

OCEAN HEADLINER



The Art of Outdoor®

It's time to step up!

The Headliner spot puts you centre stage, turning brands into stars & audiences into fans.





The name originates from 3 things

1.

Your brand will be center stage
(a headliner)

2.

Campaigns will generate buzz
(making headlines)

3.

Creatives get a new opportunity
to get their craft out to
audiences that actually see it
(headlining, making headlines)

Full take over

In a very strong nutshell **HEADLINER** is ground breaking as we are giving the market place an opportunity to road block during campaign launches. We are talking about a full take over with synchronized advertising in the entire DOOH-network AND we are taking away the cap on spot lengths enabling unlimited spot lengths (recommended cap at 220 sec).





METRICS:

**22,3 million VAC-contacts, full
synchronisation and take-over
on more than 1100 full motion
screens all over Sweden**

How does it work?

HEADLINER is made up of a 1+6 day period with an initial take over wave (100% SoV) and full sync throughout the network, at a selected time. In wave two, the advertiser can experiment with different spot lengths and variations of material.





WAVE 1

The first viewing of the spot/trailer with total sync in our entire Fusion National & Icons package (1100 screens all over Sweden). The same spot length is timed exactly at the same time in the entire network with the option for the customer to choose between 45 – 220 seconds. Preferably start with a countdown before the first display to draw attention to the “drop” (10,9,8,7...)

After the time-synced display - 25% SoV for the rest of the day (but then not time-synced) with the option to use the same spot again or change to other spot lengths where our recommendation will be 20-30 seconds on large formats and 5-10 seconds on small format.



WAVE 2

6 days with 8.33% SoV for the remainder of the campaign week. 20-30 seconds on large formats and 5-10 seconds on small formats.



Through this initiative we are giving advertisers an outlet they need as audiences in linear TV aren't there to the extent that TV can claim broad reach any longer.

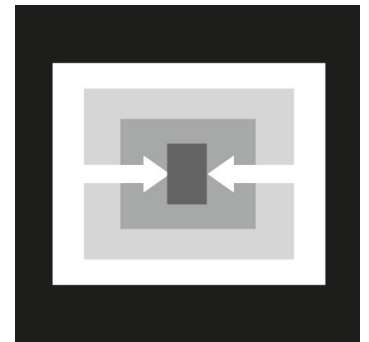
OCEAN *in* MOTION



Full motion DOOH
**is 2.5 times more
impactful** than
equivalent static sites



Full motion DOOH
**is comparable to
television** in its brand-
building impact



Full motion DOOH
**primes campaigns to
perform better** when
seen again online