delivering local information and revealing opportunities that exist right here. We help you save time and money through simple, confident use of the digital world.

