

**OCEAN**

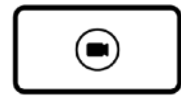
# THE FUSION



PERFECT COMBINATION OF  
SMALL & LARGE FORMAT

---

# 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.

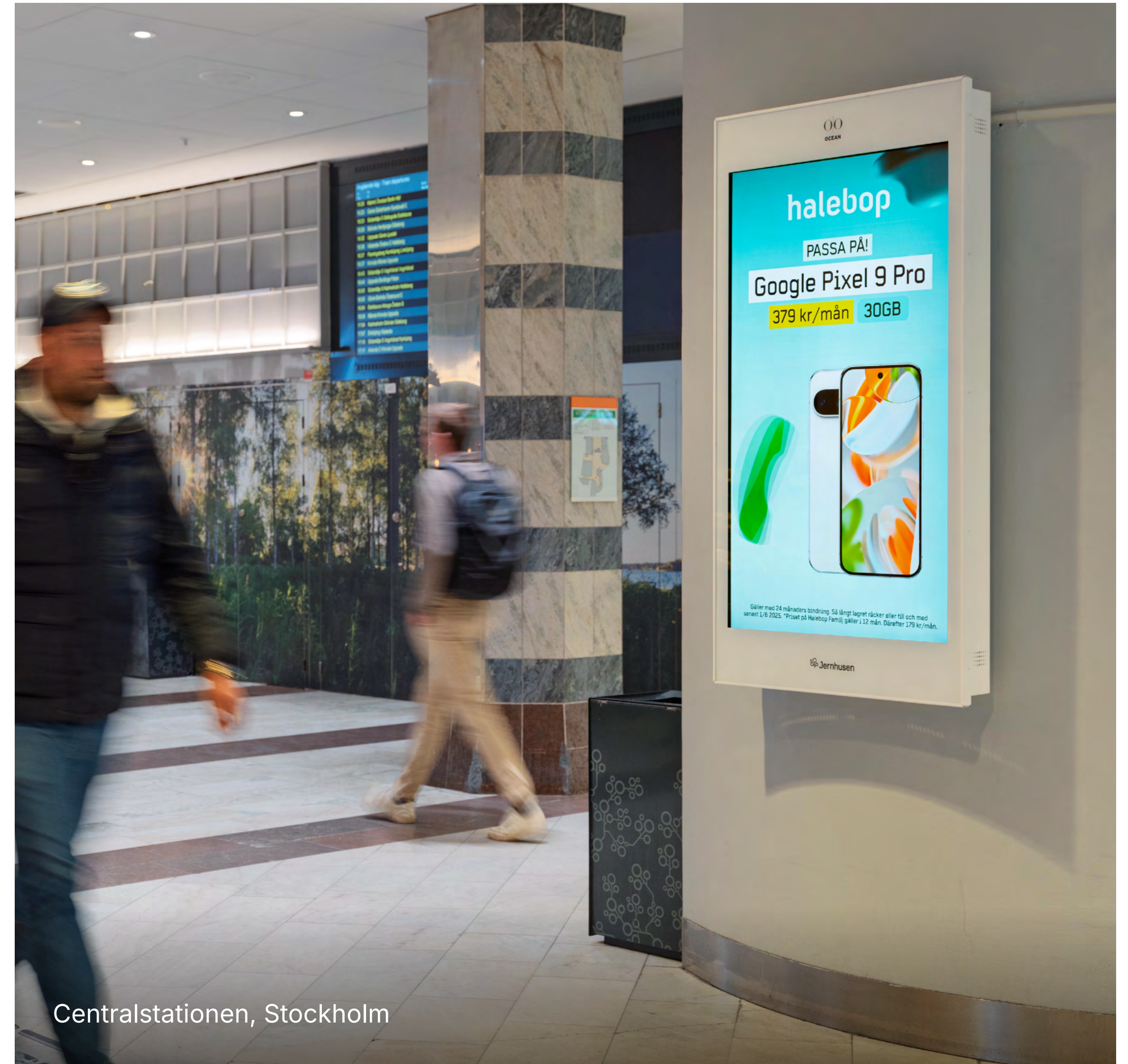
If you are looking to achieve digital reach and impact based on geography, demography and environment, then Fusion is the Network for you.

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

o/o  
OCEAN

TUI

Kombinera stad med bad

BOKA EN VECKEND

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



REACH & IMPACT DOOH

# The Fusion Malls



857  
Screens



Nationwide  
Cities



110  
Malls

# The Fusion Malls

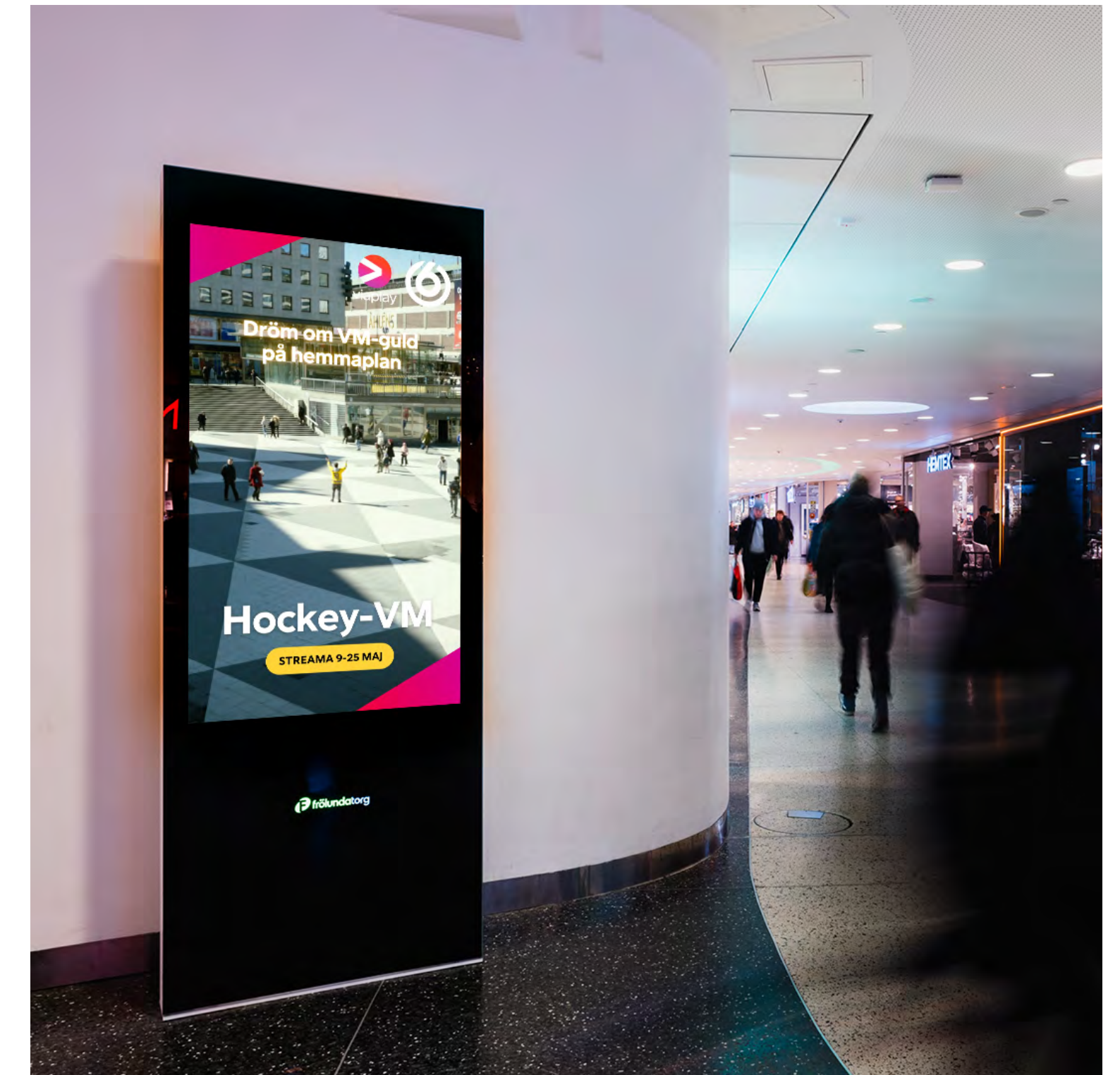
REACH & IMPACT DOOH



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



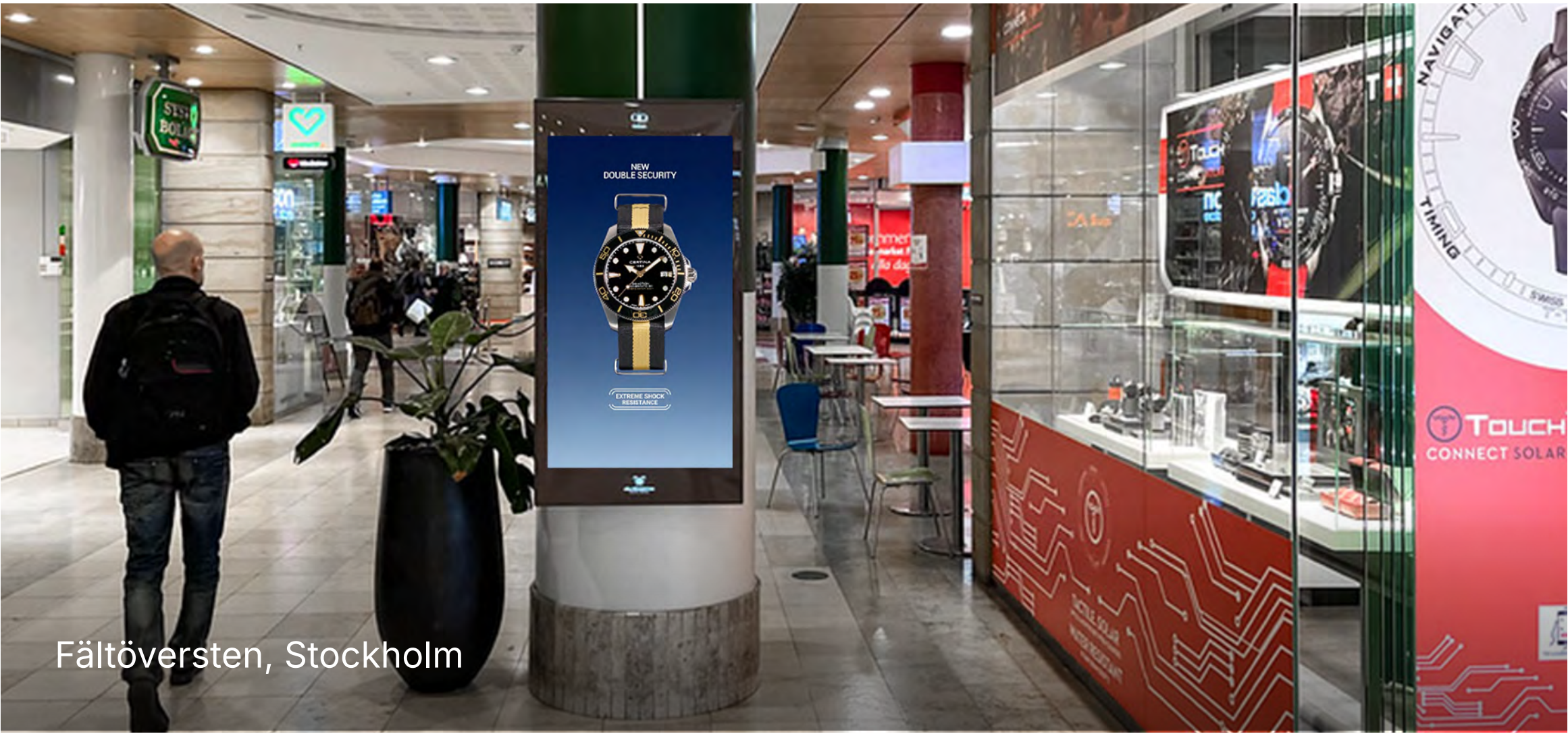
Oceans Nordic Mall Index research shows that shopping mall visitors have an average dwell-time of **1,5** hours and of those **42%** state that they have seen DOOH ads more than **5** times.



