

**OCEAN**

# THE FUSION



PERFECT COMBINATION OF  
SMALL & LARGE FORMAT

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# The Fusion



1150\*  
Screens



National  
Cities

\*Amount of screens may vary  
depending on availability

The Art of Outdoor®

OCEAN

# The Fusion

The Fusion is the ultimate combination of digital full-motion small & large format screens.

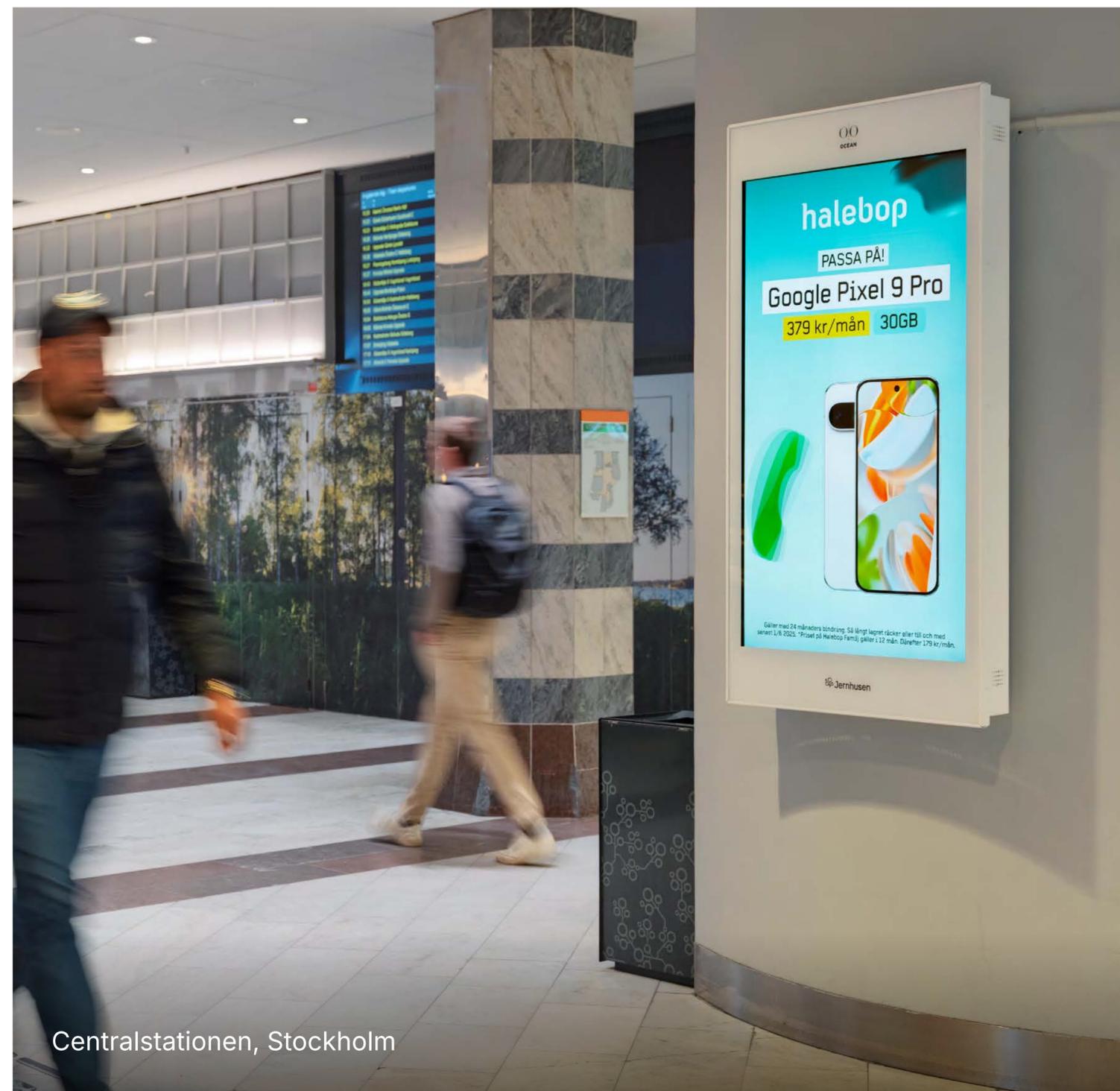
If you are looking to achieve digital reach and impact based on geography, demography and environment, then Fusion is the Network for you.

By combining small and large format digital screens in smaller series, in specific environments and places you will get the best of two worlds.

Flexible digital impact in combination with reach.

The Fusion is split up in **7** sub networks or series; **The Fusion Malls, Metropolitan, National, Pharmacy, Point of Sale, Stockholm and Train Stations.**

All our Fusion networks can be bought in **Small, Medium** or **Large**, depending on your needs.



