

# ICONS

NK / SERGELS TORG / WMOS



*Timeless.*

*Carrying legend on it's shoulders.*

*Absolutely defining for a genre.*

*Memorable beyond ordinary.*

**/ ICONS**



# NK



Photo: CALVIN KLEIN

*Regeringsgatan 45*

**STOCKHOLM**

**DOOH it LOUD**

*Above trendy Art bakery sits ICONNK with its impressive 37 sqm frame overlooking Stockholm City with its high pulse and slow traffic. Optimal location on Regeringsgatan, well known shopping street in Stockholm. Right next to luxury shoppingmall NK as well as both shoppingmall Gallerian and MOOD Stockholm. A mix of pedestrians, bicycles and motordriven transport pass the screen 24/7. Experiment with depth and perspective to create something spectacular using our DeepScreen templates.*





**CROWDED**  
*with ICONS*

*Nordiska Kompaniet*

*Mood Gallerian*

*Spotify HQ*

*Gallerian*

*H&M flagship*

*The Lobby*

*NK Juvelsalong*

*IKEA*

*Kungsträdgården*

*Urban Outfitters*

*Frantzén at NK*

*Sthlm Tech-Area*

*Google Academy*

*Restaurangatan*

*Jakobsbergsg.*

**Photo: TOMMY HILFIGER**



# NK

## *Artwork specifications*

### SIZE & RESOLUTION

Resolution: 720x1152 px  
Ratio: 5:8  
Physical size: 37 sqm

### FORMAT

Format video: .mp4  
Codecs: H.264  
Bitrate: 6 Mbps  
Frame rate: 25 fps

Format picture: .jpg  
Resolution: 72 dpi  
Colorspace: RGB

### DELIVERY

Submit artwork using <https://oo-se.wetransfer.com/>  
Recipient [ocean-delivery@oceanoutdoor.se](mailto:ocean-delivery@oceanoutdoor.se)

### DELIVERY DATE

Broadcast-ready material no later than 3 working days prior to the campaign start, unless otherwise agreed.

If Ocean is to assist with format adjustments the campaign assets needs to be delivered in layers no later than 10 working days prior to campaign start.

### QUESTIONS

[adops@oceanoutdoor.se](mailto:adops@oceanoutdoor.se)







Söderberg  
& Partners

"good  
thinking  
hooman."

**froosh**  
fruit: bottled

OCEAN

**H&M**



**B**  
www.budcompaniet.se



# Sergels Torg



Photo: SAMSUNG

*Klarabergsgatan 25*

**STOCKHOLM**

*Be CREATIVE*

*LED Sergels Torg is strategically located in the most busy pedestrian crossing in Sweden. Opposite Åhléns City, the most famous venue in Stockholm. Right next to the entrance to Stockholm City subway station and other public transport. Visible from Klarabergsgatan and Drottninggatan. LED Sergels Torg reaches impressive 5 429 200 /week. Experiment with depth and perspective to create something spectacular using our DeepScreen templates.*





## **THIS is DOWNTOWN**

*The very heart of our capitol. Stockholm when it's most vivid. Crowded from dusk until dawn. Connecting downtown with Gamla Stan, Vasastan, Kungsholmen and Norrmalm. Locals, tourists, commuters, business and pleasure. Sergels Torg is the definitive hub in Stockholm.*

*Photo: SPOTIFY*



# Sergels Torg

## Artwork specifications

### IMPORTANT NOTE

The screen consists of two surfaces but is rendered as a single video file. See details below:



### SIZE & RESOLUTION

Resolution: 1792x640 px  
Ratio: 14:5  
Physical size: 17 sqm

### FORMAT

Format video: .mp4  
Codecs: H.264  
Bitrate: 6 Mbps  
Frame rate: 25 fps

Format picture: .jpg  
Resolution: 72 dpi  
Colorspace: RGB

### DELIVERY

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A large, dark, geometric sculpture made of stacked blocks, resembling a stylized tree or a cluster of cubes, mounted on the corner of the building facade.

THE 14  
The Ultimate Electric Driving Machine



Distriktpolis  
33-29

INTERSPORT

INTERSPORT



RESTAURANG TANG

Zicab





# WMOS



Photo: DISNEY +

*Westfield Mall of Scandinavia*

**SOLNA**

## **MAKE an IMPACT**

*The massive screen measures 41m x 13m (525 sqm) making it one of the largest DOOH screens in Europe and the biggest commercial screen in the Nordics. Visible from a far, it can be seen from highways, pedestrian areas and trains.*

*With two sides it is ideal for creative advertising. Experiment with depth and perspective to create something spectacular using our DeepScreen templates.*





## *The* **LOCATION**

*Westfield Mall of Scandinavia is a shopping mall located in Solna in Stockholm, Sweden. The largest mall in Scandinavia, it features signature experiences, all in one single place: Designer Gallery™ (a 240-metre-long “Flagship Avenue” for shopping) Dining Experience™ (the largest cluster of restaurants in Stockholm) and Sweden’s first commercial IMAX.*

*Photo: SAMSUNG*



# WMOS

## Artwork specifications

### IMPORTANT NOTE

The screen consists of two surfaces but is rendered as a single video file. See details below:



### SIZE & RESOLUTION

Resolution: 2048x640 px  
Ratio: 16:5  
Physical size: 525 sqm

### FORMAT

Format video: .mp4  
Codecs: H.264  
Bitrate: 6 Mbps  
Frame rate: 25 fps

Format picture: .jpg  
Resolution: 72 dpi  
Colorspace: RGB

### DELIVERY

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Recipient ocean-delivery@oceanoutdoor.se

### DELIVERY DATE

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ACQUA DI GIÒ  
PROFONDO

GIORGIO ARMANI



ACQUA DI GIÒ  
PROFONDO

**Westfield**  
MALL OF SCANDINAVIA