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



**OCEAN**

# THE FUSION

## Metropolitan



JEANSJACKA  
169,-

BACK TO  
SCHOOL

**H&M**

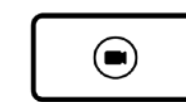
*Westfield*  
MALL OF SCANDINAVIA

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



REACH & IMPACT DOOH

# The Fusion Metropolitan



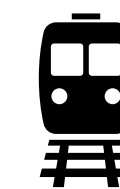
**804**  
Screens



**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



Solna C, Stockholm

Malmö Centralstation - Impact

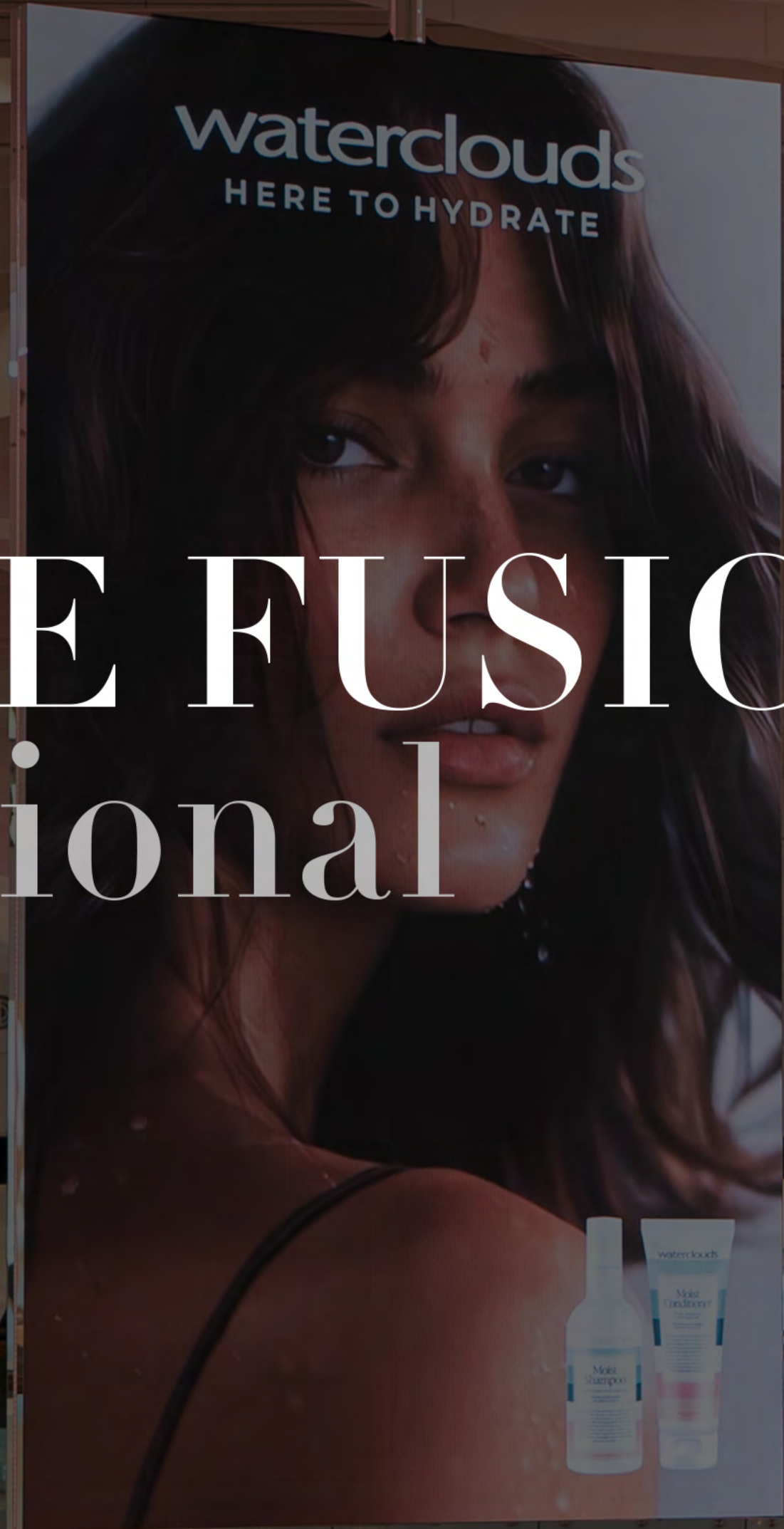


Scandinavium - Impact, Göteborg

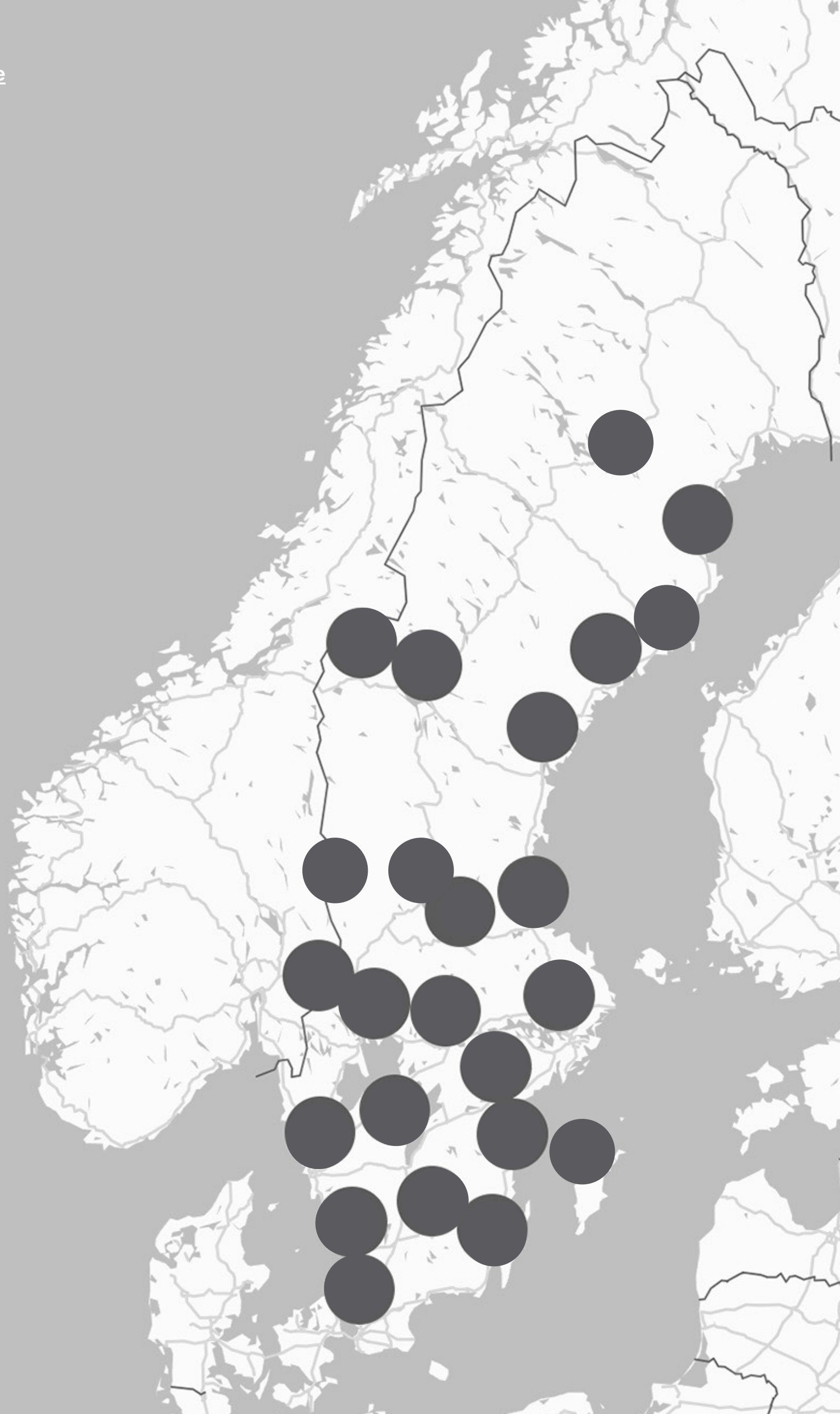
Göteborg Korsvägen, Svenska Mässan - Impact