Centralstationen, Stockholm

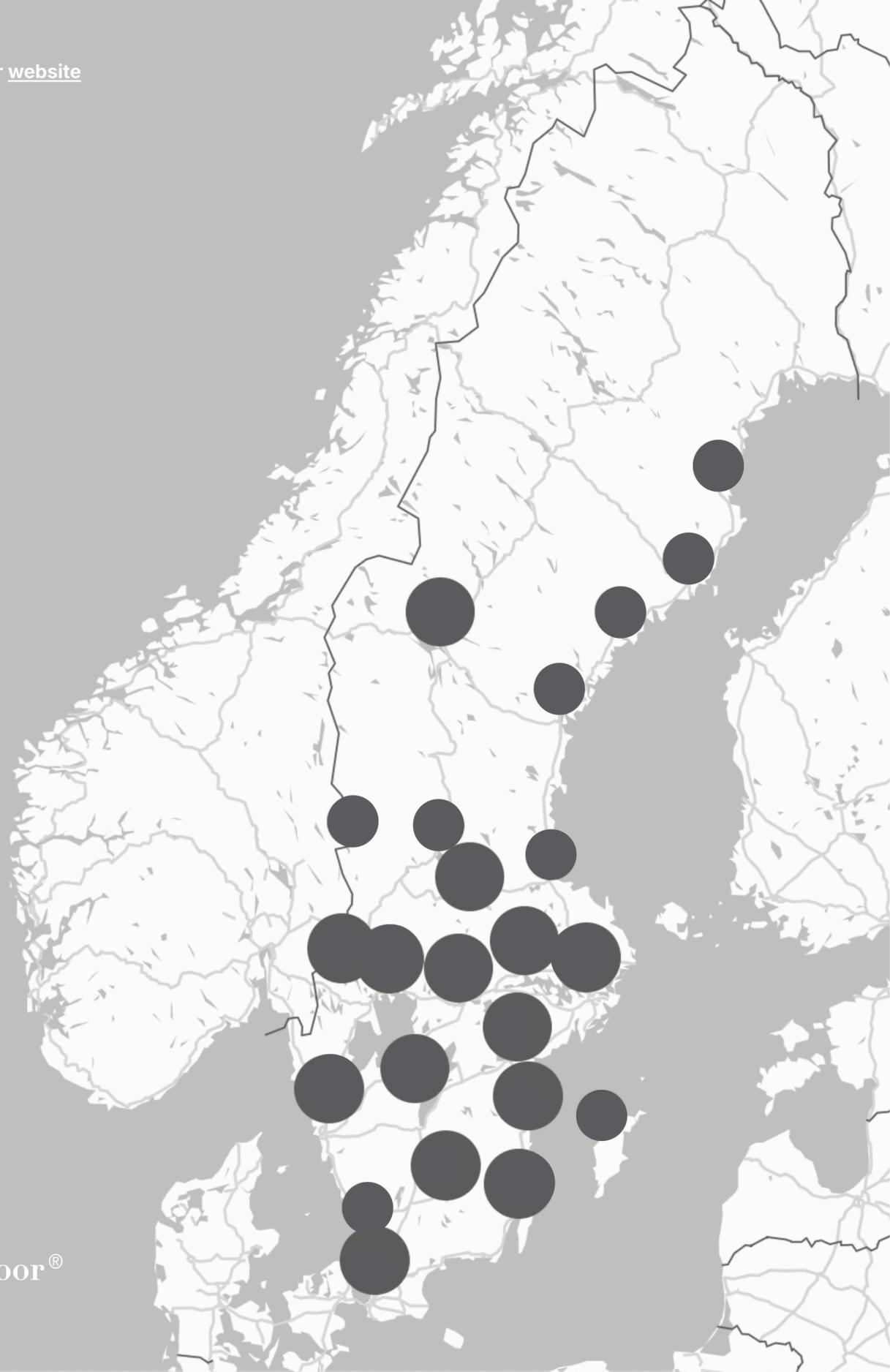
**OCEAN**

# THE FUSION

## Malls



For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion Malls



857  
Screens



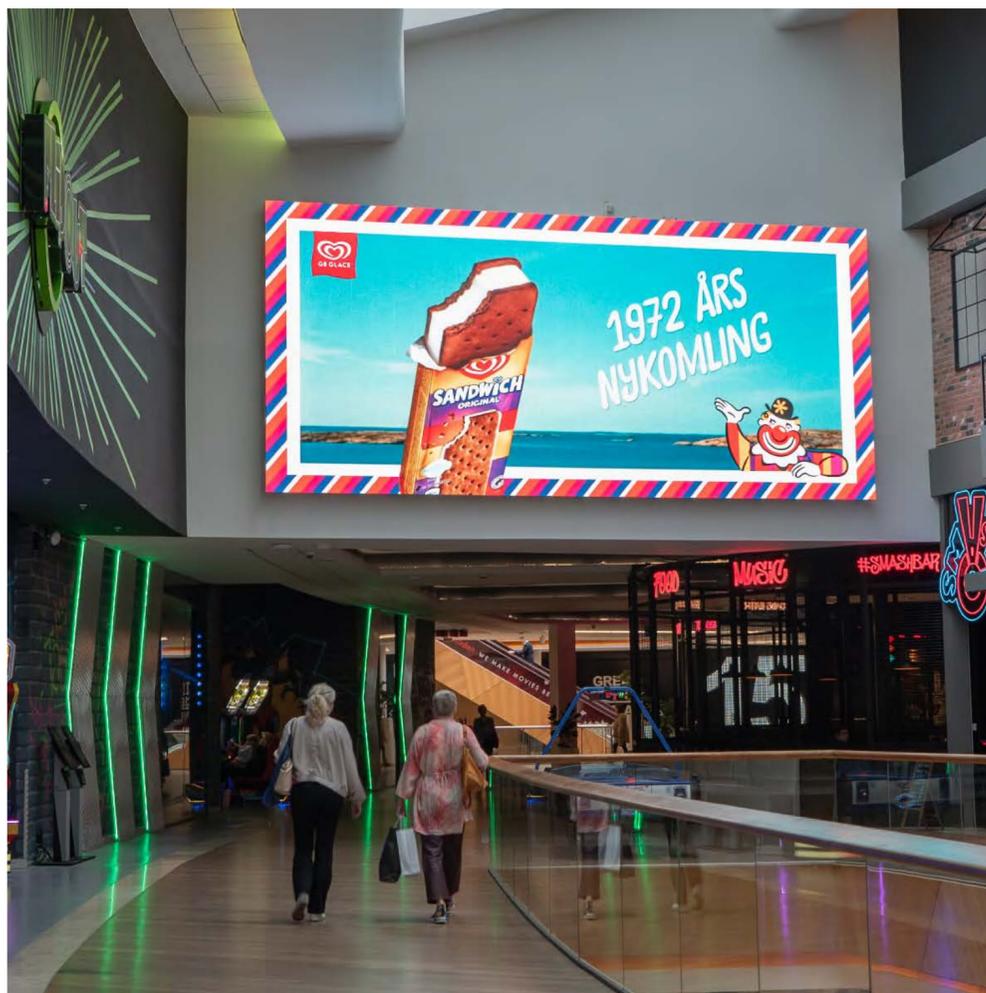
Nationwide  
Cities



110  
Malls

# The Fusion Malls

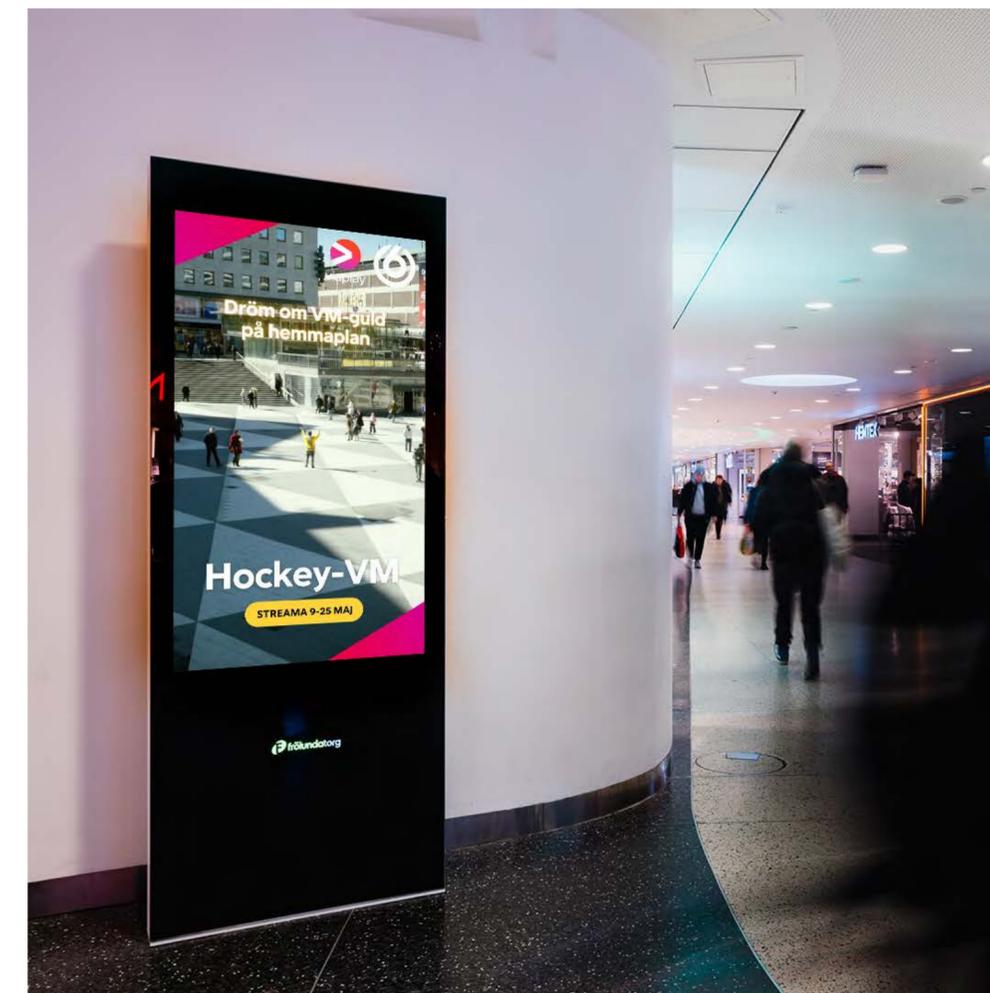
REACH & IMPACT DOOH



Shopping malls are a very attractive and unique environment for advertising, given that the visitors are very receptive to ads and their messages.



Oceans Nordic Mall Index research shows that shopping mall visitors have an average dwell-time of **1,5** hours and of those **42%** state that they have seen DOOH ads more than **5** times.



With Fusion Malls you will gain access into a very attractive target market. We offer The Fusion Malls packages in **Small, Medium** and **Large**.

# The Fusion Malls - inspiration

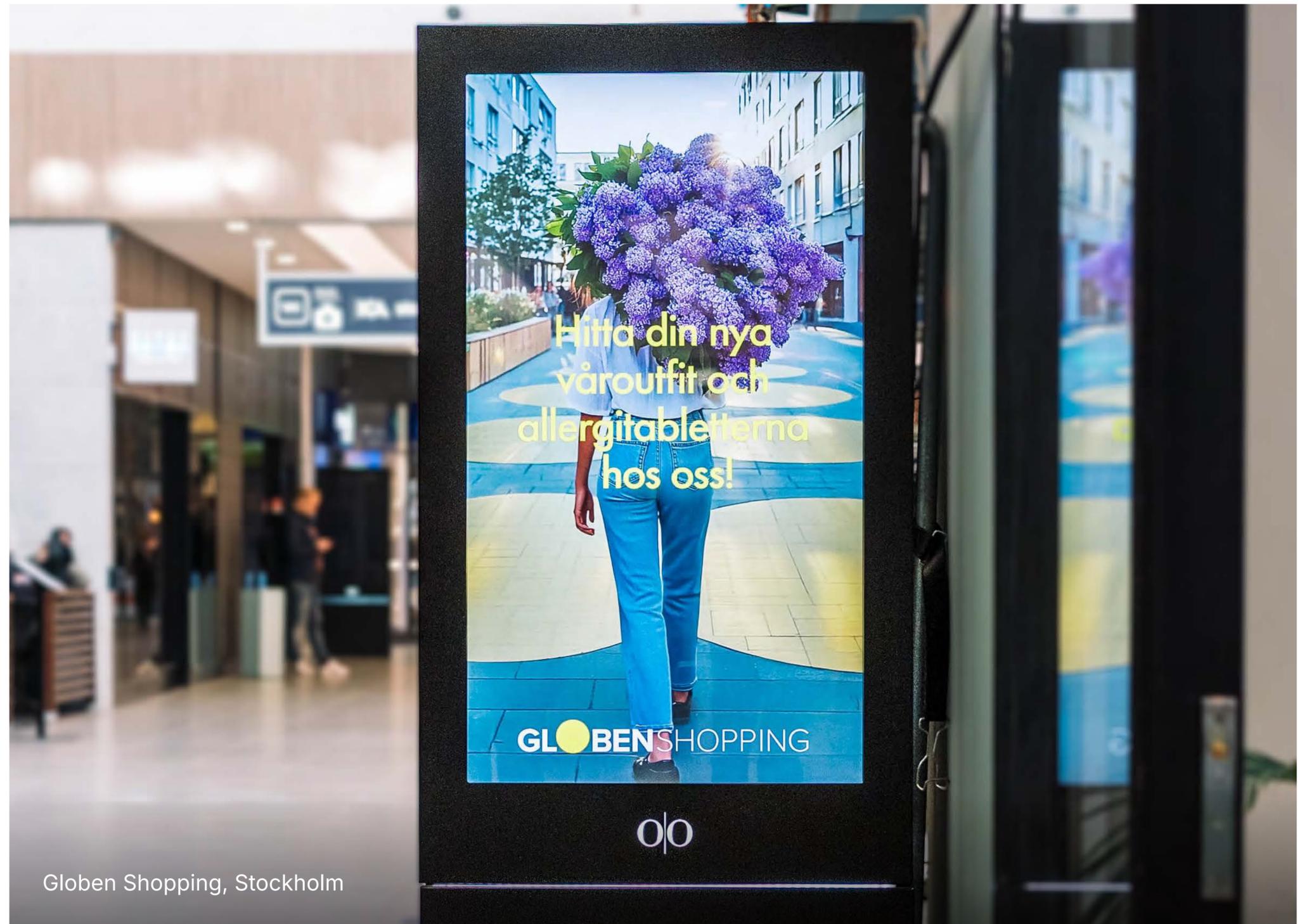
REACH & IMPACT DOOH



# The Fusion Malls - facts

REACH & IMPACT DOOH

<b>Screens:</b>	approx. 860
<b>Large format:</b>	35
<b>Small format:</b>	822
<b>Reach:</b>	2 295 870
<b>Environment:</b>	Shoppingcenter



Globen Shopping, Stockholm

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# THE FUSION

## Metropolitan



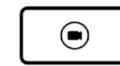
*Westfield*  
MALL OF SCANDINAVIA

For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion Metropolitan



**804**  
Screens



**3**  
Cities



**50**  
Malls



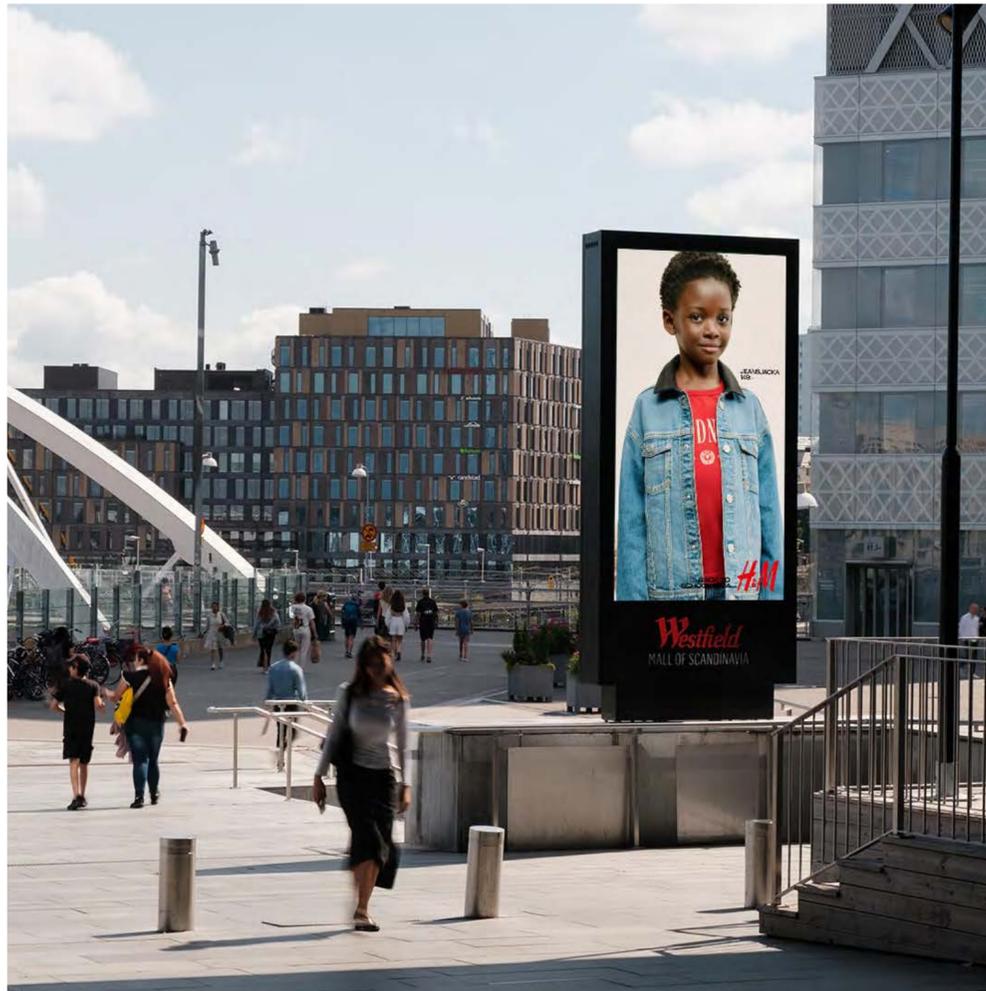
**7**  
Train stations



**30**  
Street

# The Fusion Metropolitan

REACH & IMPACT DOOH



Thru digital impact and high frequency digital reach, you will be able to reach out to consumers in Swedens **3** largest cities; Stockholm, Göteborg and Malmö.



We offer The Fusion Metropolitan packages in **Small, Medium** and **Large**.



Both indoor and outdoor small and large format in a perfect combination in order to reach people passing by in the largest cities in Sweden.

# The Fusion Metropolitan - inspiration

REACH & IMPACT DOOH



# The Fusion Metropolitan - facts

REACH & IMPACT DOOH

<b>Screens:</b>	approx. 800
<b>Large format:</b>	54
<b>Small format:</b>	750
<b>Reach:</b>	2 251 949
<b>Environment:</b>	Central, train stations



