

OCEAN | THE GRID

SWEDEN'S LARGEST FULL MOTION NETWORK

Our largest network with full motion Large format Digital Out Of Home (DOOH). With approx. 40 screens in strategic locations, as shopping malls, central stations and city centers in Sweden's largest cities, The Grid offers a unique possibility to reach your target audience in ways that truly stand out.

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

Insights & research

Research shows that Large Format advertising has a unique ability to capture attention and create strong memory encoding. According to our Neuroscience studies these screens can deliver the same rate of memory encoding as TV, making your message not just visible but also memorable. Advertising on Large DOOH screens also increases the effect of other media. Studies show that exposure to impact DOOH creates a priming effect, making other ads in other channels, such as mobile, online etc more engaging and effective.



Unique features

The Grid connects, not just with the pulse of the inner city, but also your target audiences heart. The visual strength and flexibility in our screens makes it possible for you to tailor your campaign for a specific time and place with optimal impact.

Maximal penetration: Studies from Demoskop show that these screens have an increased impact on the observation and the effect of the campaign.

Emotional engagement: Neuroscience confirms that messages on our screens creates strong emotions in the target audience.



Large screens. Big cities

The Grid is Ocean Outdoor's exclusive big city network, offering Premium Digital Large Format screens. With high quality full motion screens in attractive environments we create a visual experience that truly engages. With our screens strategically placed in Stockholm, Göteborg and Malmö we ensure that your brand is visible in Swedens busiest city centers. Reach where it really matters.

