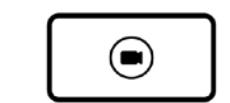


OCEAN THE GRID



LARGE SCREENS. BIG CITIES.

The Grid



39
Screens



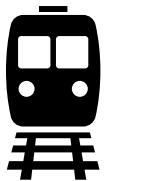
3
Cities



2 994 858
VAC/8,33%/week



7
Shopping malls



3
Central stations



14
Street environment



The Art of Outdoor®

O|O

Stockholm
17

Göteborg
16

Malmö
6

OCEAN

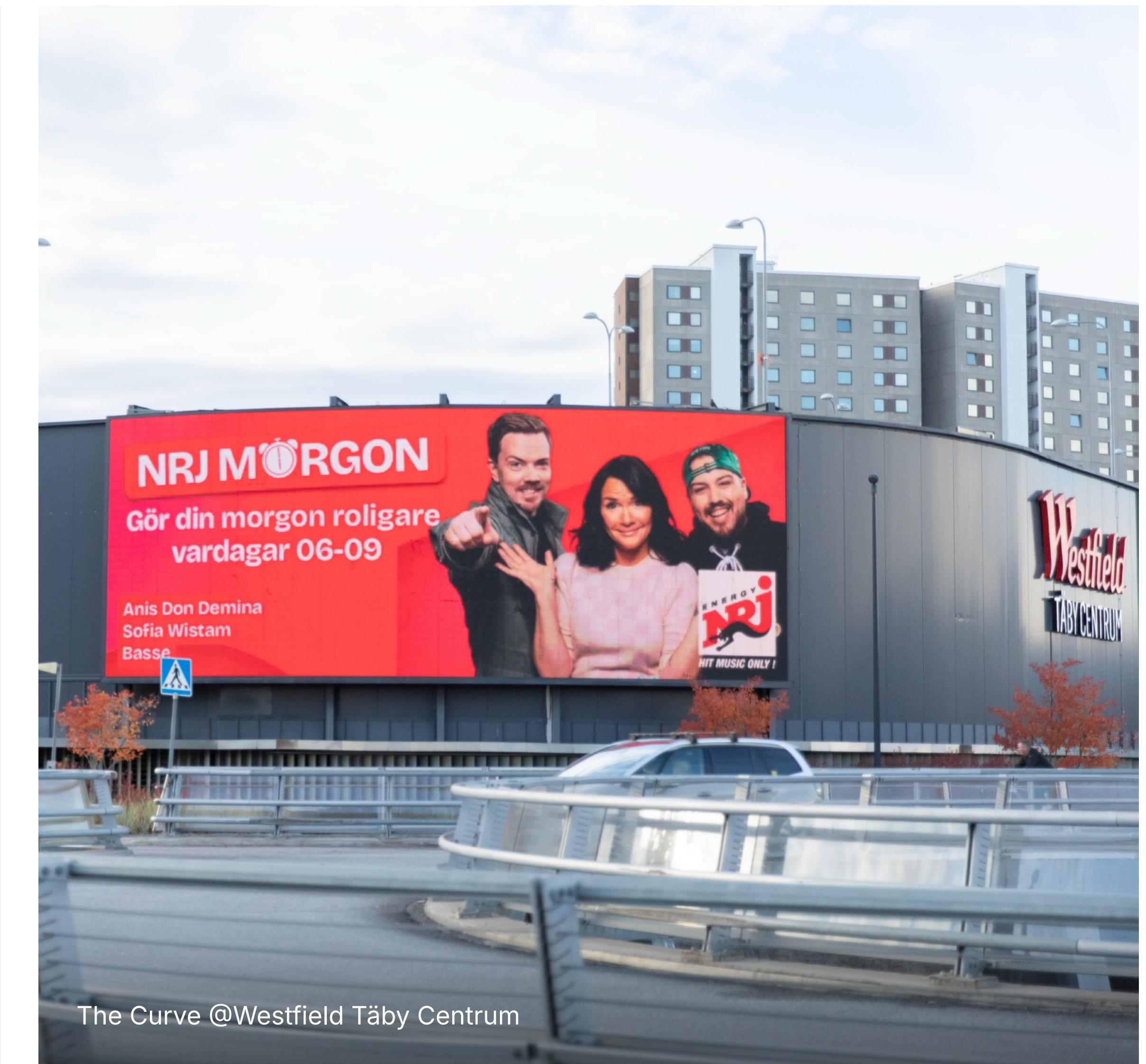
The Grid

Our largest full-motion Large Format network for Digital Out of Home (DOOH).