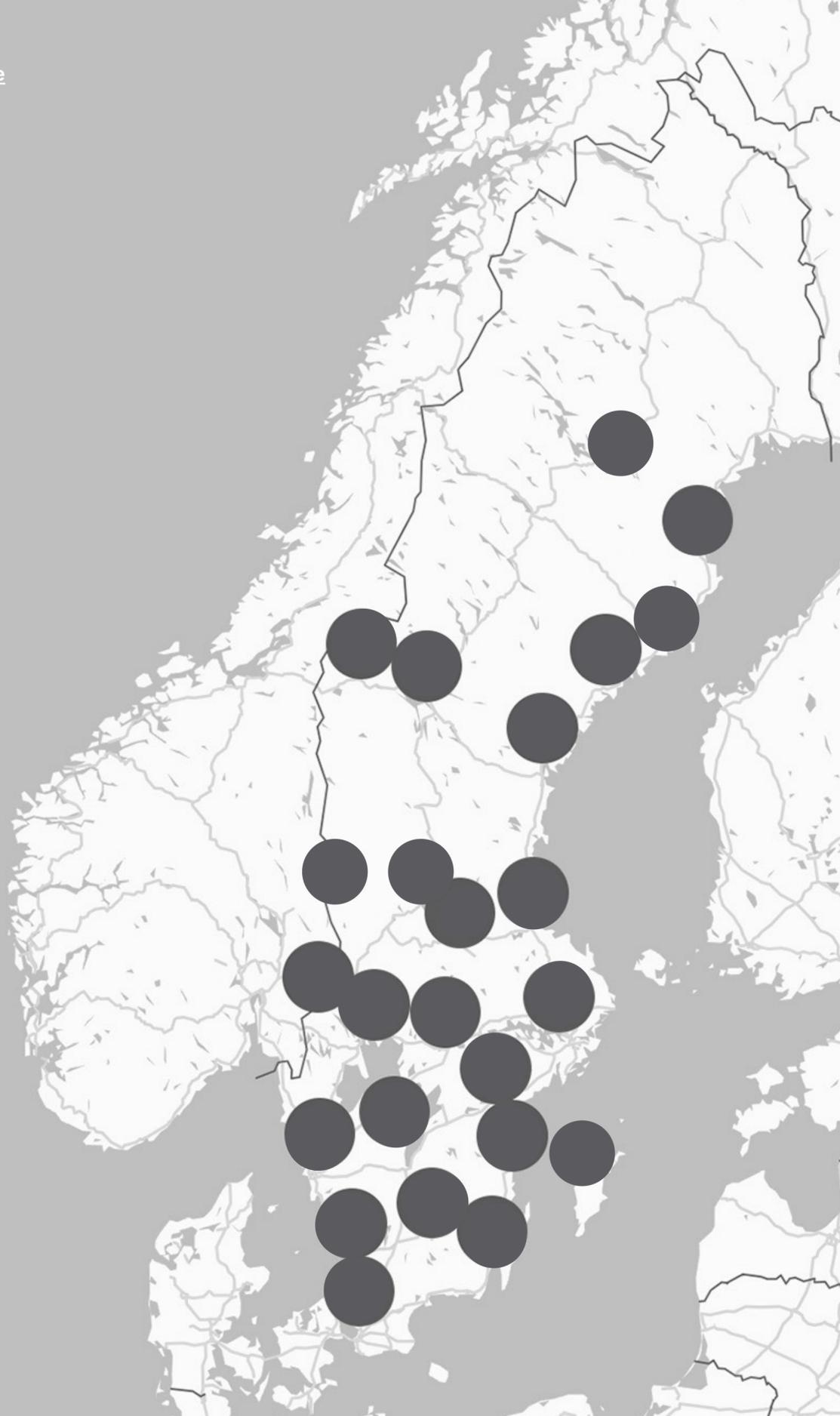
Triangeln Impact, Malmö

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# THE FUSION National



For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion National



1150\*  
Screens



Nationwide  
Cities



95  
Malls



25  
Train stations



75  
Street

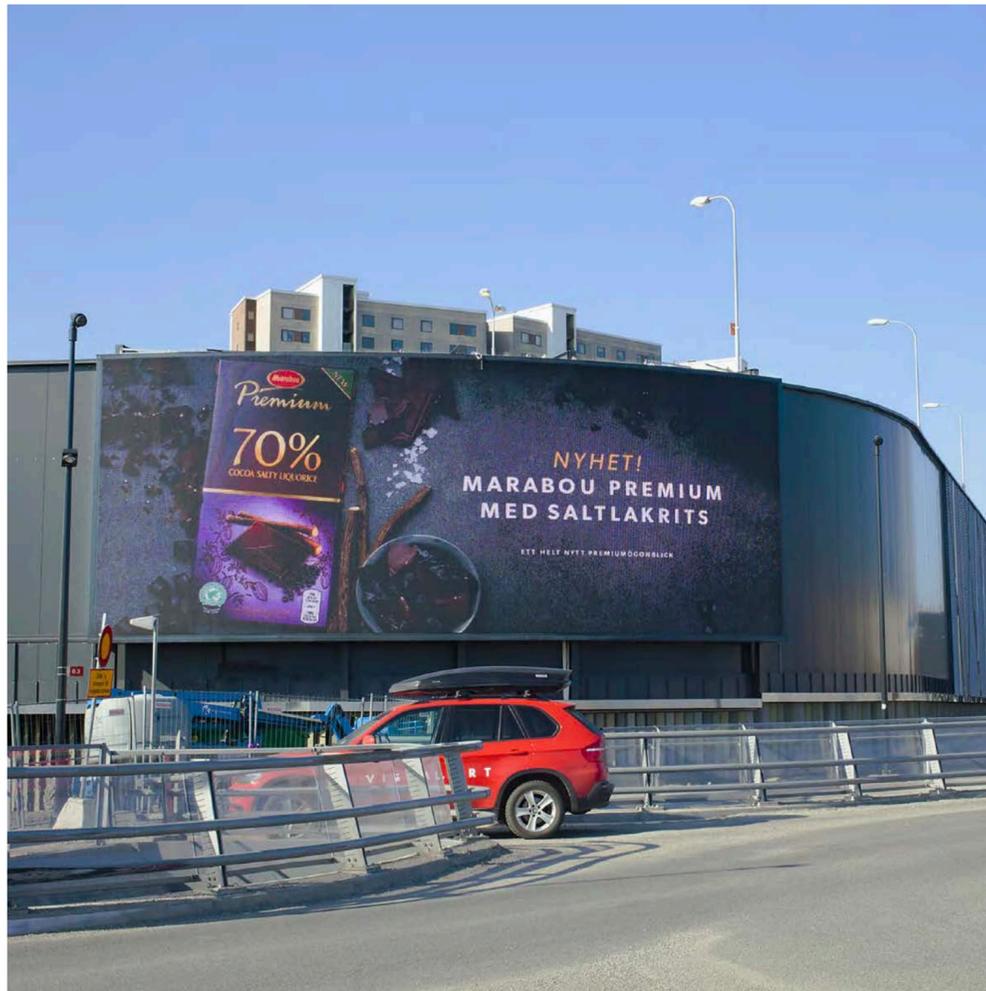


13  
Airports

\*Amount of screens may vary depending on availability

# The Fusion National

## REACH & IMPACT DOOH



The Fusion National offert digital reach in large formats.



With over **1000** digital screens spread across the whole country, The Fusion National offers an optimal balance between deep digital penetration as well as wide reach.



By combining large and small format screens in various environments - from shopping malls, to train stations - this is the perfect network for campaigns requiring both precision as well as national coverage.

# The Fusion National - inspiration

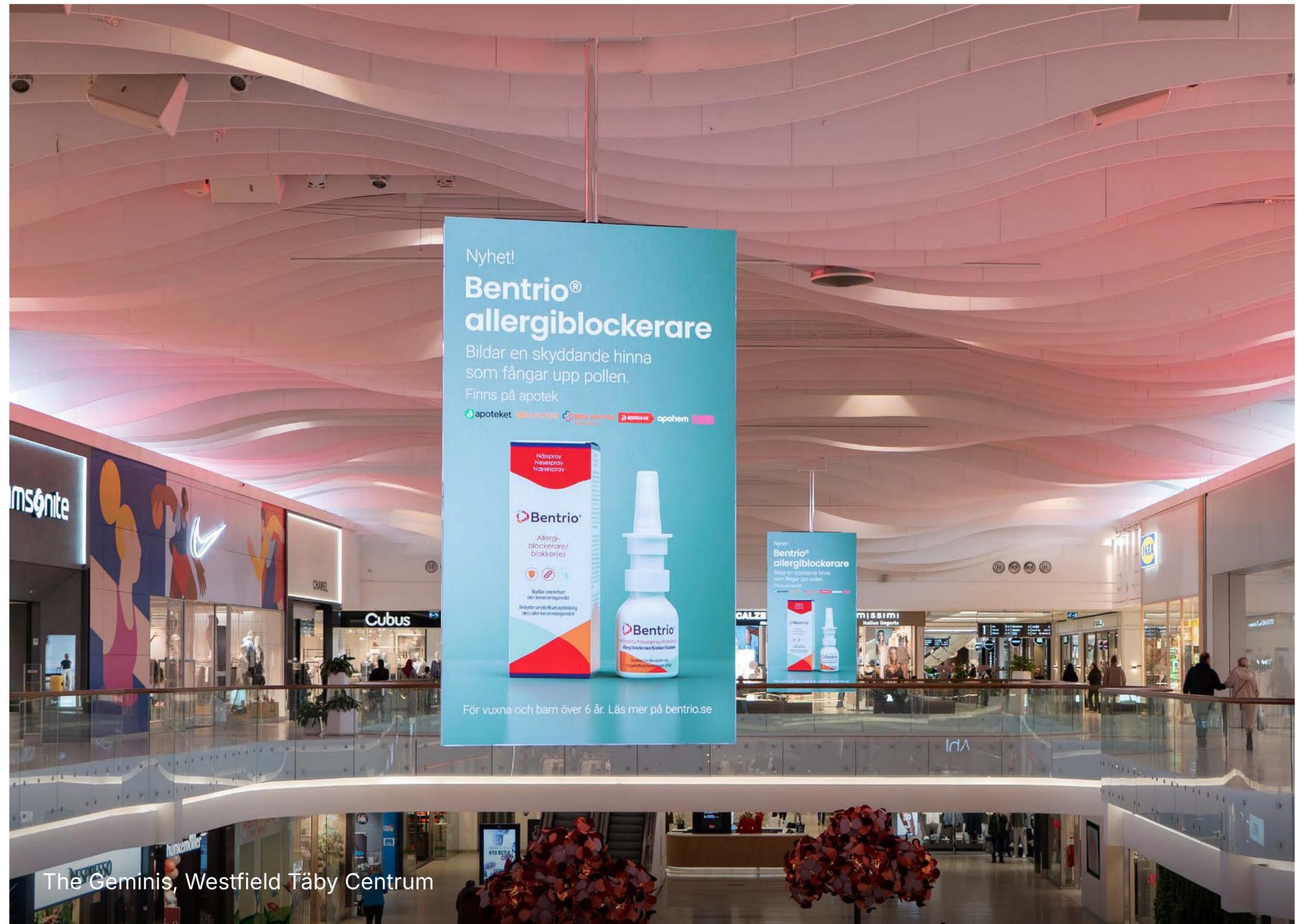
REACH & IMPACT DOOH



# The Fusion National - facts

REACH & IMPACT DOOH

<b>Screens:</b>	approx. 1150
<b>Large format:</b>	100
<b>Small format:</b>	1049
<b>Reach:</b>	3 045 565
<b>Environment:</b>	Malls



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# THE FUSION Pharmacy

Nu även  
receptfri

## Pollenallergi?

### Dymista

- ✓ Minskar inflammationen i näsan
- ✓ Lindrar allergiska symptom inom 15 minuter

Dubbelverkande  
**2:1**

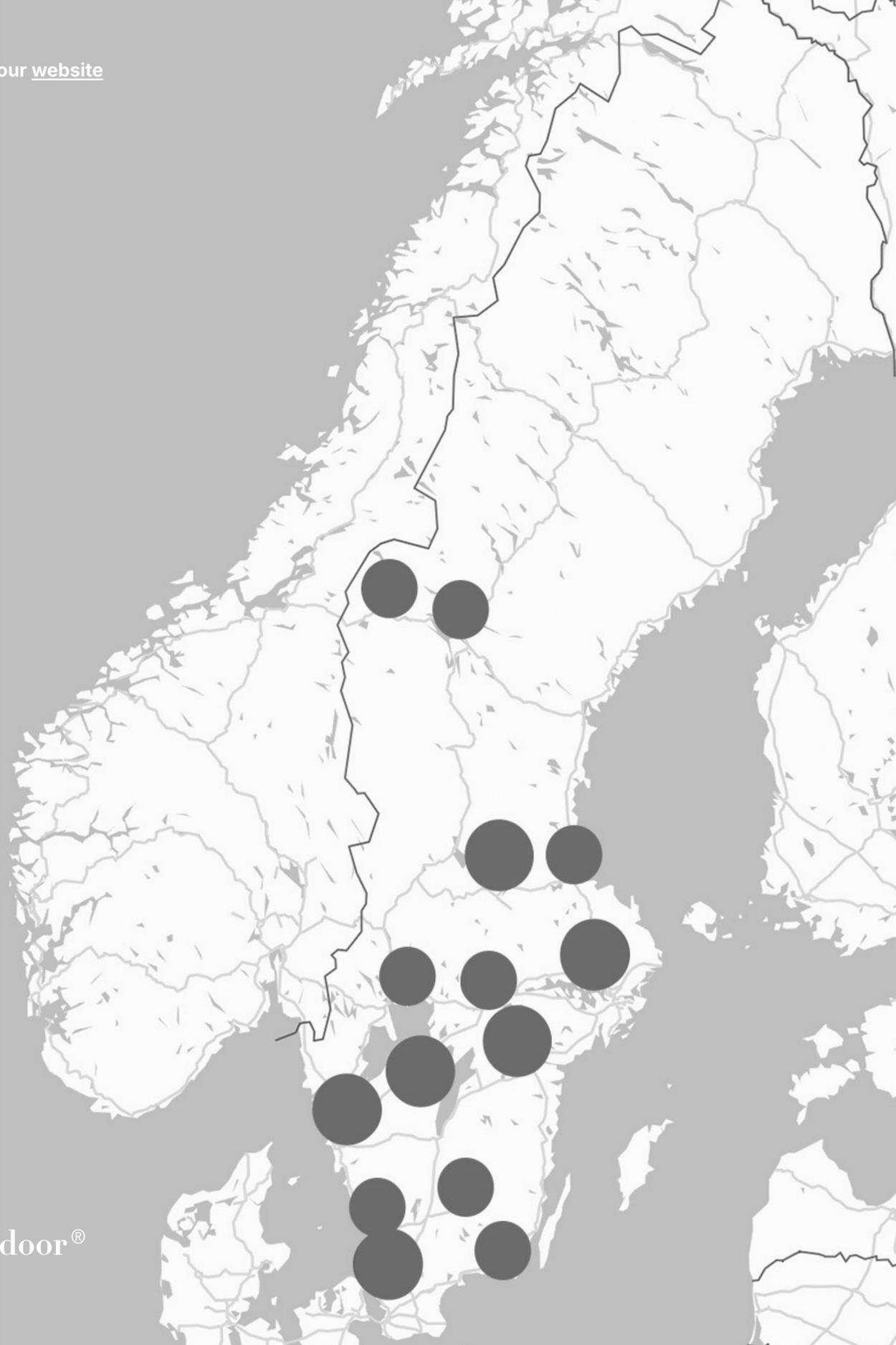
15 minuter

Vid måttlig till svår allergisk snuva. När näsespray med bera antihistamin eller kortison inte hjälper tillräckligt.

