

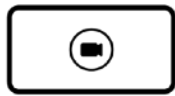
OCEAN

THE GRID



LARGE SCREENS. BIG CITIES.

The Grid



39
Screens



3
Cities



7
Shopping malls



3
Central stations



14
Street environment



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 Curve @Westfield Täby Centrum

The Grid



The Eyes, Konserthuset, Stockholm

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.

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.

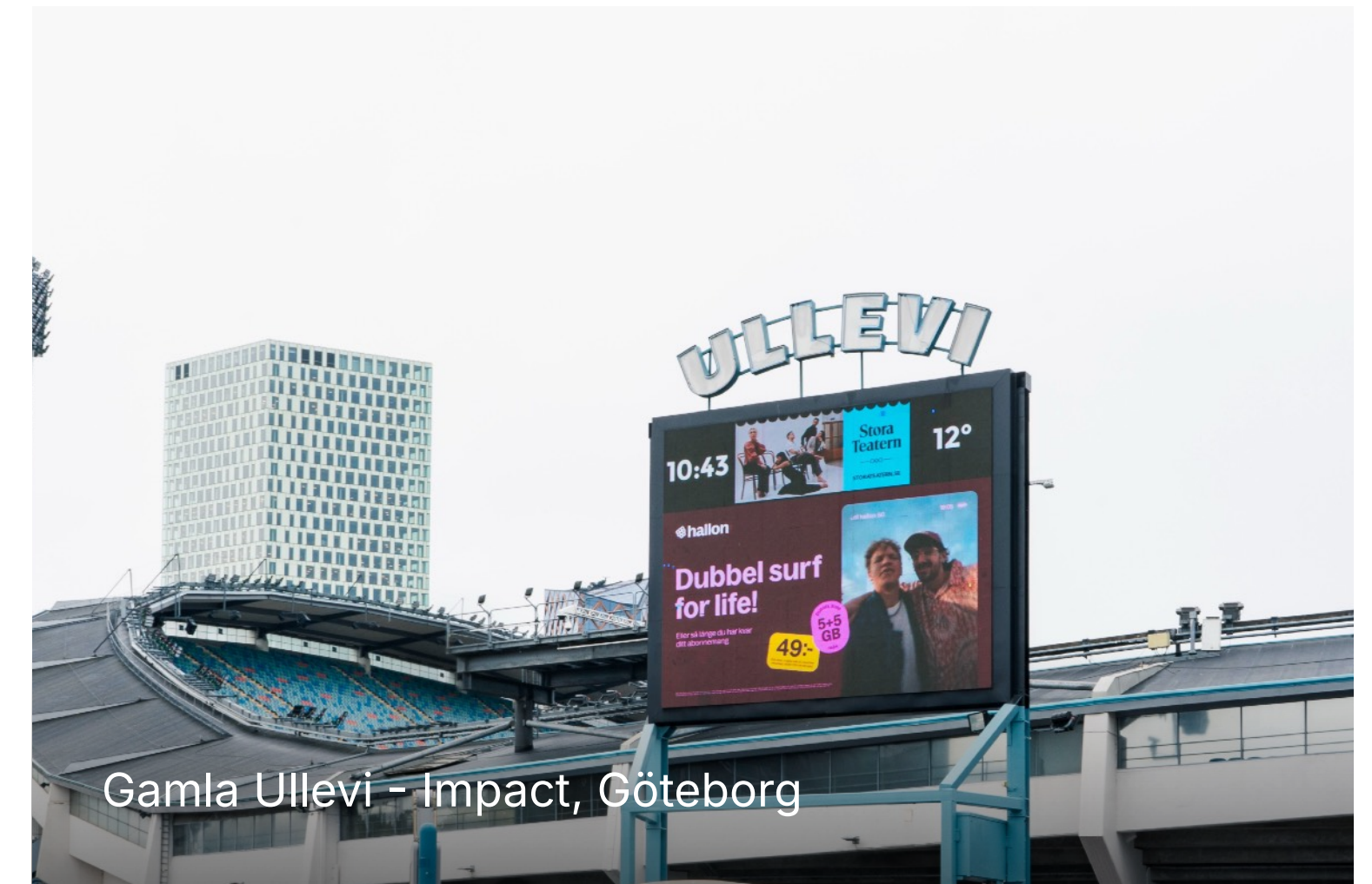


Stockholm Mall of Scandinavia - Impact

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.