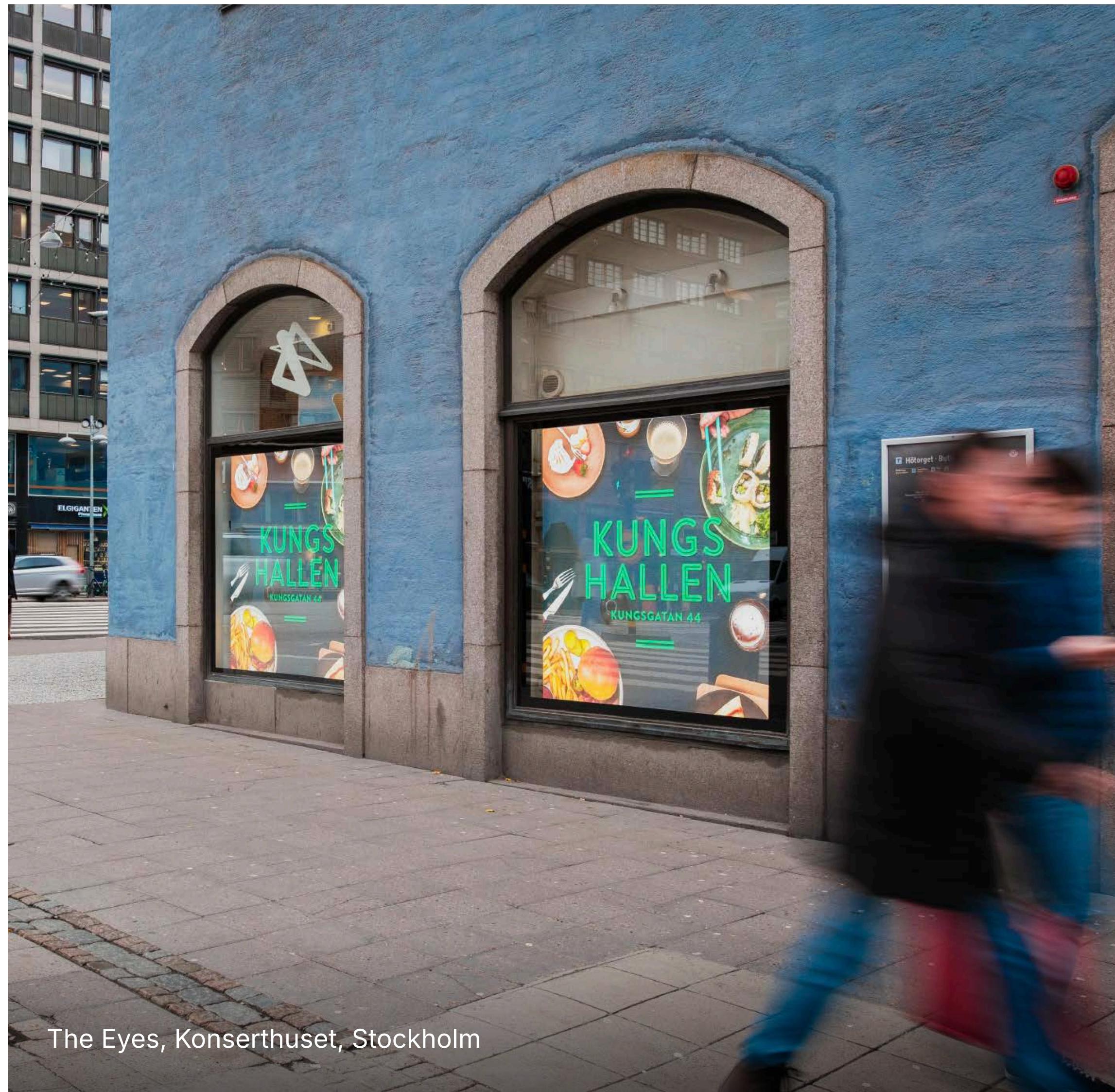
With a total of **39** screens, in shopping malls, train stations and city centres in Swedens largest cities, we offer you a unbeatable opportunity to reach your target audience in a way that really matters.

