

OCEAN

THE FUSION



PERFECT COMBINATION OF
SMALL & LARGE FORMAT

The Fusion



1177
Screens



National
Cities

The Art of Outdoor®



The Fusion

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

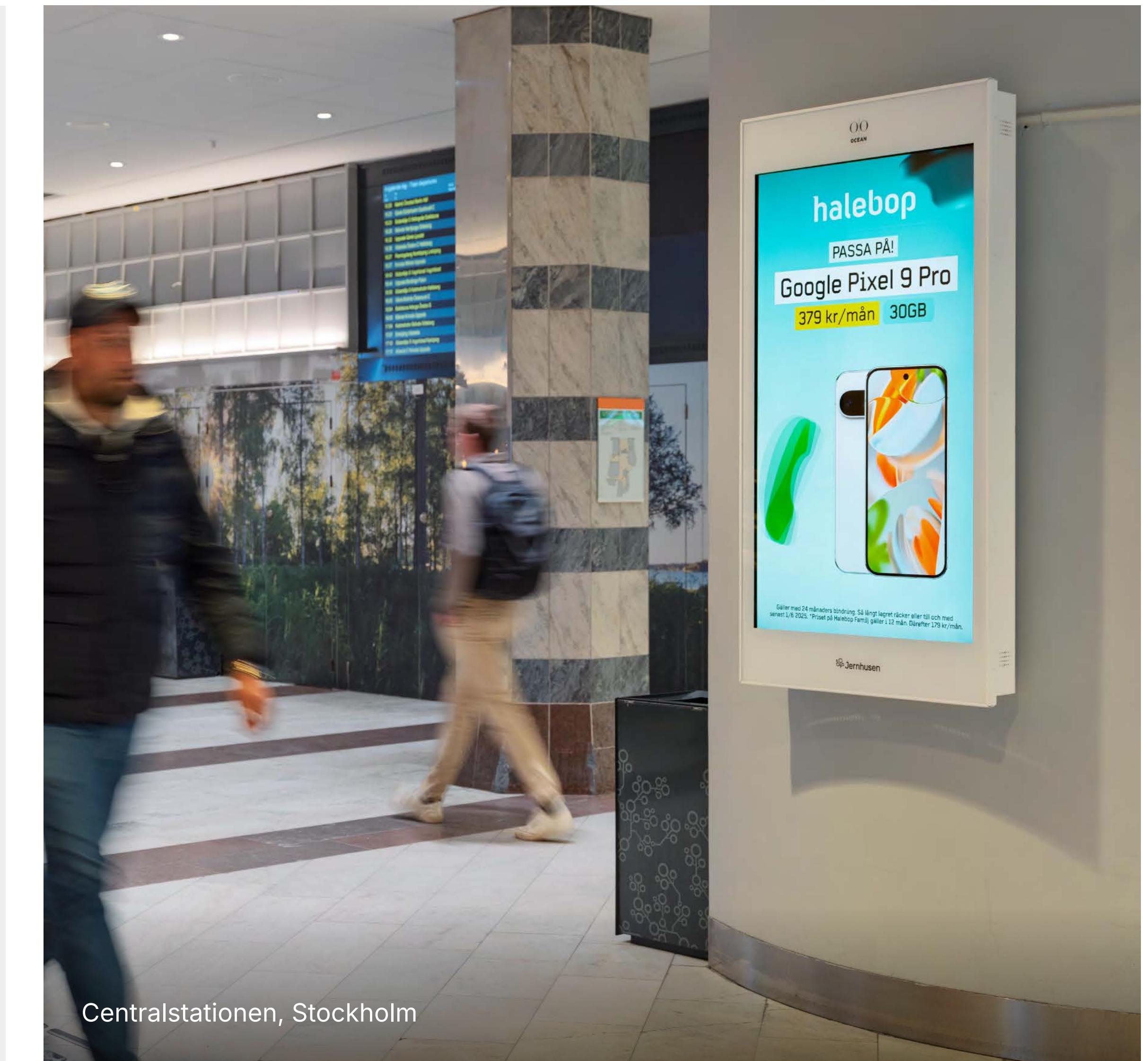
If you are looking to achieve digital reach and impact based on geography, demography and environment, then Fusion is the Network for you.

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.



OCEAN

THE FUSION Malls



For exact locations, see our website



The Art of Outdoor®

REACH & IMPACT DOOH

The Fusion Malls



857
Screens



Nationwide
Clties



110
Malls

OCEAN

The Fusion Malls

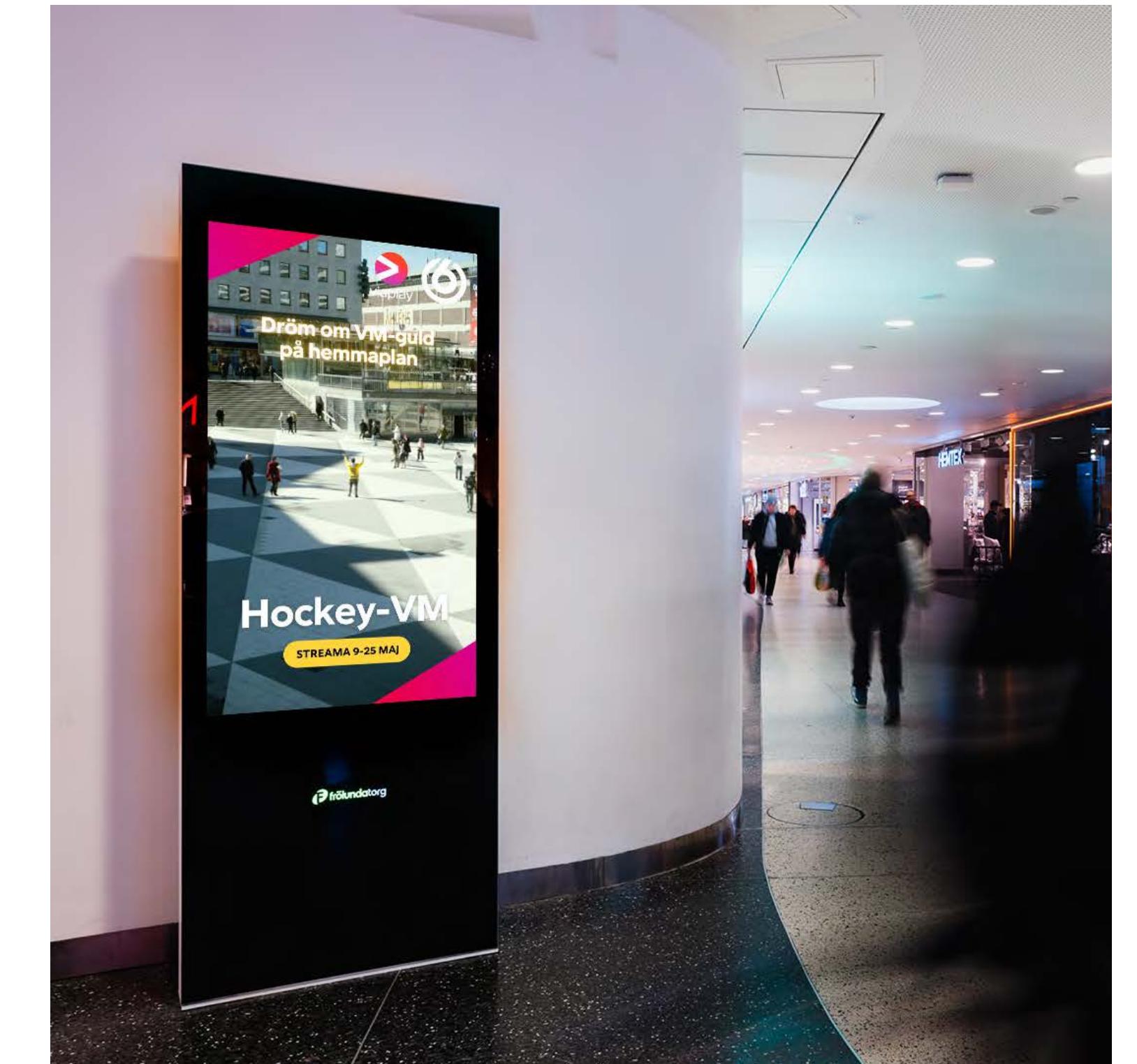
REACH & IMPACT DOOH



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



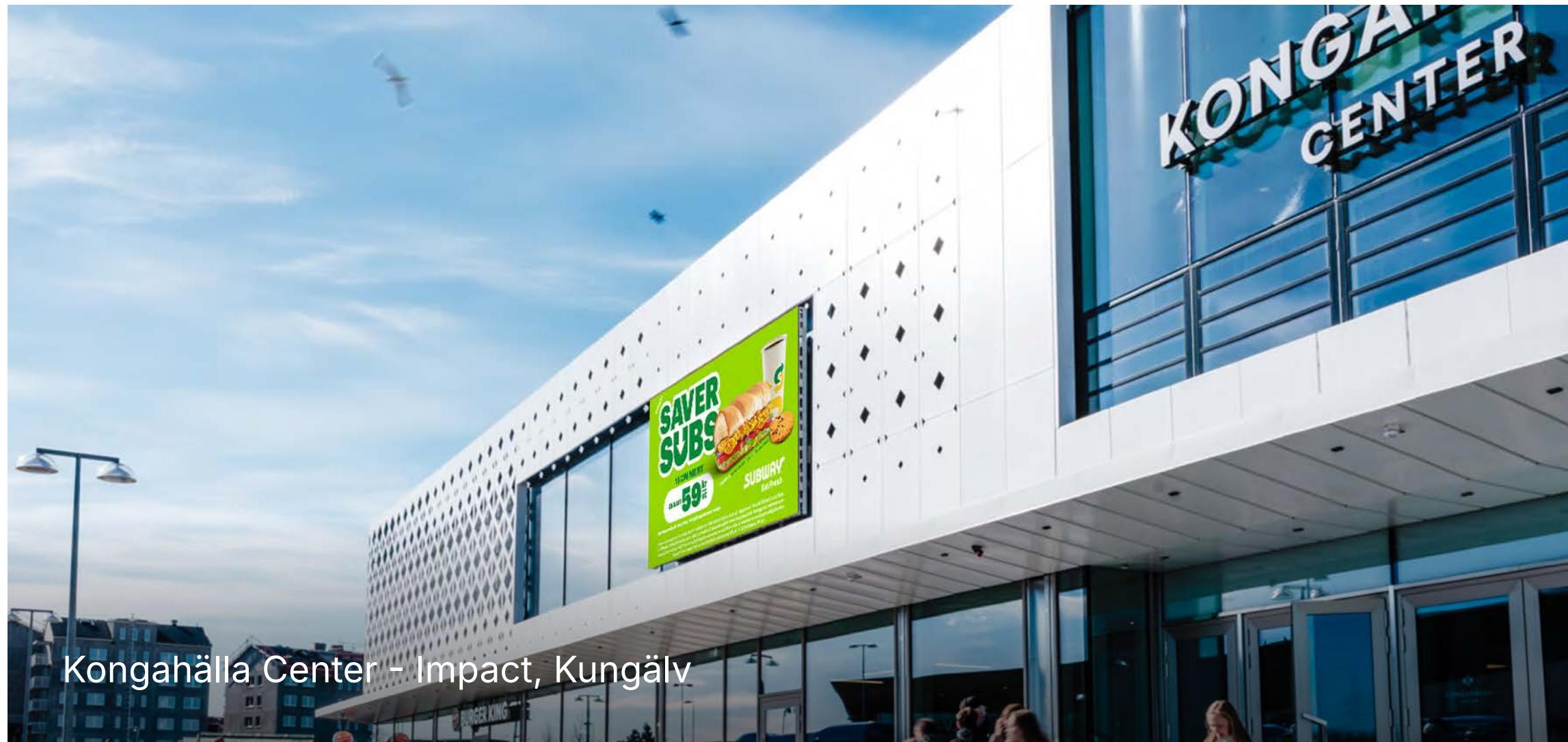
Oceans Nordic Mall Index research shows that shopping mall visitors have an average dwell-time of **1,5** hours and of those **42%** state that they have seen DOOH ads more than **5** times.



With Fusion Malls your 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

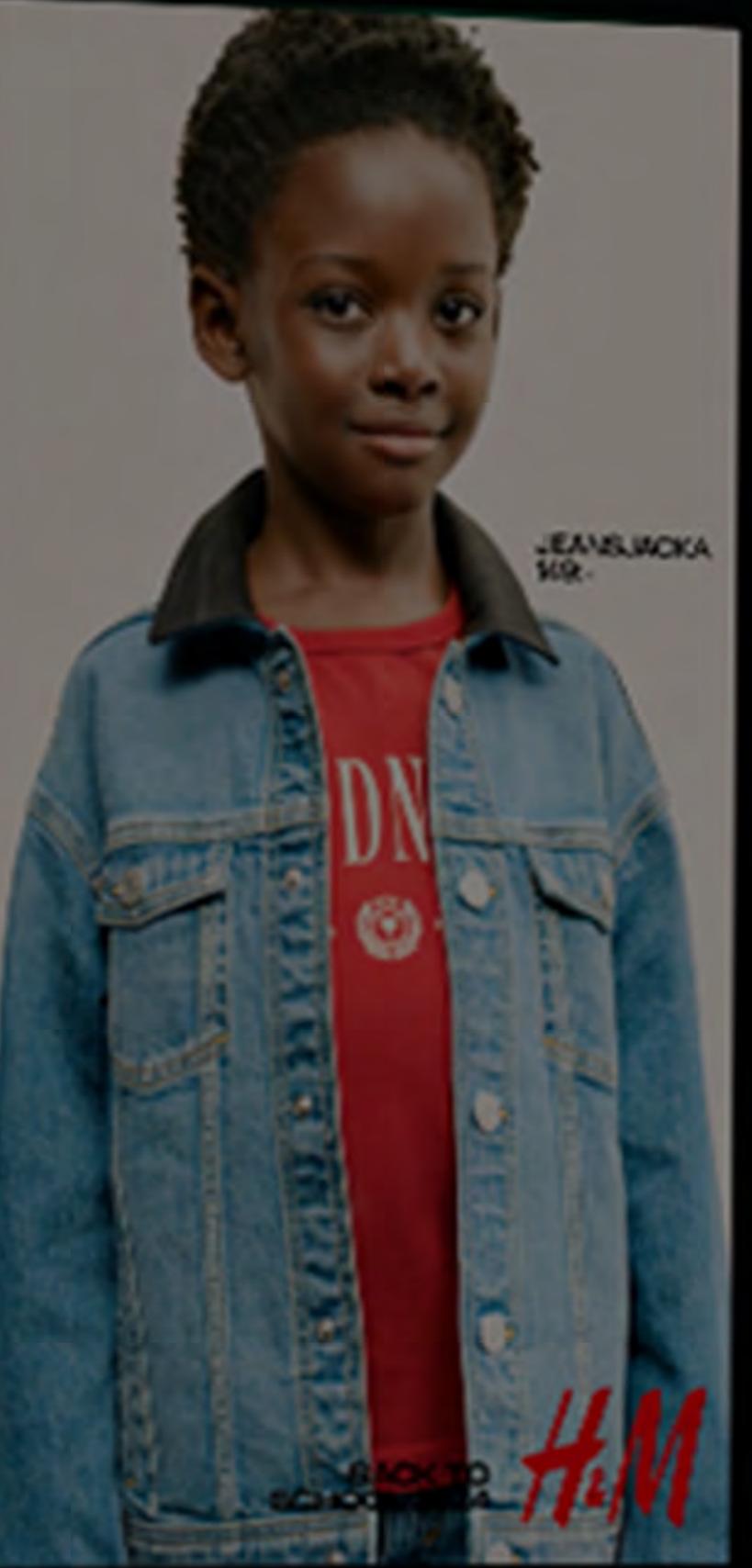
Screens:	approx. 860
Large format:	35
Small format:	822
Reach:	2 295 870
Environment:	Shoppingcenter

Globen Shopping, Stockholm

Globen Shopping, Stockholm

OCEAN

THE FUSION Metropolitan



For exact locations, see our website



The Art of Outdoor®

OCEAN

REACH & IMPACT DOOH

The Fusion Metropolitan



804
Screens



3
Cities



50
Malls



7
Train stations



30
Street

The Fusion Metropolitan

REACH & IMPACT DOOH



Through digital impact and high frequency digital reach, you will be able to reach out to consumers in Sweden's 3 largest cities; Stockholm, Göteborg and Malmö.