Mylan

frölunda.org

For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion Pharmacy



785  
Screens



33  
Cities



100  
Malls

# The Fusion Pharmacy

REACH & IMPACT DOOH



With **785** carefully selected screens in shopping malls with pharmacies, The Fusion Pharmacy offers a unique possibility in reaching the consumer at the same moment they are making their buying decisions.



With its strategically placed screens, The Fusion Pharmacy reaches million of visitors each week, making this series a powerful tool in reaching the consumers.



We offer The Fusion Pharmacy in both **Small**, **Medium** and **Large** packages.

# The Fusion Pharmacy - inspiration

REACH & IMPACT DOOH



Westfield Täby Centrum, Stockholm



Saltsjöbaden C, Stockholm



Göteborgs Centralstation



Westfield Täby Centrum - Impact, Stockholm

# The Fusion Pharmacy - facts

REACH & IMPACT DOOH

<b>Screens:</b>	785
<b>Large format:</b>	26
<b>Small format:</b>	759
<b>Reach:</b>	2 225 479
<b>Environment:</b>	Malls



The Curve @ Westfield Täby Centrum



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# THE FUSION

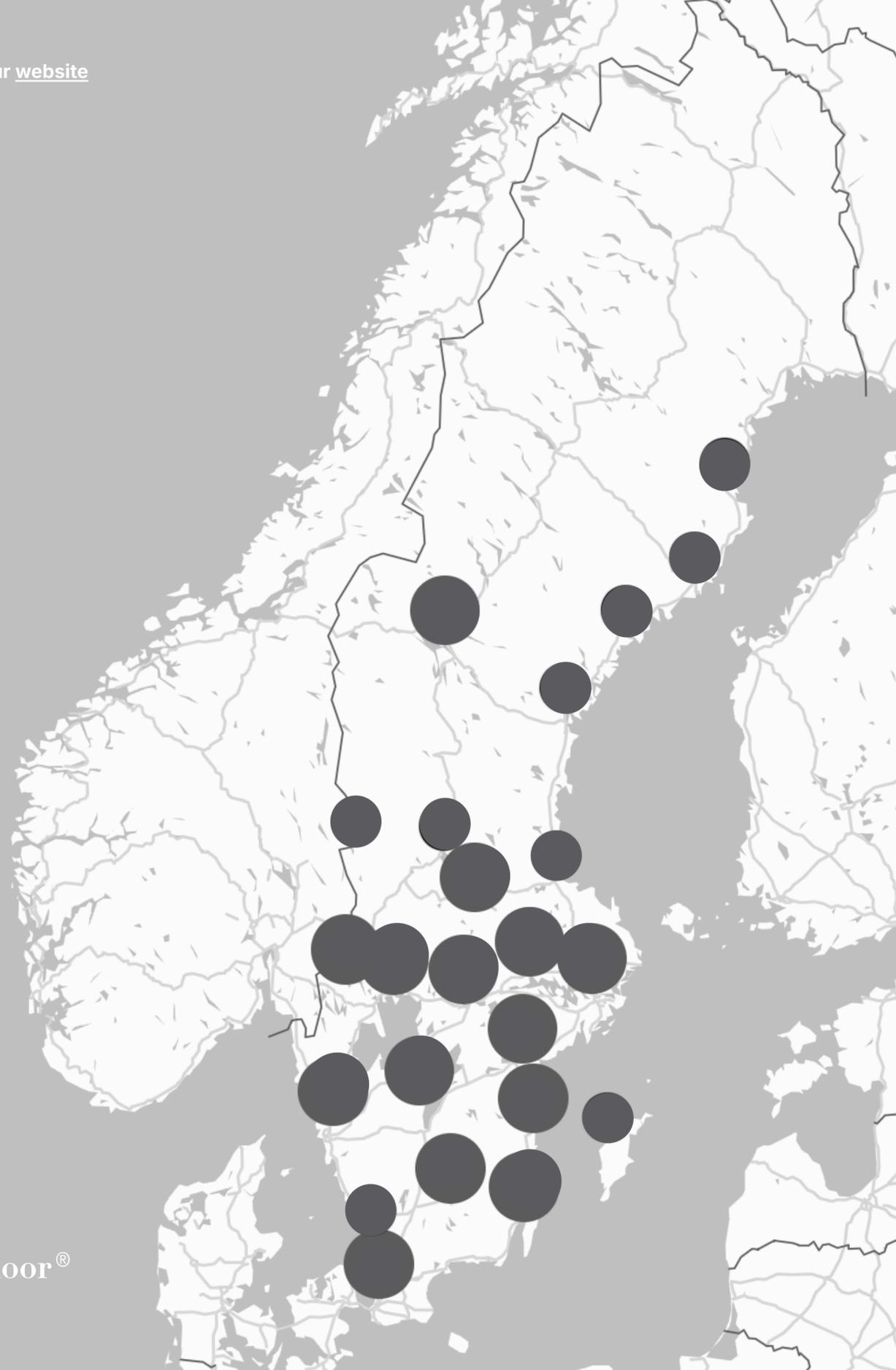
## Point of Sale

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Låt oss tänka  
in annorlunda.

frölundatorg

For exact locations, see our [website](#)



## REACH & IMPACT DOOH

# The Fusion Point of Sale



828  
Screens



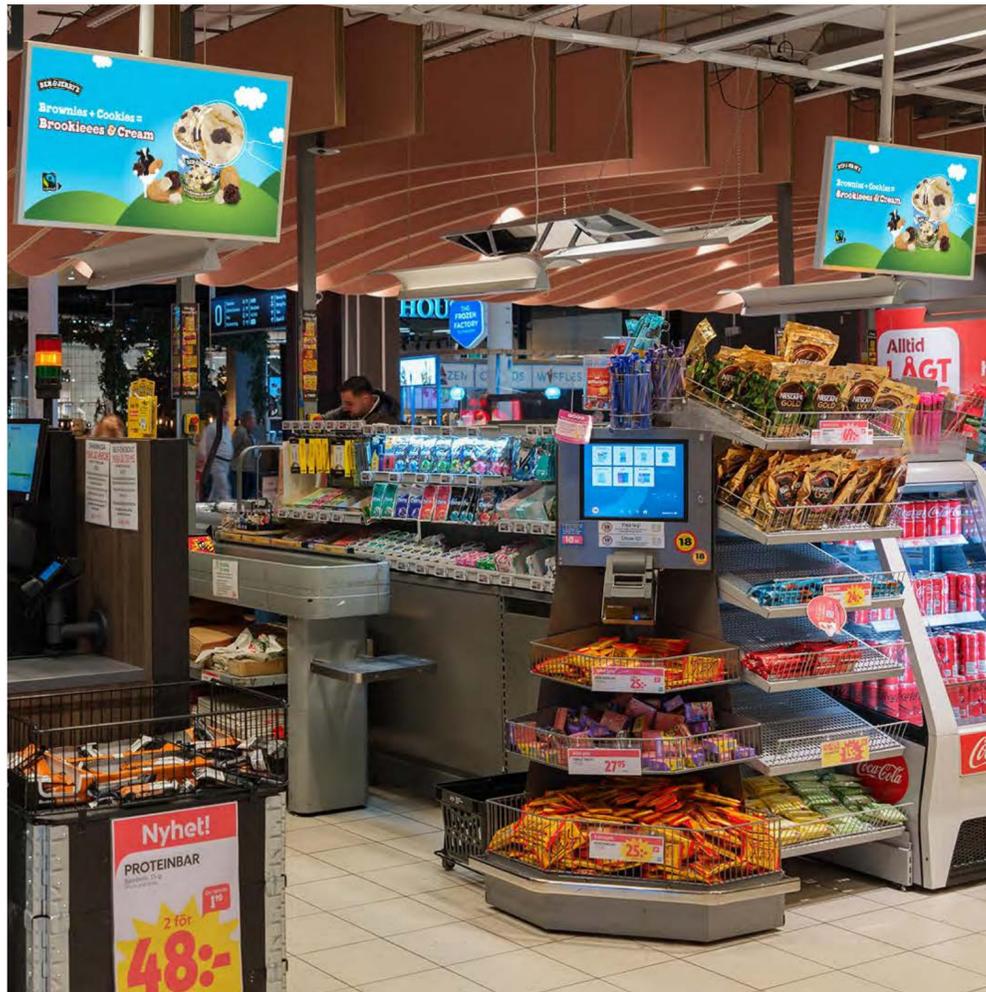
28  
Cities



100  
Malls

# The Fusion Point of Sale

REACH & IMPACT DOOH



Fusion Point of Sale places your brand in direct connection with approx. **100** convenience stores with high footfall, among these are **ICA, COOP, Willys, Hemköp** and **Lidl**.



By placing your ad in close proximity to shop entrances, shopping malls and markets, you are able to reach the consumers as they are about to make their buying decision.

Making The Fusion Point of Sale to a powerful tool for FMCG-brands looking to increase market awareness and increase sales.



Stand out, were the influence is at its greatest - with Fusion Point of Sale.

We offer The Fusion Point of Sale in both **Small, Medium** and **Large**.

# The Fusion Point of Sale - inspiration

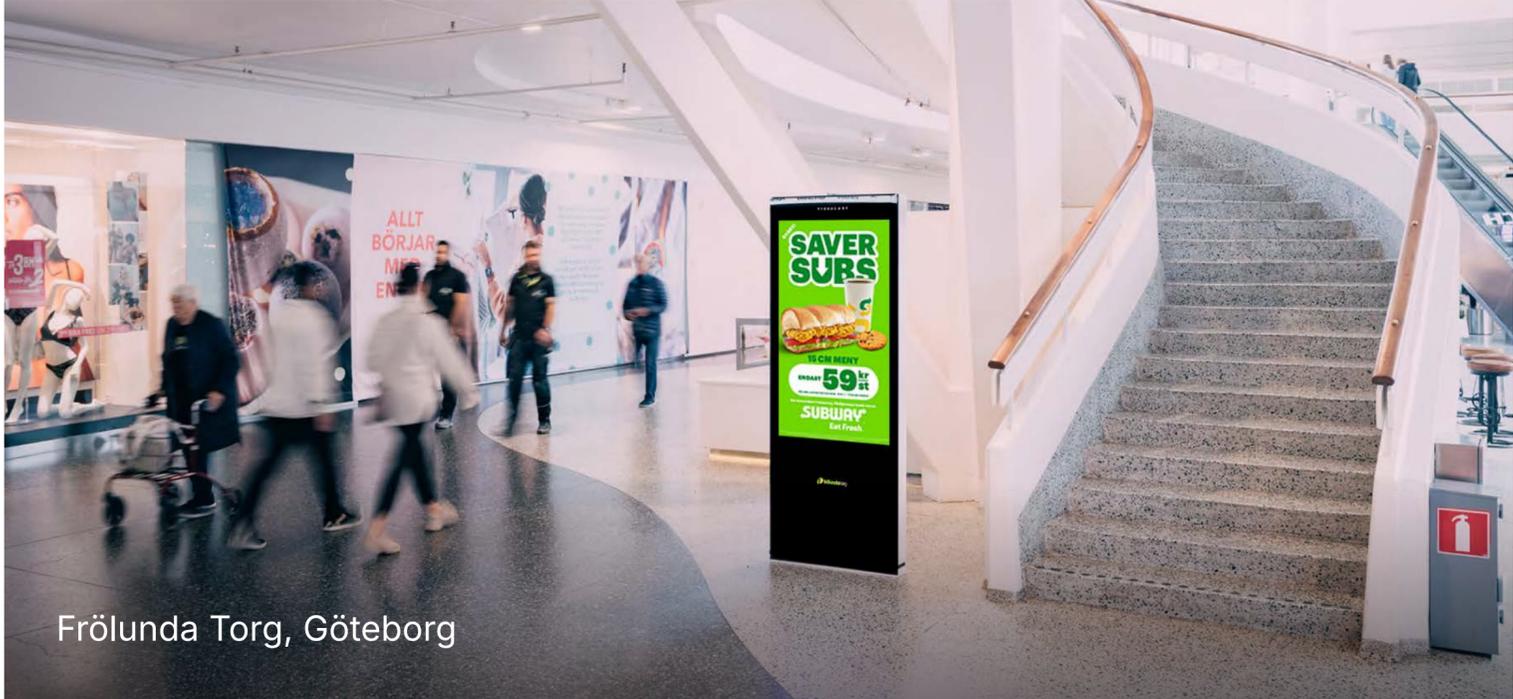
REACH & IMPACT DOOH



Globen Shopping, Stockholm



Kongahälla Shopping, Göteborg



Frölunda Torg, Göteborg



Skärholmen Centrum, Stockholm

# The Fusion Point of Sale - facts

REACH & IMPACT DOOH

<b>Screens:</b>	828
<b>Large format:</b>	42
<b>Small format:</b>	786
<b>Reach:</b>	2 280 123
<b>Environment:</b>	Malls