Research shows that large format advertising have a unique way of grabbing peoples attention and enhance strong memory encoding.

According to Oceans research, Neuroscience, these screens can create memory encoding on levels as high as TV, making your brand not just visible, but also memorable.



The Grid



The Art of Outdoor®

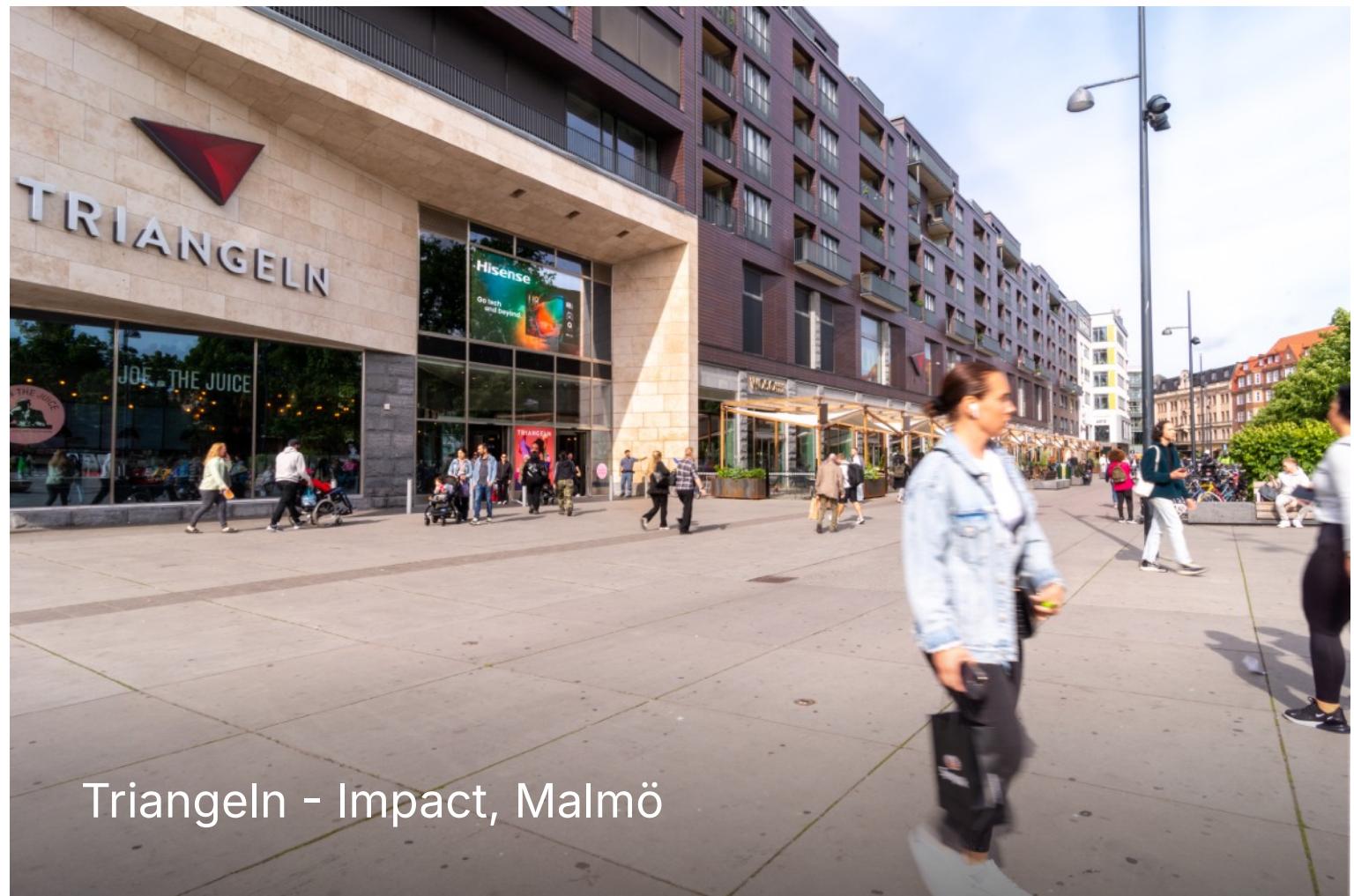
Advertising on large format screens, enhances the effect of other media. Studies show that being exposed to a DOOH screen creates a priming effect, making you more likely to engage once you see the ad again in other media channels, such as online or on a mobile.