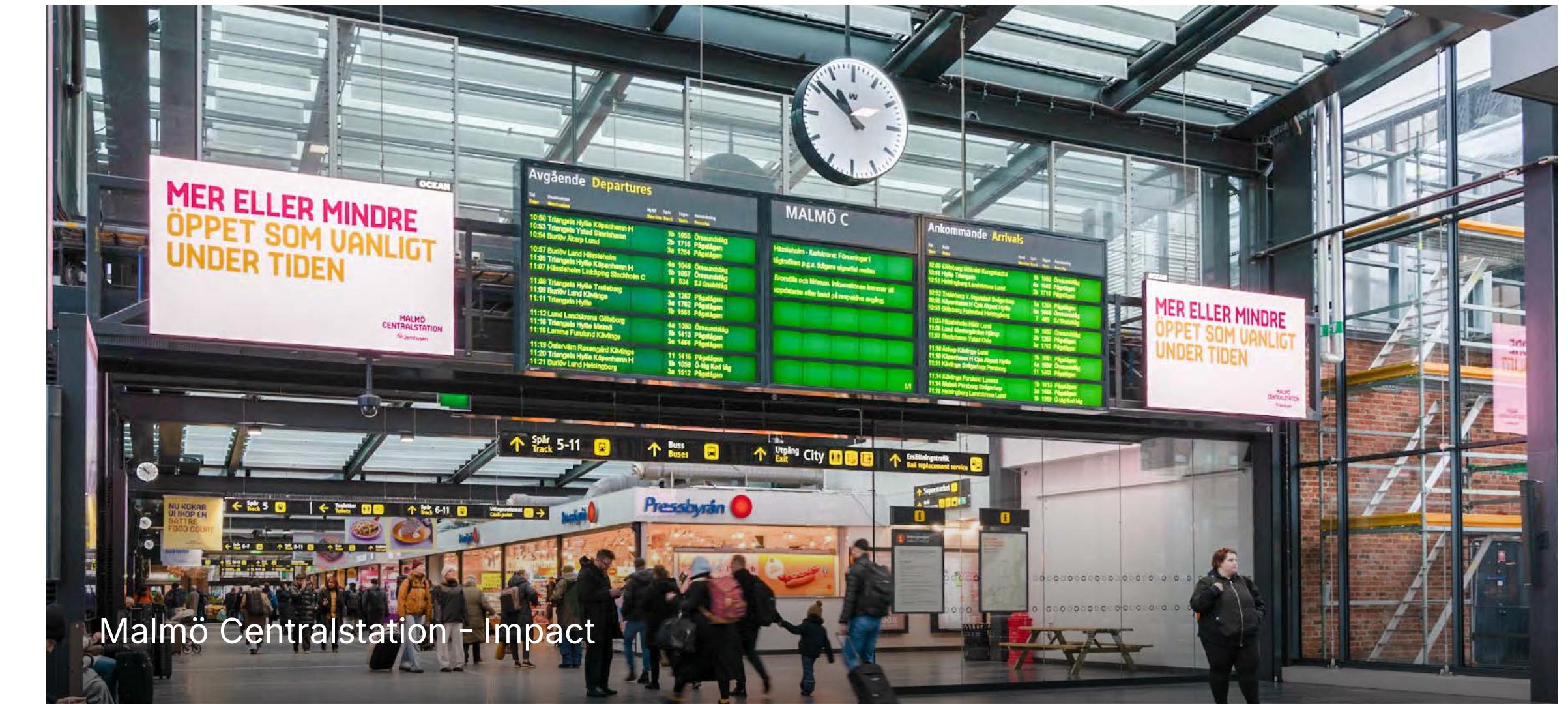
We offer The Fusion Metropolitan packages in **Small**, **Medium** and **Large**.



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.

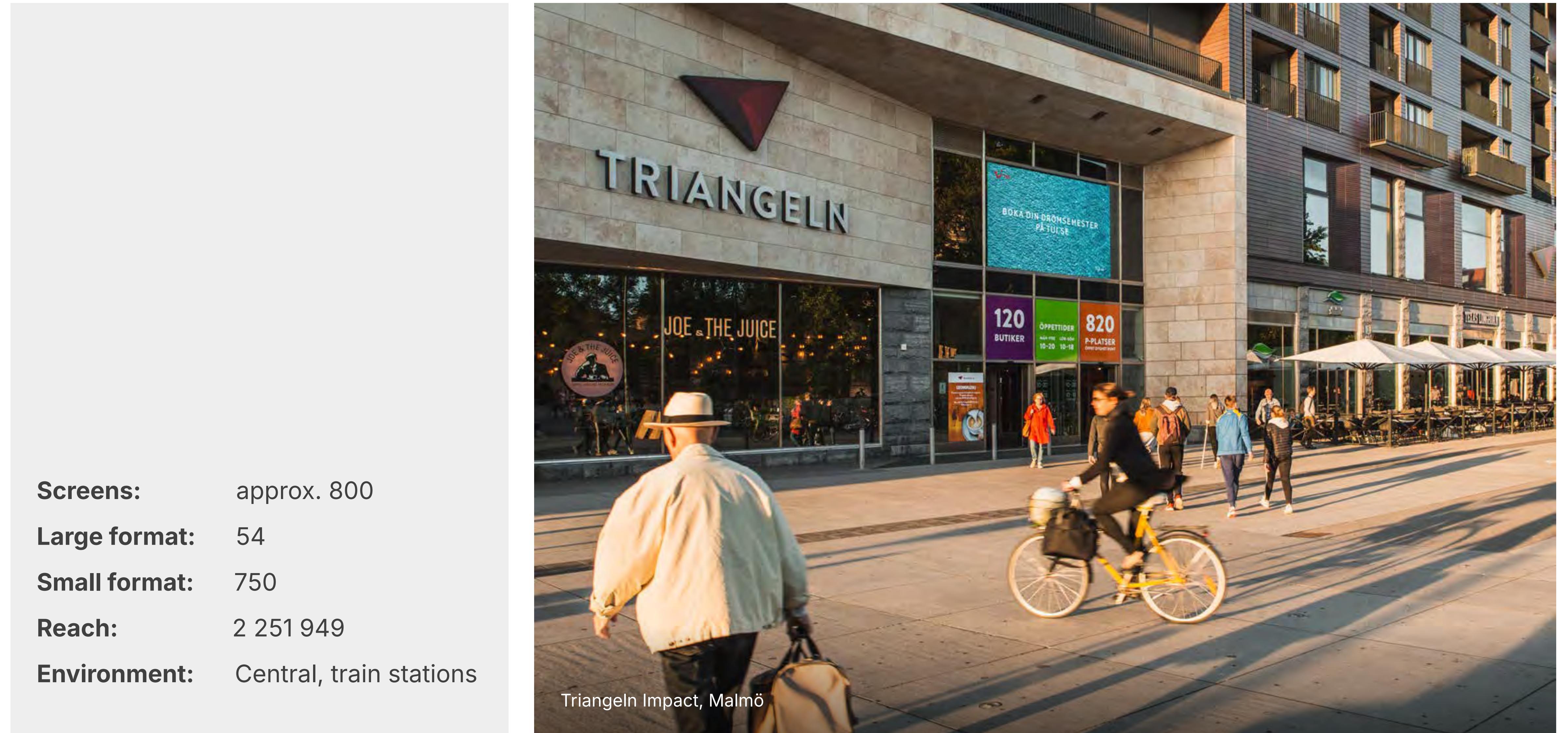
The Fusion Metropolitan - inspiration

REACH & IMPACT DOOH



The Fusion Metropolitan - facts

REACH & IMPACT DOOH



Screens: approx. 800

Large format: 54

Small format: 750

Reach: 2 251 949

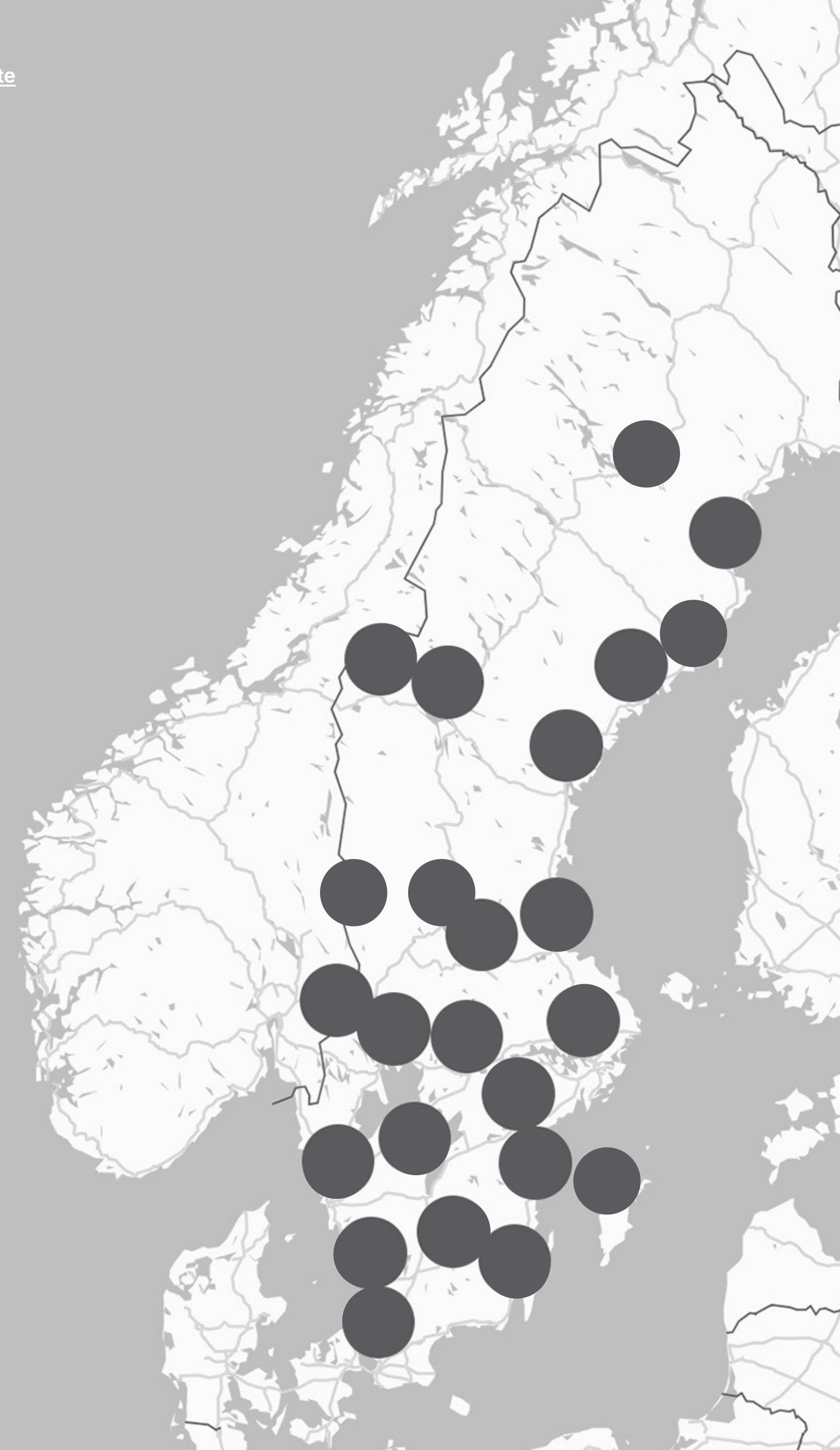
Environment: Central, train stations

OCEAN

THE FUSION National



For exact locations, see our website



The Art of Outdoor®

REACH & IMPACT DOOH

The Fusion National



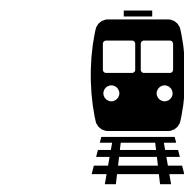
1177
Screens



Nationwide
Cities



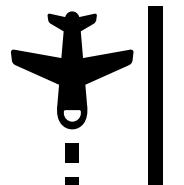
95
Malls



25
Train stations



75
Street

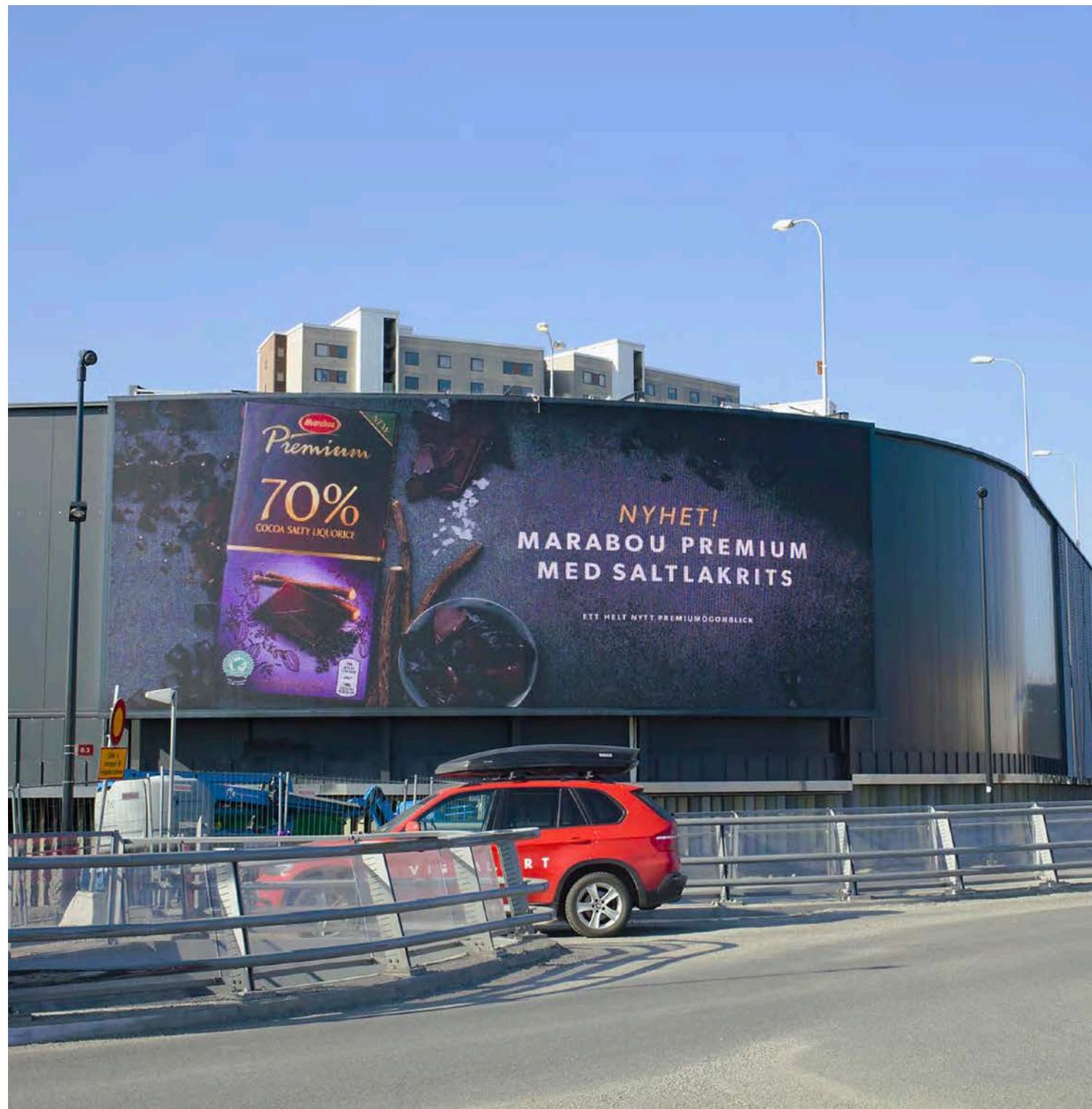


13
Airports

OCEAN

The Fusion National

REACH & IMPACT DOOH



The Fusion National offer 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.