**OCEAN**

# THE FUSION National

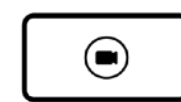


For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion National



1150\*  
Screens



Nationwide  
Cities



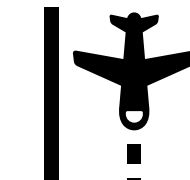
95  
Malls



25  
Train stations



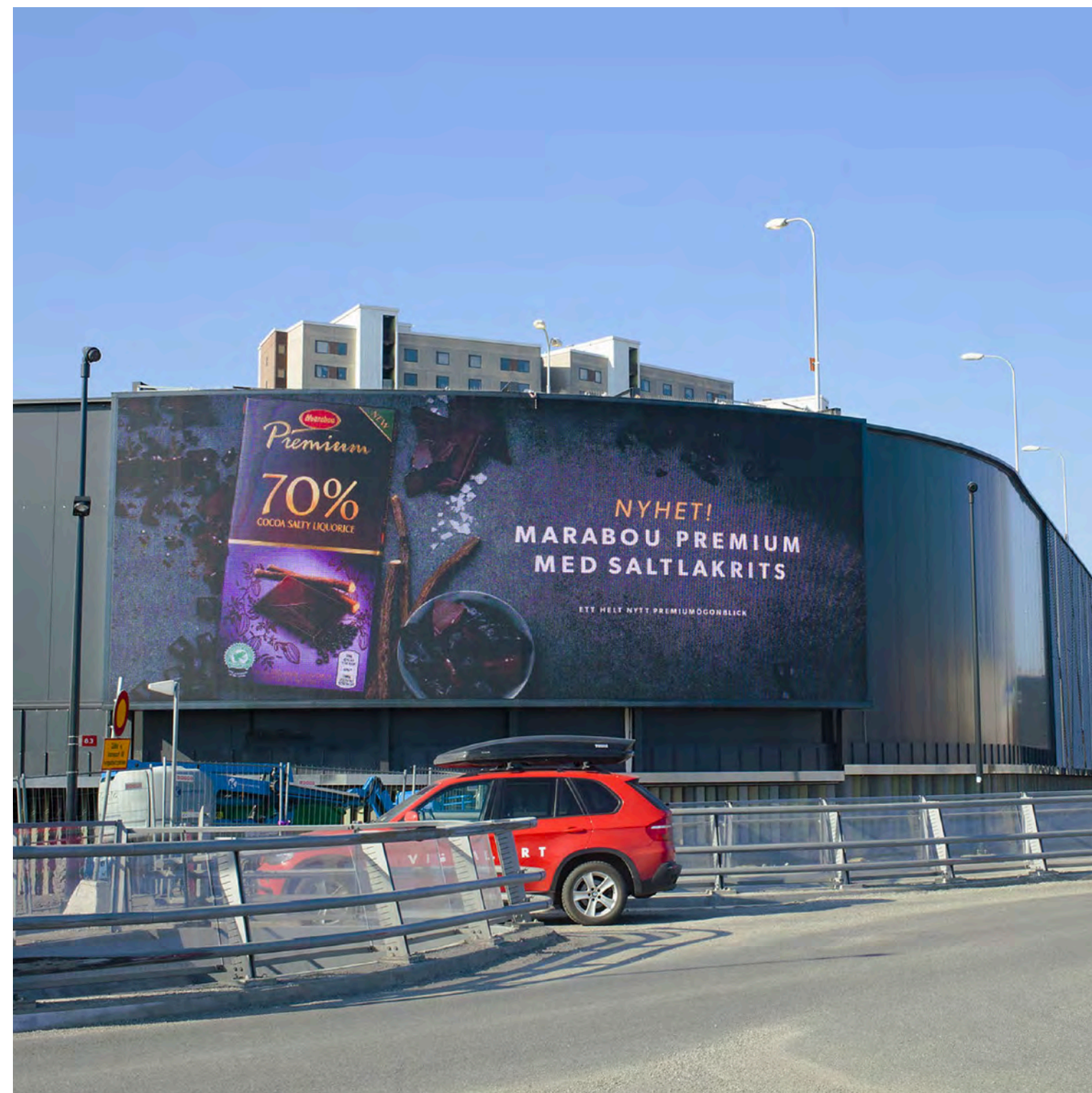
75  
Street



13  
Airports

\*Amount of screens may vary depending on availability

# The Fusion National



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.

## REACH & IMPACT DOOH



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



Nordstan, Göteborg



Rocklunda - Impact, Västerås



Centralstationen - Impact, Helsingborg



Mirum Galleria - Impact, Norrköping

**OCEAN**

# THE FUSION Pharmacy

Nu även  
receptfri

## Pollenallergi?

### Dymista

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

Dubbelverkande  
**2:1**

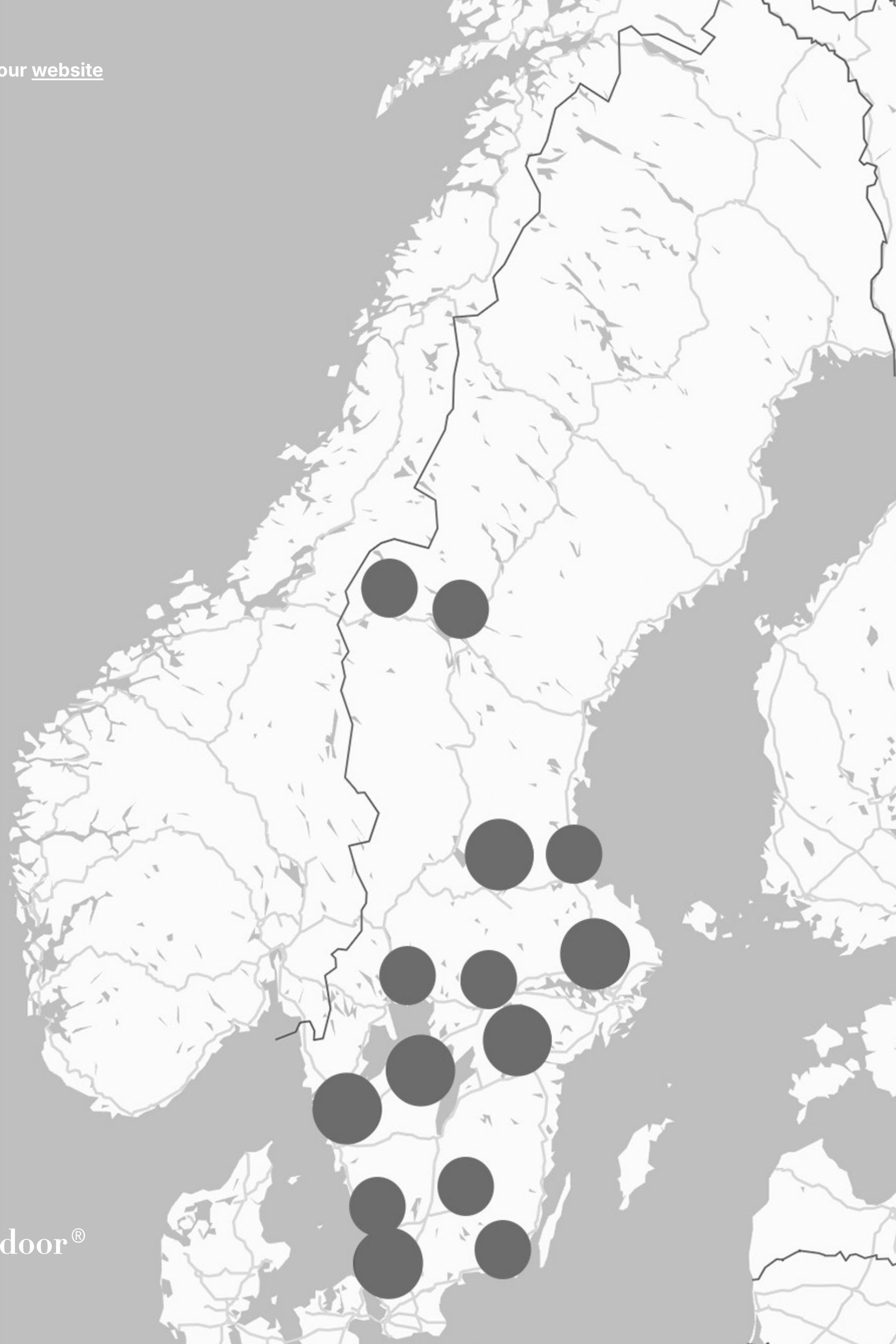
15 minuter

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

Mylan

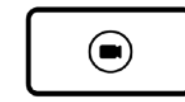
frölunda.org

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

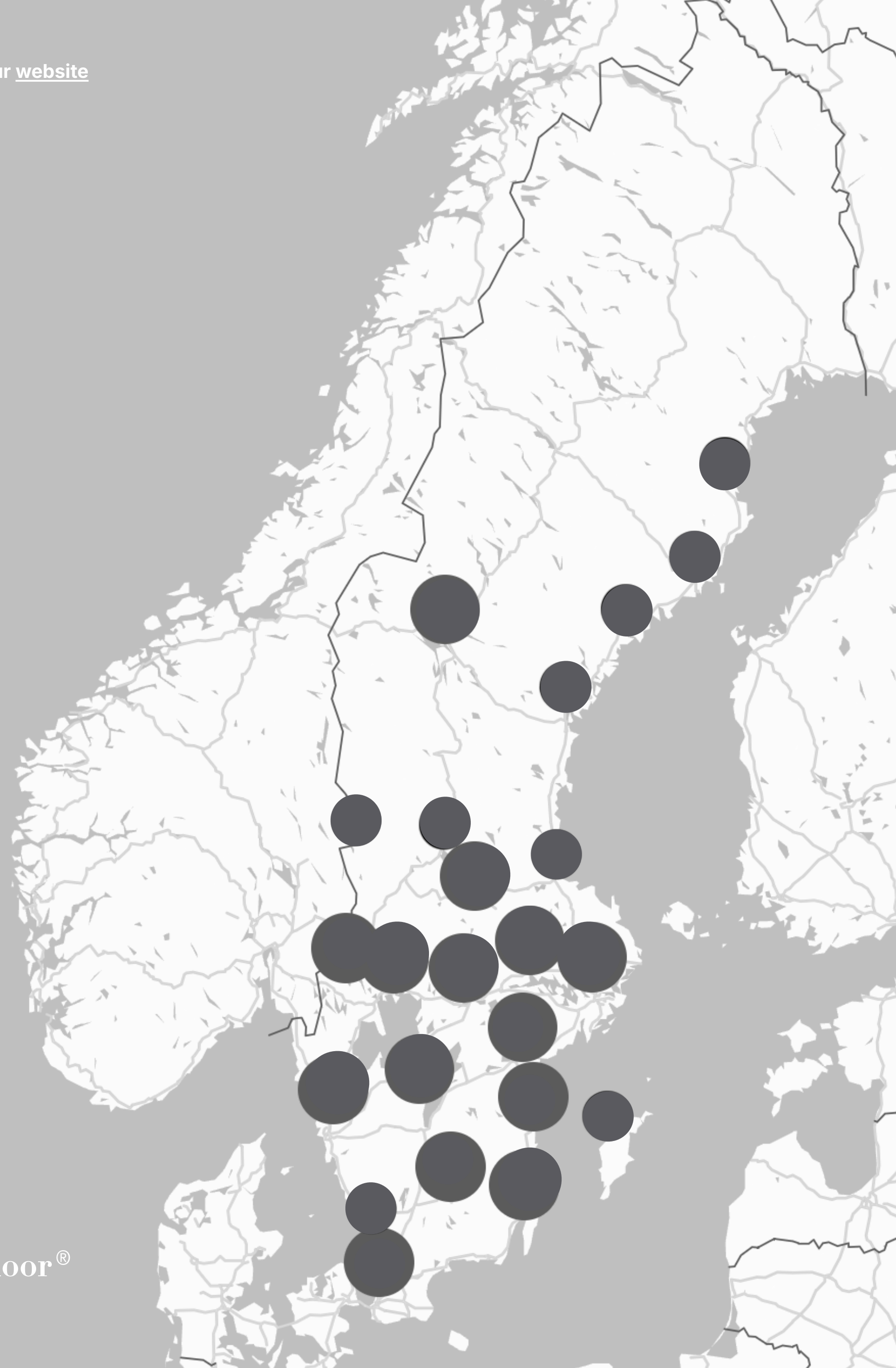


Hoppas det smakar.

**OCEAN**

# THE FUSION Point of Sale

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.

