

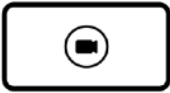
OCEAN

MURALS



HAND PAINTED ART

Murals



3
Walls



1
Clty



887 000
Foot fall/week



Stockholm
3 walls

Murals

Murals are the ultimate way to create attention.

With high authenticity and artistic quality a mural is sure to capture peoples interest and make them in their tracks. Something that digital and print ads, sometimes might find more challenging.

Why chose a Mural?

Authenticity that engages

Hand painted artwork creates a authentic and unforgettable emotion that truly pops out within a city's framework.

Long lasting effect

According to Ocean's research Neuroscience, a Mural often leaves a deeper and more meaningful impression compared to other ads.



Nybrogatan, Stockholm

Murals



Kungsgatan, Stockholm

Creative integration

Activate your campaign further, by engaging a brand ambassador in the painting process of your mural. It creates social buzz and strengthens the connection to the rest of your media-mix.

Our locations are carefully selected for their strategic placements with high footfall and close proximity to popular areas.

By using the best mural artists in the industry, we truly transform spaces into places, bringing the city to life and putting your brand at the centre of it.

Let your campaign become a masterpiece - create a hand painted mural at one of our iconic locations.

Murals - Projection mapping



Projection mapping on a mural

Capture people's attention with large scale projections on selected parts of your mural artwork.

With Projection mapping your message can be incorporated in a playful and magical way, that truly engages and impress.



Maximized visibility

Make sure your brand pops out at the busiest and most attractive areas in the city.

Creative freedom

Adapt the projection to the specific wall and-/or artwork.

Viral value

Create PR-value for viral engagement.



Why projection mapping?

Regardless if you are launching a new product, increasing brand awareness or just making a one of a kind art installation, projection mapping is the solution that makes your brand stand out from the rest.

Murals - Inspiration





Kungsgatan Stockholm

THE LOCATION

In the middle of Kungsgatan, one of Stockholms most iconic shopping streets, you will find this mural.

Kungsgatan connects the city centre with Stureplan – Stockholms epicenter for night life, exclusive restaurants and luxury brands.

This street is always full of life, making it an ideal location for your brand to reach your audience at all times of the day.

FORMAT

Size:	100 m ²
Height:	11,8 m
Width:	8,48 m
Reach:	338 000/week
SoMe reach:	360 000/week

Nybrogatan Stockholm

THE LOCATION

Nybrogatan is a well known street at the heart of Östermalm, close to Östermalmstorg and the iconic Östermalms Saluhall.

Even though Nybrogatan mainly consists of residential buildings, it is also the home to some of the best offices, shops, restaurants and cafe's.

During the last few years, this street have had a great increase in commercial business and with its location, close to Stureplan and its car free season (May to September), Nybrogatan has truly become an attractive and destination full of life.

FORMAT

Size:	160 m ²
Height:	19,26 m
Width:	8,31 m
Reach:	323 000/week
SoMe reach:	380 000/week



Södermannagatan Stockholm

THE LOCATION

Vogue magazine ranked Södermalm as the coolest neighborhood in Europe a few years back. The center for artistic and creative people to live work and play make this vibrant part of Stockholm buzz 24/7.

FORMAT

Size:	104 m ²
Height to windows:	11 m
Height to roof:	13,44 m
Width:	8,48 m
Reach:	226 000/week
SoMe reach:	360 000/week



Murals - Locations

Transform the city centre with amazing murals.

We only work with the very best mural artists, to ensure your campaign becomes a masterpiece.

All our walls are located in areas with high footfall and in close proximity to popular areas within the city centre.

City	Name	Walls	Area	Width	Height	Reach
Stockholm	Kungsgatan	1	100 m ²	8,48 m	11,8 m	338 000/week
Stockholm	Nybrogatan	1	160 m ²	8,31 m	19,26 m	323 000/week
Stockholm	Södermannagatan	1	104 m ²	8,48 m	11 m	226 000/week

Important info - The process

1. Artwork is produced together with the artist. The artwork needs to be finalized **3** weeks prior to start of campaign.
2. Final artwork is delivered to: **labs@oceanoutdoor.se**
If you want, Ocean will gladly assist with inspiration and design ideas for your artwork.
3. Possible ad-ons:
Projection, Projection mapping, sound, lights and Special build (options vary depending on location).
4. The paint job starts on the first day of the campaign and the wall is restored the day after the campaign ends.
The timeframe for the paint job is depending on the complexity of the artwork, the more details the longer the time it takes. A rather simple artwork takes about **3-4** days, whereas a more complex one can take up to **7-10** days. Ocean are more than happy to assist in clarifying what is considered complex or not, so that you have a good understanding of the time for the paint job, in good time before the campaign starts.
5. The artwork is painted. In bad weather conditions, such as snow or rain, the paint job is paused, meaning it will take longer time to complete. Paint cannot simply dry in these conditions.
6. The Mural is complete & documentation is booked (video and still image)
7. The wall is restored after the last day of the campaign
8. Cancellation time: **10** weeks

Ask for it by Network