

OCEAN

HALO



HALO

A ground breaking Icon

Some projects push boundaries and expands the possibility of what a media channel can achieve, this is one of those.

HALO is a unique 360° premium DOOH-installation at the heart of Scandinavia's largest shopping mall, Westfield Mall of Scandinavia. Built for arena domination, brand activation and high memory encoding, this is a stage for showmanship. Perfect for takeover concepts and brand activations.

With 2 giant LED-halos (one per floor) and 3 large format LED-cubes with 360° visibility, this is a one of a kind Out Of Home solution, guaranteed to make an impression and act as a natural centerpiece for your campaign.

The Art of Outdoor®



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HALO

DeepScreen®

We already know the importance of emotional impact that DeepScreen® gives its audience. Ocean's research show, that people gladly return to re-experience these type of immersive campaigns.

Imagine the potential of combining 3 DeepScreen-surfaces. Stand alone or together with the 2 halo rings surrounding the cubes, let us together create campaigns unprecedented elsewhere in the world.

The Art of Outdoor®

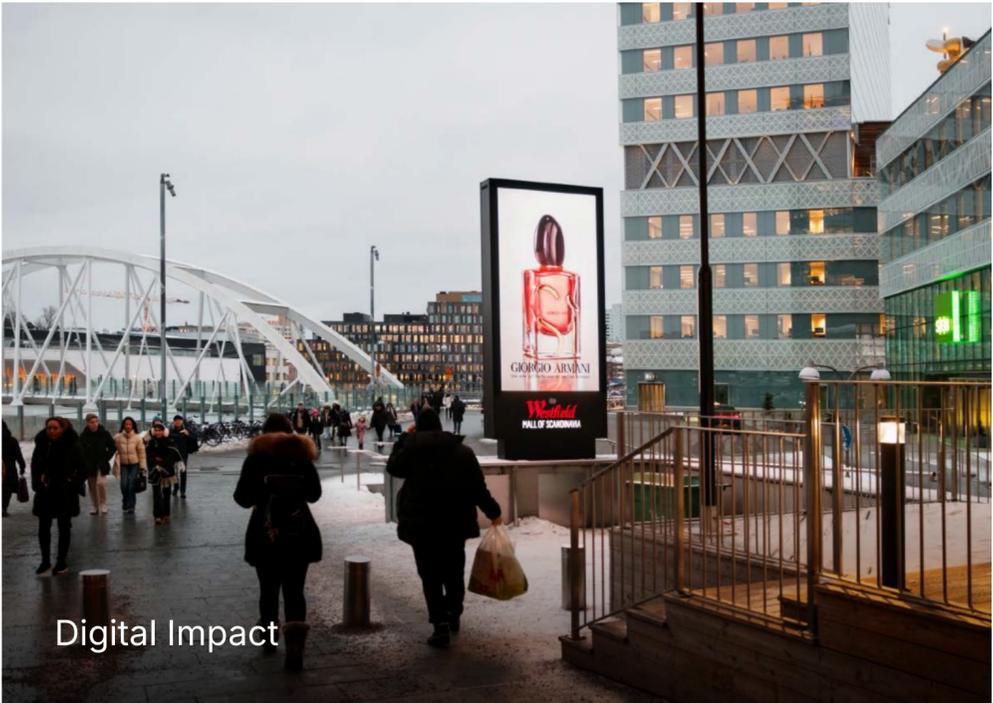


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Halo takeover



Icon WMOS



Digital Impact

HALO TAKE-OVER DELIVERS AN UNBEATABLE DOMINATION IN SCANDINAVIAS LARGEST MALL

By combining Halo with yet another ICON, Digital Impact, Mall DOOH and/ or Experiential, any aspiring brand have a unique platform to utilize. We offer flexible SoV-solutions, production & design services via Ocean Studio, as well as SoMe packages. All in collaboration with you, to create an impression that really makes an impact and ensures engagement.

See examples of campaigns: [HALO](#)