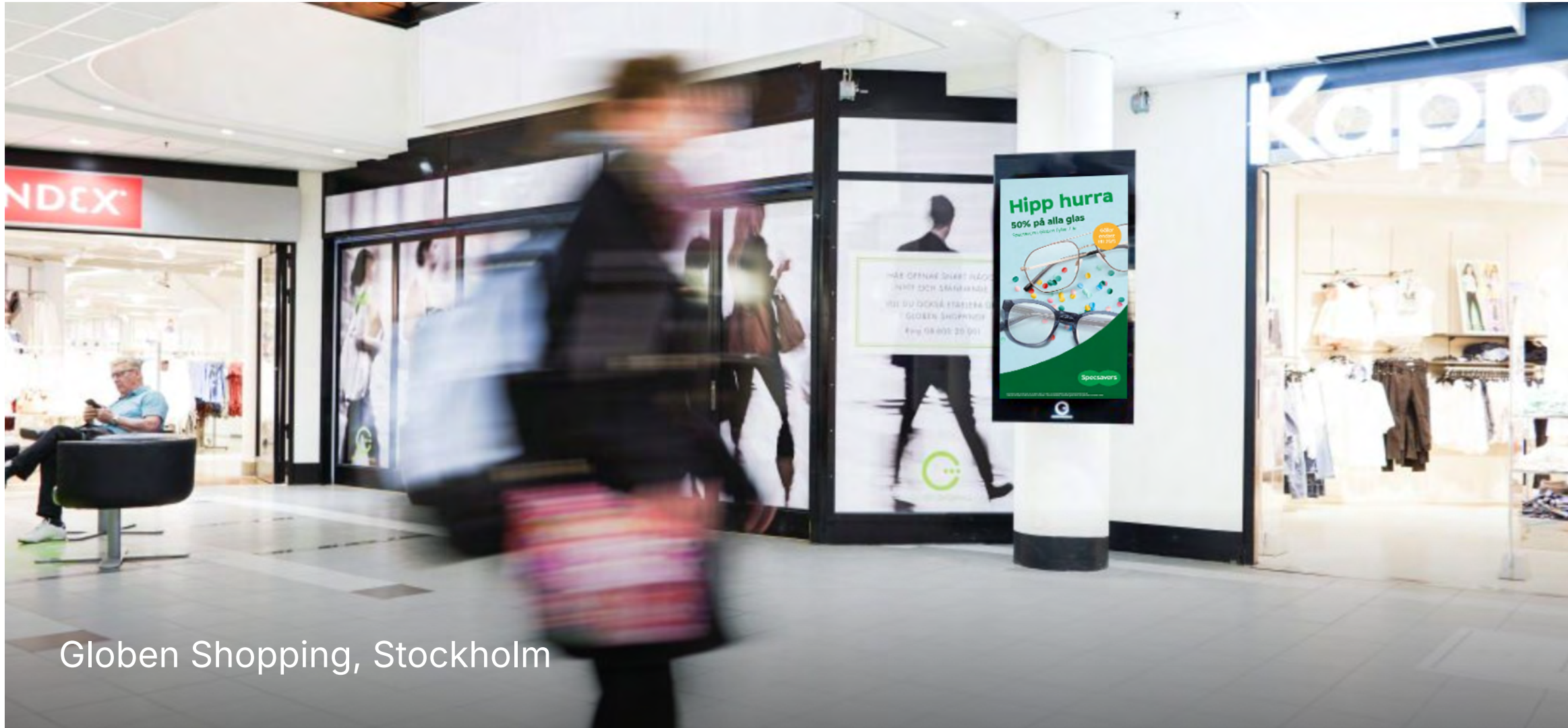


Stand out, were the influence is at its greatest - with Fusion Point of Sale.

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

# The Fusion Point of Sale - inspiration

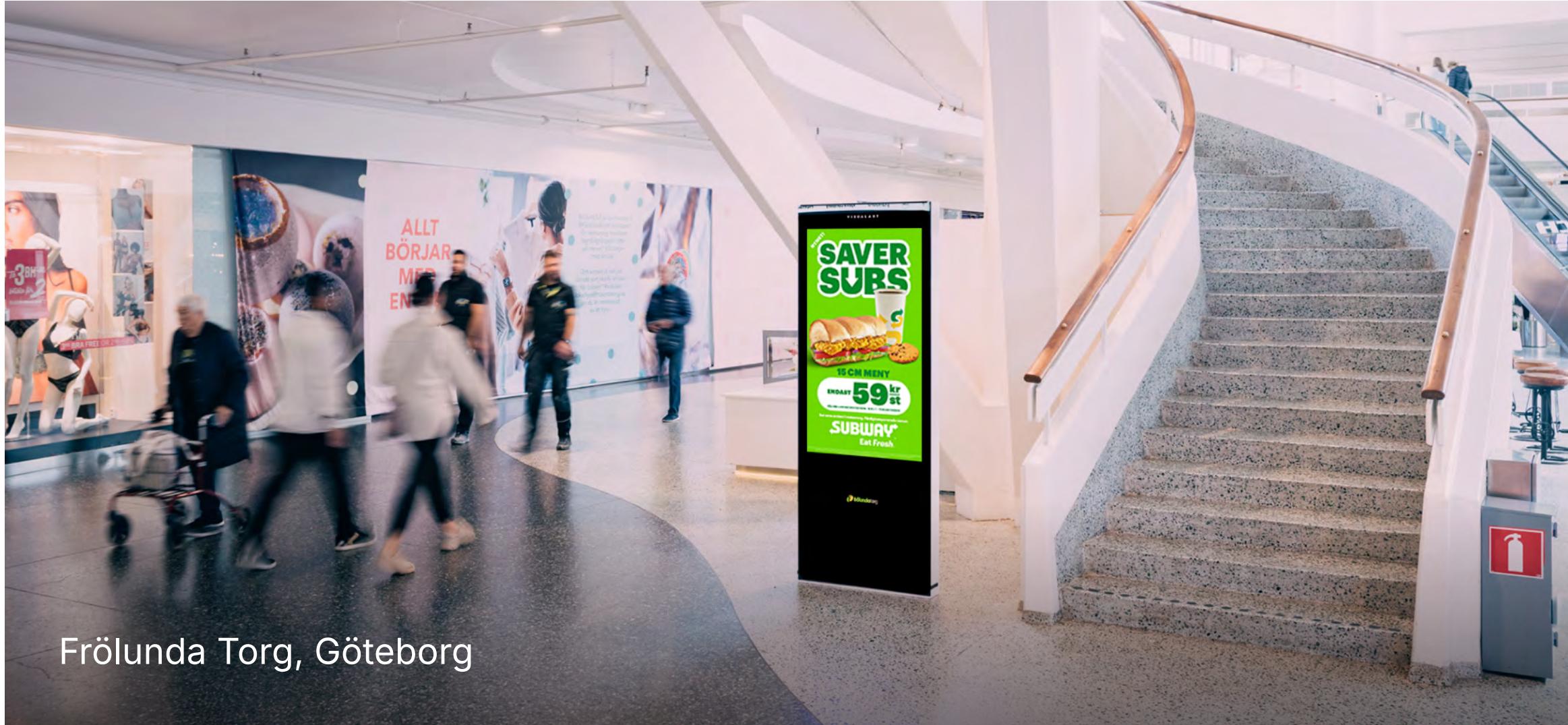
REACH & IMPACT DOOH



Globen Shopping, Stockholm



Kongahälla Shopping, Göteborg



Frölunda Torg, Göteborg



Skärholmen Centrum, Stockholm

**OCEAN**

# THE FUSION

## Stockholm

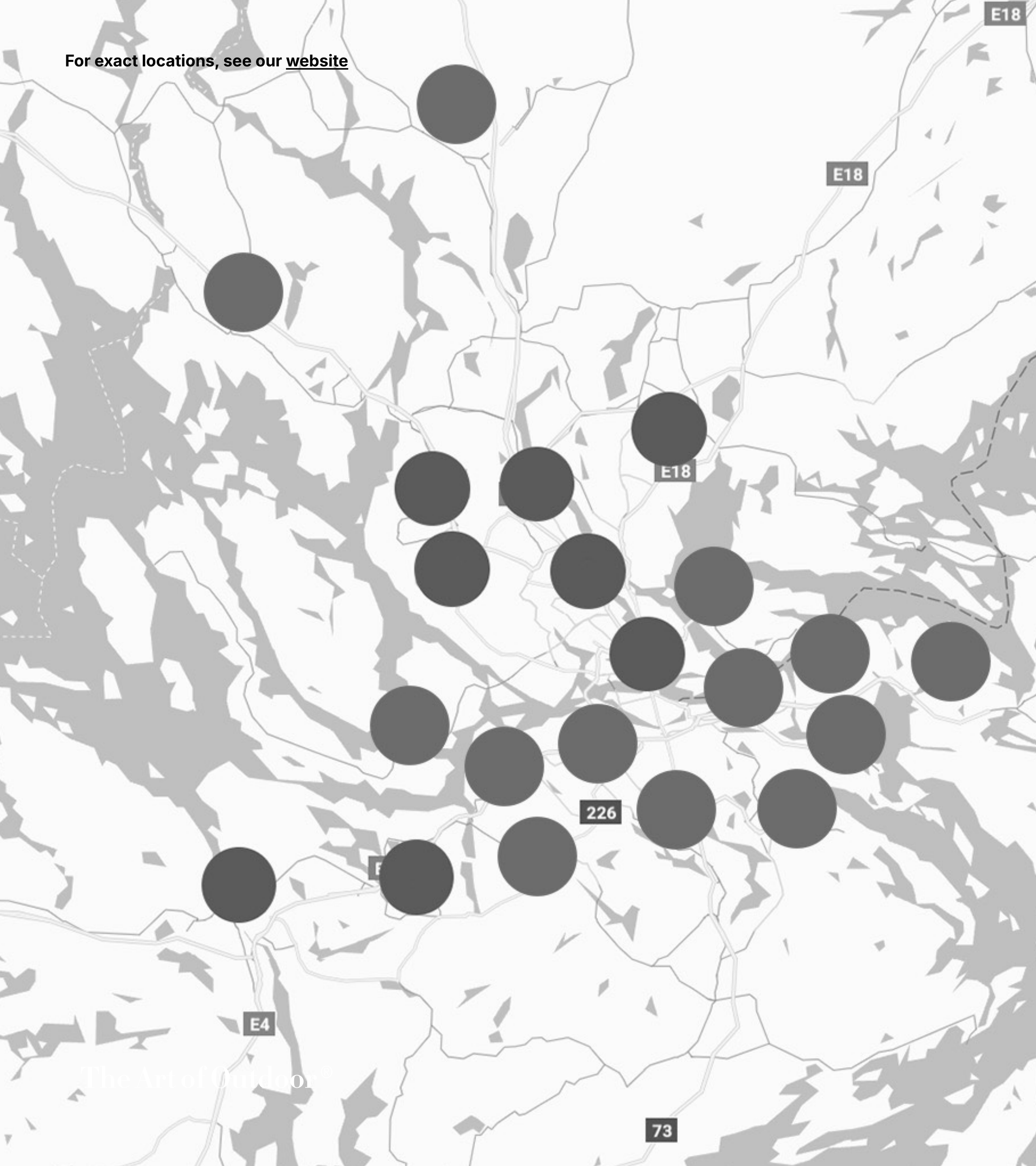
halebop  
PASSA PÅ!  
Google Pixel 9 Pro  
379 kr/mån 30GB

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

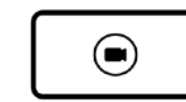


For exact locations, see our [website](#)



REACH & IMPACT DOOH

# The Fusion Stockholm



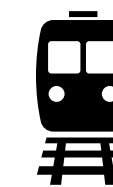
623  
Screens



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

**OCEAN**

# THE FUSION Train Stations

OCEAN

halebop

PASSA PÅ!