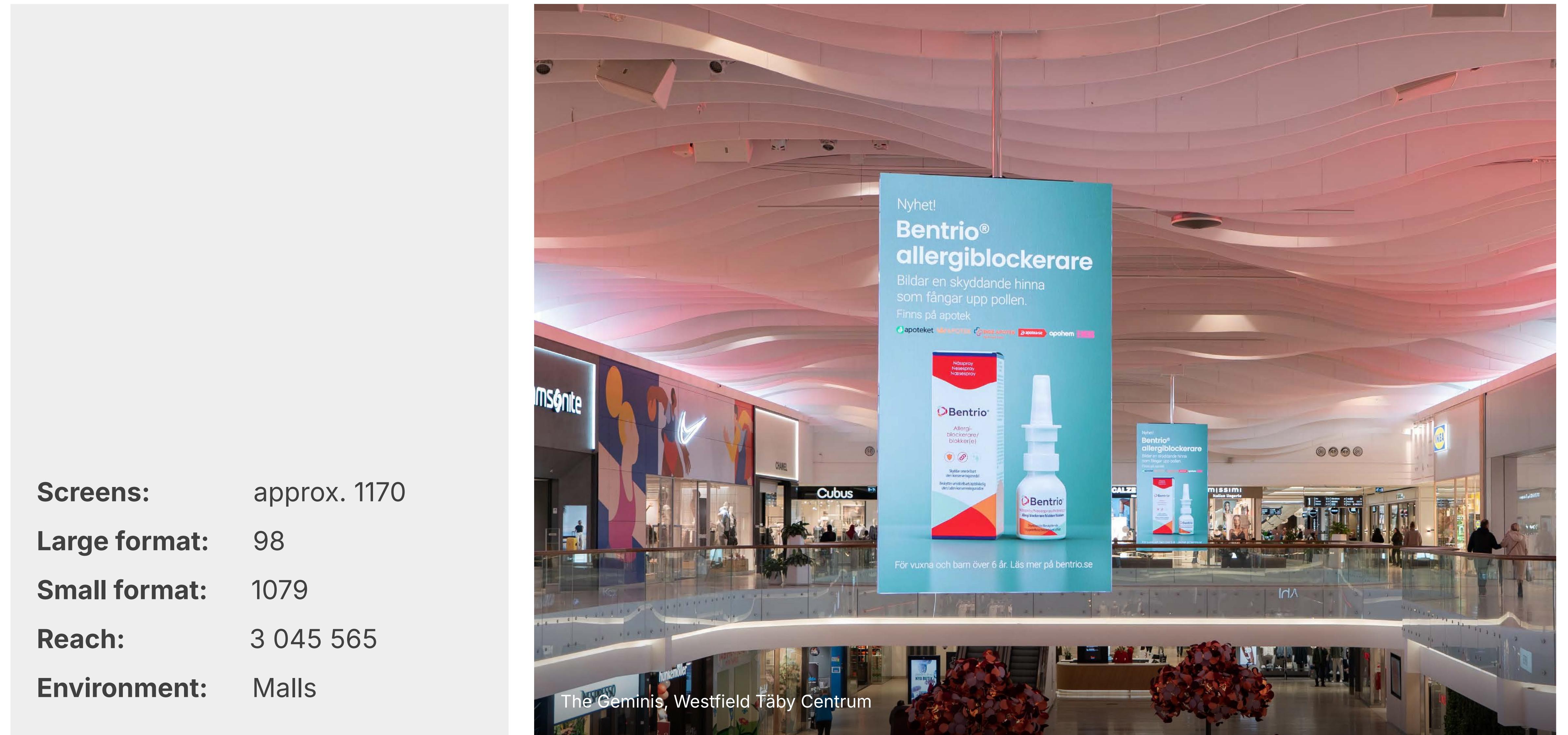
The Fusion National - inspiration

REACH & IMPACT DOOH



The Fusion National - facts

REACH & IMPACT DOOH



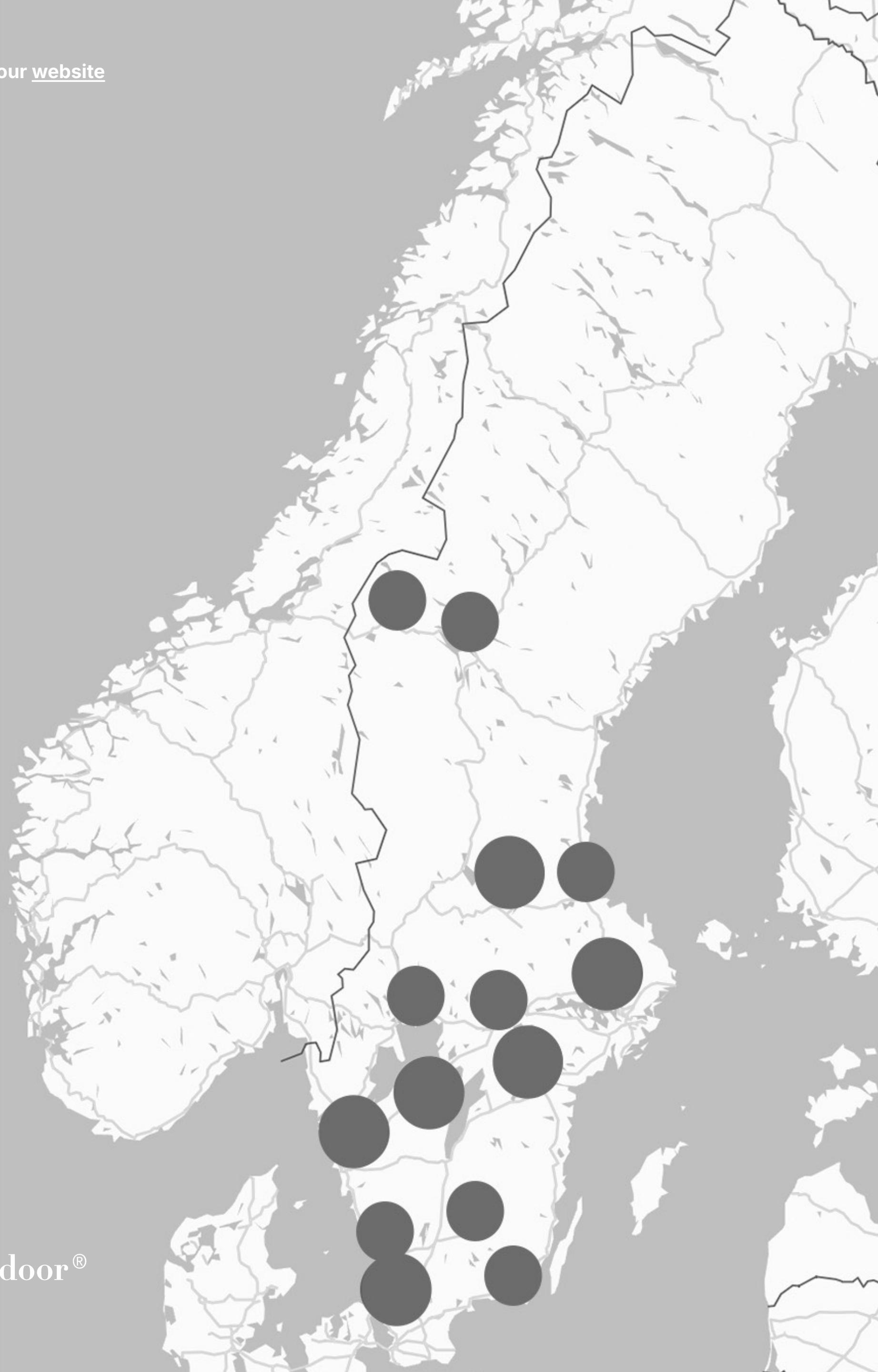
Screens:	approx. 1170
Large format:	98
Small format:	1079
Reach:	3 045 565
Environment:	Malls

OCEAN

THE FUSION Pharmacy



For exact locations, see our website



The Art of Outdoor®

REACH & IMPACT DOOH

The Fusion Pharmacy



785
Screens



33
Cities



100
Malls

OCEAN

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.



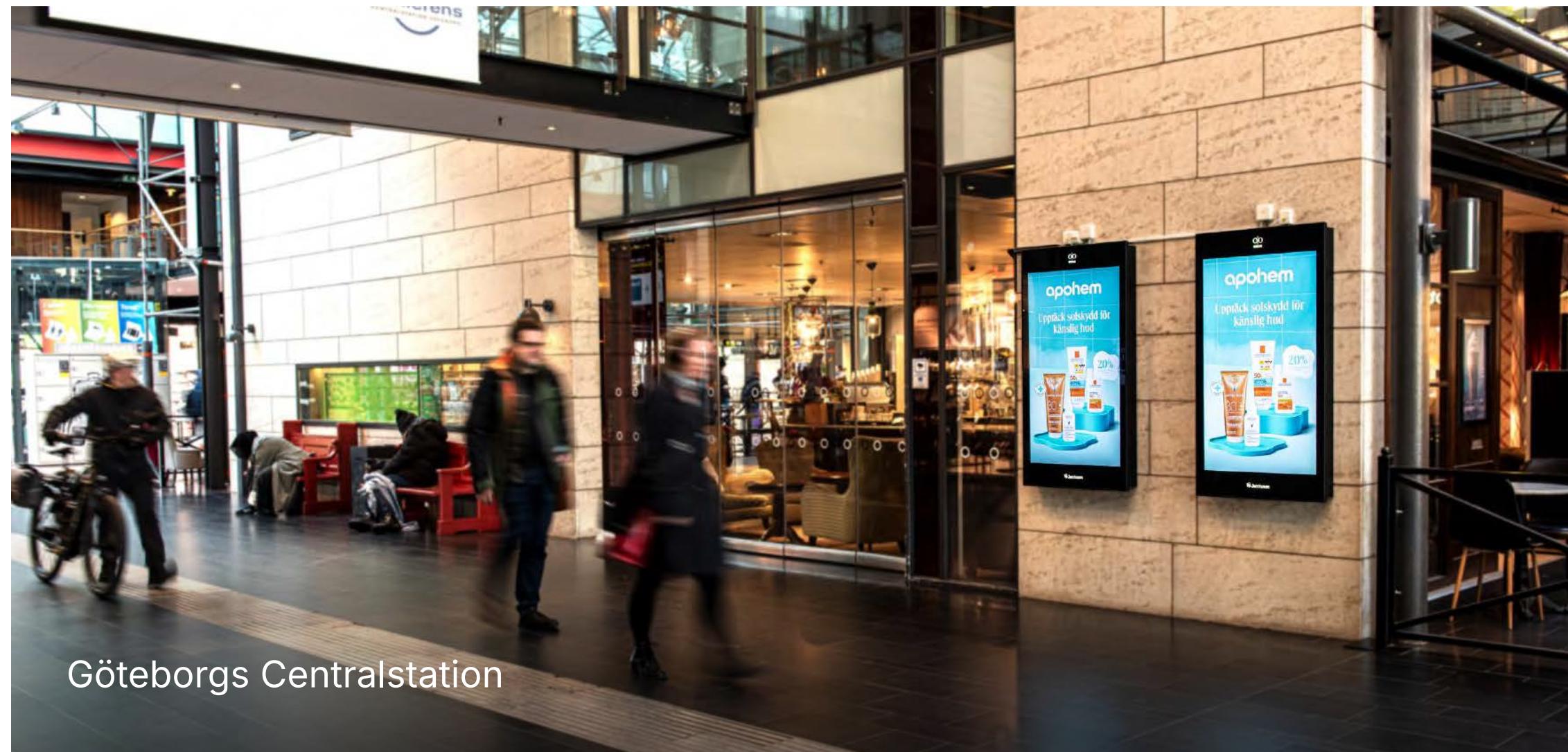
With its strategically placed screens, The Fusion Pharmacy reaches million of visitors each week, making this series a powerful tool in reaching the consumers.



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

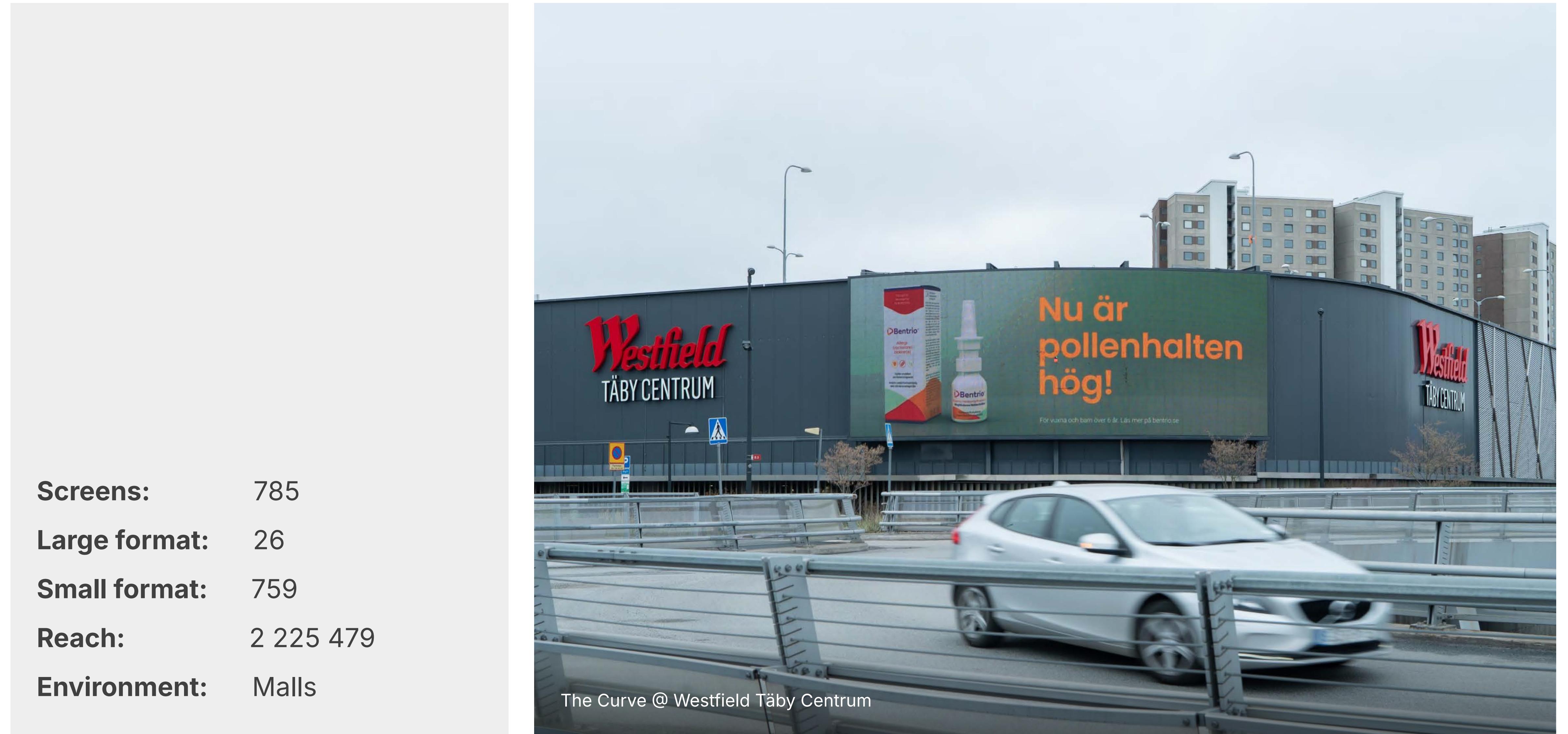
The Fusion Pharmacy - inspiration

REACH & IMPACT DOOH



The Fusion Pharmacy - facts

REACH & IMPACT DOOH





OCEAN

THE FUSION Point of Sale

For exact locations, see our website



The Art of Outdoor®

REACH & IMPACT DOOH

The Fusion Point of Sale



828
Screens



28
Cities



100
Malls

OCEAN

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.

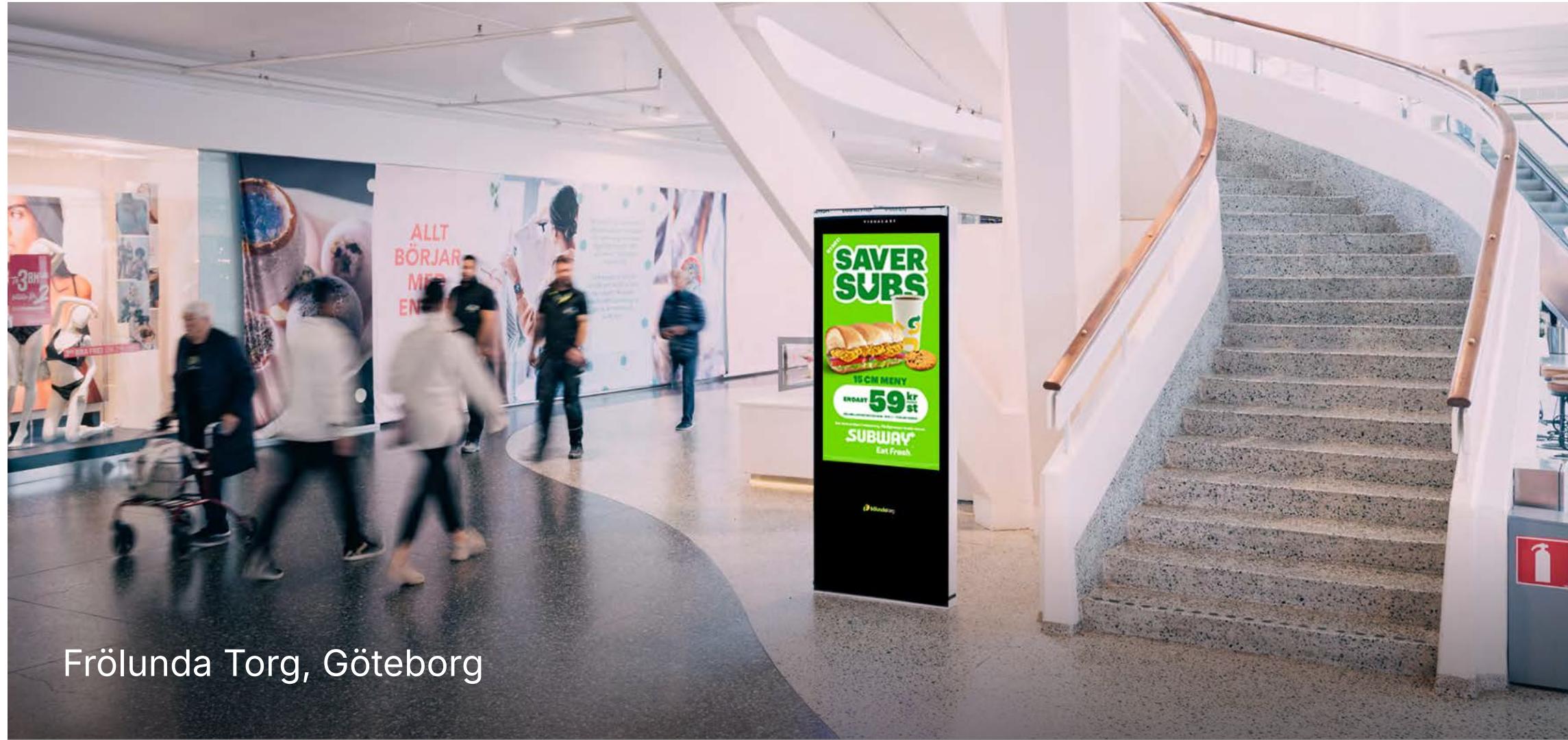
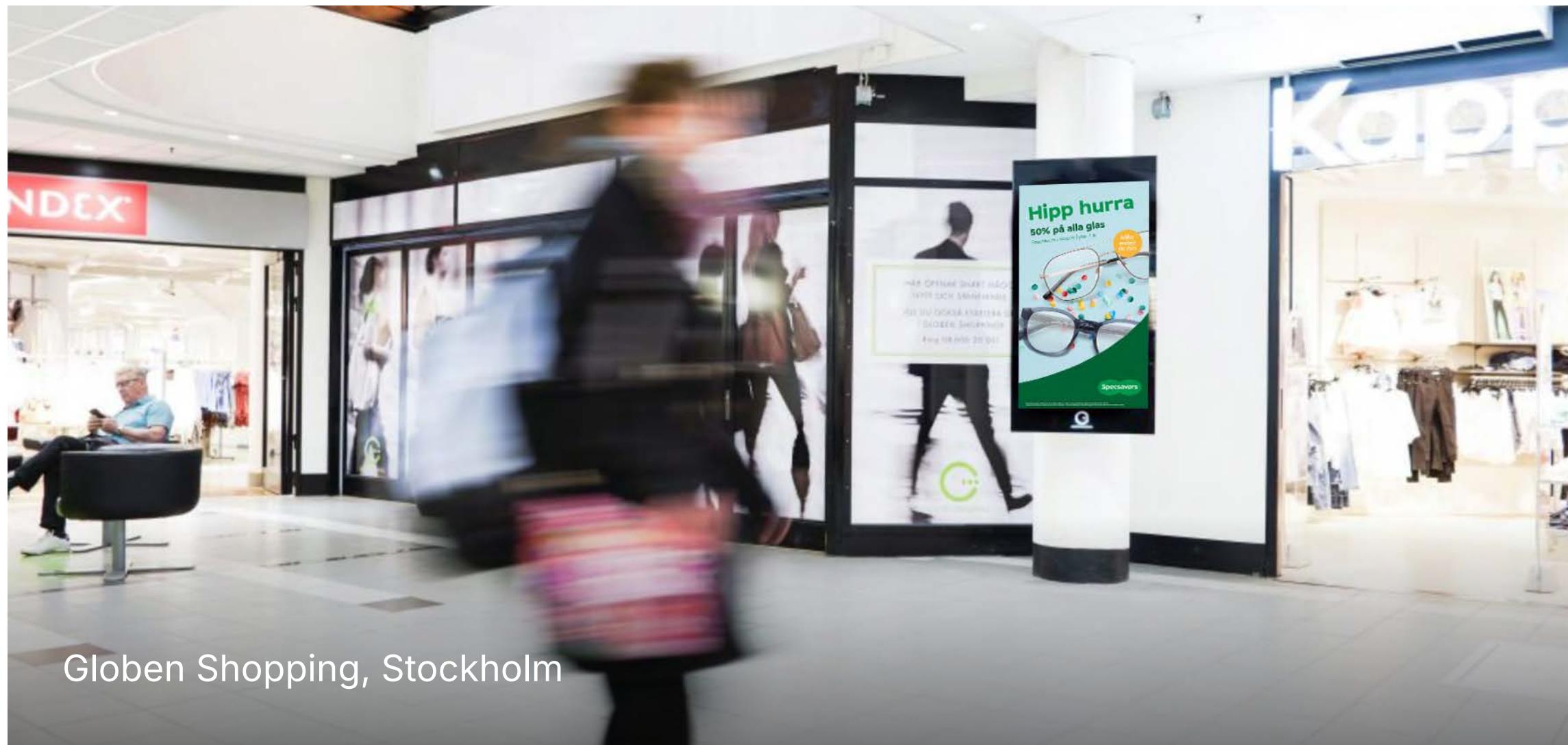