Mall DOOH



Experiential



Halo

HALO PRICES

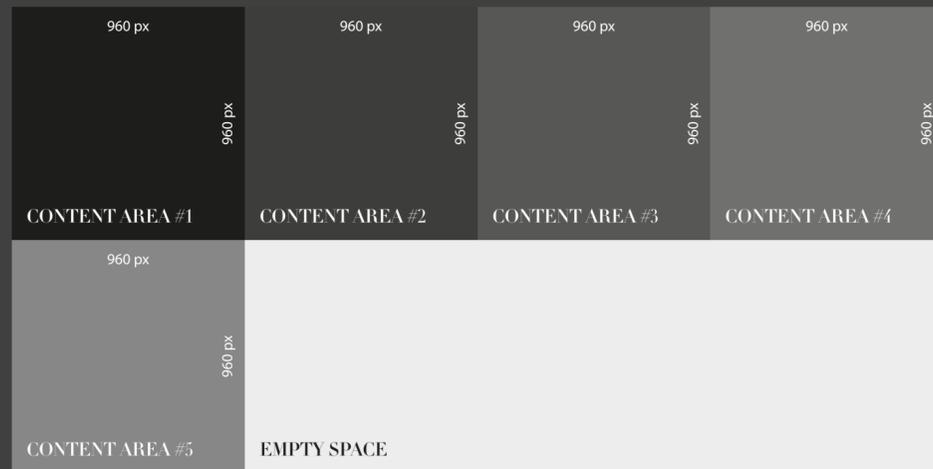
Name of package	Screens	Share of Voice	Screens	Share of Voice	Period	Gross Price
MOS Brand domination	Halo & Halo Plaza	100 %	Impact & Small formats	8,33 %	1 week	989 000
Halo @ Mall of Scandinavia	Halo	100 %	N/A	N/A	1 week	650 000
Halo @ Mall of Scandinavia	Halo	50 %	N/A	N/A	1 week	379 000
Halo Digital domination	Halo	100 %	Impact & Small formats	8,33 %	1 week	699 000
Halo domination	Halo	50 %	Impact & Small formats	4,17 %	1 week	420 000

HALO - PRODUCTION SERVICES OCEAN STUDIO

Service	Location	Bronze	Silver	Gold	Other
Digital Production	Halo	25 000 SEK	45 000 SEK	65 000 SEK	<i>Adaptation from existing ad</i>
	Grand Central	20 000 SEK	40 000 SEK	60 000 SEK	<i>or and ad we, have made</i>
	DeepScreen	100 000 SEK	150 000 SEK	300 000 SEK	<i>Is 1/3 of listed price.</i>
	DOOH	10 000 SEK	20 000 SEK	30 000 SEK	
	Projection	15 000 SEK	30 000 SEK	45 000 SEK	<i>Applies to all digital productions</i>
Analog Production	Banners	7 000 SEK			
	Murals	10 000 SEK	20 000 SEK	30 000 SEK	
	Foliering	7 000 SEK			
	Print	7 000 SEK			
	Illustration	7 000 SEK			
	Magasin	20 000 SEK	40 000 SEK	60 000 SEK	
	Brand Book	25 000 SEK	45 000 SEK	65 000 SEK	
Media packages	Foto & Video	20 000 SEK	35 000 SEK	50 000 SEK	
	Social Media edit	10 000 SEK			

Material specifications

THE CUBE_s



The illustrations on this page describes how the content is ordered before rendering. Their total measurement are 3840 × 1920 pixles and that's the measurement we need the video material in.

Upper Halo:

The screens total measurement is 26304 × 480 pixles
We need 2 separate videos sized 3840 × 1920 pixles

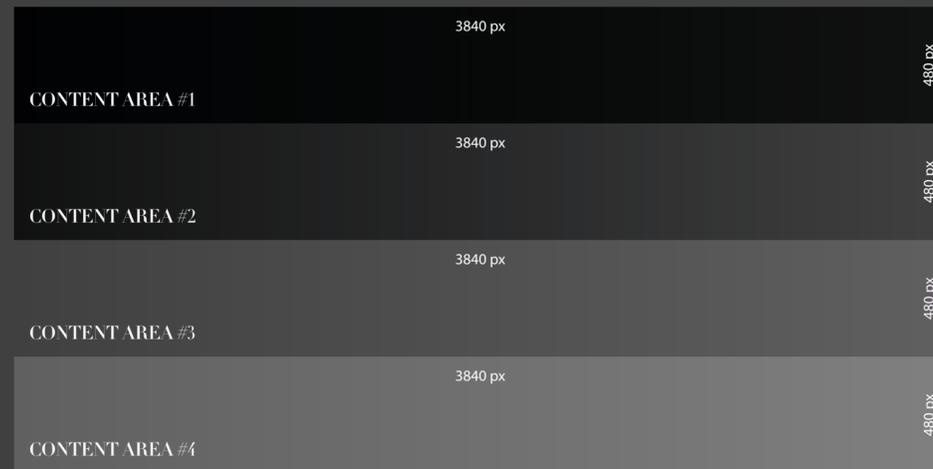
Lower Halo:

The screens total measurement is 27072 × 480 pixles
We need 2 separate videos sized 3840 × 1920 pixles

Ad material:

