

D/OOH 2.0

Creativity, Tech & Integration

IAB Finland Webinar 15.06.22

Agenda

- Ocean Outdoor
- The "Death" & Resurrection of D/OOH
- Ocean Labs
- Case Studies
- Creative = KPI



7
COUNTRIES

384
CITIES

8 631
DIGITAL SCREENS

86%
DIGITAL

Mission & Positioning

THE ART OF OUTDOOR®

The Art of Outdoor is our single minded focus on desirable audiences and locations using the latest technology, research and data all wrapped in innovative creative executions. These are elements that are core to Ocean's values and commitment to our clients.

INTEGRATED OOH



Integrated OOH (IOOH) is based on the recognition of this being the era of D/OOH 2.0 where we define “integration” as key to delivering an extraordinary communication channel. With a clear digital core, and with D/OOH's classical impact and reach benefits, Ocean is offering advertisers, cities, citizens integrated out of home. Ocean's ability to deliver IOOH is unique and we leverage marketing & sales in tandem to generate fame and fortune now and in the future, for our partners and advertisers.

”Death” & Resurrection of D/OOH

”WE HAD A GLOBAL PANDEMIC WITH THE OVER-ARCHING INSTRUCTION OF
‘DON’T LEAVE HOME’, WHICH HAD A PRETTY SEISMIC EFFECT. THE AA/WARC’S
70% SPEND DECLINE FIGURE WILL PROVE TO BE PRETTY SPOT ON”