The visual strength and flexibility in our screens, let's you customize your campaign to fit the time of day, the location and more. All with maximal impact.

With The Grid you will reach, not just the innercity pulse, but also your audience heart. Do you want your brand to become a part of the city's soul and make a long term impact, then The Grid is it.

OCEAN

The Grid - Key features



Triangeln - Impact, Malmö

The Grid is Ocean Outdoor's exclusive big city network, offering premium digital large format screens.

With high-tech full motion screens in popular environments, you can create a visual experience that truly pops out and engages.

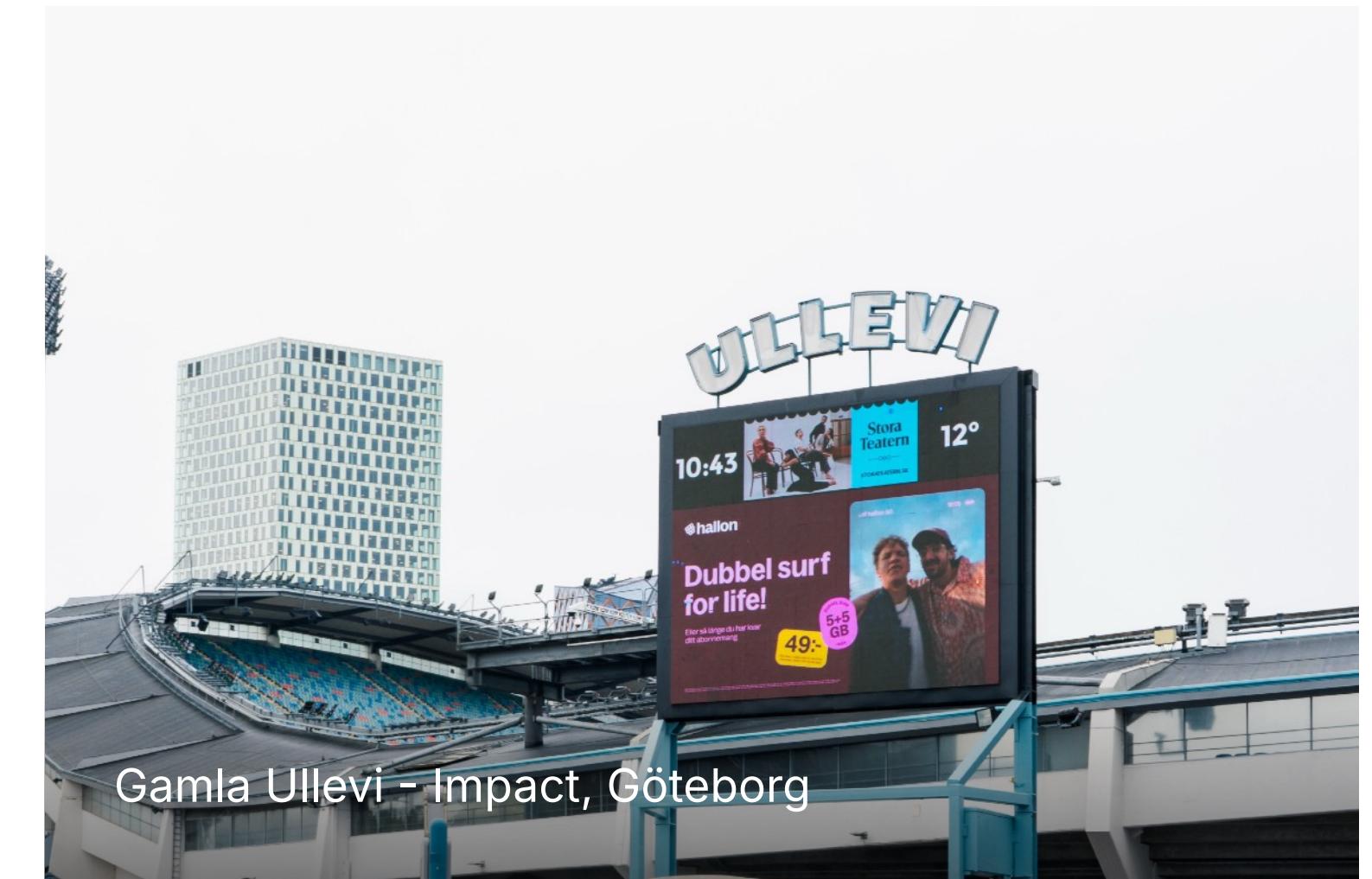


Stockholm Mall of Scandinavia - Impact

Why choose Large Format and The Grid?

Maximum impact: Studies from Demoskop shows that these screens enhances observation and the campaigns effect.

Emotional engagement: Neuroscience confirms that messages shown on our screens, creates strong emotions within the target audience.