Stand out, where the influence is at its greatest - with Fusion Point of Sale.

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

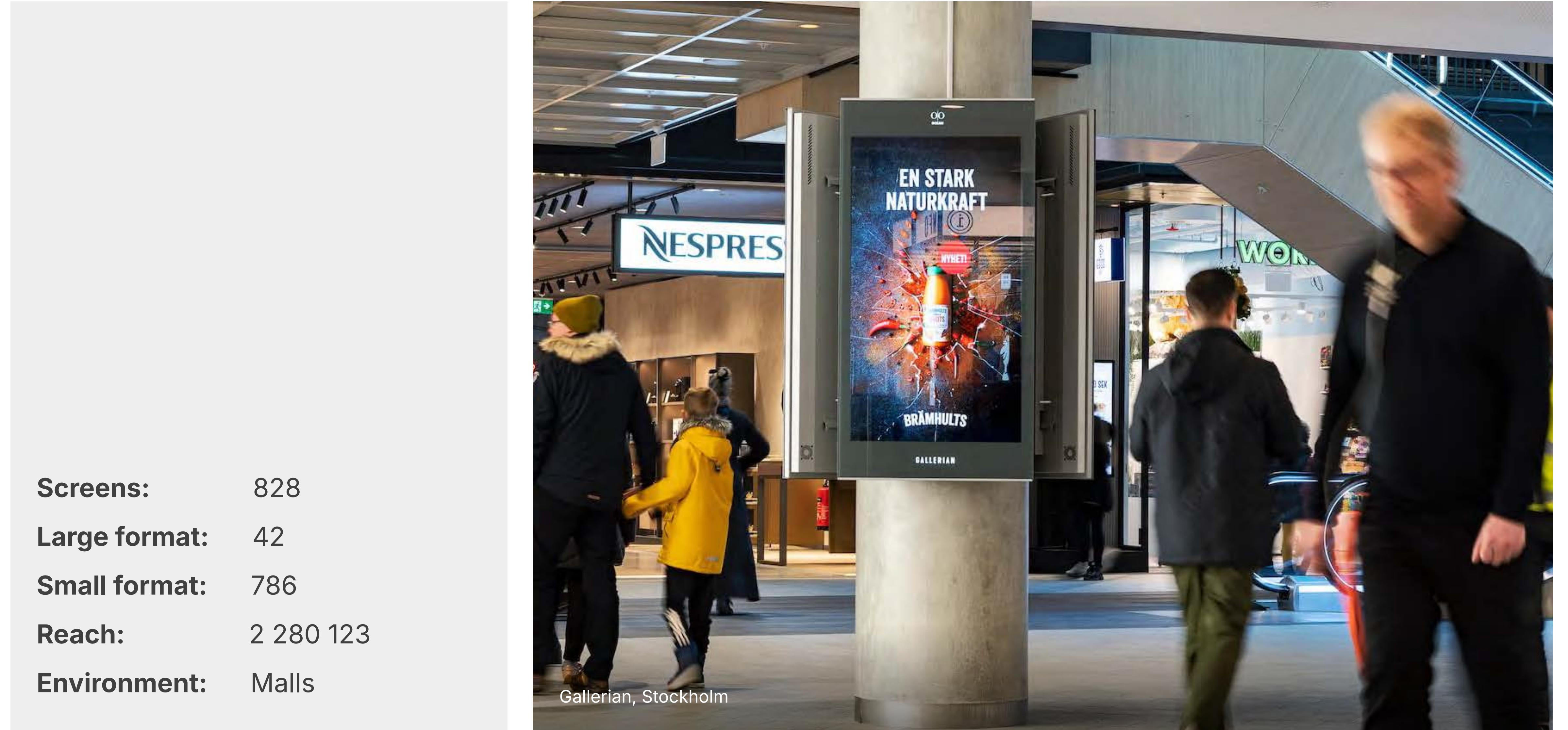
The Fusion Point of Sale - inspiration

REACH & IMPACT DOOH



The Fusion Point of Sale - facts

REACH & IMPACT DOOH



Screens:	828
Large format:	42
Small format:	786
Reach:	2 280 123
Environment:	Malls

OCEAN

THE FUSION Stockholm





REACH & IMPACT DOOH

The Fusion Stockholm



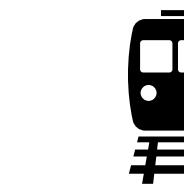
623
Screens



Stockholm
City



40
Malls



5
Train stations



40
Street

OCEAN

The Fusion Stockholm

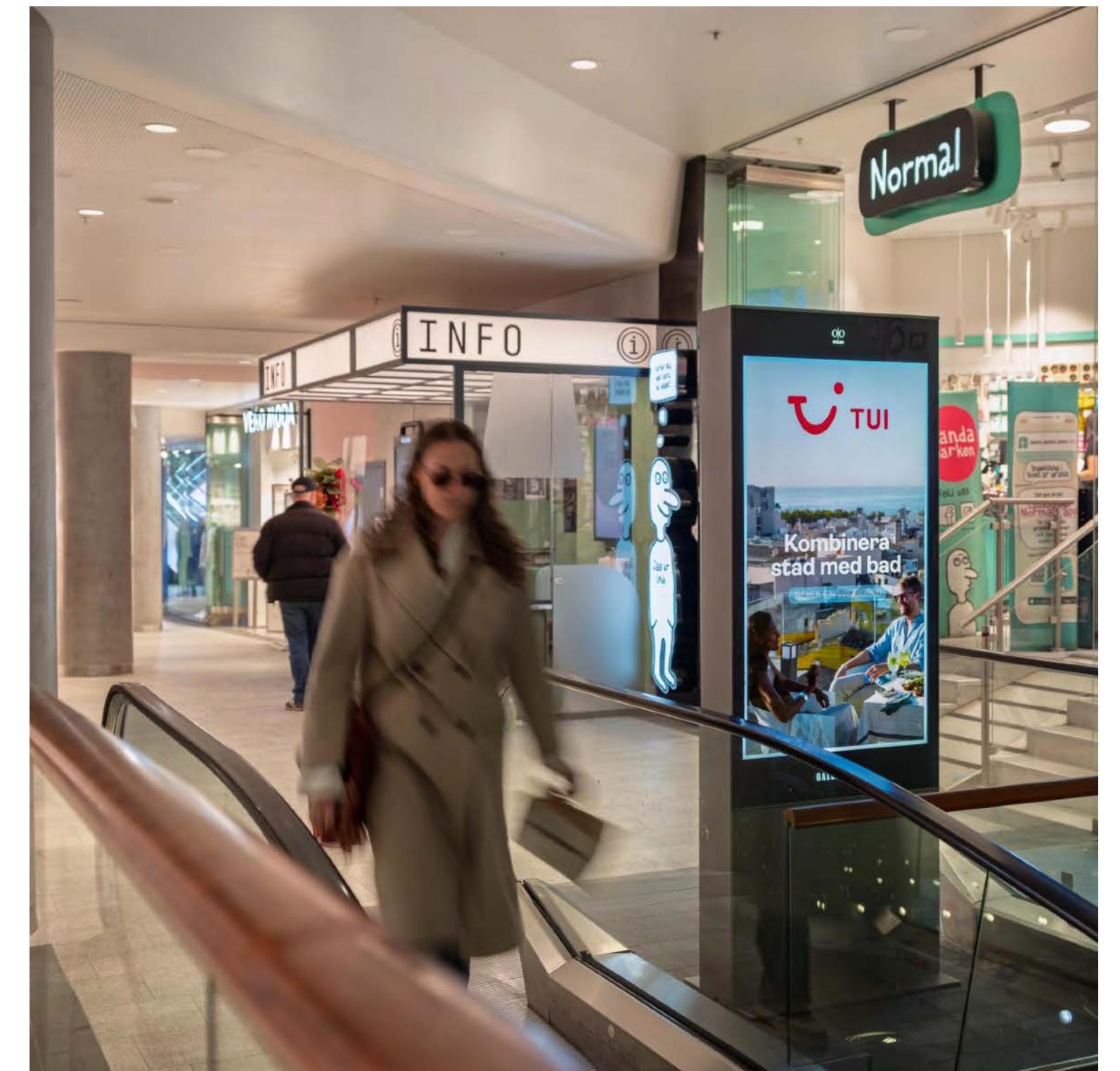
REACH & IMPACT DOOH



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



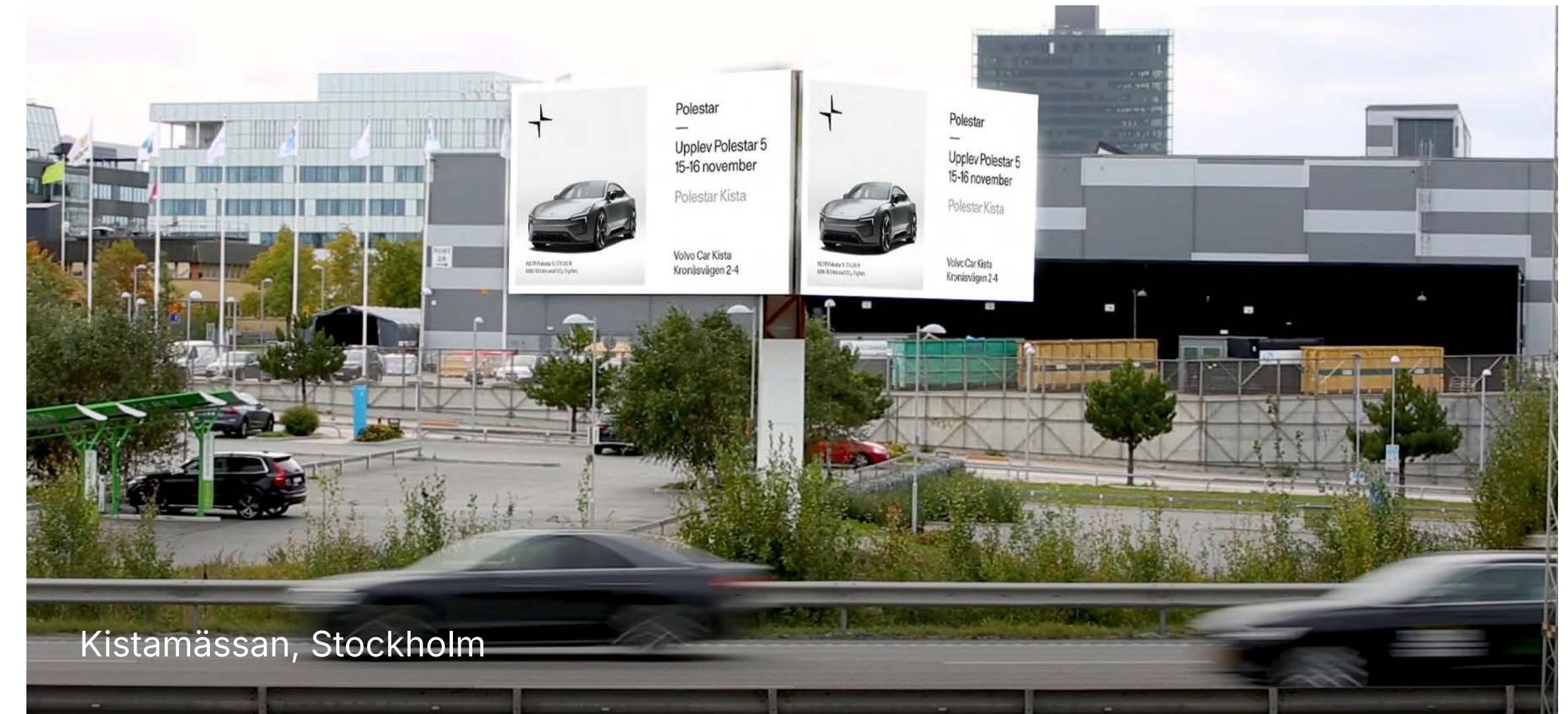
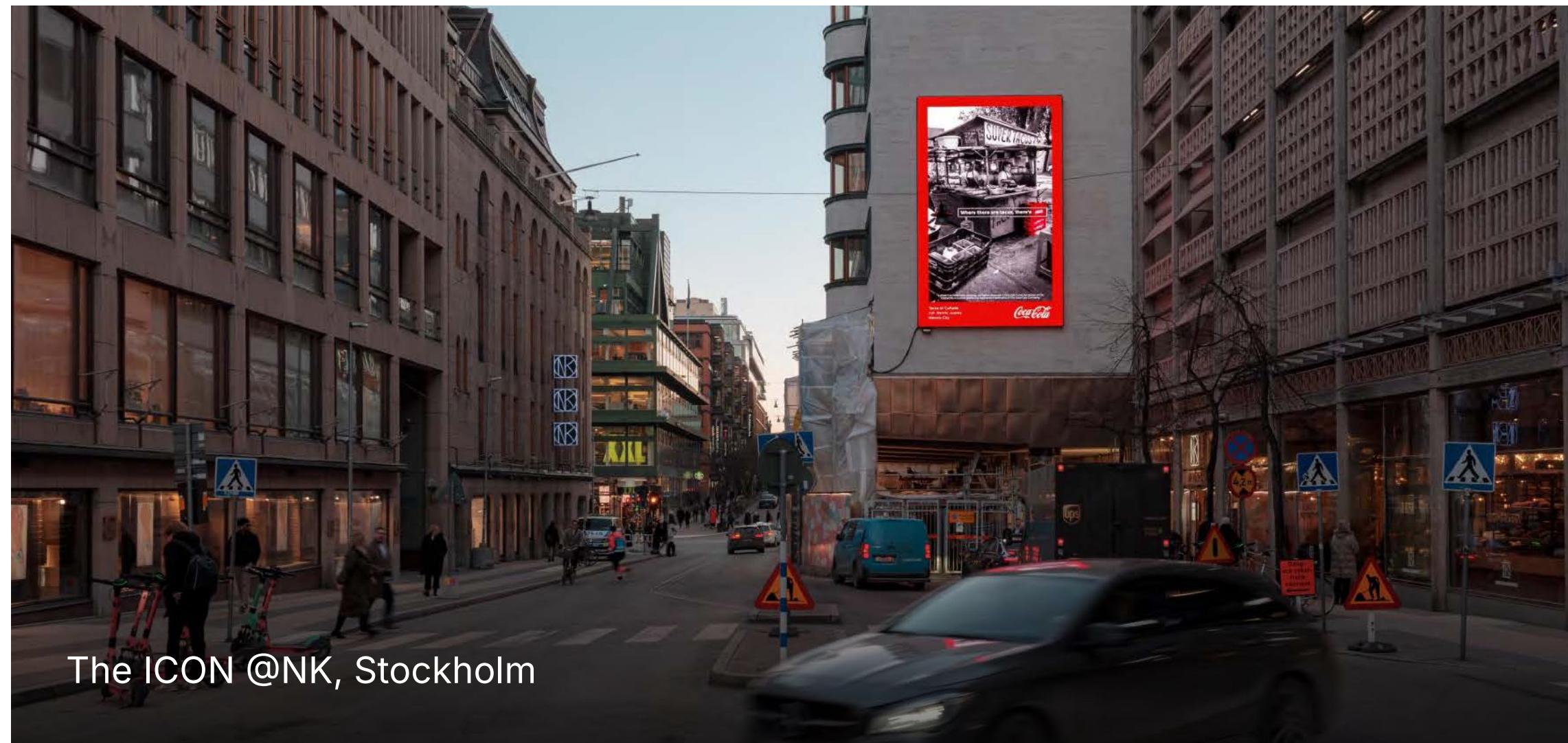
A series, specifically adapted to reach all visitors to Stockholm.