NOVEMBER 2020

The Resurrection





prime video

WHEEL OF TIME

NOVEMBER 19

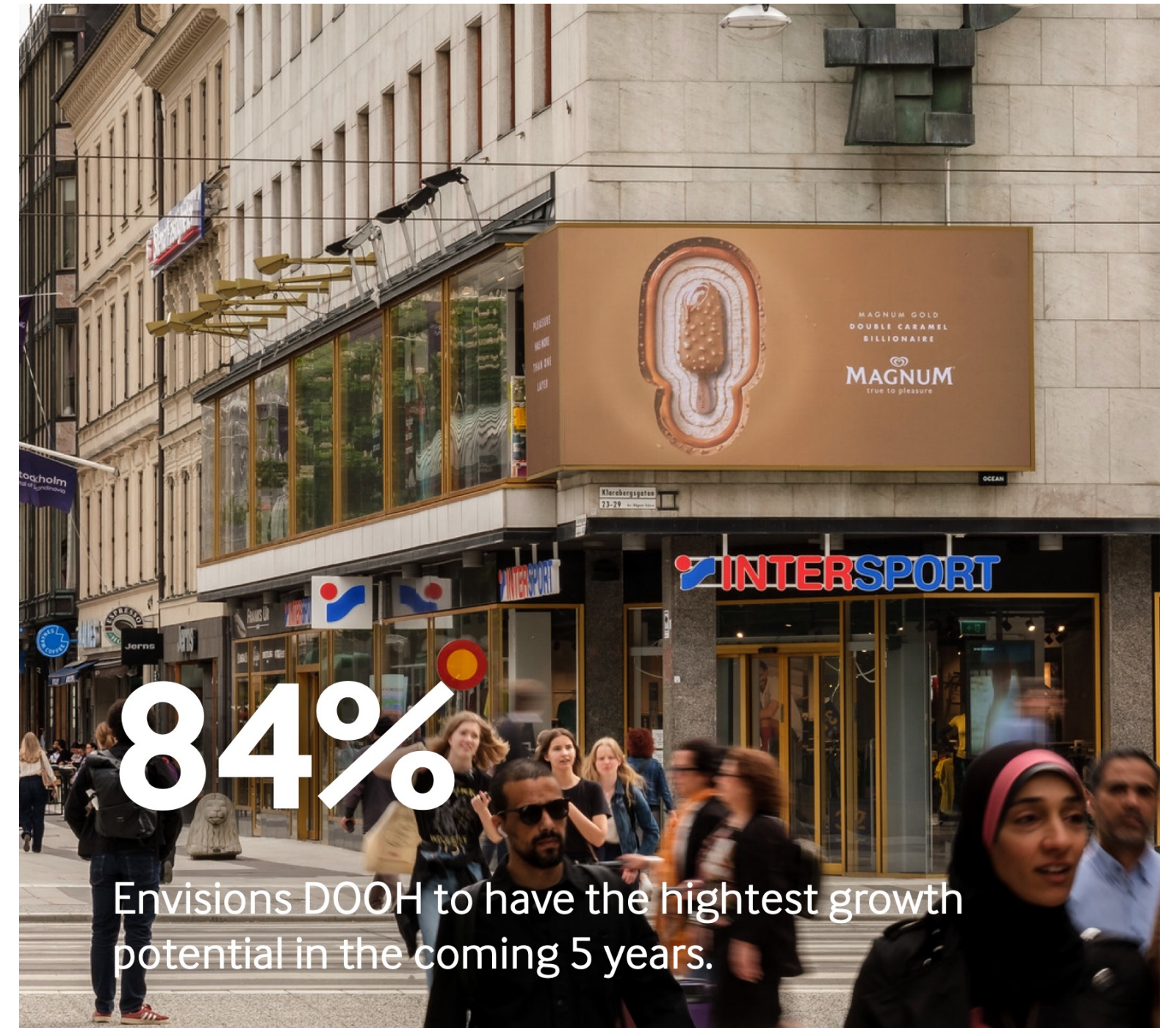
Boots

beauty



D/OOH Is Back

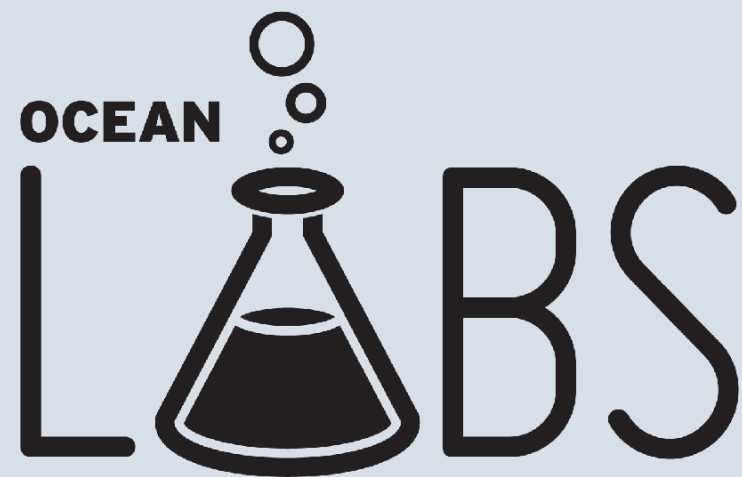
The industry has a firm belief in D/OOH looking ahead



Facilitate tech &
creativity

OCEAN

LABS



Ocean Labs amplifies the impact of the Out Of Home World beyond the screen.

Enhancing brand engagement and emersion through a fusion of creativity and technology in the analogue, physical and digital worlds.

Ocean Labs is a business that deepens the experience between the brand and the consumer.

Labs Tech Toolkit.

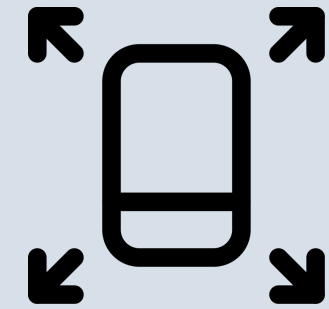
Tech to power
your brand.