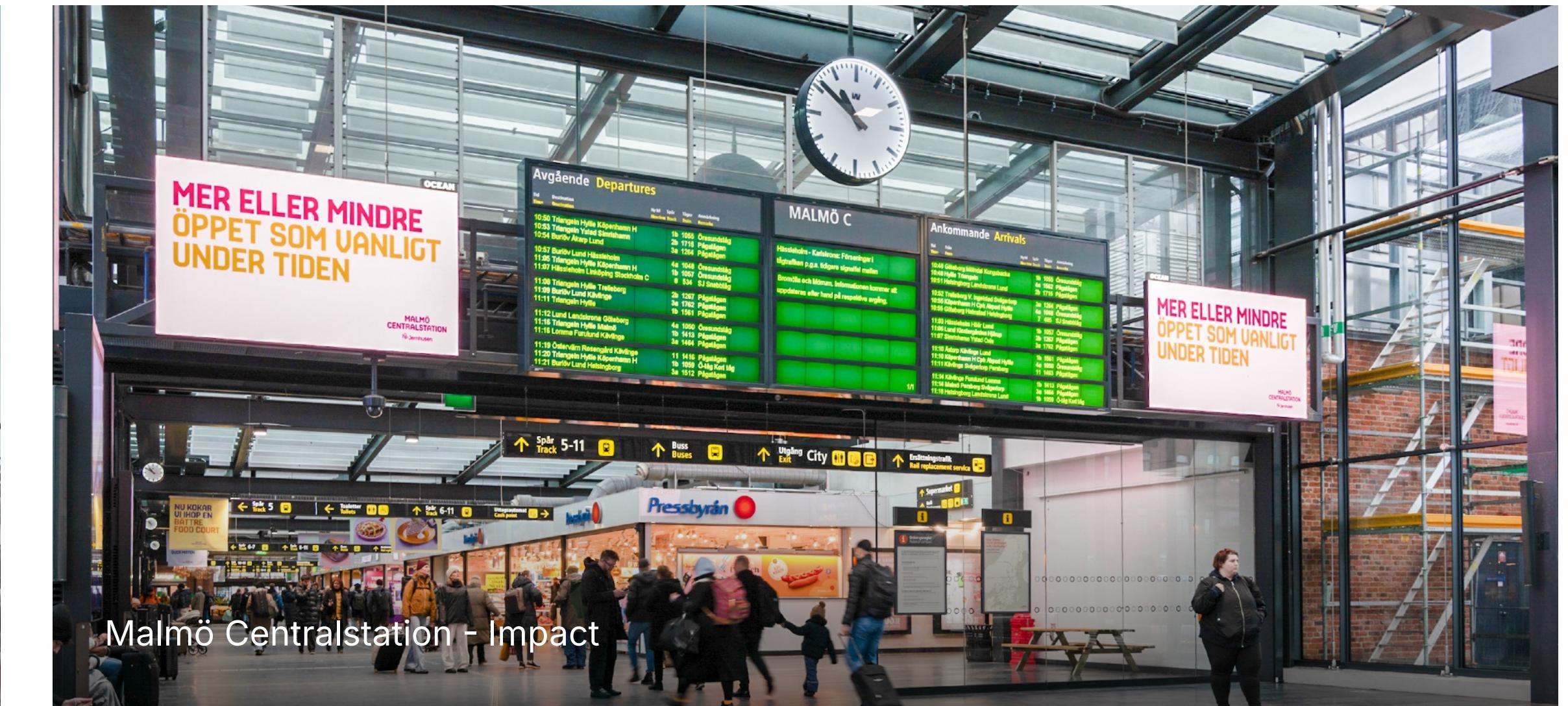
Gamla Ullevi - Impact, Göteborg

Reach, where it matters

39 strategically placed screens in **Stockholm, Göteborg** and **Malmö** ensures that your brand is seen where it matters.

With The Grid you will reach your audience with a message that makes an impact.

The Grid - inspiration



The Grid - Locations

With a total of **39** screens, in shopping malls, train stations and city centres in Swedens largest cities, we offer you a unbeatable opportunity to reach your target audience in a way that really matters.

With The Grid you will reach, not just the innercity pulse, but also your audience heart.

CITY	Arena	Screens	Pixels	Ratio	Format
Göteborg	Allum Partille - Impact	2	1920×1080	16:9	Jpg. Mp4. Html.
	Centralstation - Impact	2	1920×1080	16:9	Jpg. Mp4. Html.
	Frölunda Torg - Impact	1	1920×1080	16:9	Jpg. Mp4. Html.
	Gamla Ullevi - Impact	1	960×512	15:8	Jpg. Mp4. Html.
	Kongahälla Shopping Västra - Impact	1	1520×528	95:33	Jpg. Mp4. Html.
	Korsvägen Svenska Mässan - Impact	1	816×1440	17:30	Jpg. Mp4. Html.
	Kungsportsplatsen - Impact	1	960×336	20:7	Jpg. Mp4. Html.