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# THE FUSION

## Stockholm

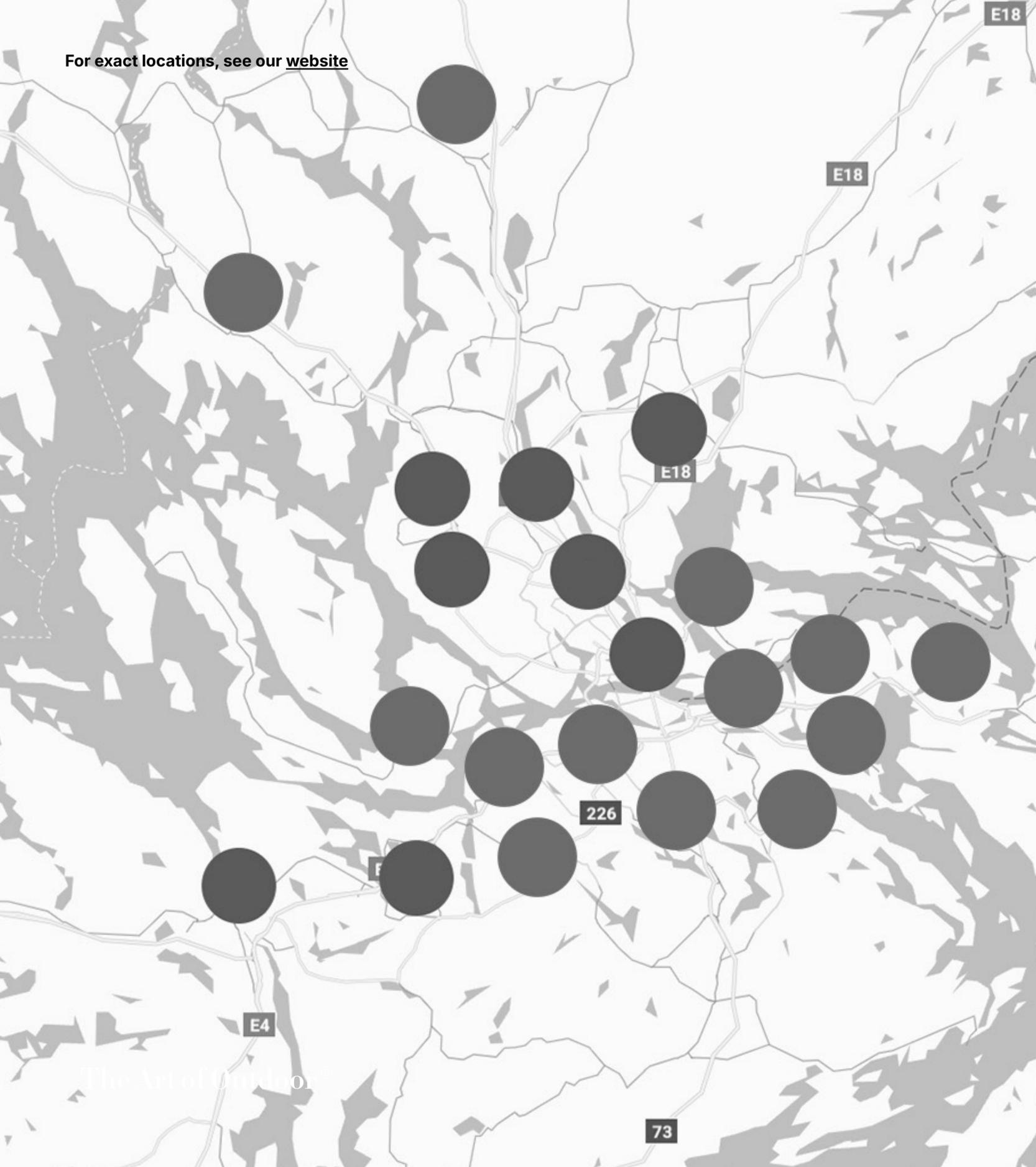
halebop  
PASSA PÅ!  
Google Pixel 9 Pro  
379 kr/mån 30GB

Gäller med 24 månaders bindning. Så långt lagret räcker eller till och med senast 1/6 2025. \*Priset på Halebop Familj gäller 112 mån. Därefter 179 kr/mån.

GALLERIAN



For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion Stockholm



623  
Screens



Stockholm  
City



40  
Malls



5  
Train stations



40  
Street

# The Fusion Stockholm

REACH & IMPACT DOOH



The Fusion Stockholm combines over **100** digital small and large format screens.



A series, specifically adapted to reach all visitors to Stockholm.



We offer The Fusion Stockholm in both **Small, Medium** and **Large**.

# The Fusion Stockholm - inspiration

REACH & IMPACT DOOH



The ICON @NK, Stockholm



Kistamässan, Stockholm



The Eyes - Konserthuset, Stockholm



Westfield Mall of Scandinavia - Impact, Stockholm

# The Fusion Stockholm - facts

REACH & IMPACT DOOH

<b>Screens:</b>	623
<b>Large format:</b>	35
<b>Small format:</b>	588
<b>Reach:</b>	1 462 855
<b>Environment:</b>	Malls



The Curve, Westfield Täby Centrum

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# THE FUSION Train Stations

OO  
OCEAN

**halebop**

PASSA PÅ!

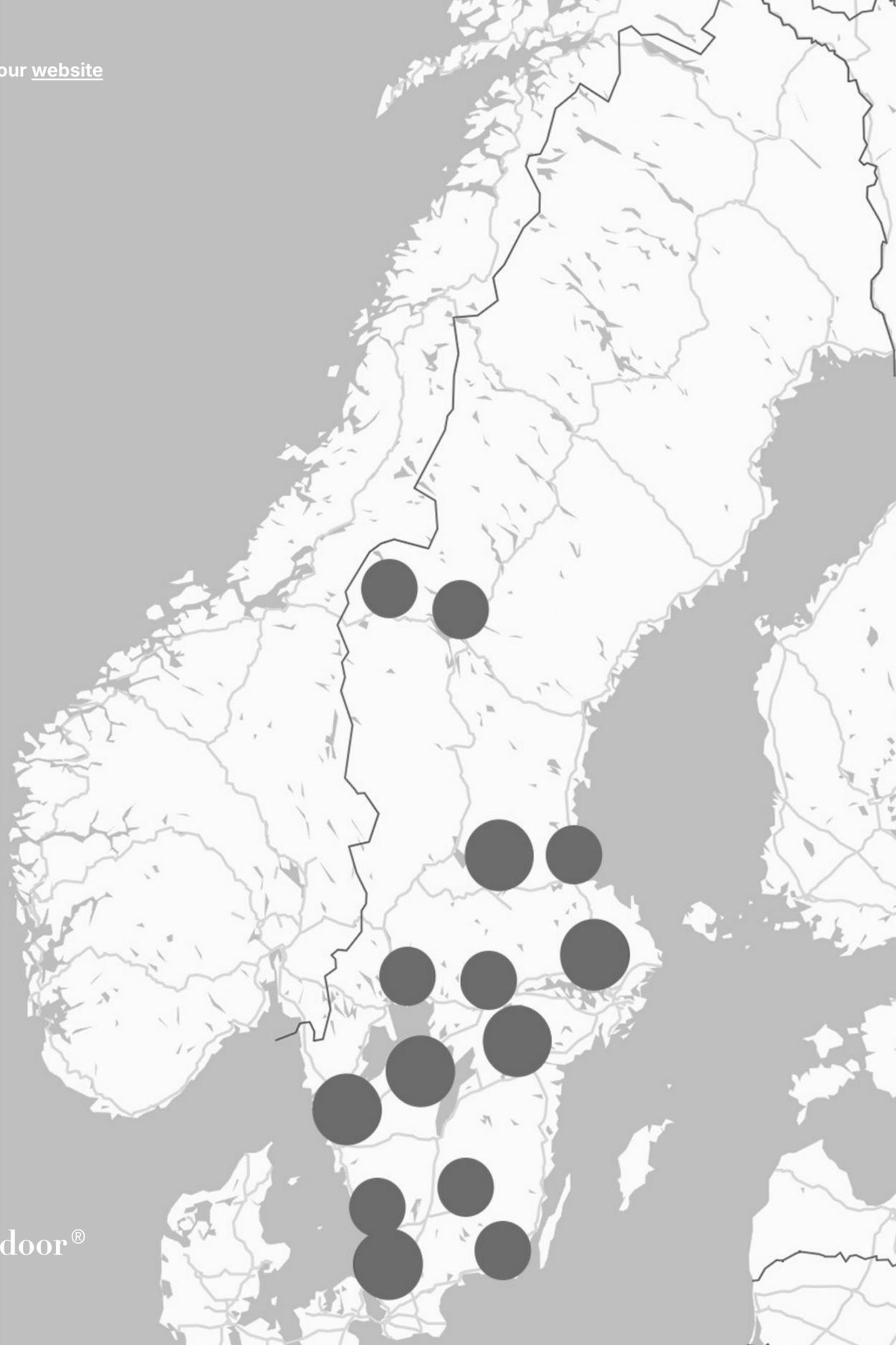
**Google Pixel 9 Pro**

379 kr/mån 30GB

Gäller med 24 månaders bindning. Så långt lagret räcker eller till och med senast 1/6 2025. \*Priset på Halebop Familj gäller i 12 mån. Därefter 179 kr/mån.

Jernhusen

For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion Train Station



231  
Screens



23  
Cities



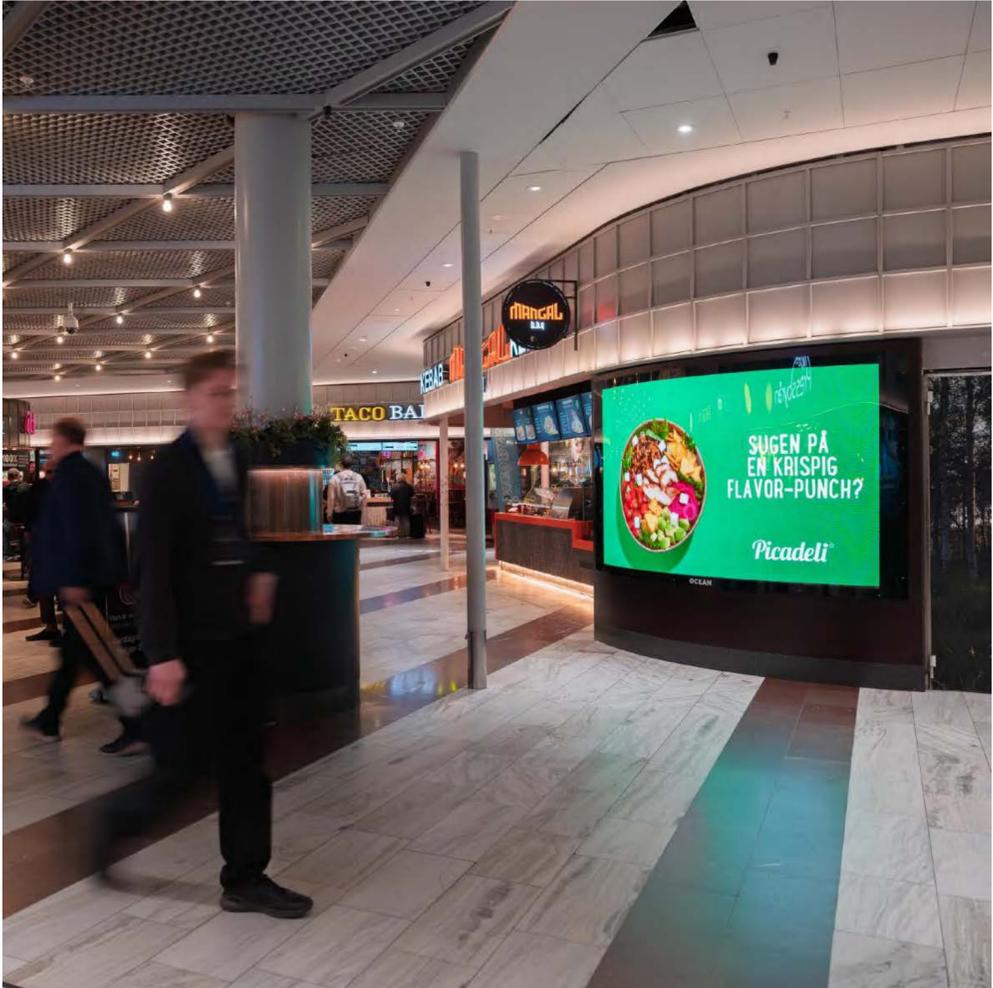
23  
Train stations

# The Fusion Train Stations

REACH & IMPACT DOOH



Ocean can as Swedens only Out of Home provider, offer Digital Out of Home at all of Swedens Central train stations.