Go Live
Live Streaming & Data



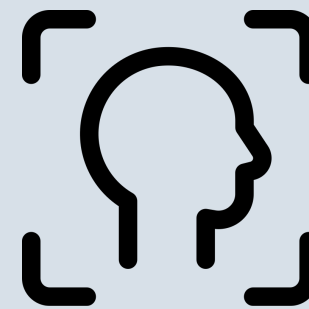
Immerse
Consumers with AR
LookOut AR



Connect the Small
Screen to the Big Screen
Mobile Interactivity



Link the Physical
to the Digital
Experiential



Stimulate the Senses
Multi Sensory Special Builds



Create the WOW Factor
DeepScreen™

Live Data Feeds



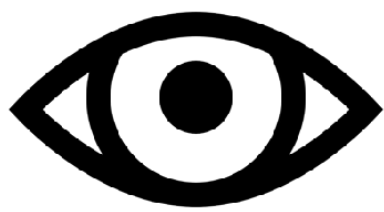
Temperature



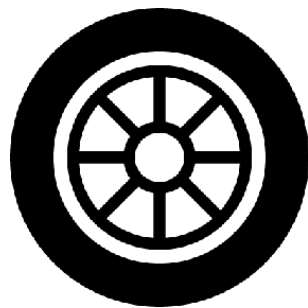
Humidity



Precipitation



Visibility



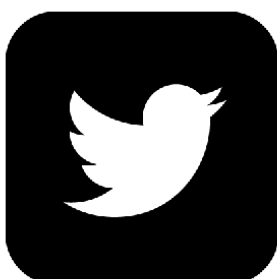
Traffic



Pollution



Pollen Count



Social Content



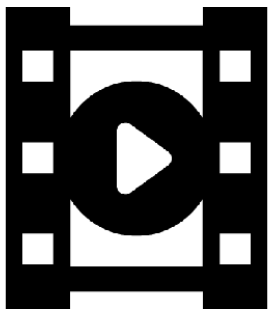