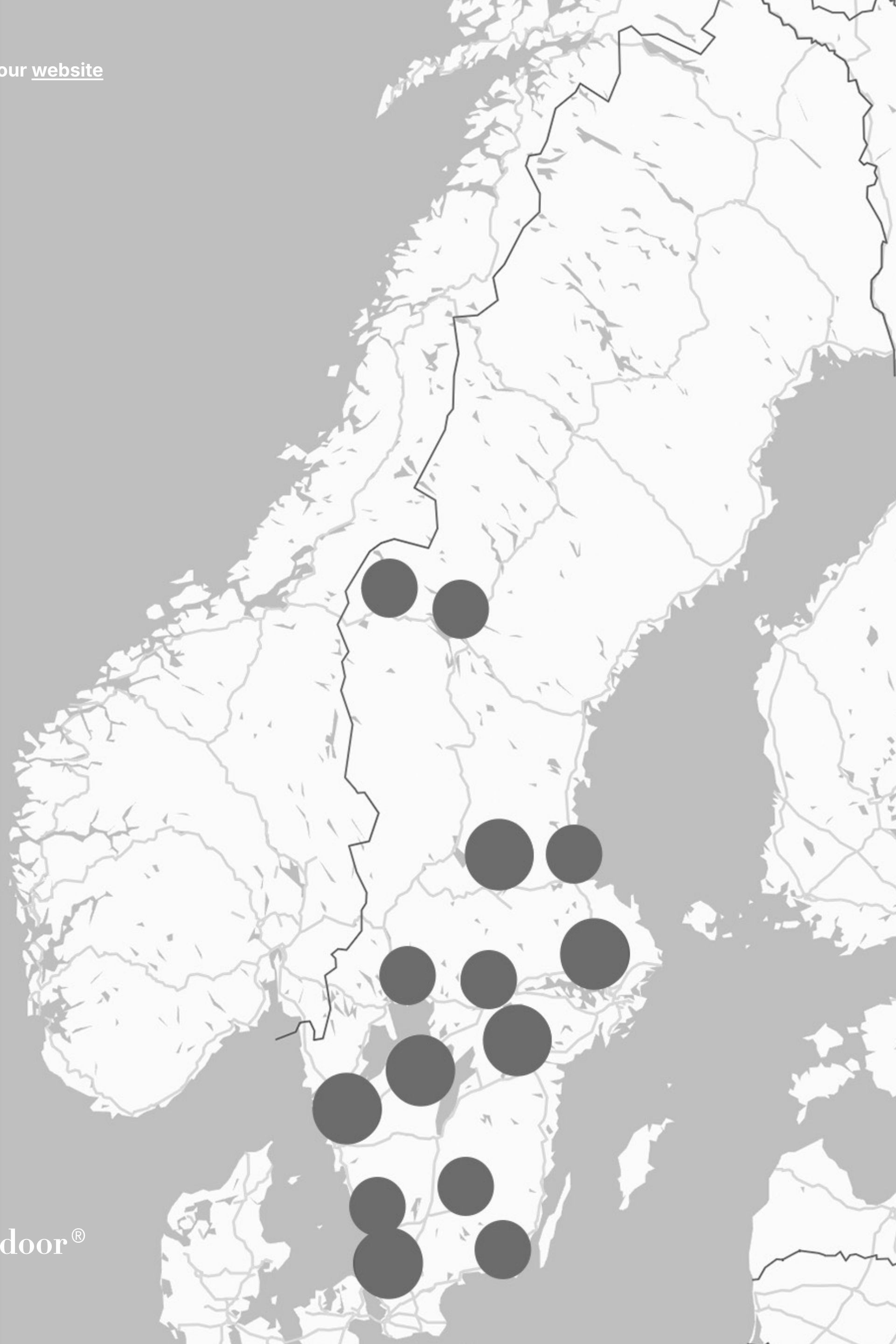
Google Pixel 9 Pro

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.

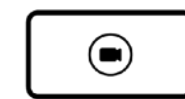
Jernhusen

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



REACH & IMPACT DOOH

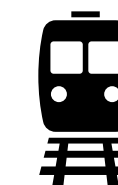
# The Fusion Train Station



231  
Screens



23  
Cities



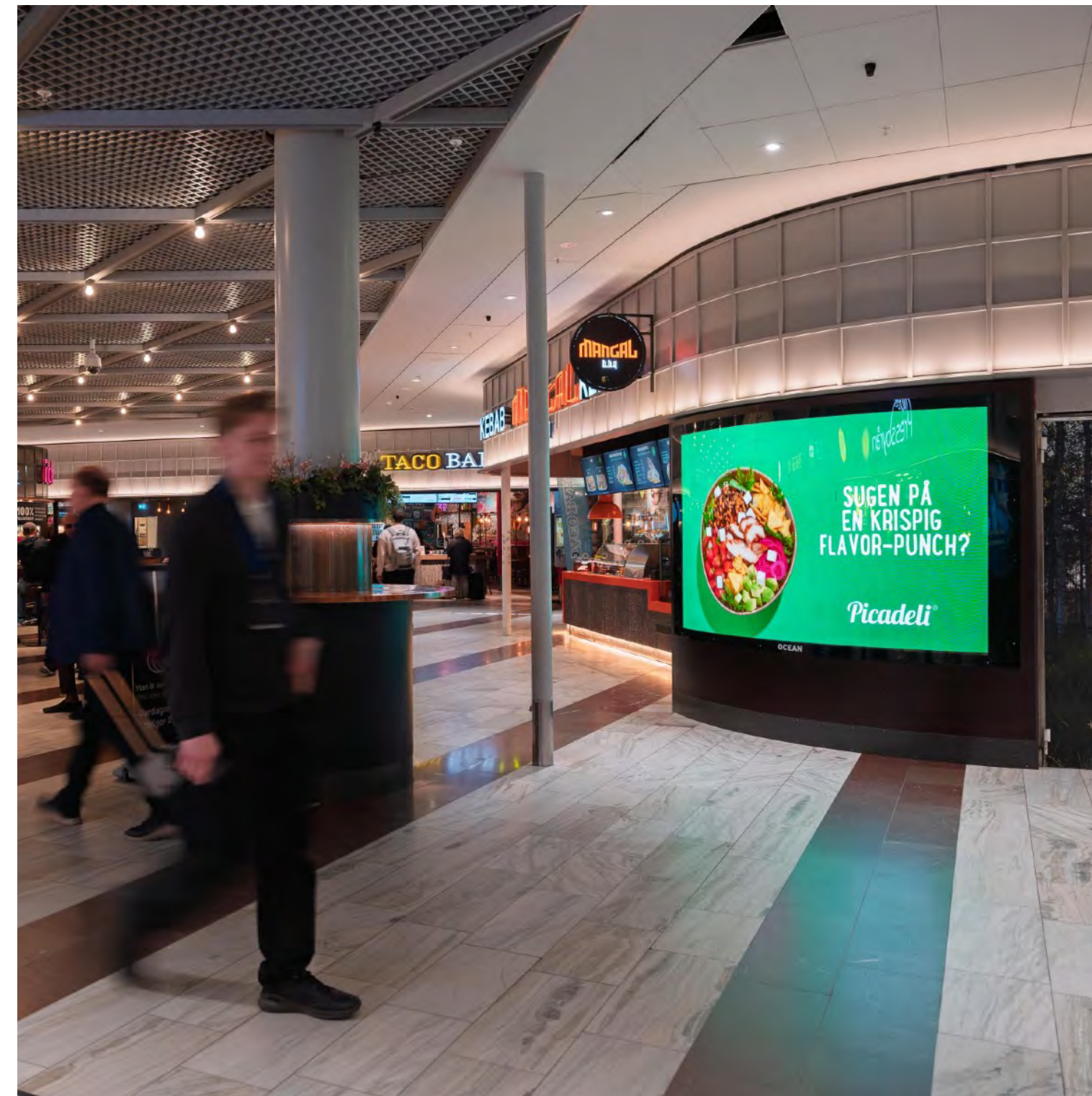
23  
Train stations

# 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.



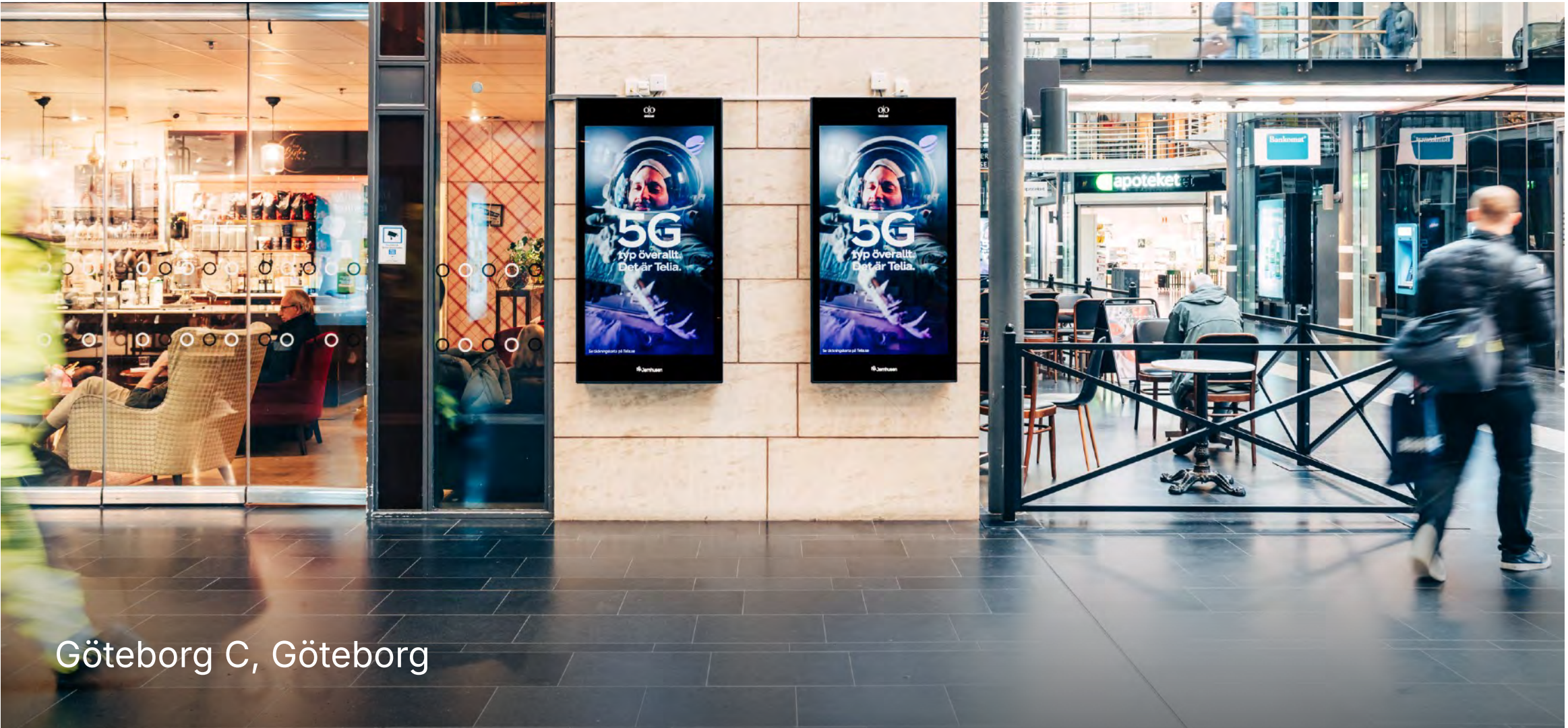
Let your message travel along with the audience from point A to B and onwards to C with The Fusion Train Stations.