	Nordstan - Impact	1	1536×864	16:9	Jpg. Mp4. Html.
	Scandinavium (N) - Impact	1	600×288	25:12	Jpg. Mp4. Html.
	Scandinavium (S) - Impact	1	600×288	25:12	Jpg. Mp4. Html.
	Ullevi 1 - Impact	1	600×336	25:14	Jpg. Mp4. Html.
	Ullevi 2 - Impact	1	1280×720	16:9	Jpg. Mp4. Html.
	Ullevi 3 - Impact	1	240×128	15:8	Jpg. Mp4. Html.
	Ullevikorset - Impact	1	768×576	4:3	Jpg. Mp4. Html.
Malmö	Centralstation - Impact	4	1920×1080	16:9	Jpg. Mp4. Html.
	Emporia - Impact	1	1920×1080	16:9	Jpg. Mp4. Html.
	Triangeln - Impact	1	800×480	5:3	Jpg. Mp4. Html.
Stockholm	Centralstation - Impact	4	1920×1080	16:9	Jpg. Mp4. Html.
	Konserthuset - Impact	2	896×896	1:1	Jpg. Mp4. Html.
	Mall of Scandinavia - Impact	2	1080×1920	9:16	Jpg. Mp4. Html.
	Skärholmen Centrum - Impact	1	2688×1536	7:4	Jpg. Mp4. Html.
	Solna Station - Impact	1	800×450	16:9	Jpg. Mp4. Html.
	Täby Centrum Inomhus - Impact	1	960×432	20:9	Jpg. Mp4. Html.
	Täby Centrum The Curve - Impact	1	768×288	8:3	Jpg. Mp4. Html.
	Täby Centrum Park Roslagsbanan - Impact	1	1920×1080	16:9	Jpg. Mp4. Html.
	Farsta - Impact	4	1920×1080	16:9	Jpg. Mp4. Html.

Ask for it by Network