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

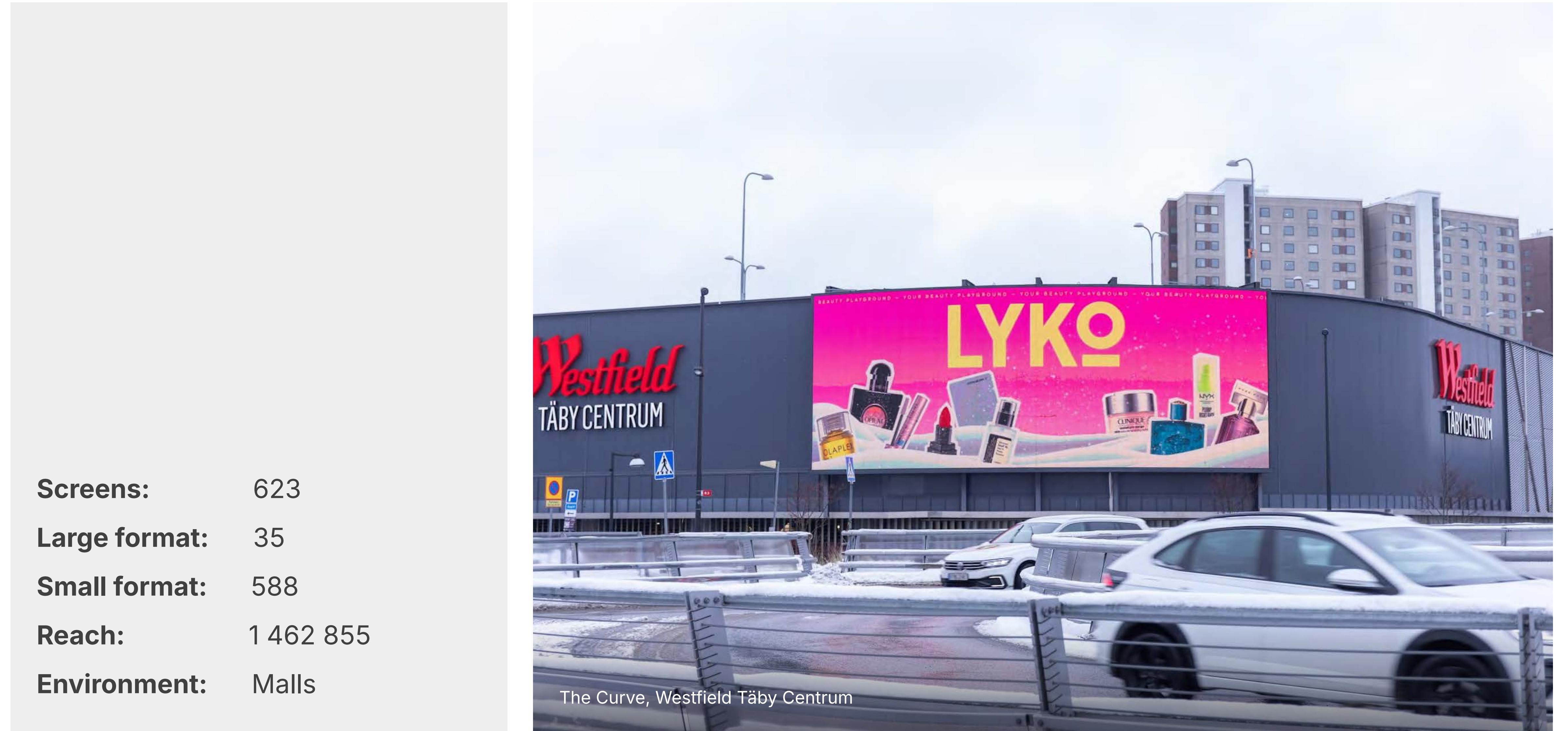
The Fusion Stockholm - inspiration

REACH & IMPACT DOOH



The Fusion Stockholm - facts

REACH & IMPACT DOOH



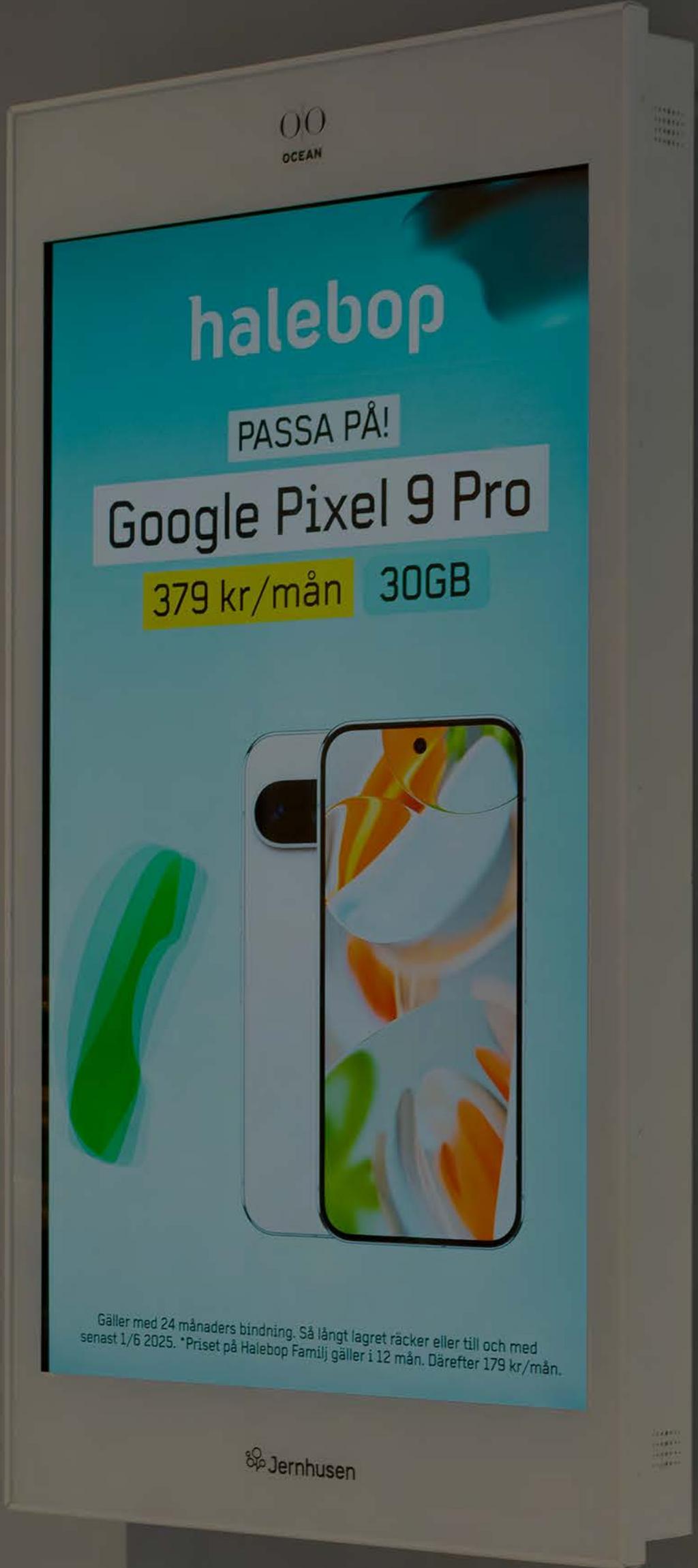
The Art of Outdoor®

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

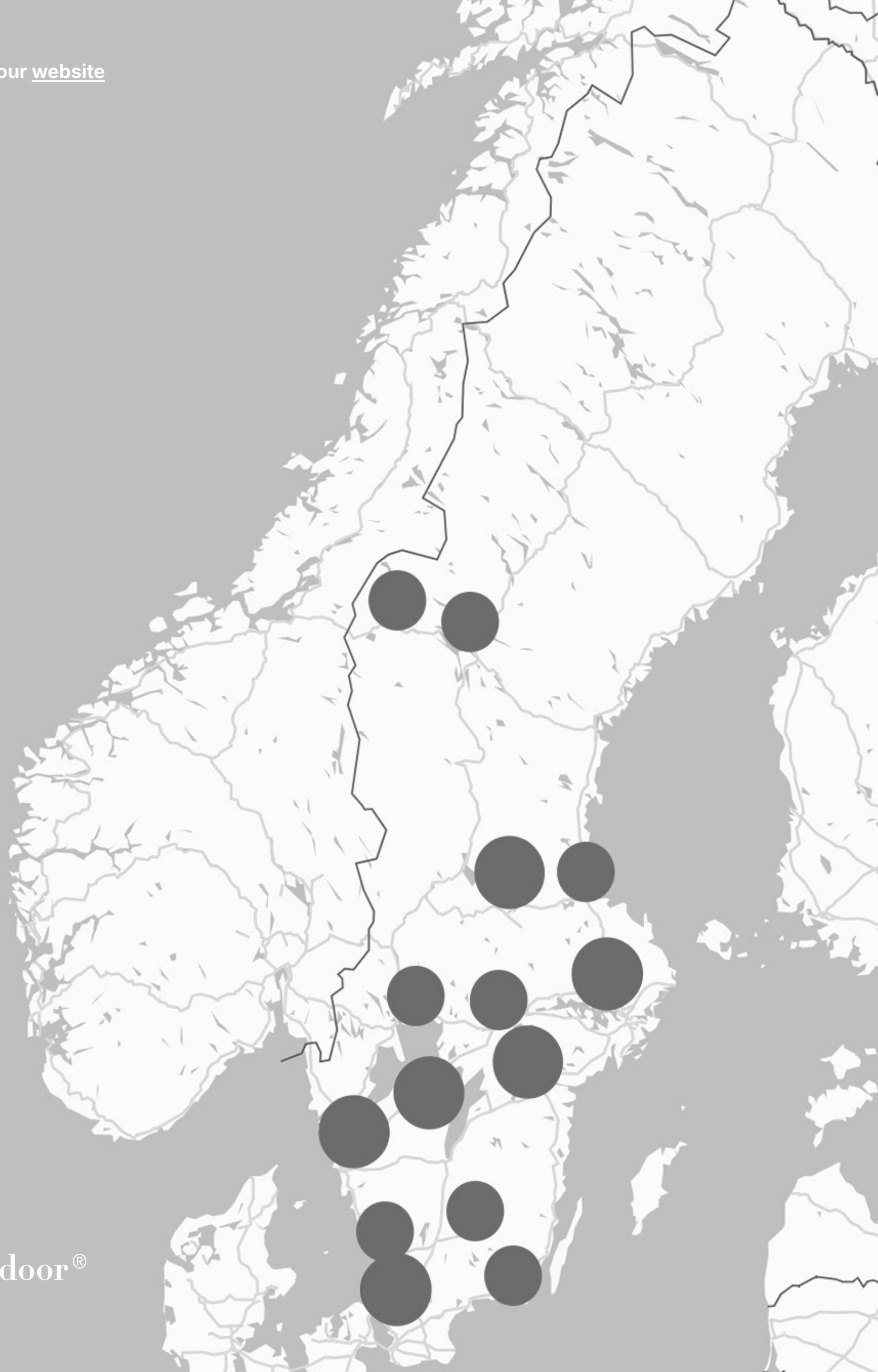
OCEAN

OCEAN

THE FUSION Train Stations



For exact locations, see our website



The Art of Outdoor®

REACH & IMPACT DOOH

The Fusion Train Station



231
Screens



23
Cities



23
Train stations

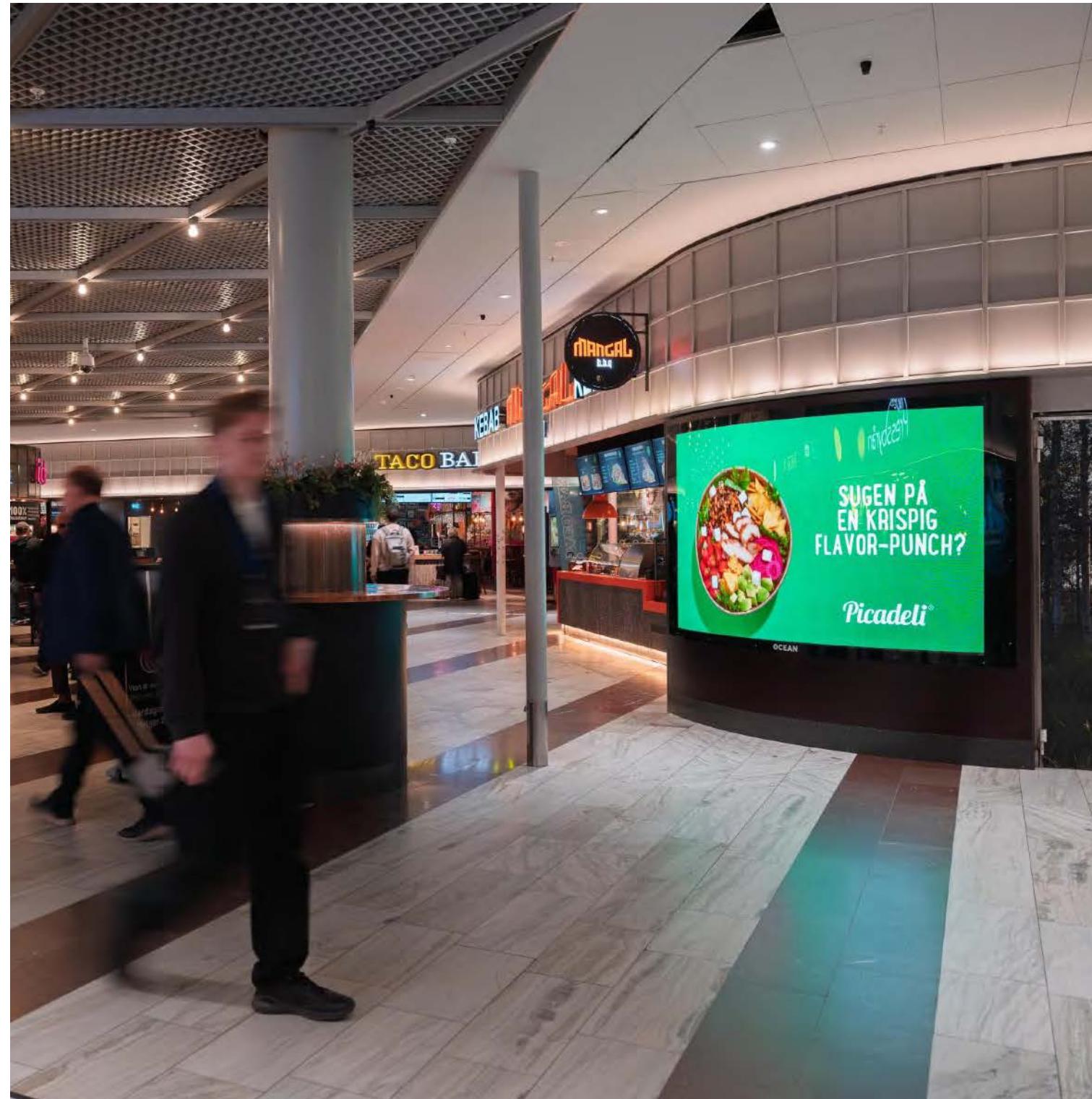
OCEAN

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.