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

# The Fusion Train Stations - inspiration

REACH & IMPACT DOOH



Göteborg C - Impact, Göteborg

Göteborg C, Göteborg



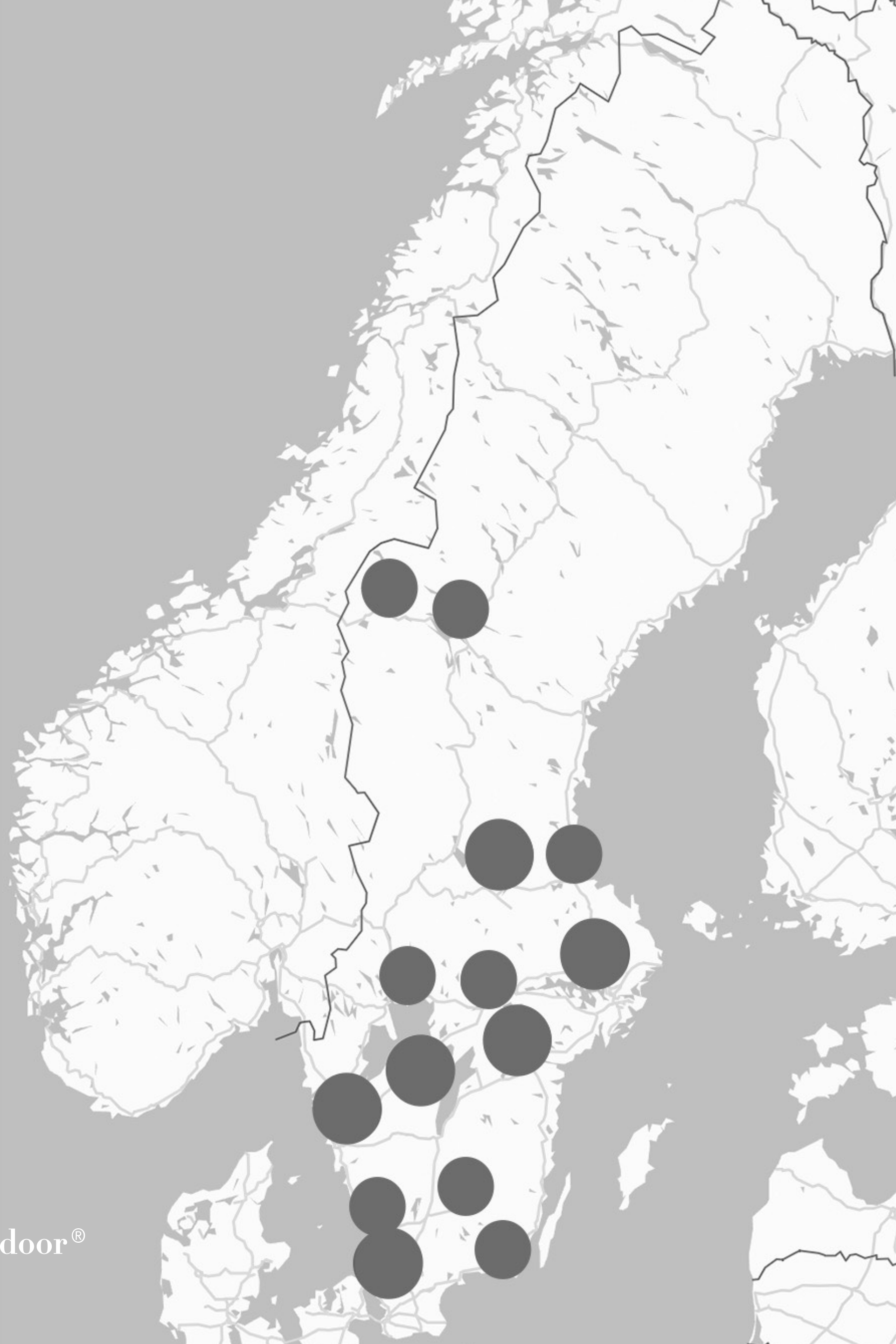
Malmö C - Impact, Malmö

Stockholm C - Impact, Stockholm

**OCEAN**

# THE FUSION Beverage

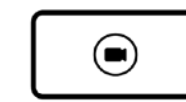




REACH & IMPACT DOOH

---

# The Fusion Beverage



512  
Screens



26  
Cities



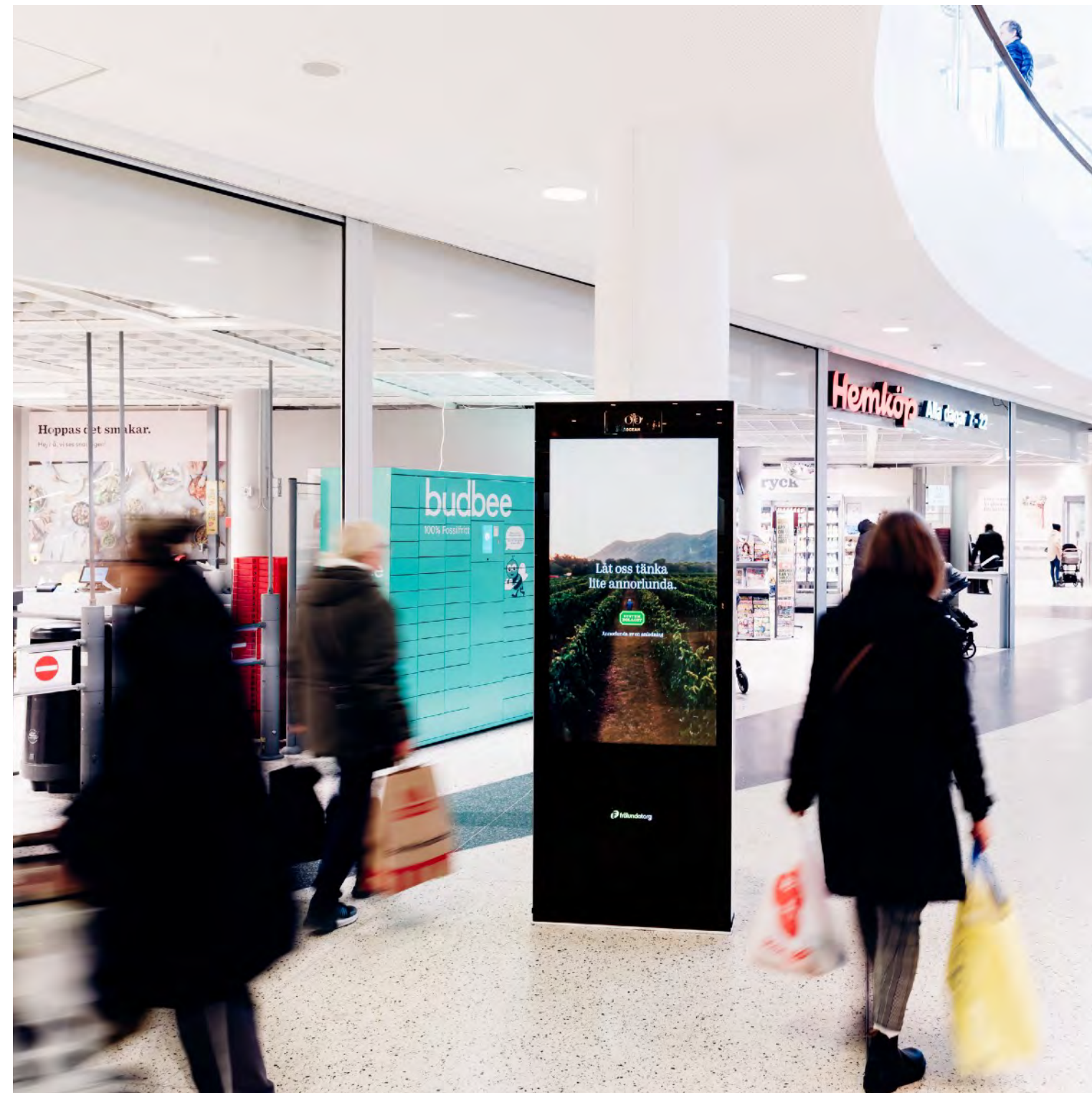
50  
Malls



10  
Street

# The Fusion Beverage

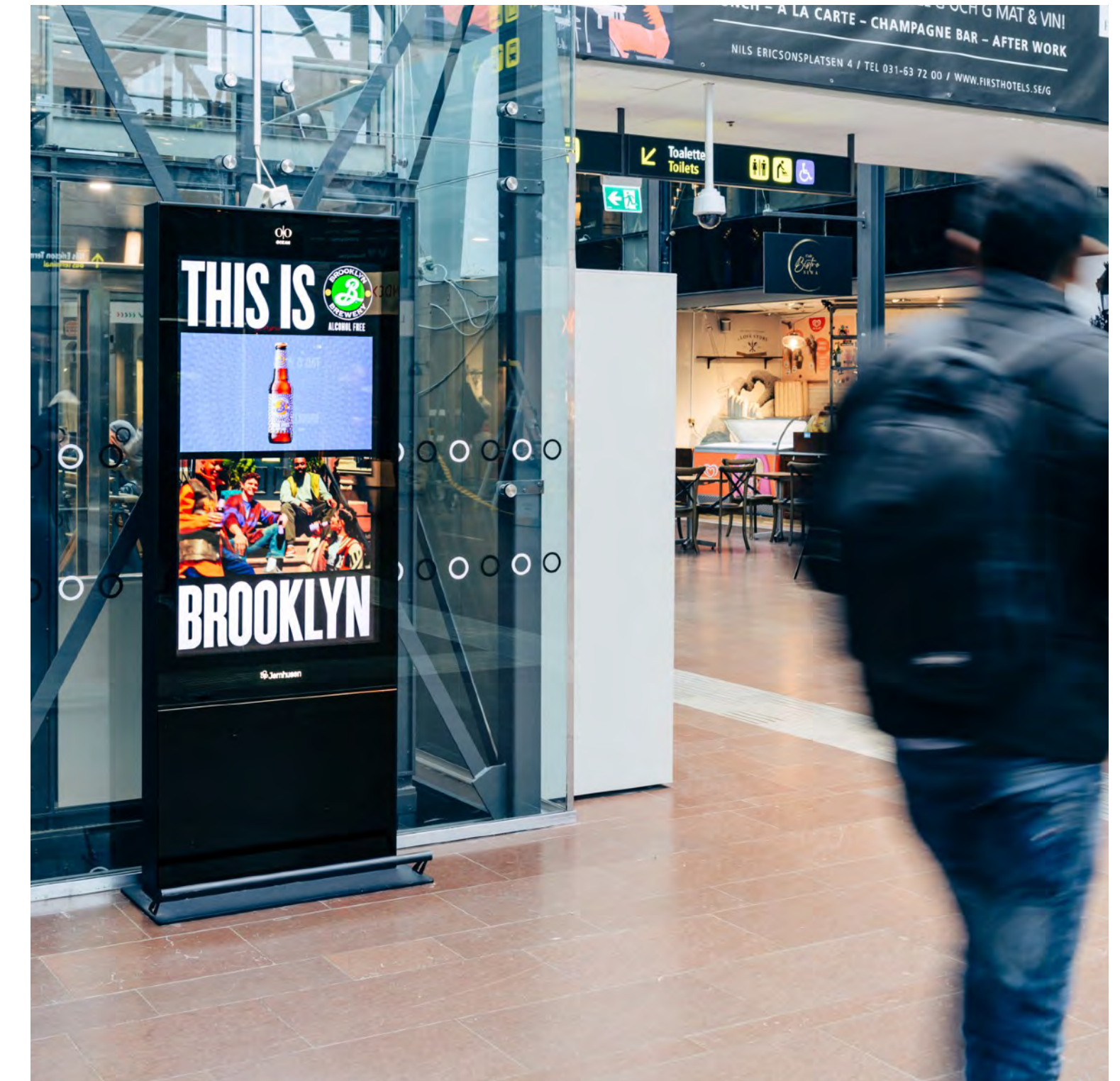
REACH & IMPACT DOOH



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.

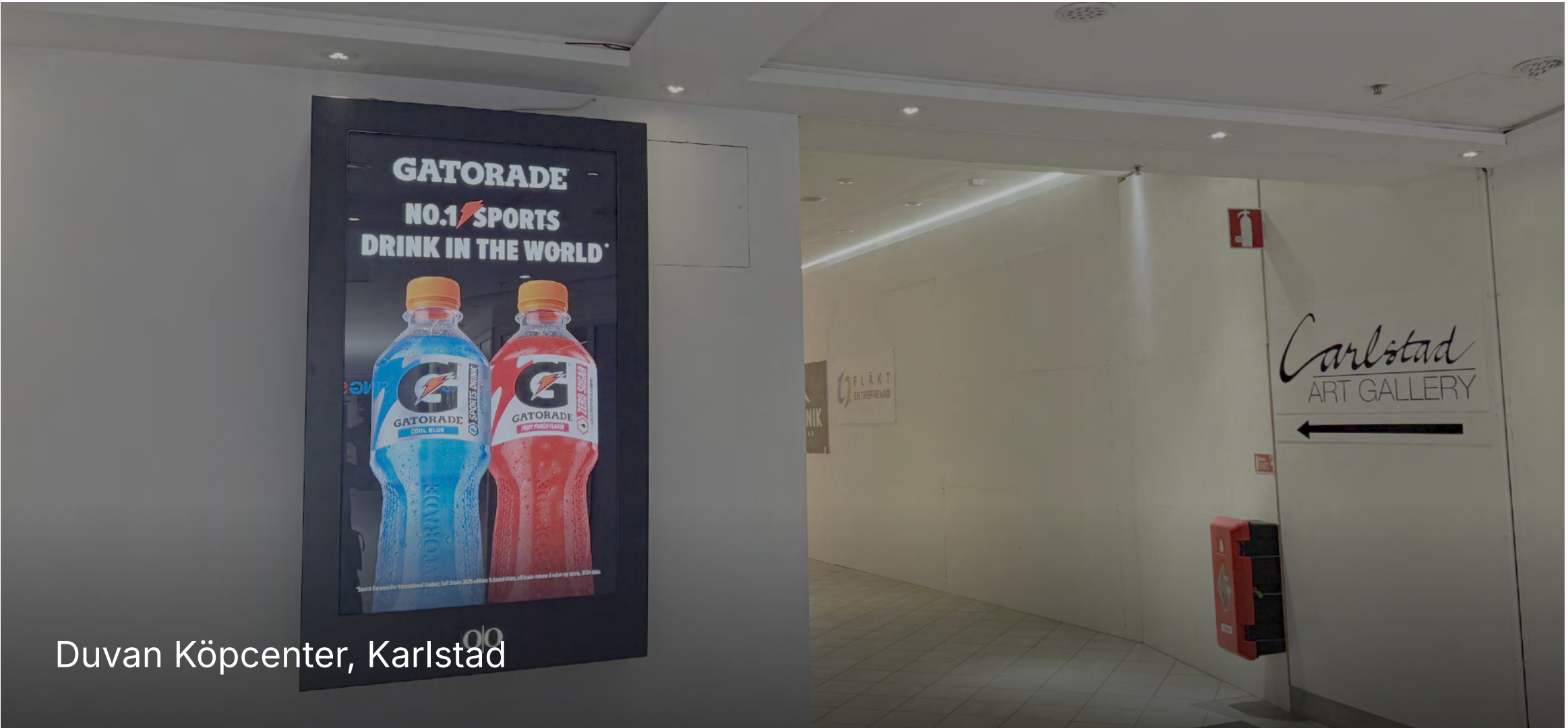
We offer The Fusion Beverage in **Small, Medium** and **Large**.