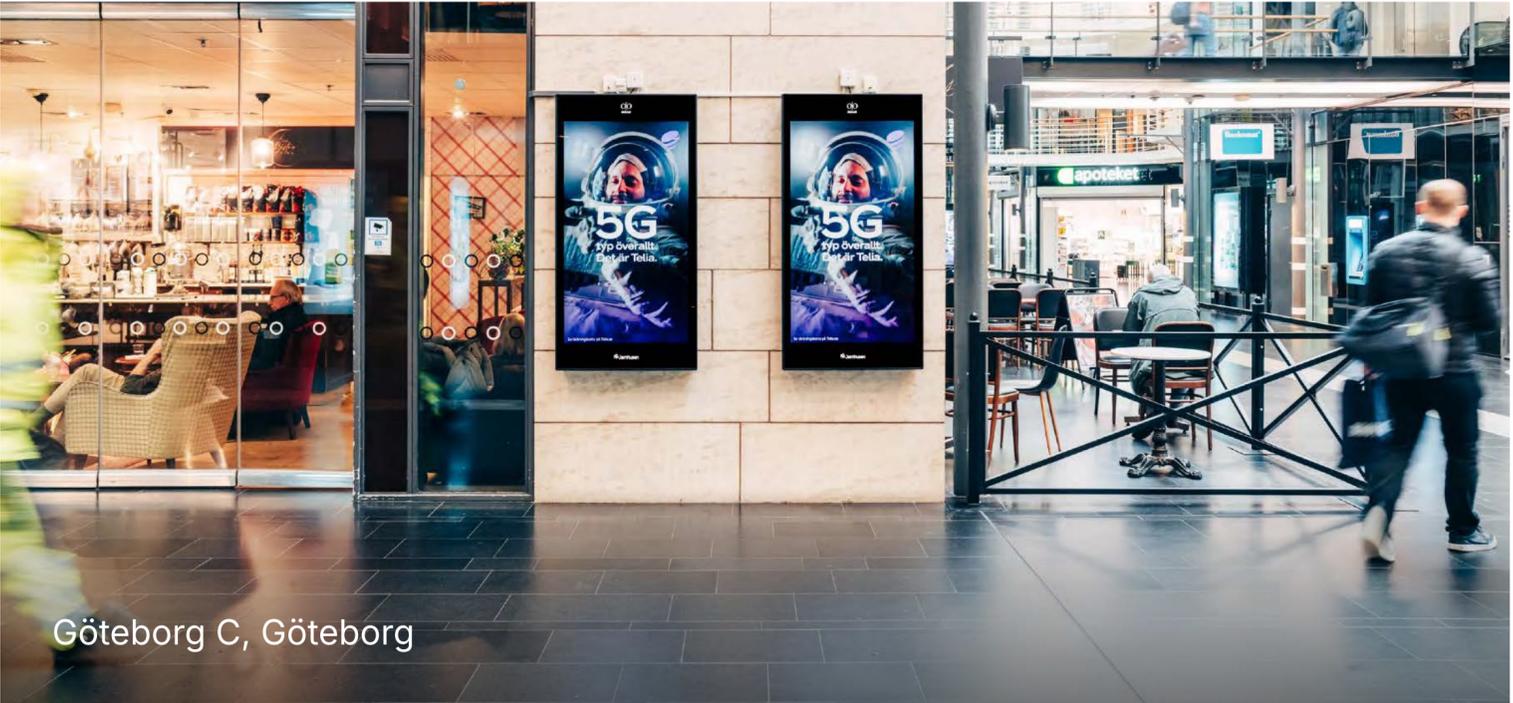
Let your message travel along with the audience from point A to B and onwards to C with The Fusion Train Stations.



We offer The Fusion Train Station in both **Small**, **Medium** and **Large**.