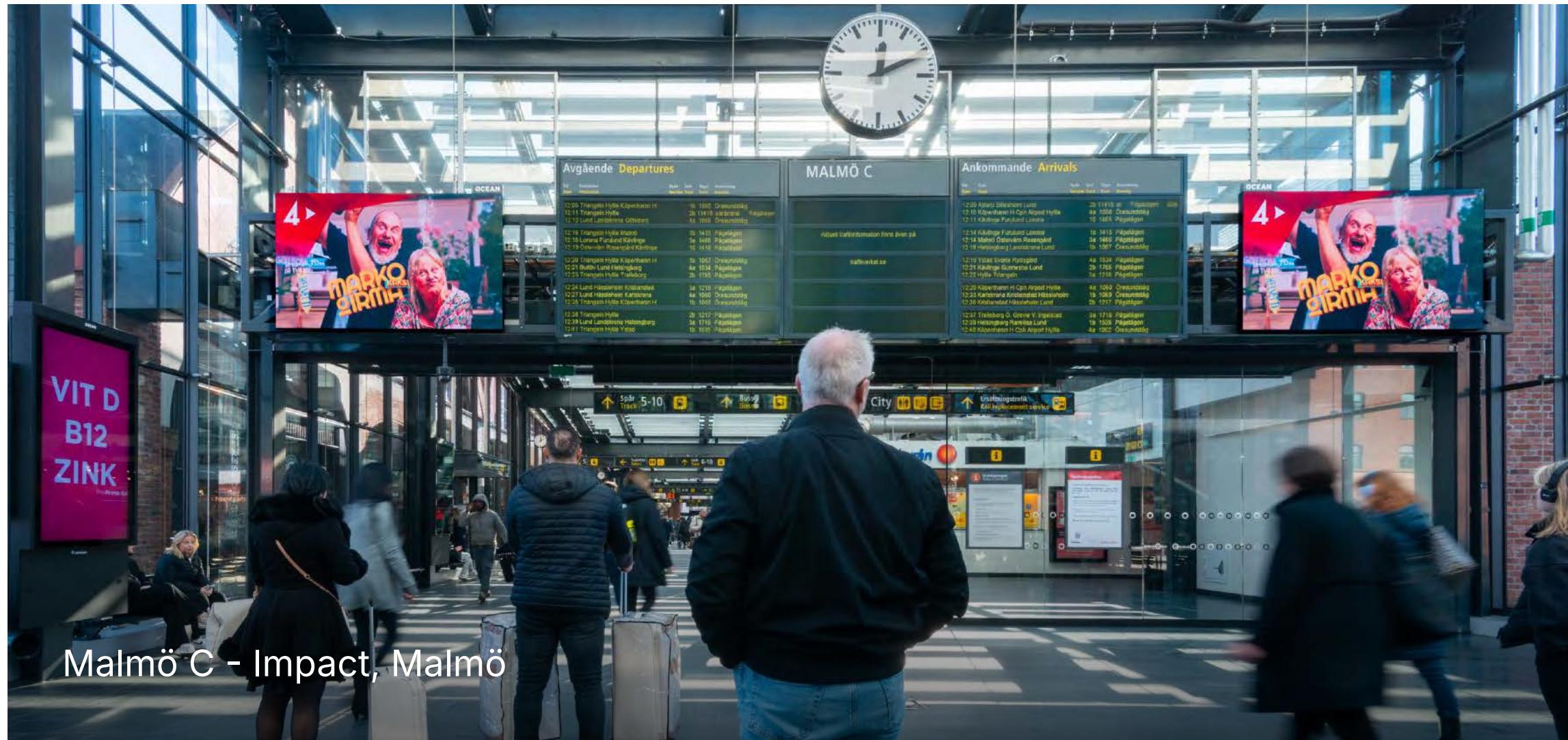
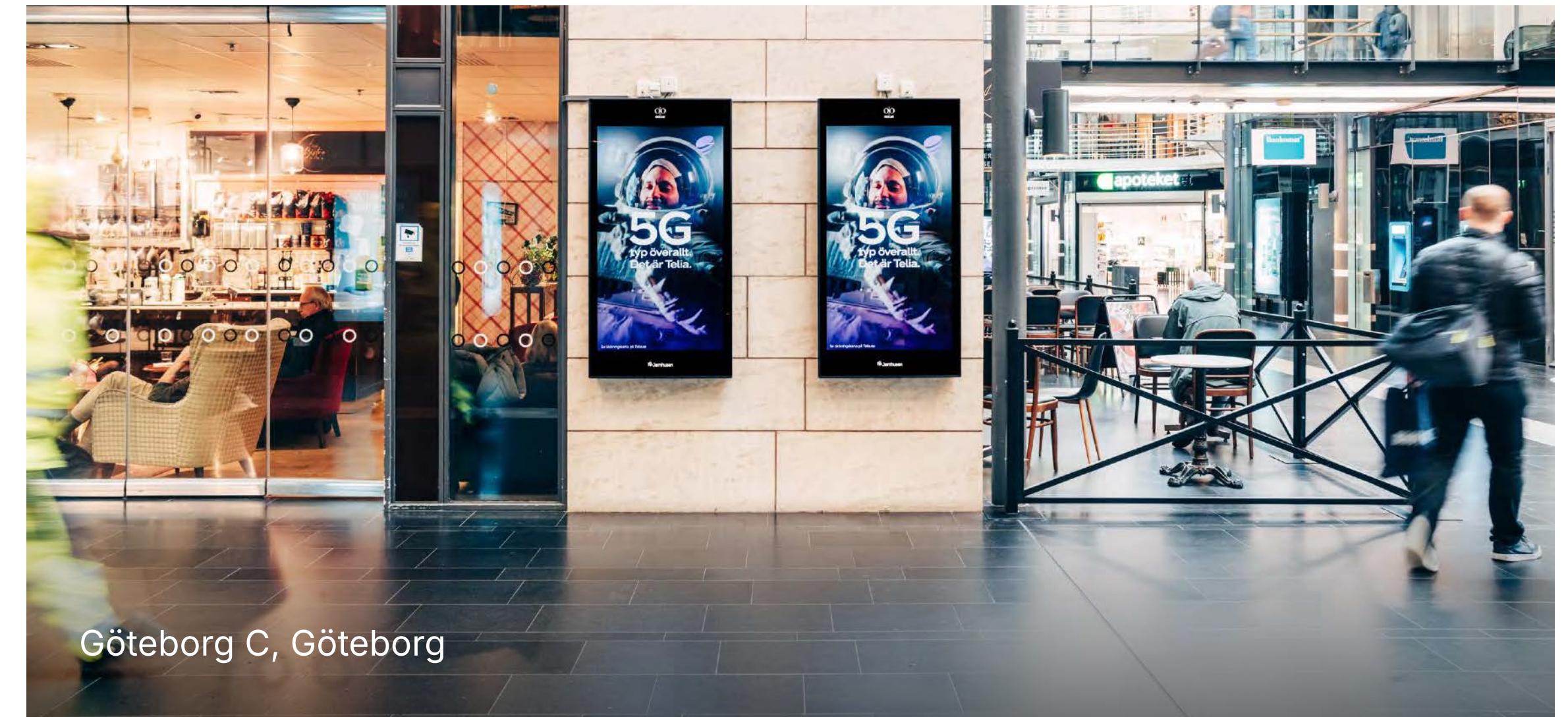
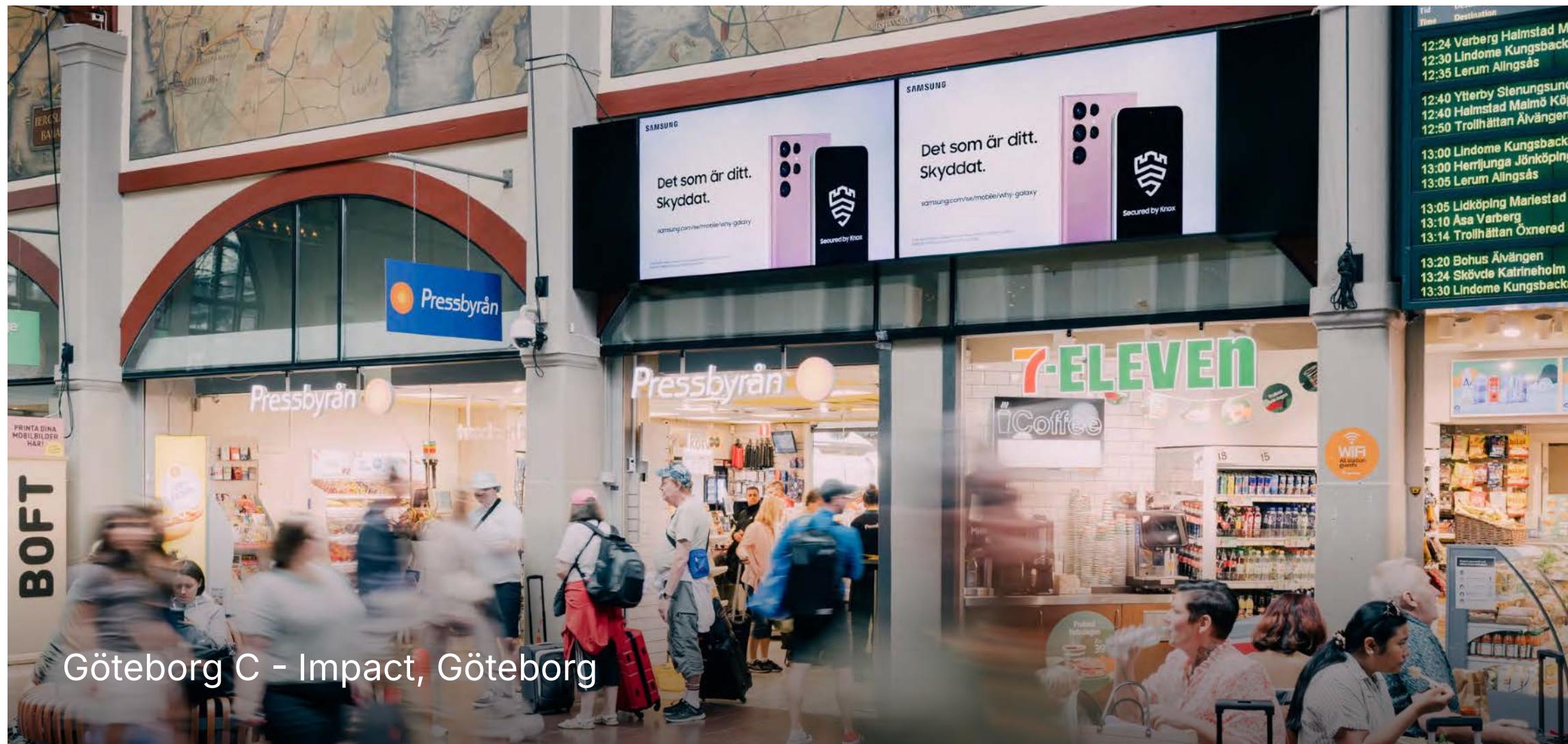
Let your message travel along with the audience from point A to B and onwards to C with The Fusion Train Stations.



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

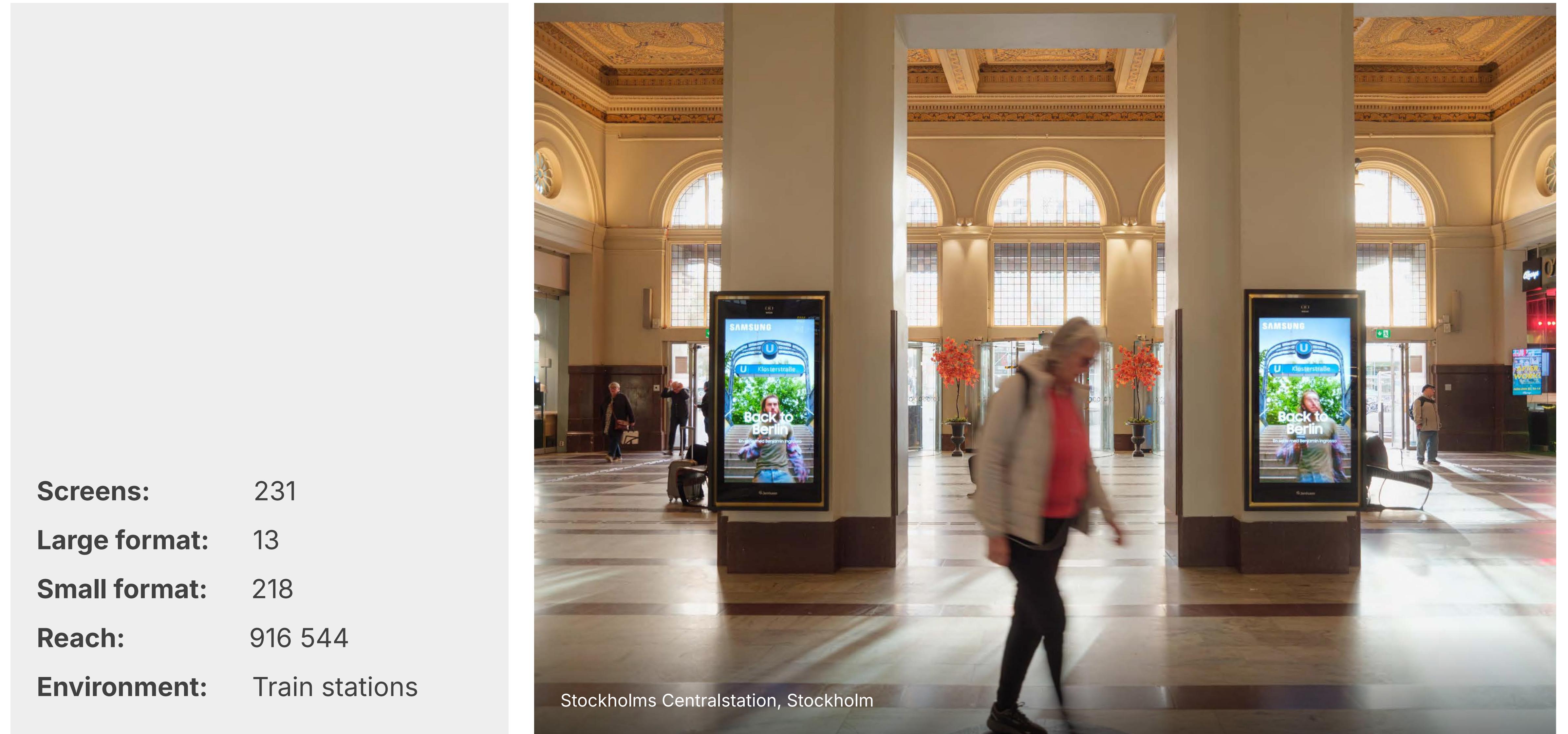
The Fusion Train Stations - inspiration

REACH & IMPACT DOOH



The Fusion Train Stations - facts

REACH & IMPACT DOOH



The Art of Outdoor®

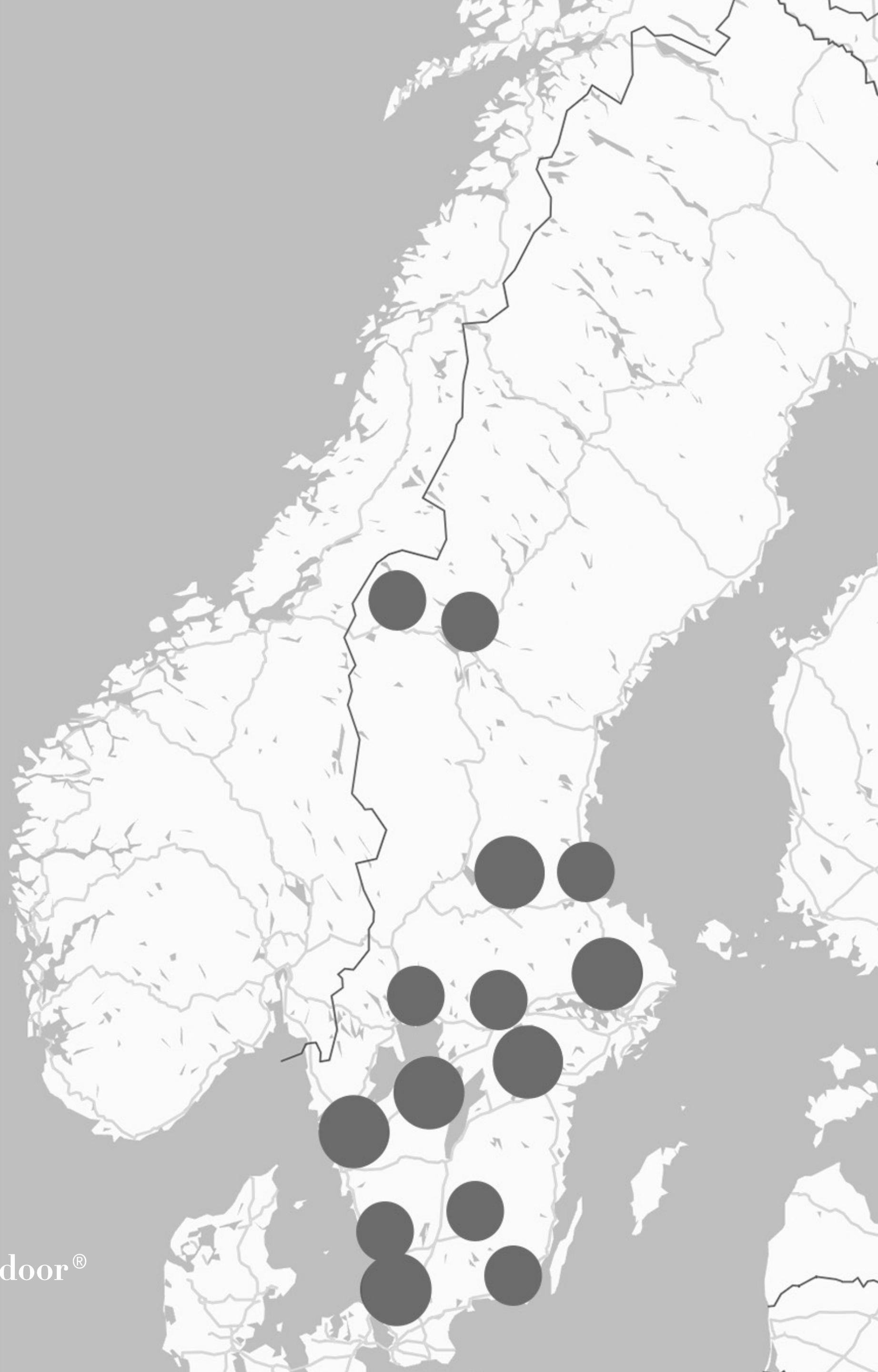
<https://oceanoutdoor.com/se/location-network/the-fusion-train-stations/>