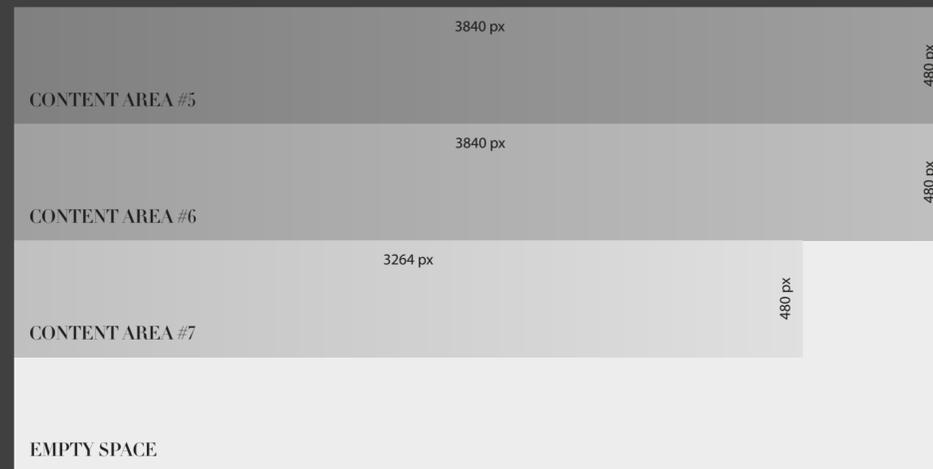
Video files 10-30 seconds in mp4/ html format

UPPER HALO



Output 1/2

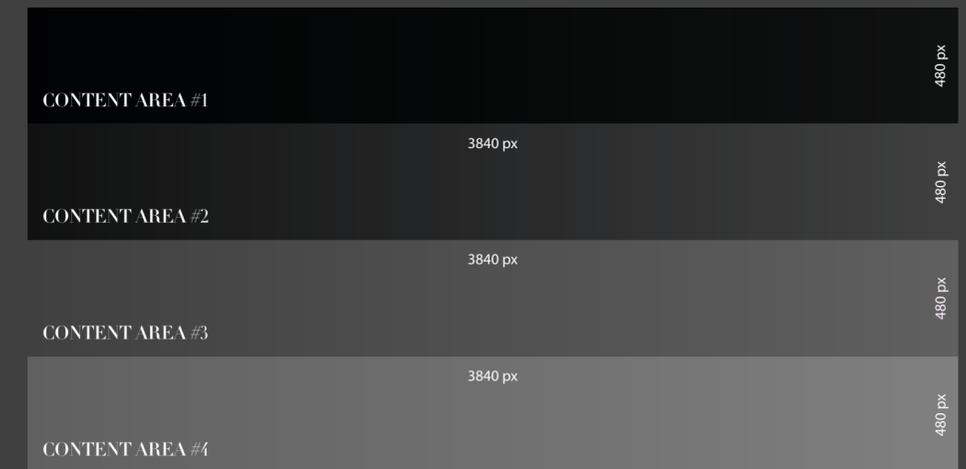
3840 × 1920 pixlar



Output 2/2

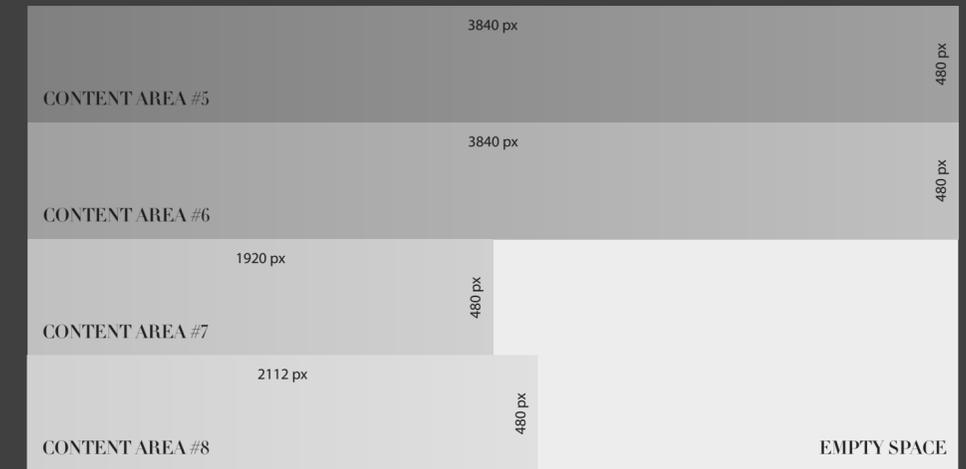
3840 × 1920 pixlar

LOWER HALO



Output 1/2

3840 × 1920 pixlar



Output 2/2

3840 × 1920 pixlar



Delivery info

Deadline

DOOH-material ska levereras till Ocean **senast 5** arbetsdagar innan kampanjstart

Delivery & questions

Delivery link: <https://oo-se.wetransfer.com/>

Please reach out, if you have questions: adops@oceanoutdoor.se

Material specs: <https://oceanoutdoor.com/se/materialspecifikationer/>

Naming of files

Ensure your filenames do **NOT** contain special characters as: space or å/ä/ö.

Example of approved filename: advertiser_pixelsize_dateofcampaign