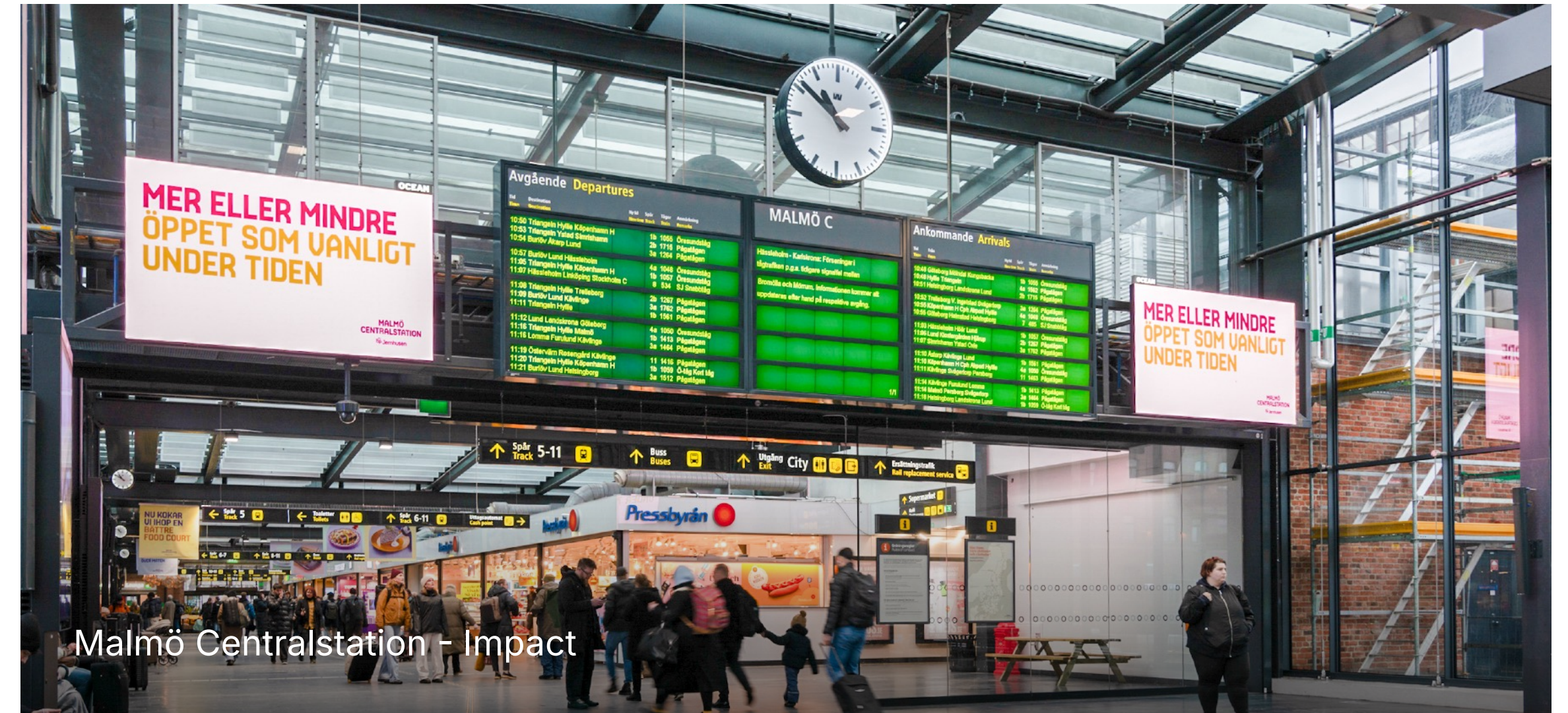
Gamla Ullevi - Impact, Göteborg

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