OCEAN

OCEAN

THE FUSION Beverage





REACH & IMPACT DOOH

The Fusion Beverage



512
Screens



26
Cities



50
Malls

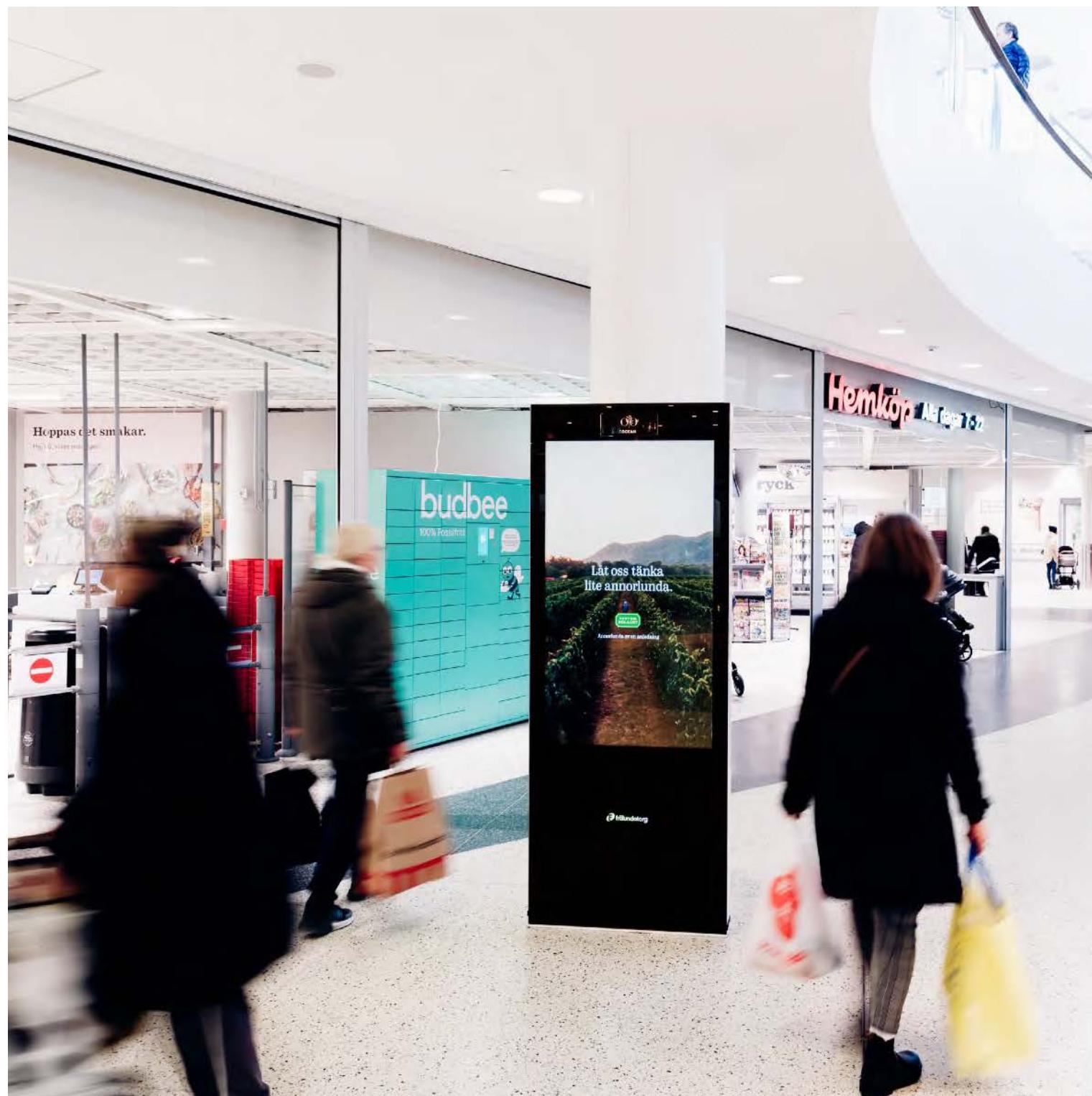


10
Street

OCEAN

The Fusion Beverage

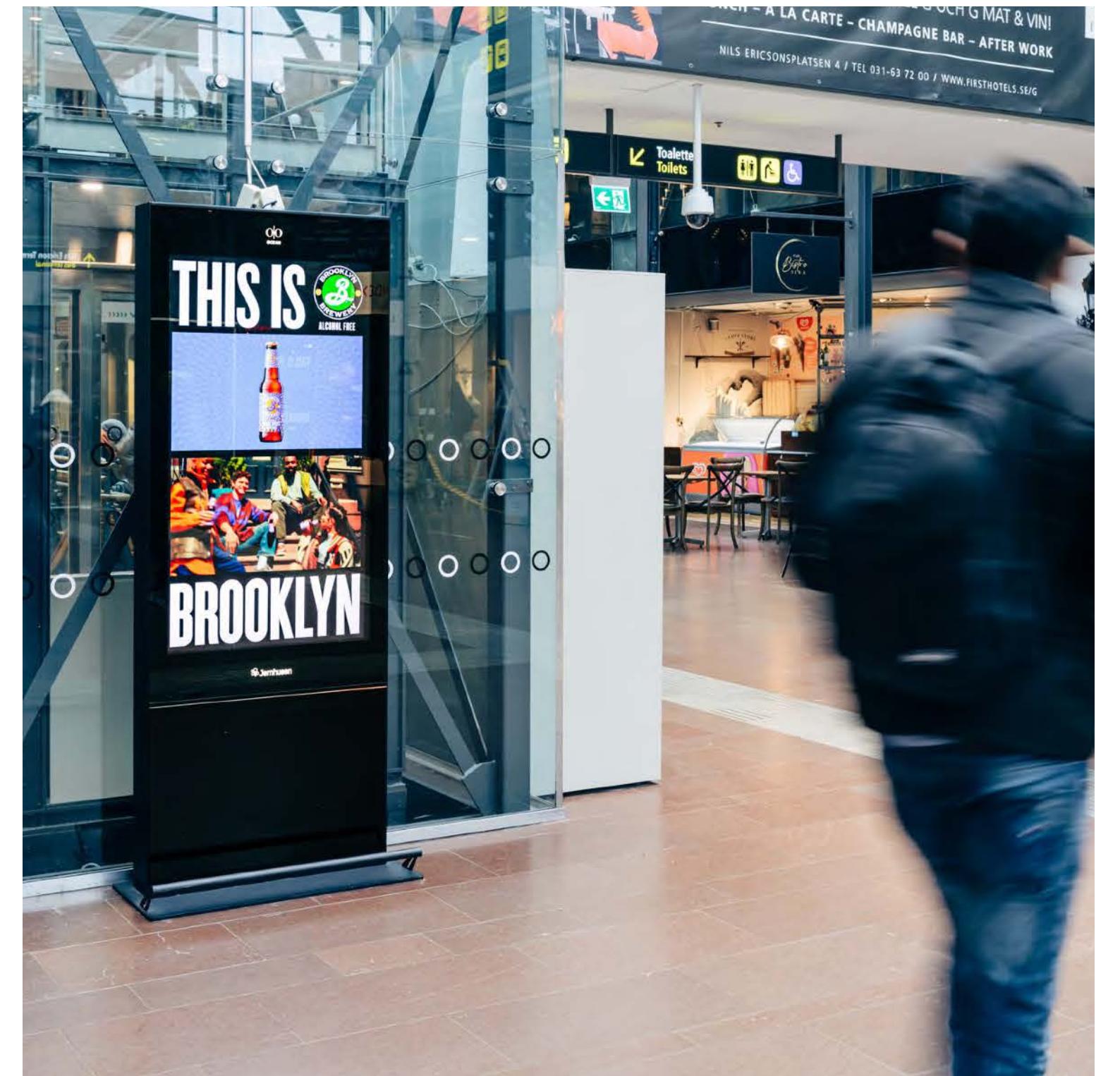
REACH & IMPACT DOOH



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.

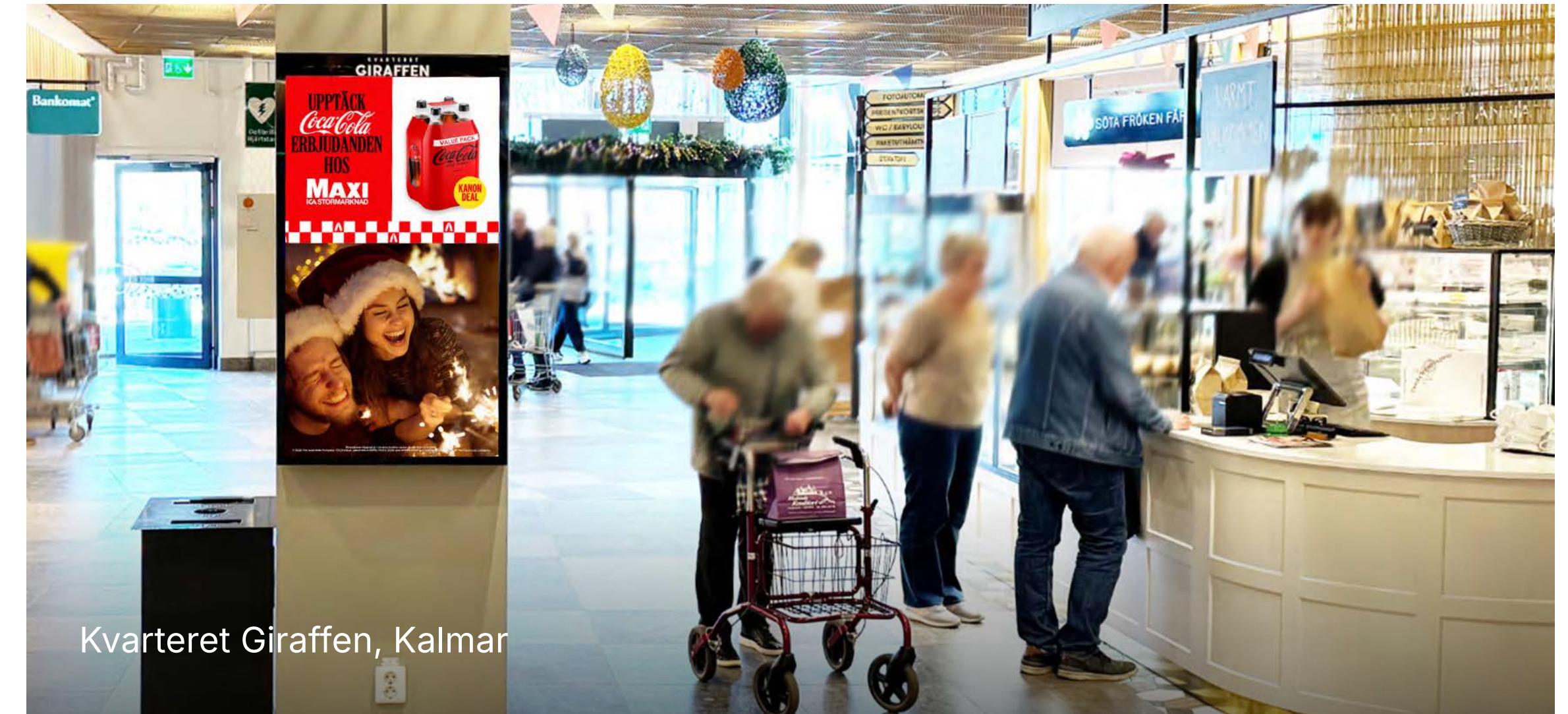
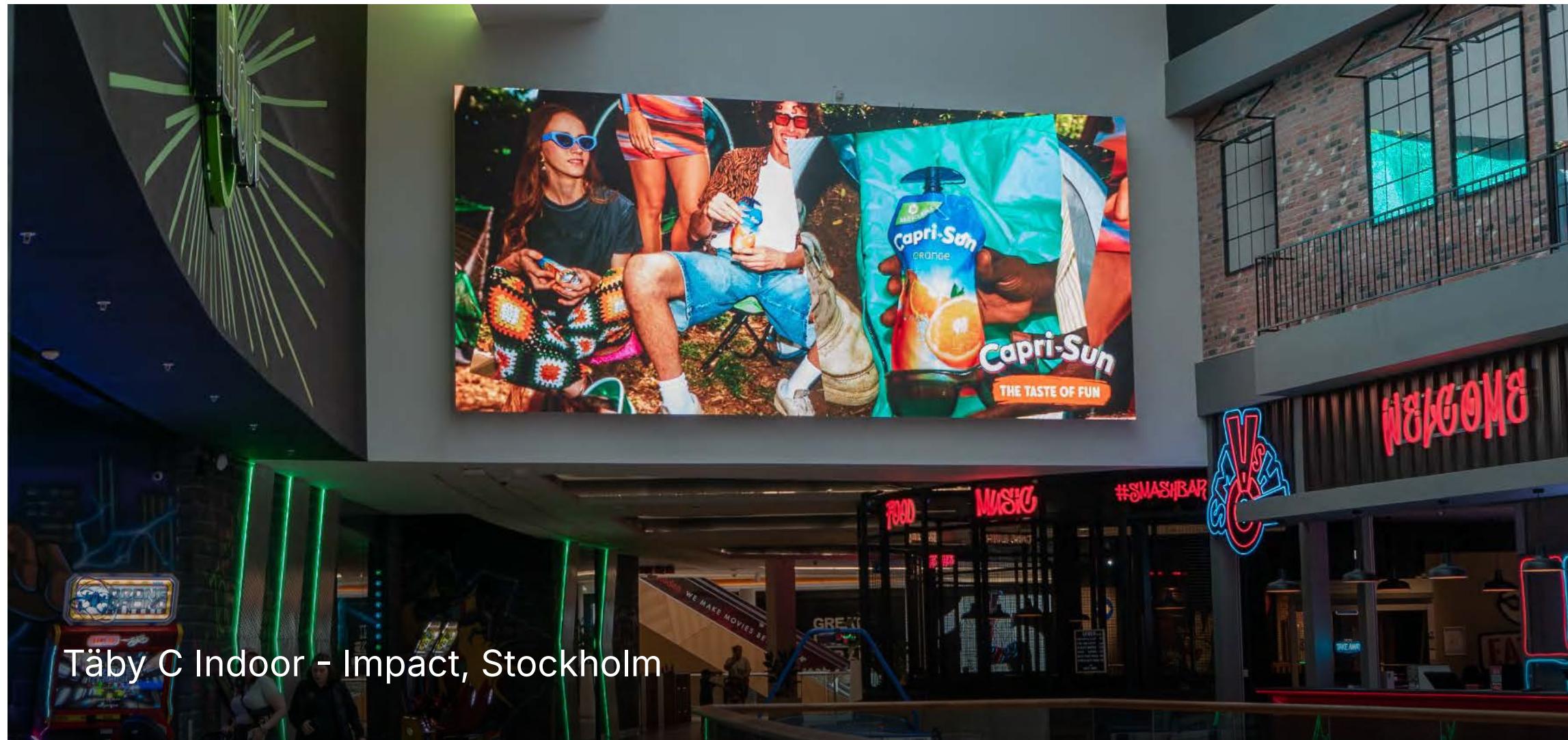
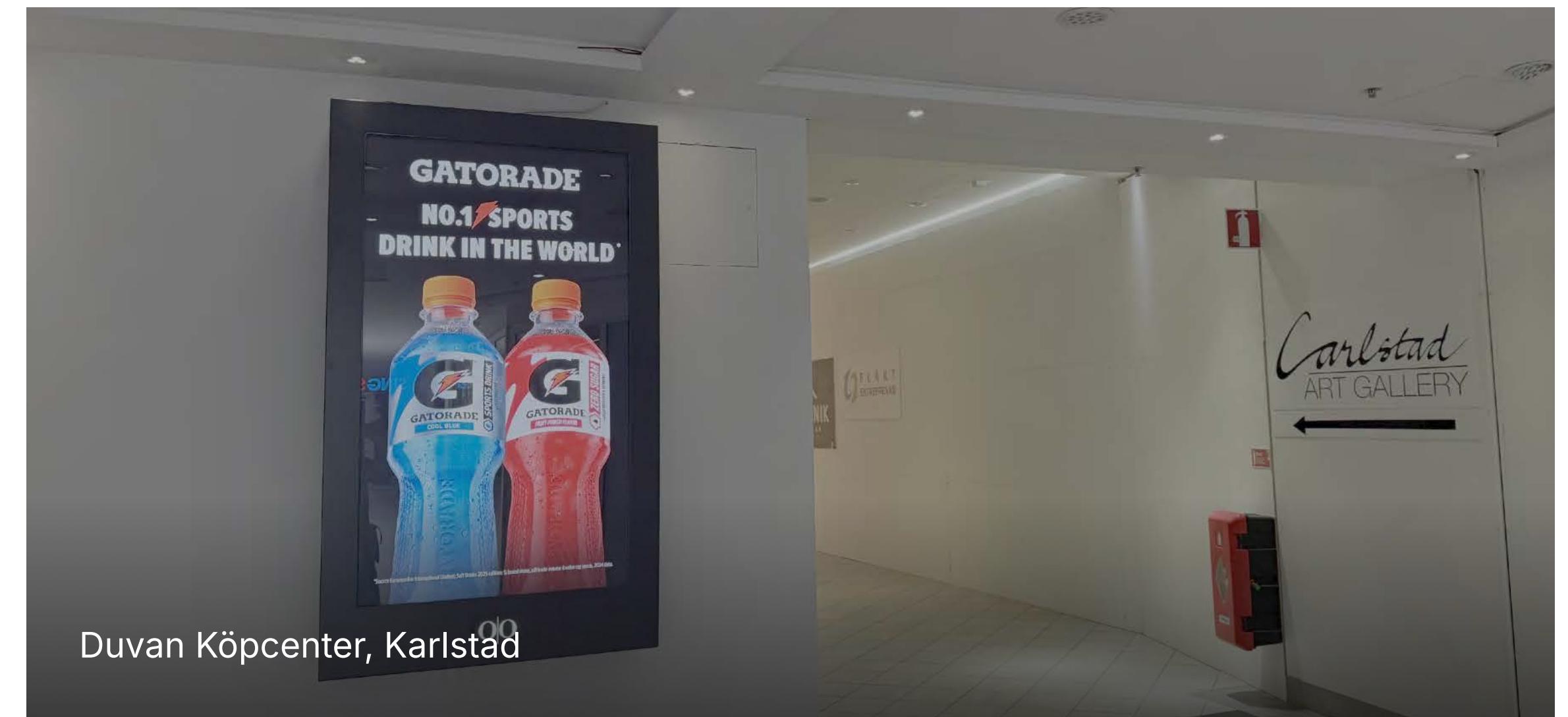


