

**OCEAN**

# ICONS



THE NAME SAYS IT ALL.

---

# ICONS



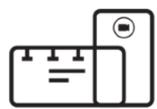
10  
Screens



2  
Event Arenas



4  
Malls



4  
DeepScreens



3  
Street environment

The Art of Outdoor®



# ICONS

Icons is Ocean Outdoors most exclusive digital premium screens, designed to highlight brands at the busiest and liveliest areas in Sweden.

These Large format digital screens, combines advanced technique with strategic placements in malls and central city locations. Offering an unbeatable opportunity to reach both wide, but also to a very engaged audience.

The Icons network consists of eight screens, including spectacular screens such as **ICON @Westfield Mall of Scandinavia**, **ICON @Sergels Torg**, **ICON @NK**, **ICON @The Node**, and **Geminis @Westfield Täby Centrum**.



# ICONS



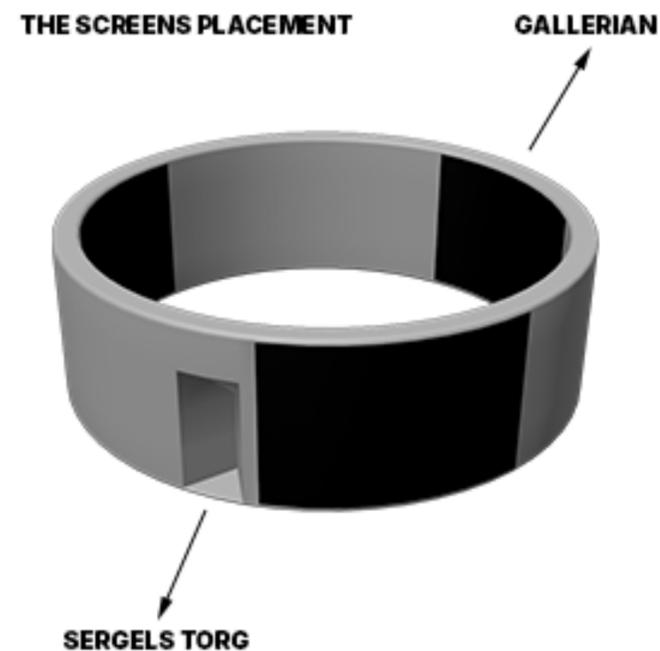
The Icons is a great pick for brands looking for great visual effect and visibility. Combined with the expertise from Ocean Outdoors Studio team, including services such as design, format adaptations and more, The Icons network gives you great creative freedom and impact.

No matter if your campaign is about brand building, a product launch or awareness, the Icons network offers you a platform, perfect for creating memorable and high impact experiences.

Are you looking to take your marketing, to the next level? Then look no further. The Icon network with its high impact, dynamic screens will give your brand the attention you are looking for.

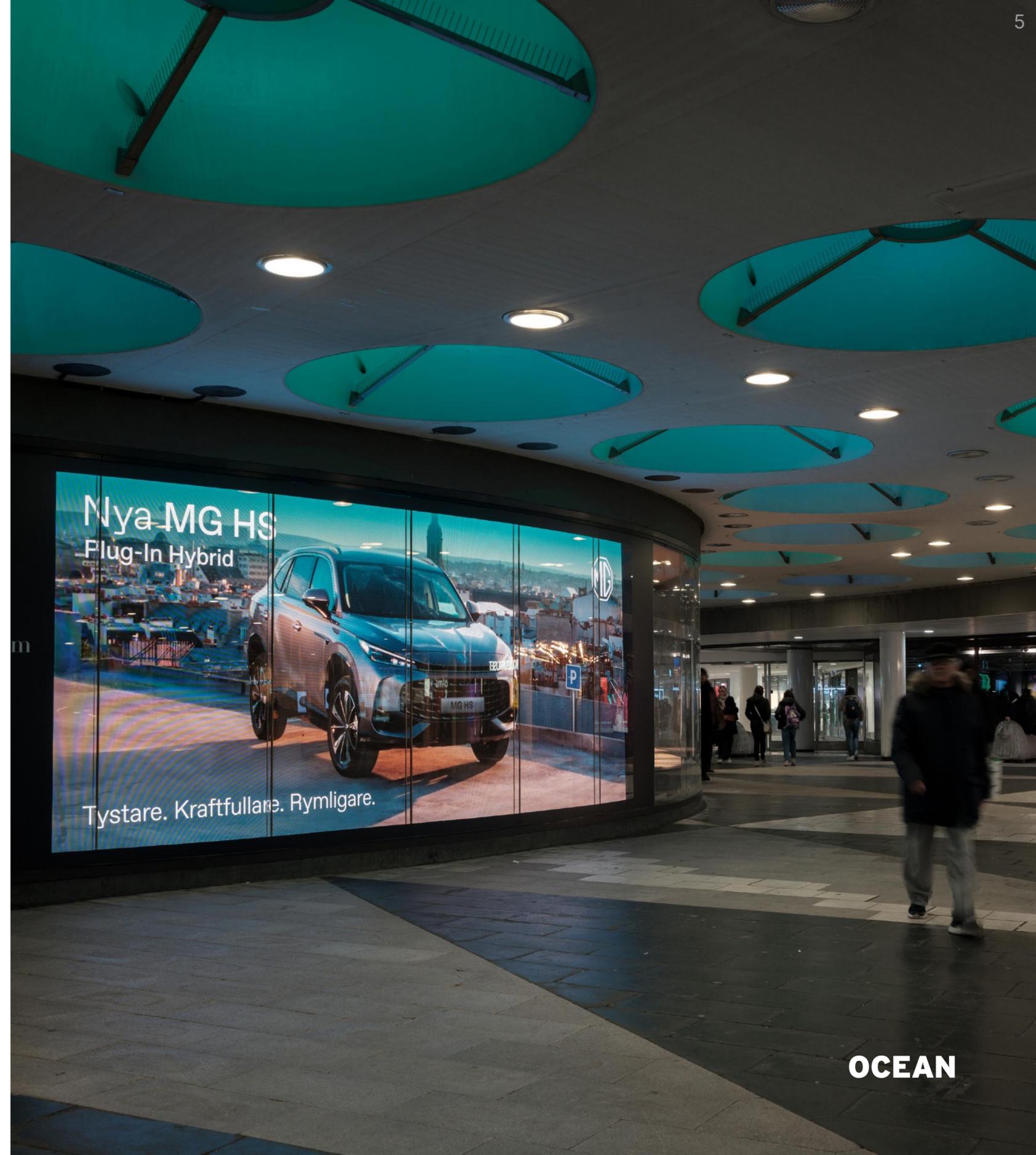
Geminis @Westfield Täby Centrum, Stockholm