# The Fusion Beverage - inspiration

REACH & IMPACT DOOH



Nordstan, Göteborg



Duvan Köpcenter, Karlstad



Täby C Indoor - Impact, Stockholm



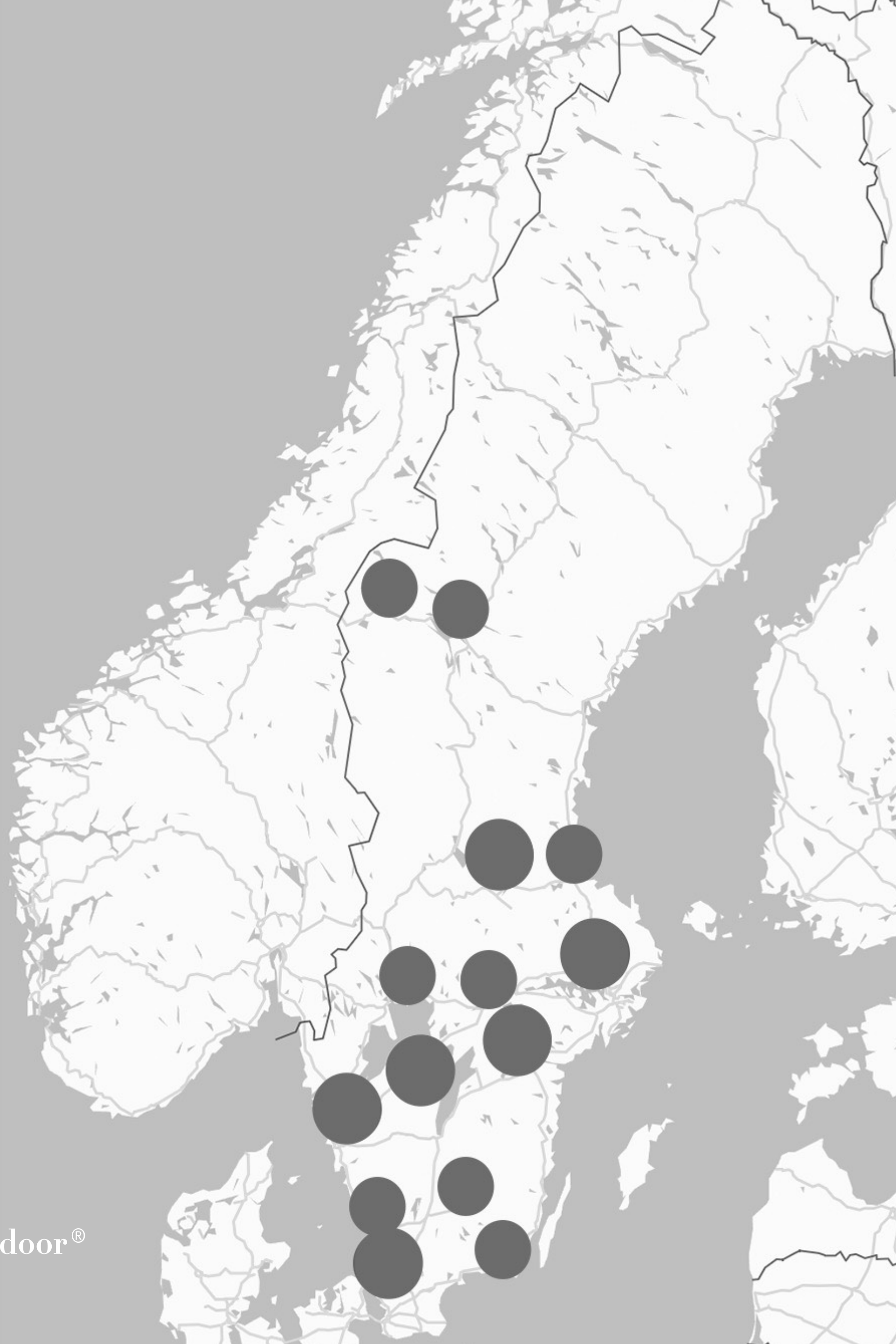
Kvarteret Giraffen, Kalmar

**OCEAN**

# THE FUSION

## Convenience





REACH & IMPACT DOOH

---

# The Fusion Convenience



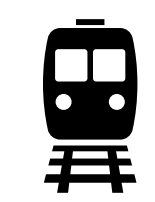
580  
Screens



23  
Cities



30  
Malls

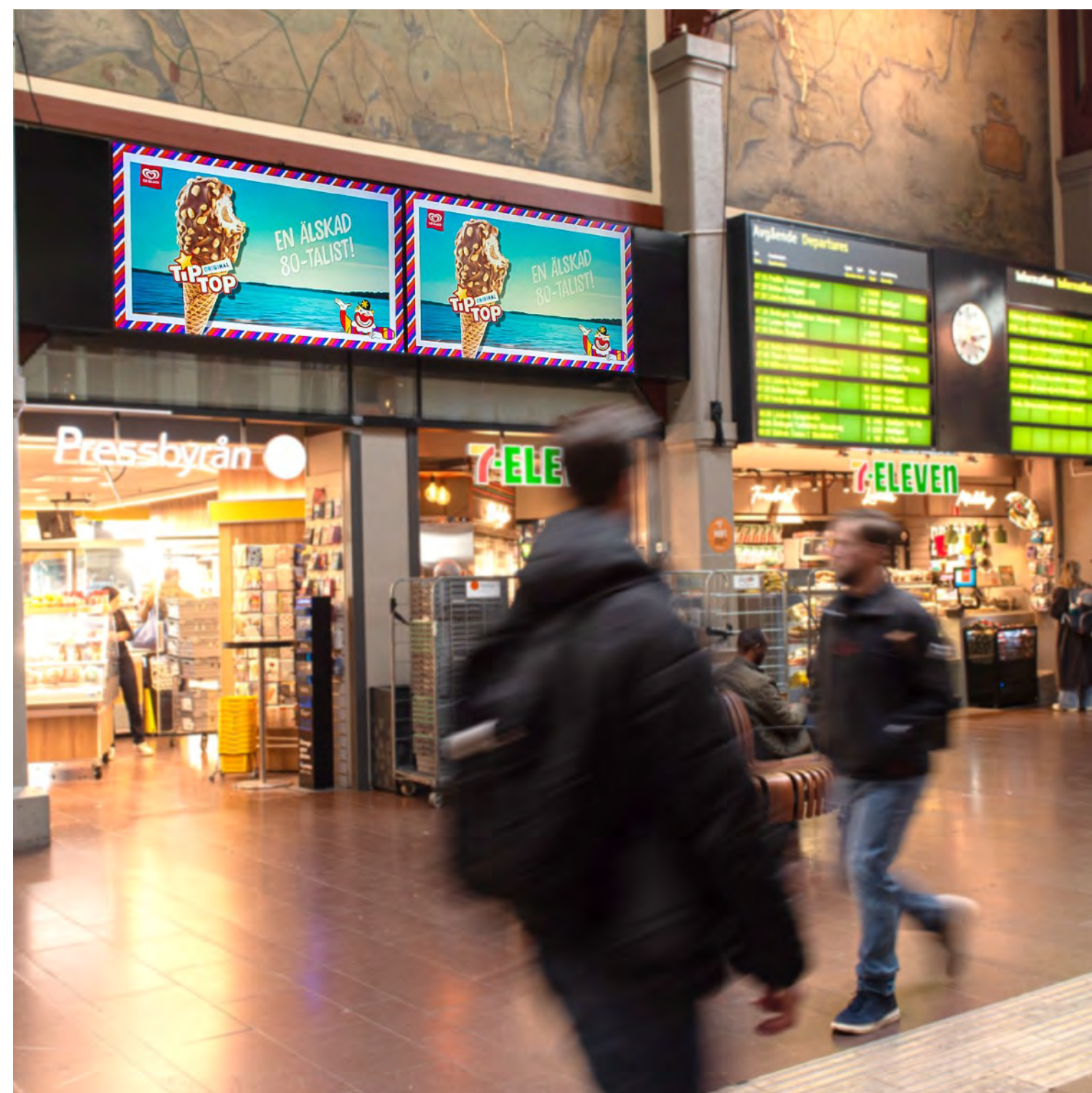


23  
Train stations



18  
Street