Making your brand visible close to the consumers buying decision as well as showcasing your brand in a positive and inspirational environment will increase the likelihood of your brand being chosen. The Fusion Beverage, combines strategically placed screens with high frequency, making this series a smart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

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

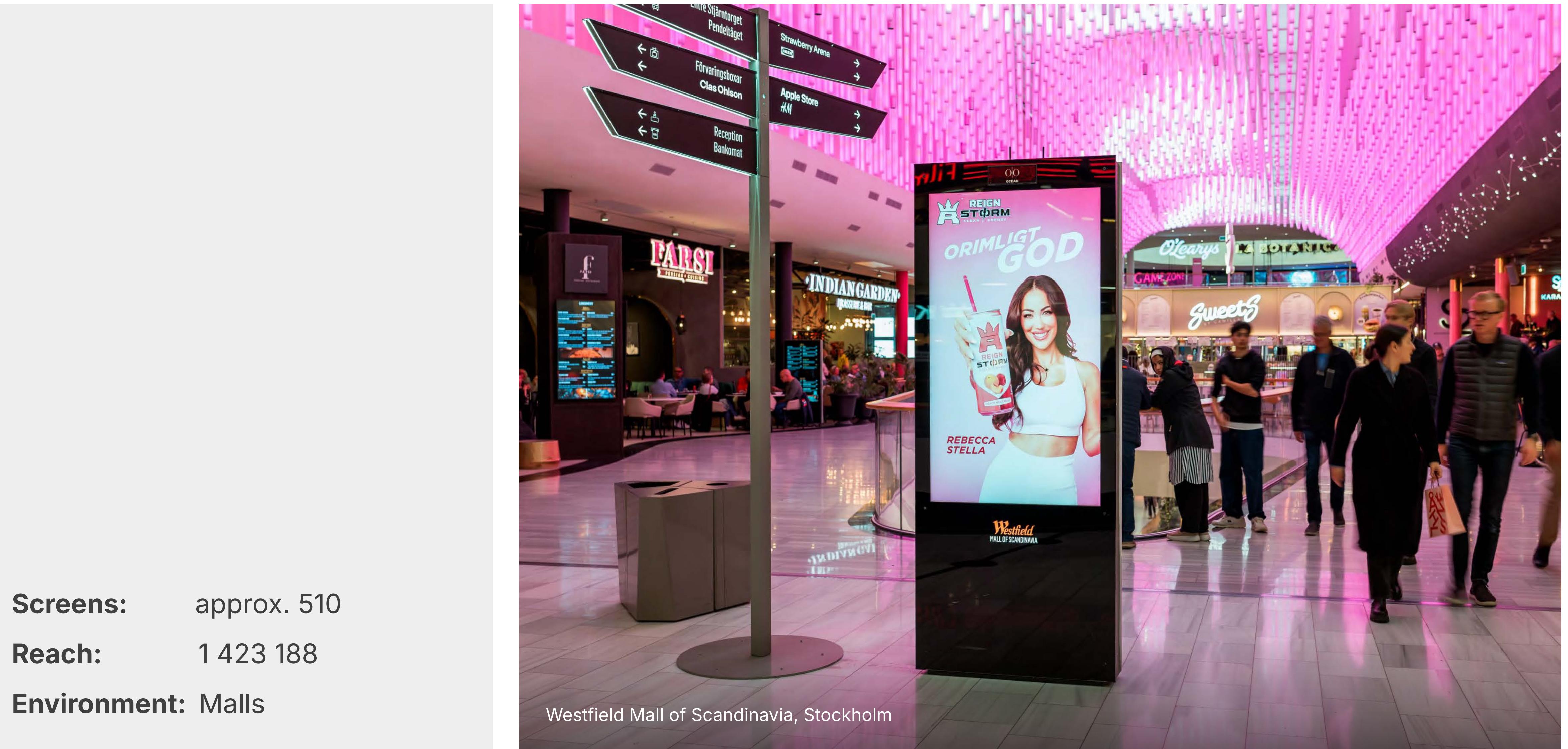
The Fusion Beverage - inspiration

REACH & IMPACT DOOH



The Fusion Beverage - facts

REACH & IMPACT DOOH



Screens: approx. 510

Reach: 1 423 188

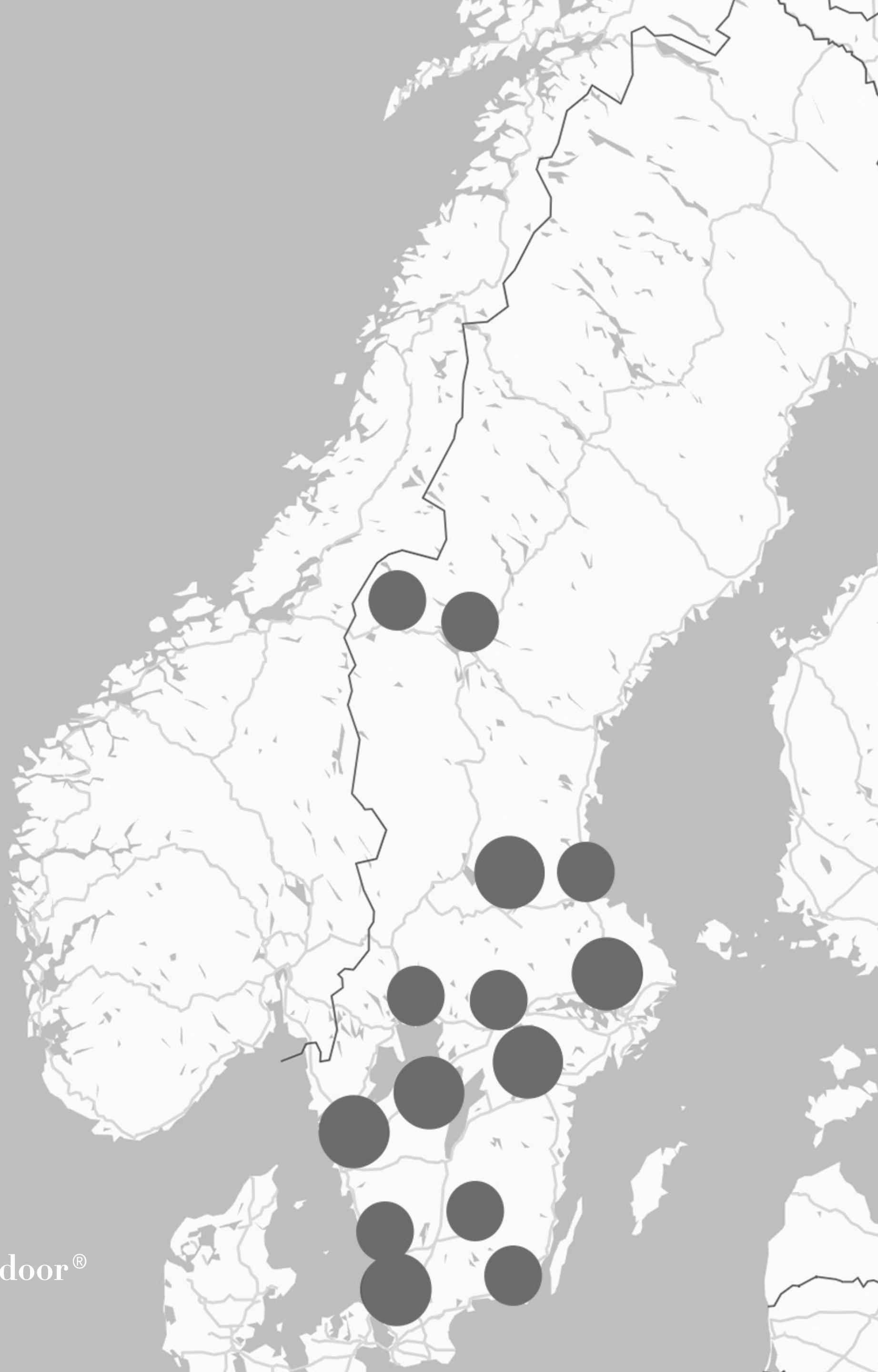
Environment: Malls

OCEAN

THE FUSION

Convenience



**REACH & IMPACT DOOH**

The Fusion Convenience



580
Screens



23
Cities



30
Malls



23
Train stations



18
Street

The Fusion Convenience

REACH & IMPACT DOOH

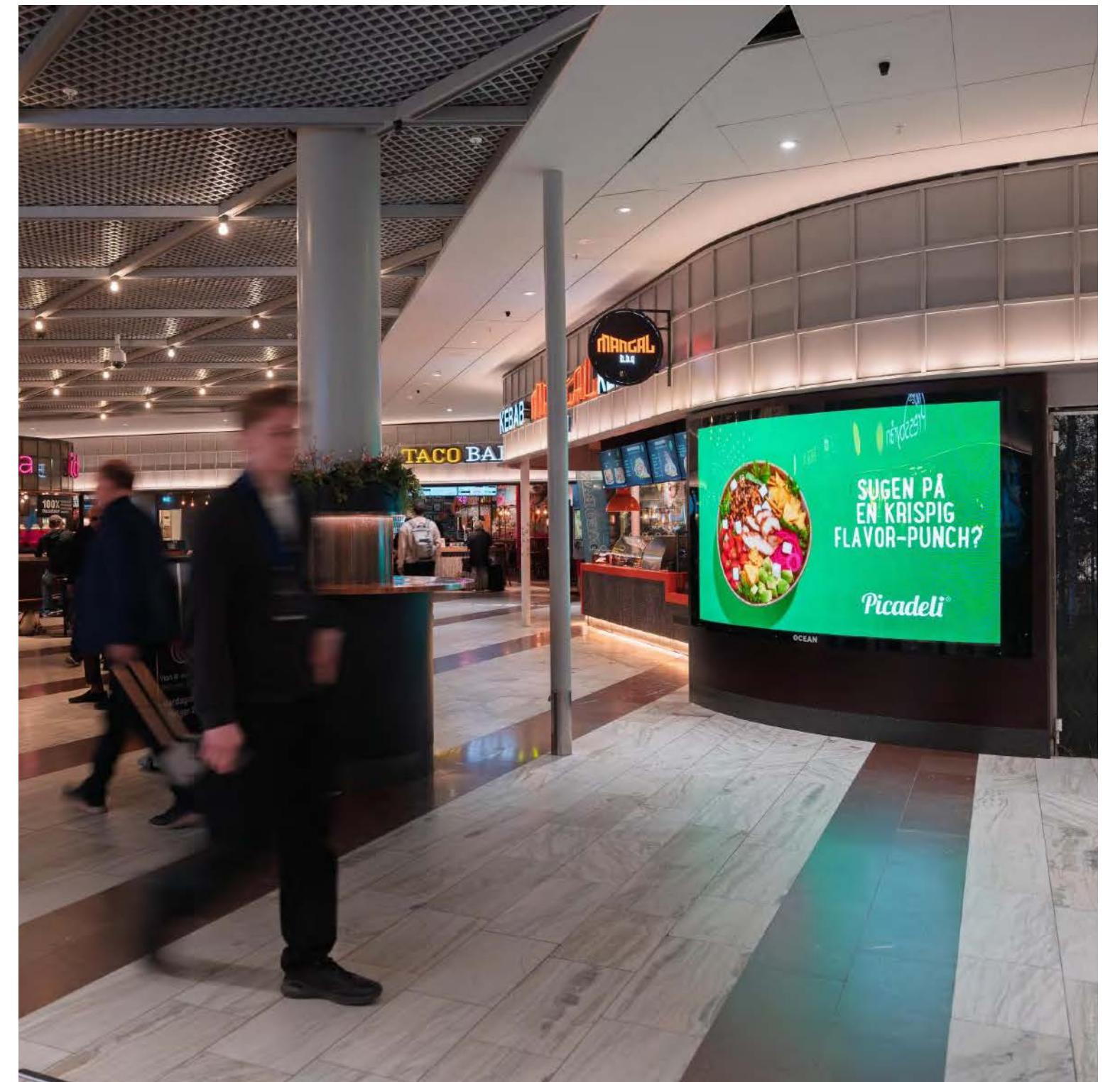


Fusion Convenience is the smart choice for brands looking to be seen where the quick and more spontaneous purchases are made.

With its placement in direct connection with about **80** Pressbyrån 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**.

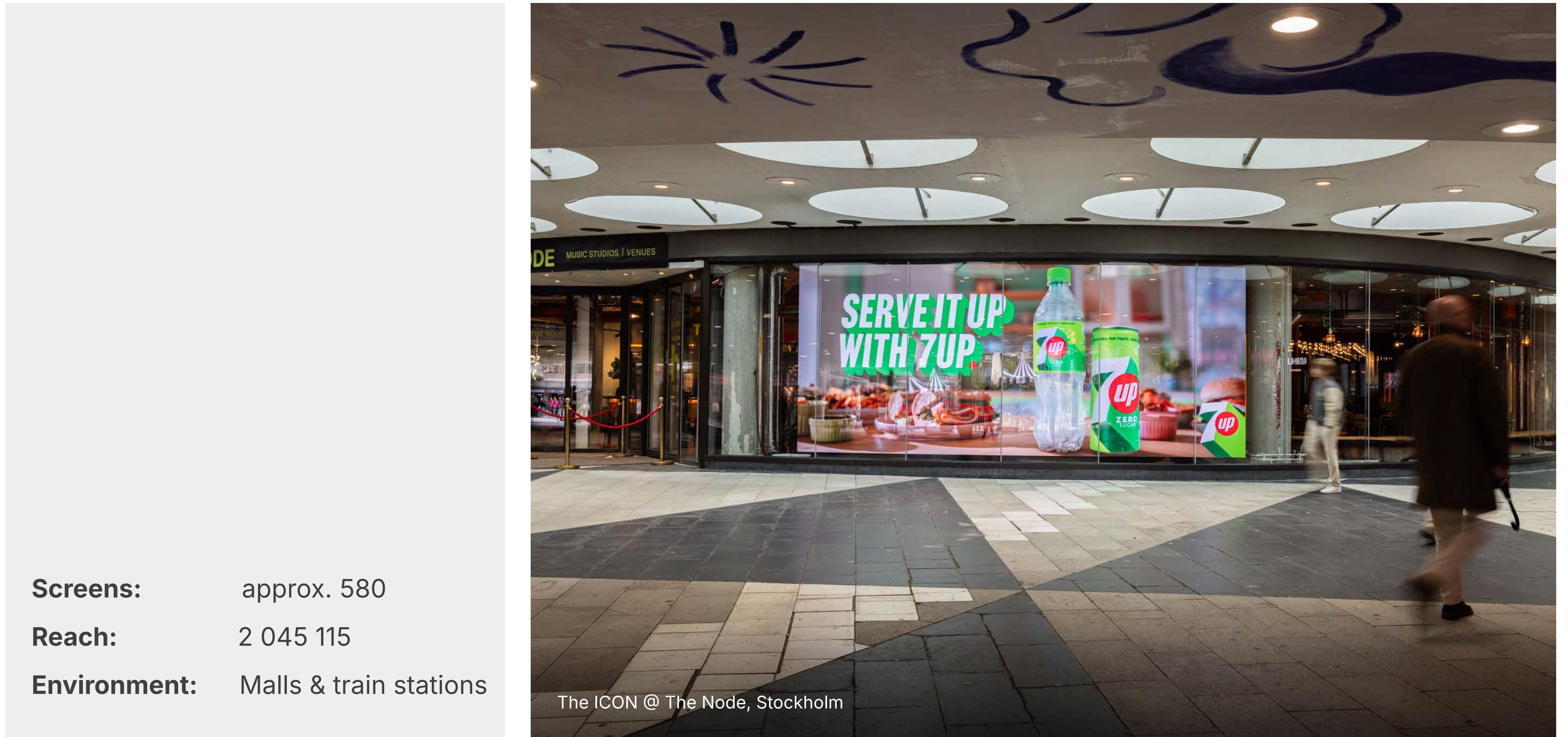
The Fusion Convenience - inspiration

REACH & IMPACT DOOH



The Fusion Convenience - facts

REACH & IMPACT DOOH



Screens: approx. 580

Reach: 2 045 115

Environment: Malls & train stations

The ICON @ The Node, Stockholm

Ask for it by Network