# The Fusion Train Stations - inspiration

REACH & IMPACT DOOH



# The Fusion Train Stations - facts

REACH & IMPACT DOOH

**Screens:** 231

**Large format:** 13

**Small format:** 218

**Reach:** 916 544

**Environment:** Train stations



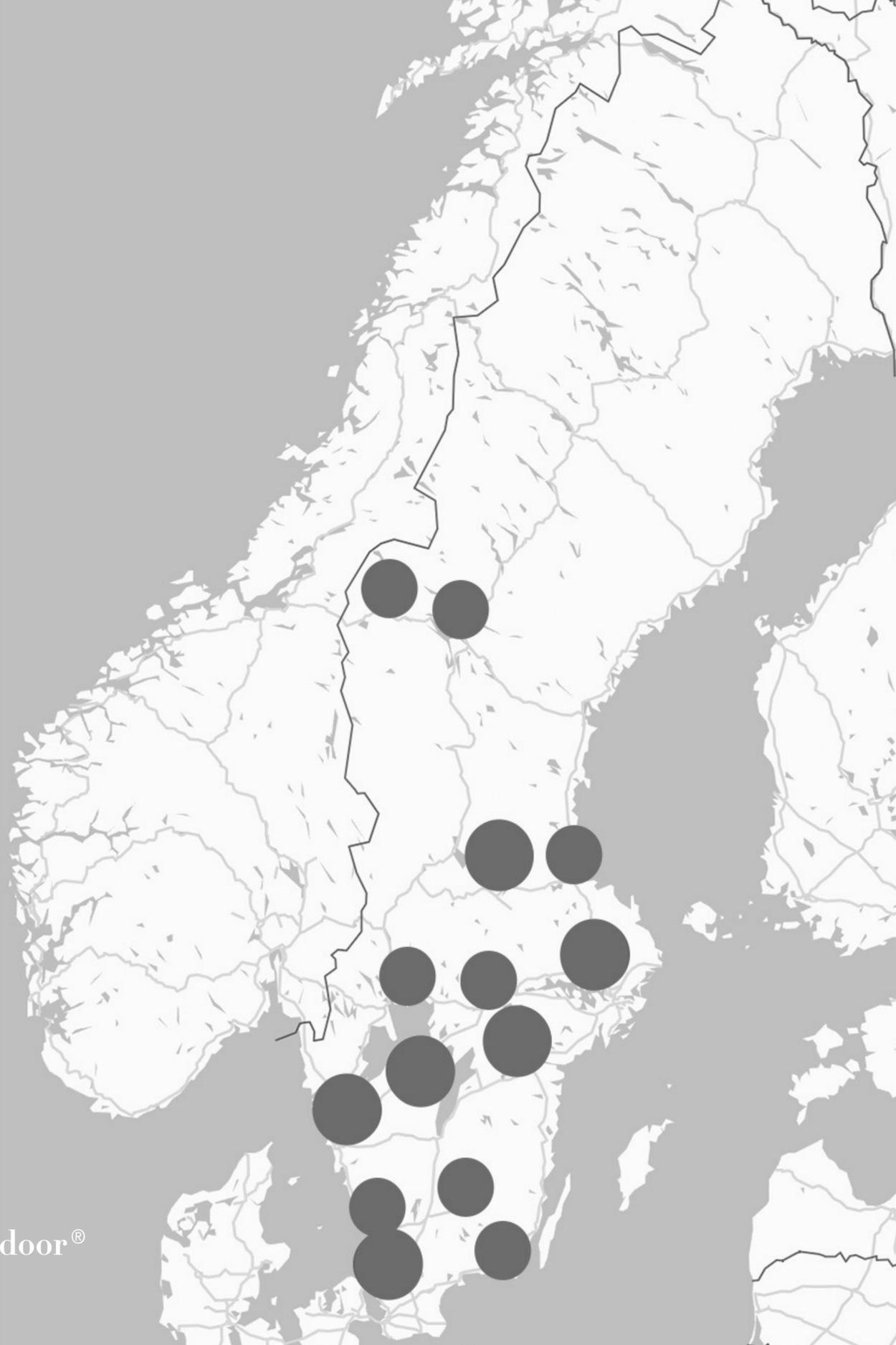
Stockholms Centralstation, Stockholm

<https://oceanoutdoor.com/se/location-network/the-fusion-train-stations/>

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# THE FUSION Beverage

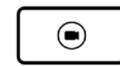




REACH & IMPACT DOOH

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# The Fusion Beverage



512  
Screens



26  
Cities



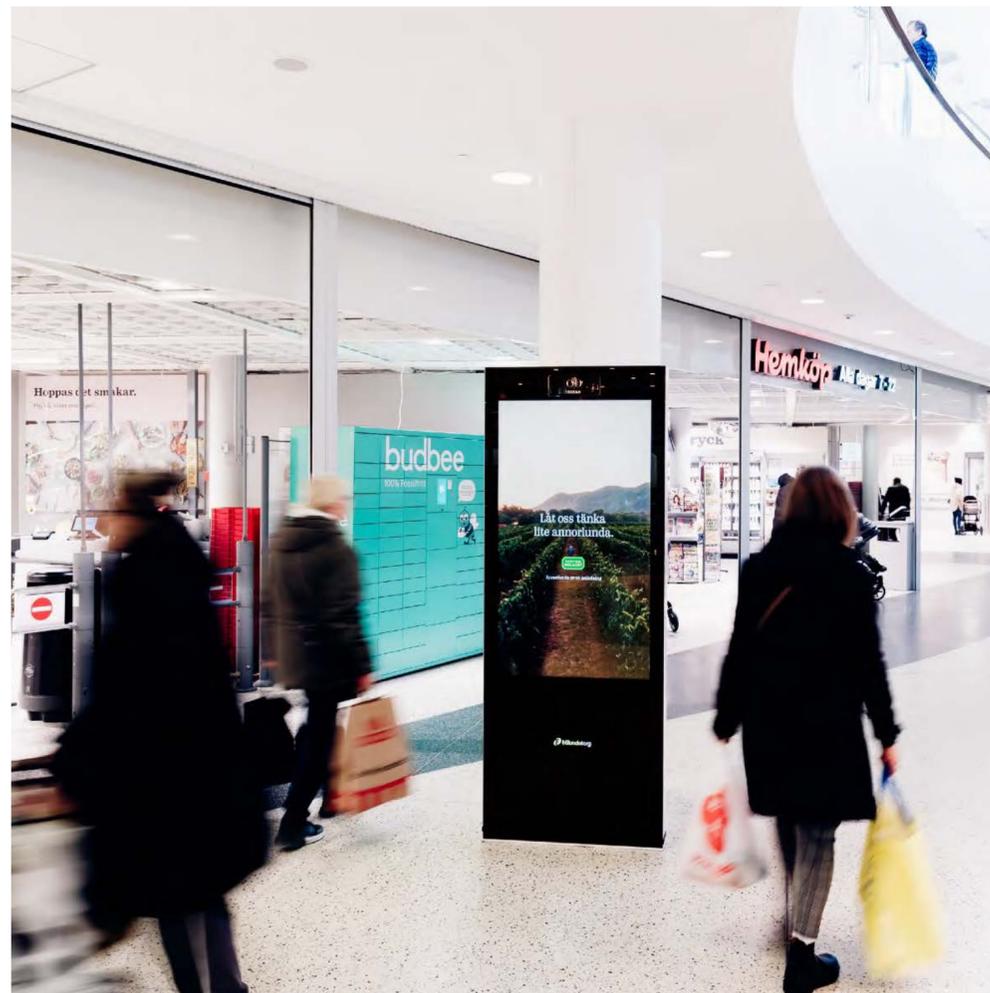
50  
Malls



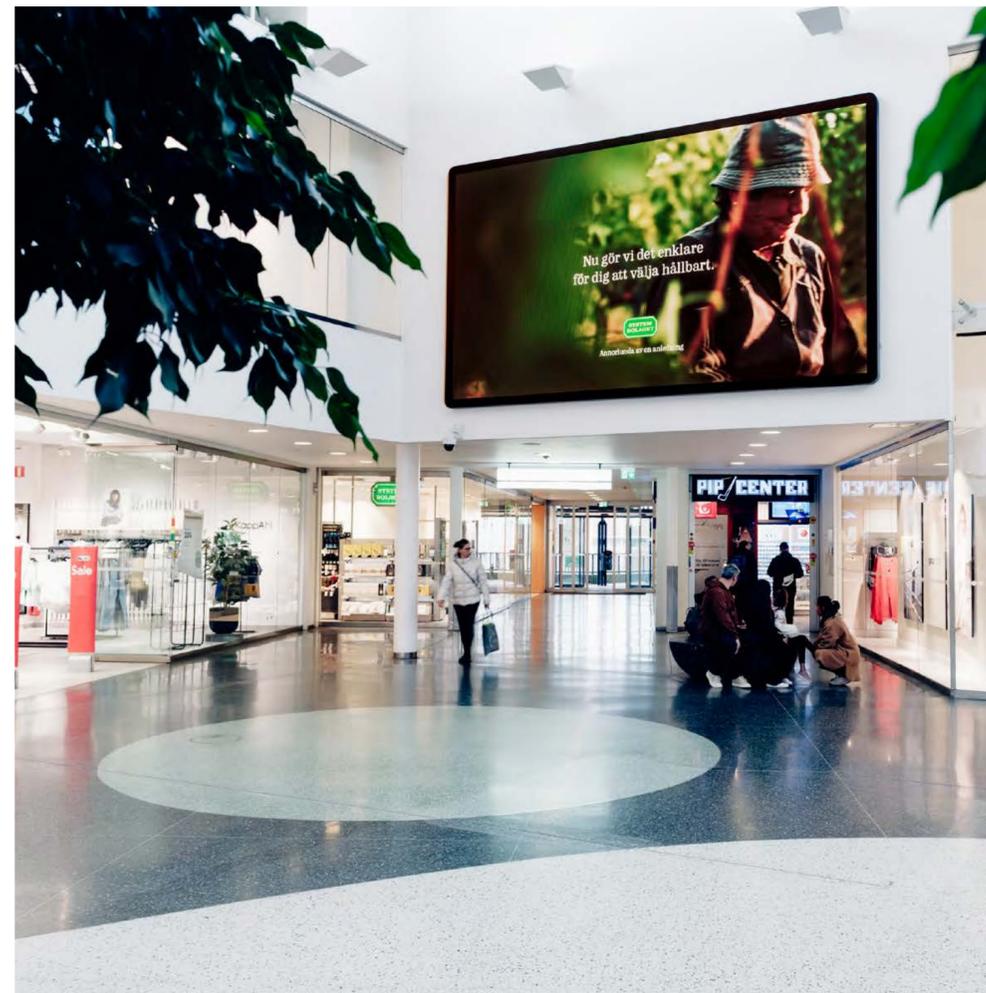
10  
Street

# The Fusion Beverage

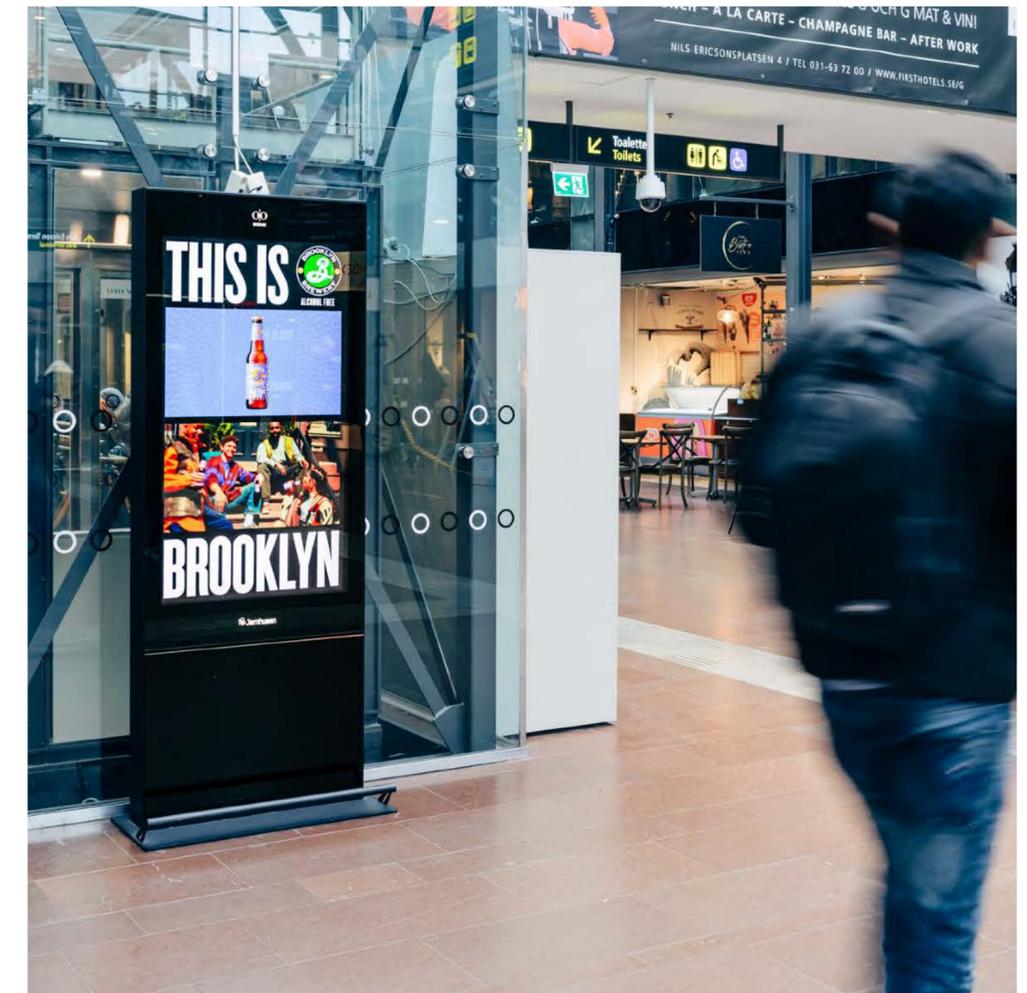
REACH & IMPACT DOOH



Fusion Beverage offer brands a unique option to advertise their brand in a very good environment. With its placement in close proximity to over **71** Systembolag across Sweden this is the perfect series for all beverages looking for great exposure.



This is the perfect solution for brands selling non alcoholic beverages, looking to maximize their visibility and market penetration before and during the summer months. A period of the year when the consumers interest in non alcoholic products have a very high increase.



Making your brand visible close to the consumers buying decision as well as showcasing your brand in a positive and inspirational environment will increase the likelihood of your brand being chosen. The Fusion Beverage, combines strategically placed screens with high frequency, making this series a smart choice for brands looking to be both relevant and to the point.

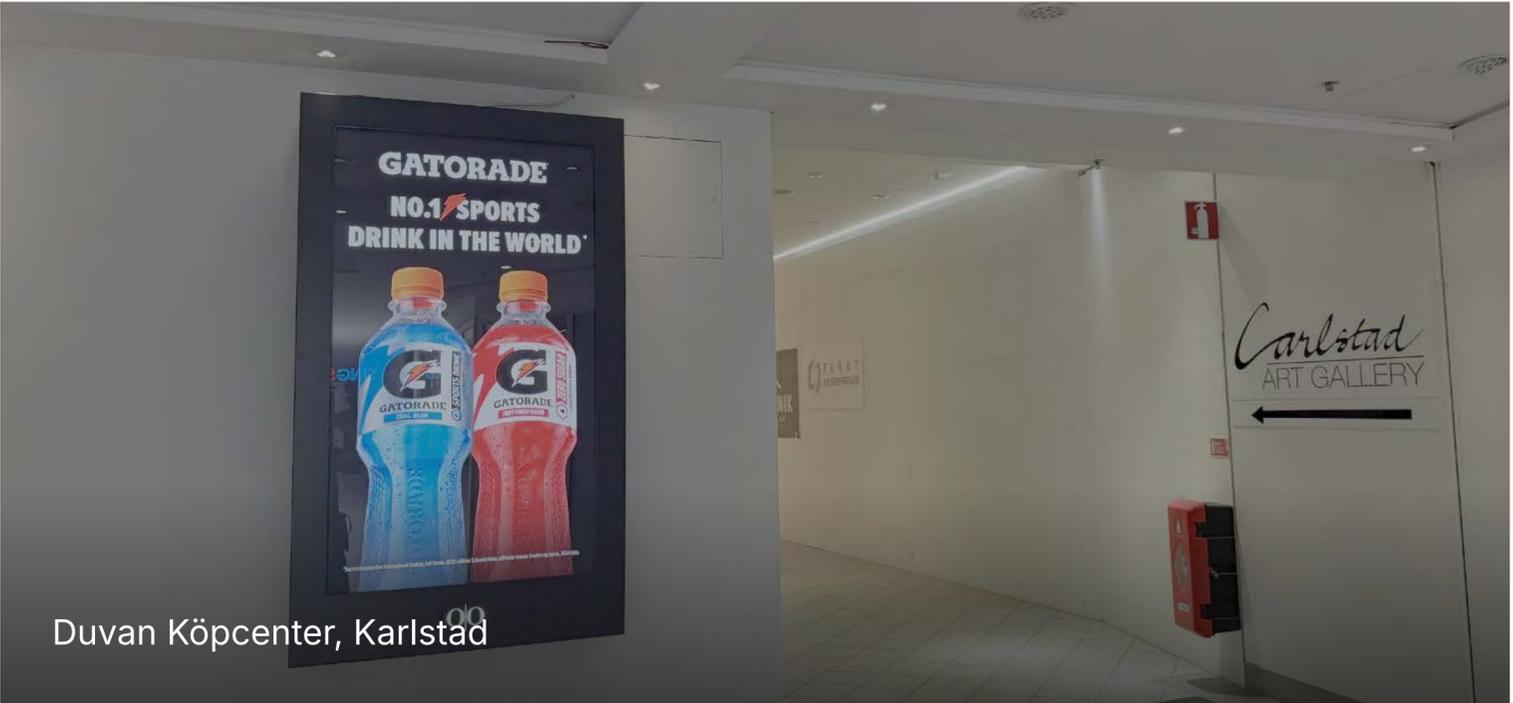
We offer The Fusion Beverage in **Small, Medium** and **Large**.