# The Fusion Convenience

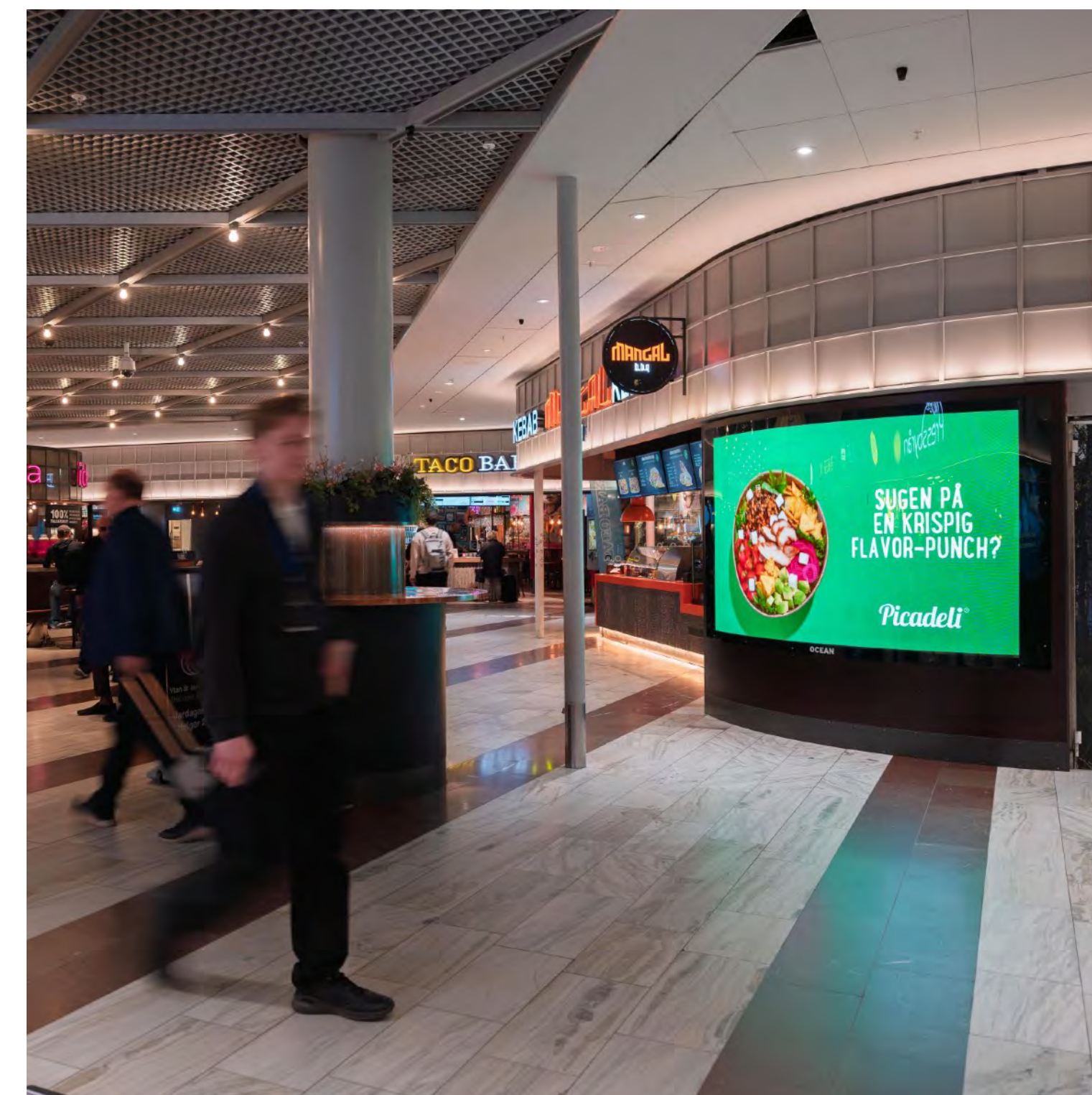


Fusion Convenience is the smart choice for brands looking to be seen where the quick and more spontaneous purchases are made.

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**.

REACH & IMPACT DOOH

# The Fusion Convenience - inspiration

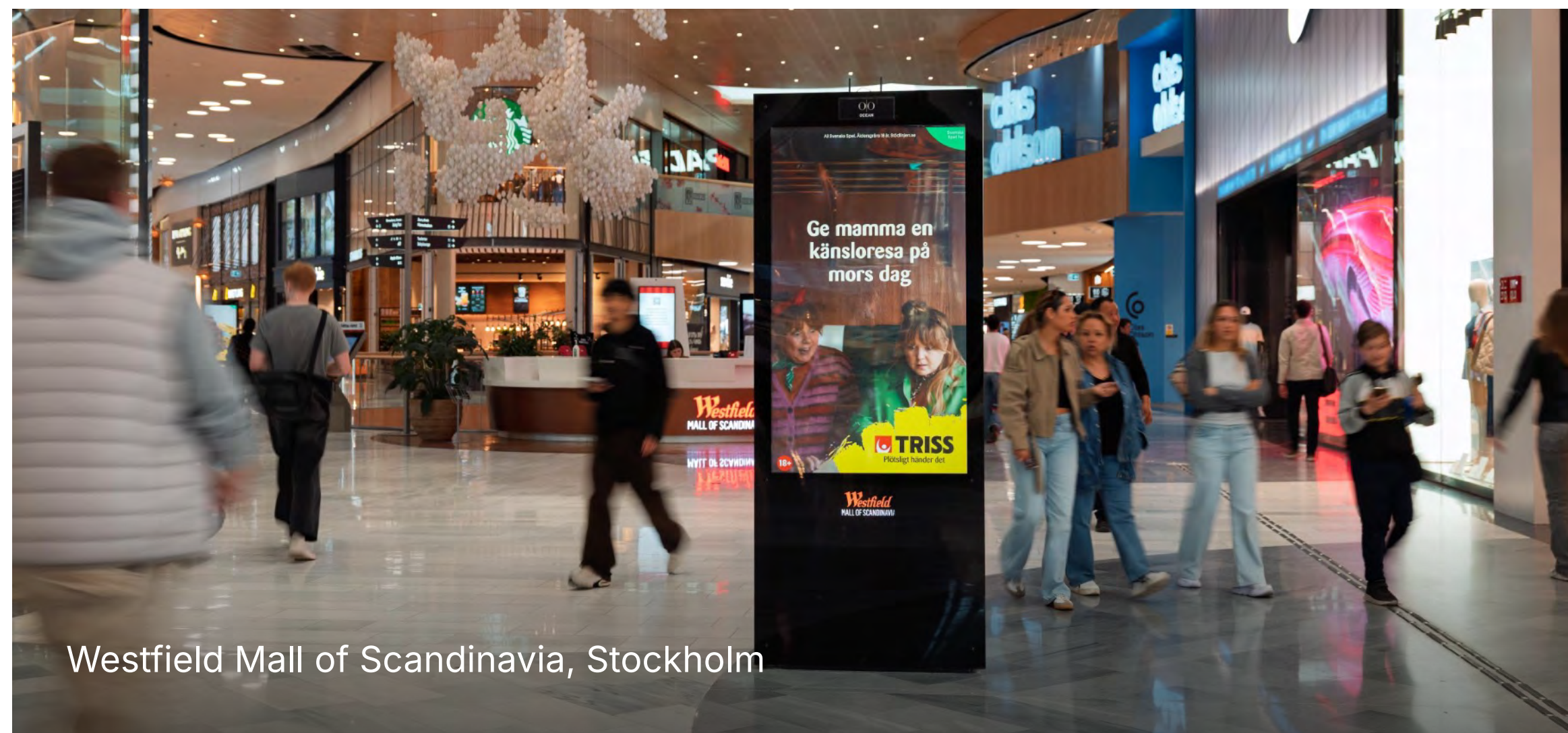
REACH & IMPACT DOOH



Nordstan, Göteborg



Gallerian, Stockholm



Westfield Mall of Scandinavia, Stockholm



Stockholm C - Impact, Stockholm