Retail Trends



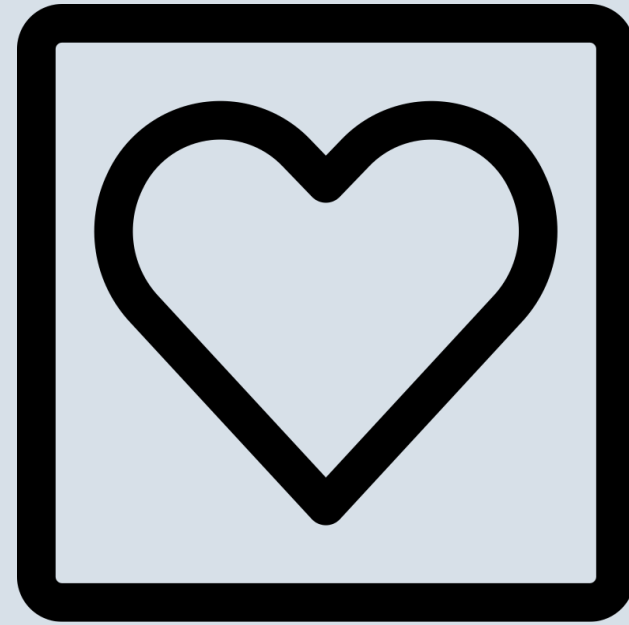
Social Listening



Sports Scores



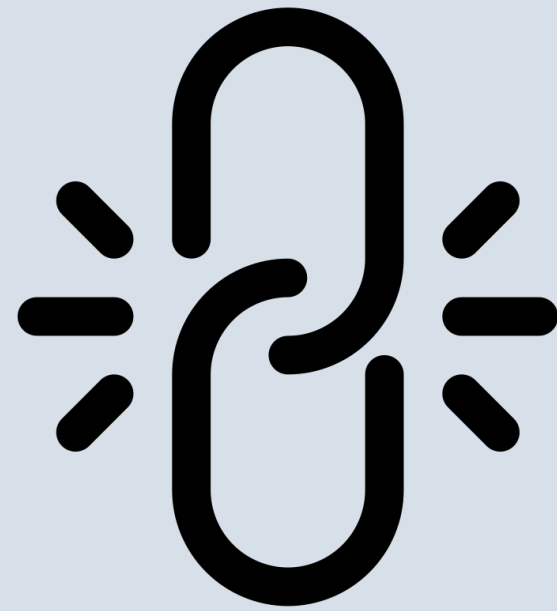
Film Times



Create the WOW Factor
DeepScreen™

OCEAN
DEEPSCREEN™

A NEW DIMENSION IN DOOH



Link the Physical to the Digital
Experiential



Case Studies

The Art of Outdoor®



OCEAN

NU

Vi filmade dig i omklädningsrummet
haha nu kan hela klassen se på Snap

FRIENDS SVERIGE NU

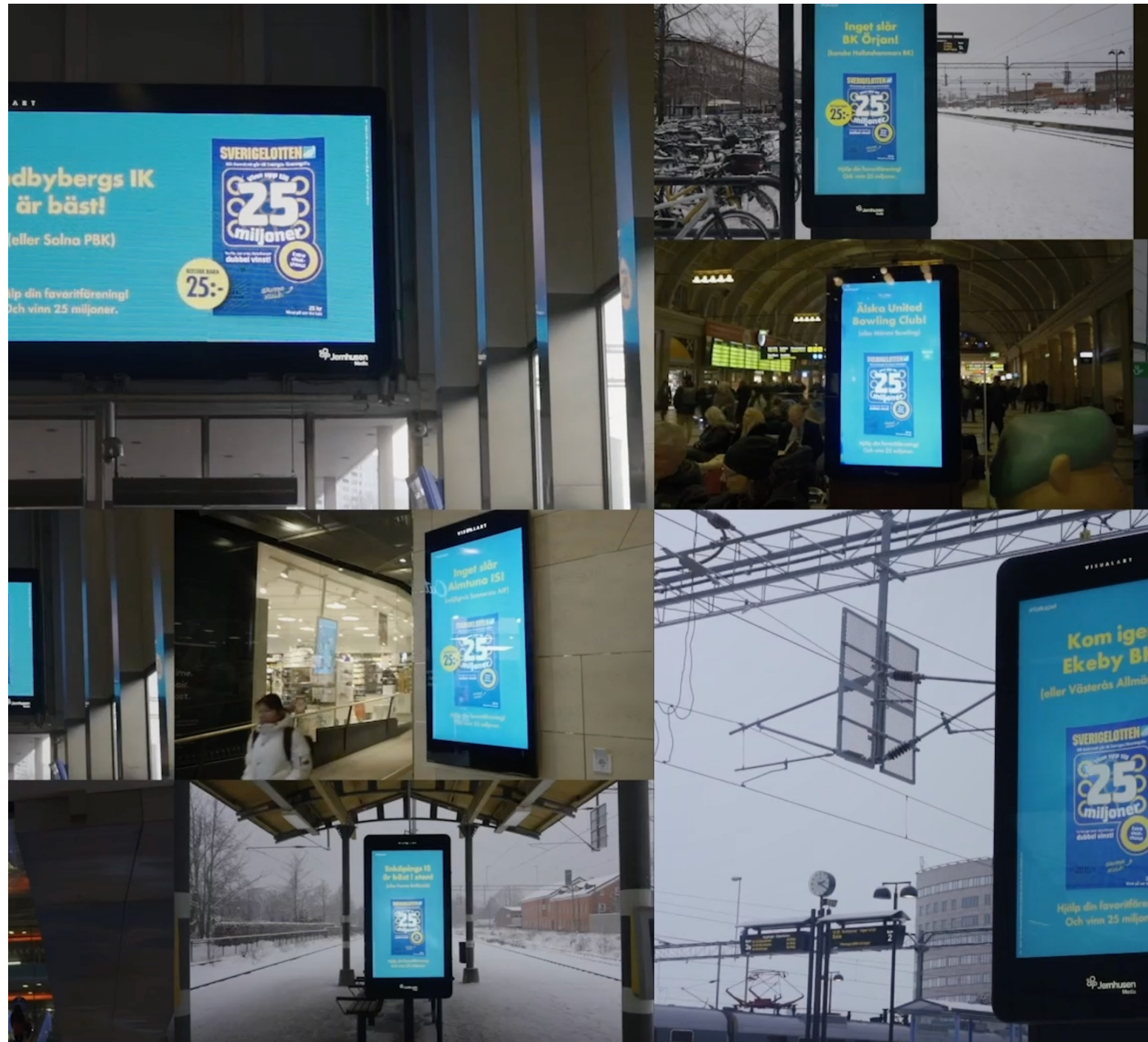
Det här är verkliga notiser från utsatta barns
telefoner. Stöd oss i kampen mot nätmobbning.

Shop second-hand with no effort
and next to zero emissions.