# ICON @The Node Stockholm



With its three **6×2,5** meter digital screens in the middle of Sergels Torg, Stockholm, this location gives you the opportunity for great visibility and creative solutions, such as skeletal tracking and DeepScreen.

Making this the optimal location for brands looking to engage with their consumers in one of Stockholms busiest areas.



# ICON @Sergels Torg Stockholm



With its **17 m<sup>2</sup>** screen, wrapping around the corner above LYKO's flagship store, this is the prime locations for reaching tourists, commuters and locals.

The screen is placed, right across from Åhléns City, right next to the entry to the subway. Its visible from both Klarabergsgatan and Drottninggatan.

Make your ad pop out with our 3D-technique DeepScreen.

# ICON @NK Stockholm

With its impressive **37 m<sup>2</sup>** and strategic placement in the middle of Regeringsgatan and above the trendy Art Bakery. This ICON gives your ad the Impact it deserves.

It's location, right next to NK, Gallerian and MOOD Stockholm makes it perfect for reaching both passing cars, pedestrians and people passing by, 24/7.

The Art of Outdoor®



# ICON @Westfield Mall of Scandinavia Stockholm



With the size of 2 tennis courts, making this one of the largest digital screens in Europe with its impressive **41×13 meter (525 m<sup>2</sup>)**, this screen is truly an icon in all its shape and form.

Visible from the highway, bike and pedestrian walkways as well as the passing trains to Arlanda airport, this screen is impossible to miss.

Make your ad pop out with our innovative 3D-technique DeepScreen.

# Geminis @Westfield Täby centrum Stockholm

In a shopping mall built on historic land, going back all the way to the iron age and with over **13 million** visitors each year and Sweden's longest average visiting time, **1 hour and 30 minutes** you will find The Geminis.

In the middle of the enclosed shopping square, hangs our exclusive, rotating DOOH-screens. Perfect for brands looking to stick out from the rest.

The Art of Outdoor®



# DeepScreen

Deep Screen is a powerful solution, for brands looking to create **high attention and strong emotional connections**, within the city environment.

With **Anamorphic 3D-effects and interactive tech** you can capture the interest of people passing by and make your campaign stick out.– Both as a stand alone experience as well as a enhancing ad on to a wider reach campaign.

Why chose DeepScreen?

**Exceptionell attention** – Anamorphic 3D and interactive solutions creates a wow-effect that truly engages.

**Enforces your campaign** – Research done by Demoskop shows that the observation increases with **+24 %** and brand association with **+10 %** when large format displays are added to a reach campaign.

**Flexibility and strength** – Its easy to add to your reach campaign, but also ensures great impact as a stand alone product.



ICON @Sergels Torg, Stockholm

# ICONS - DeepScreen



# Icons - Locations

Oceans Icons screens are all placed in high traffic and popular areas all around Stockholm.

From Sergels Torg to Täby centrum with high quality screens, ICONS offers your and your brand access to exclusive locations and arenas, where your costumers are never far away from a purchase.

City	Icon	Screens	Pixels	Ratio	Format
Stockholm	ICON @Sergels Torg	1	1792×640	14:5	Jpg. Mp4. Html.
Stockholm	ICON @Westfield Mall of Scandinavia	1	2048×640	16:5	Jpg. Mp4. Html.
Stockholm	ICON @NK	1	720×1152	5:8	Jpg. Mp4. Html.
Stockholm	Geminis @Westfield Täby Centrum	4	1920×1080	9:16	Jpg. Mp4.
Stockholm	ICON @The Node	3	2304×960	12:5	Jpg. Mp4. Html.