# The Fusion Beverage - inspiration

REACH & IMPACT DOOH



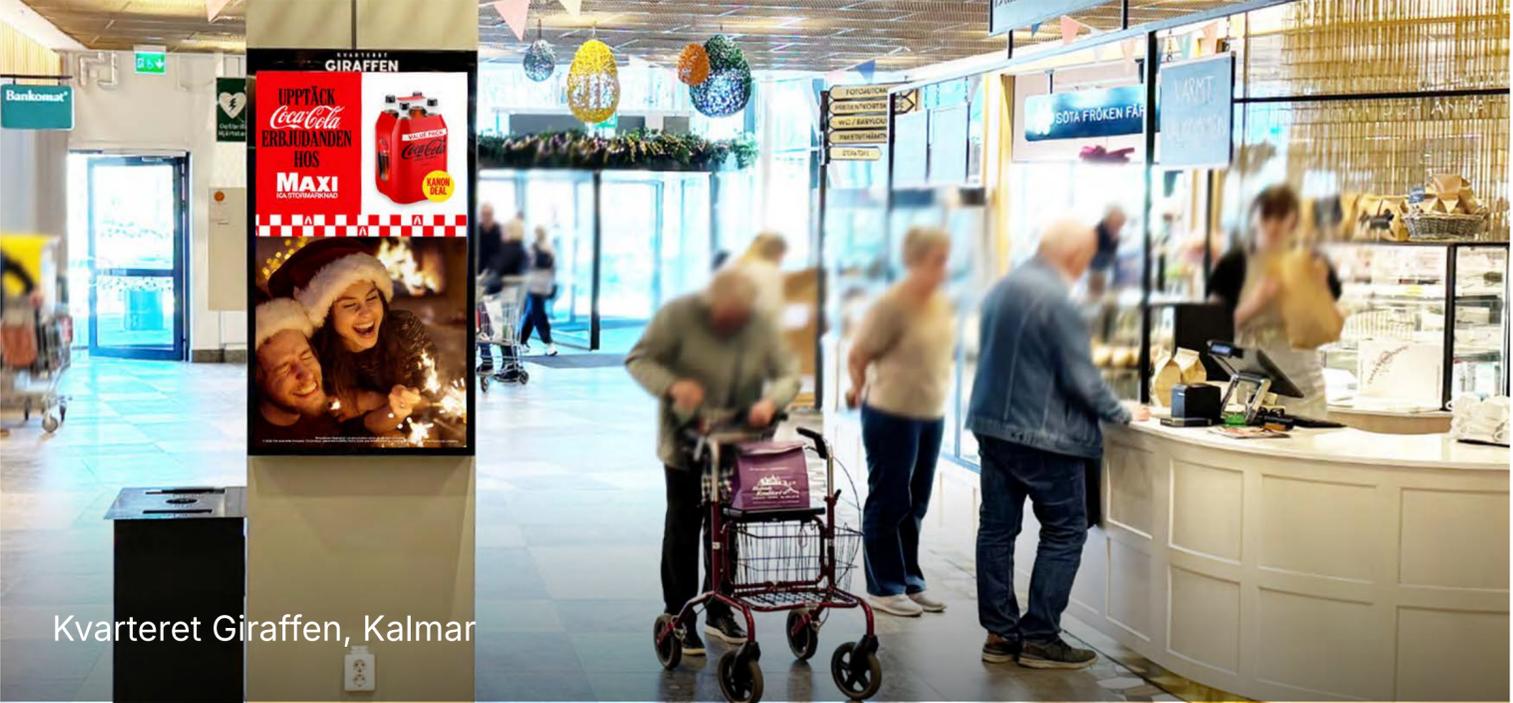
Nordstan, Göteborg



Duvan Köpcenter, Karlstad



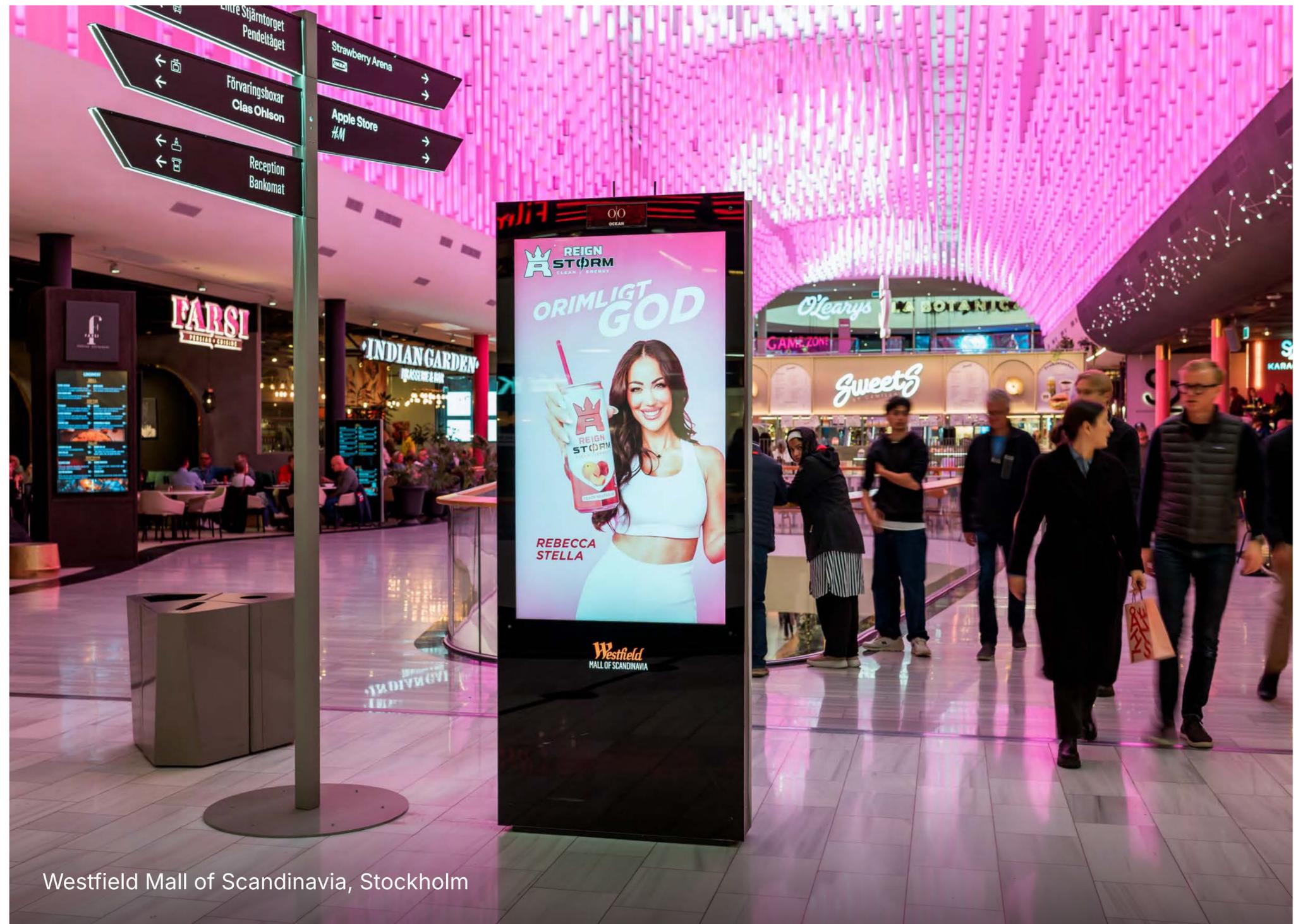
Täby C Indoor - Impact, Stockholm



Kvarteret Giraffen, Kalmar

# The Fusion Beverage - facts

REACH & IMPACT DOOH



Westfield Mall of Scandinavia, Stockholm

**Screens:** approx. 510

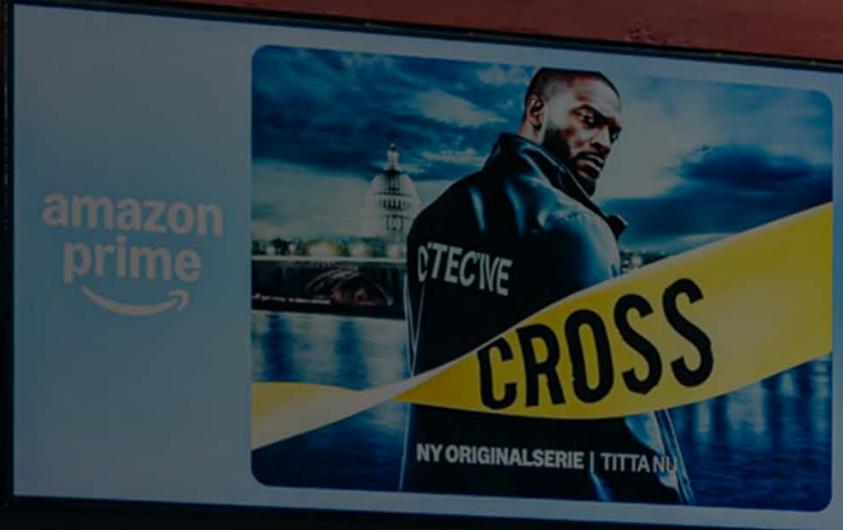
**Reach:** 1 423 188

**Environment:** Malls

**OCEAN**

# THE FUSION

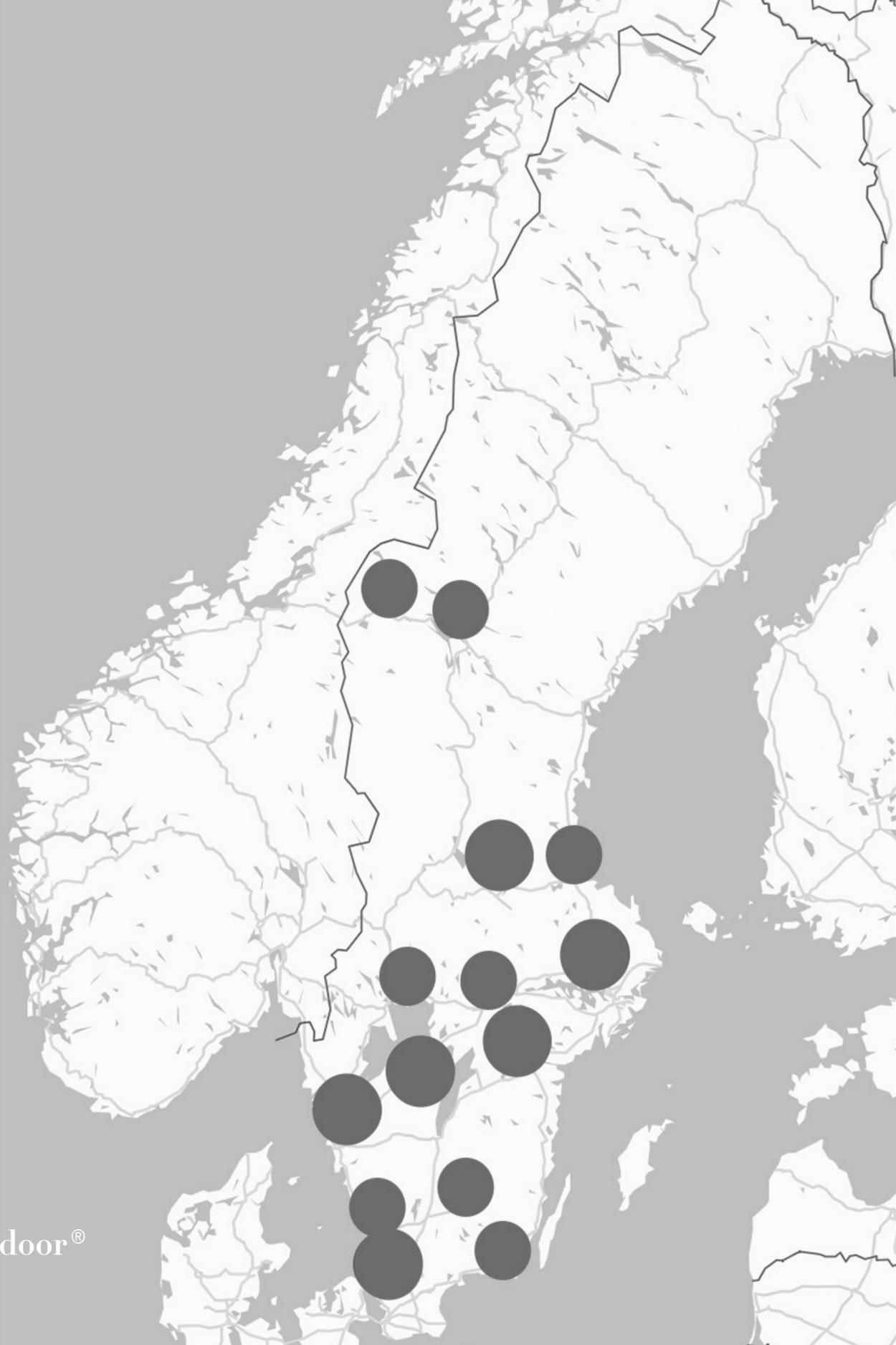
## Convenience



Avgåes

Tid	Destination
10:24	Halmstad
10:30	Herrljunga
10:35	Lerum
10:40	Mölnånda
10:40	Ytterby
10:45	Lindome
10:50	Bohus
10:54	Skövde
10:59	Skövde
11:00	Trollhättan
11:05	Lerum
11:10	Mölnånda
11:10	Trollhättan
11:14	Trollhättan
11:15	Lindome





REACH & IMPACT DOOH

# The Fusion Convenience



580  
Screens



23  
Cities



30  
Malls



23  
Train stations



18  
Street

# The Fusion Convenience

REACH & IMPACT DOOH

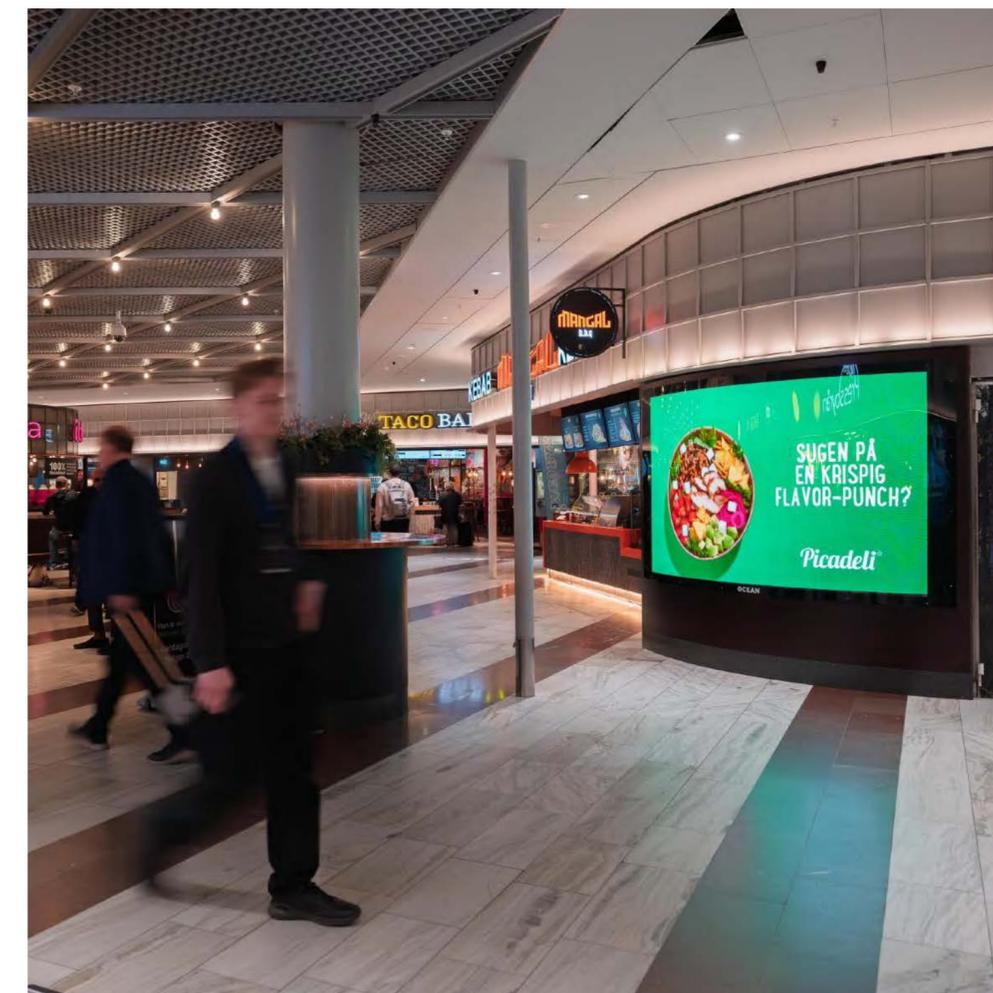


Fusion Convenience is the smart choice for brands looking to be seen where the quick and more spontaneous purchases are made.

With its placement in direct connection with about **80** Pressbyrå and 7-Eleven stores across the country this series offers a unique option in reaching the to-go consumers.



By its close proximity to the stores, the opportunity for spontaneous purchases are very high and this offers your brand an option for very high conversion rate on your sales driven advertisement.



Put your brand into motion with The Fusion Convenience.

We offer The Fusion Convenience in **Small, Medium** and **Large**.

# The Fusion Convenience - inspiration

REACH & IMPACT DOOH



Nordstan, Göteborg



Gallerian, Stockholm



Westfield Mall of Scandinavia, Stockholm



Stockholm C - Impact, Stockholm

# The Fusion Convenience - facts

REACH & IMPACT DOOH

**Screens:** approx. 580  
**Reach:** 2 045 115  
**Environment:** Malls & train stations