Selln

Creative Use Of Data

Data driven



- 400 unique creative materials
- Data driven distribution across Sweden
- Hyper local messaging

Creativity = KPI





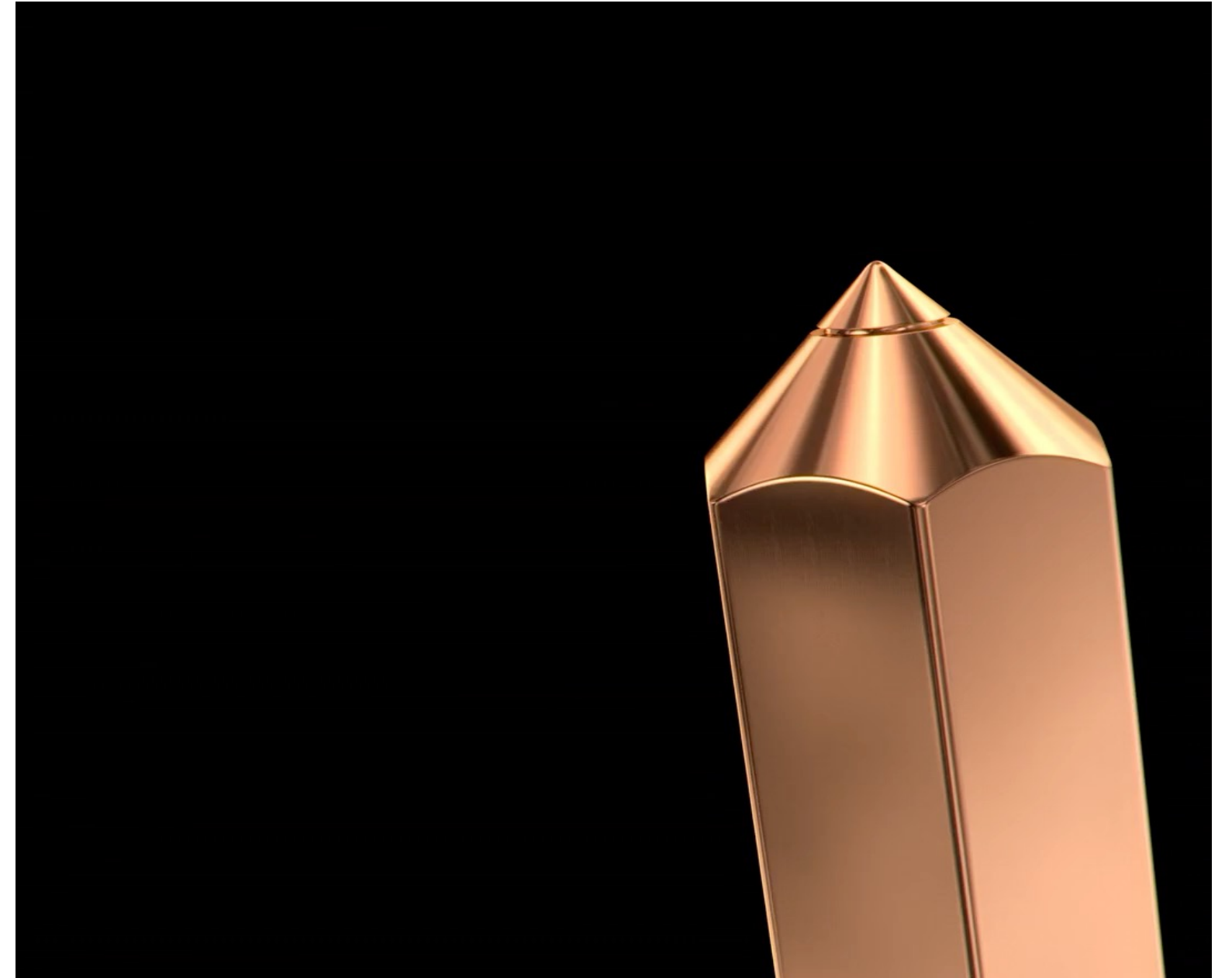
One of the Out Of Home industry's main KPI:s in the pandemic aftermath needs to be the ability to facilitate creativity

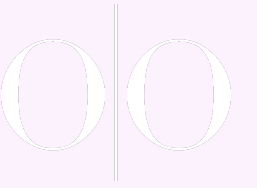


Creative Recognition & Why It Is Important

The ability to facilitate creativity & creative use of data:

- 2 x effect > D/OOH Impact & Reach benefits + priming other other media (SoMe & PR)
- Expands understanding of how and why to leverage Integrated Out Of Home > better campaigns & better performance





Creative & Tech Facilitation