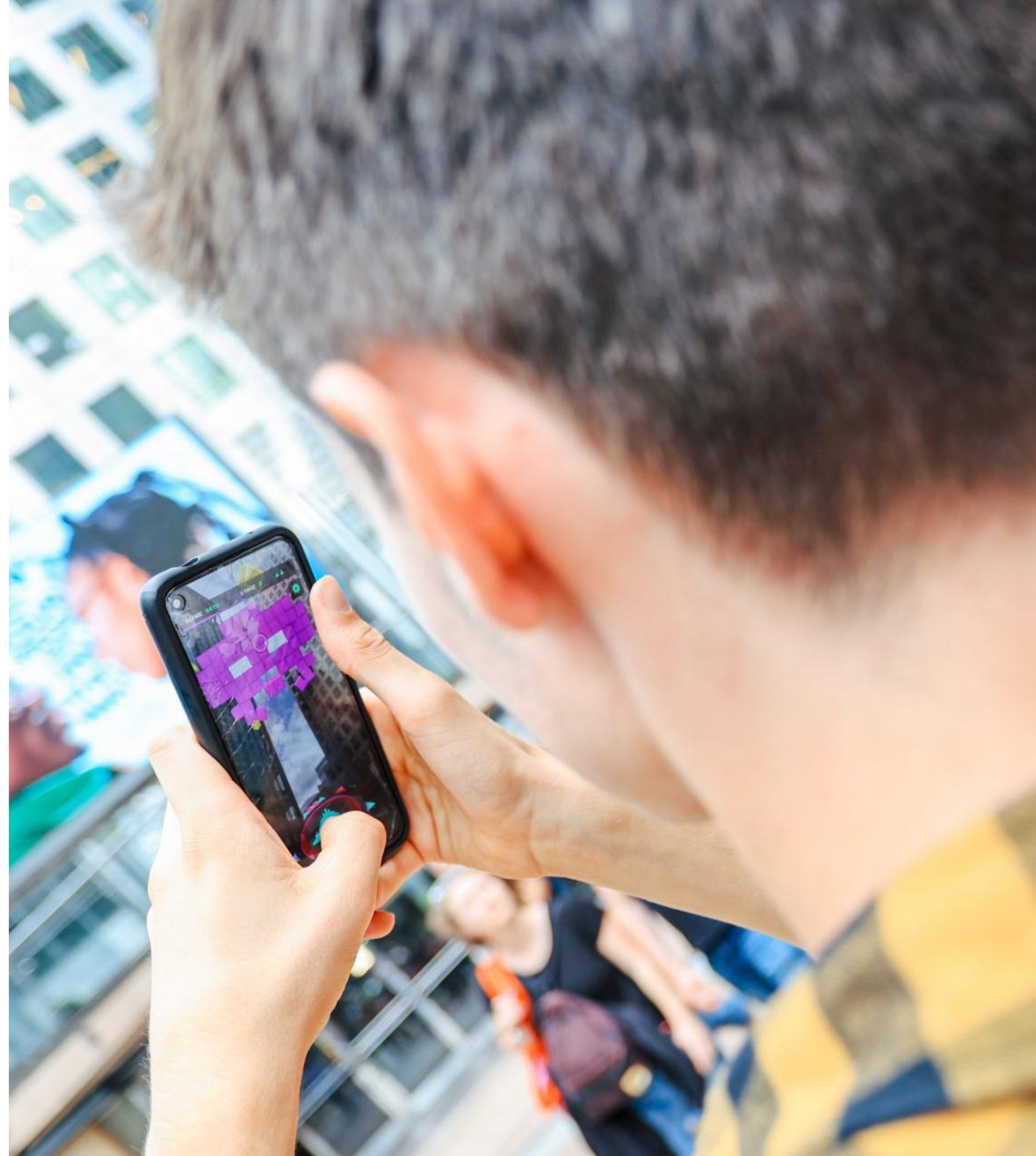


OCEAN OUTDOOR / OCEAN LABS

---

# IAB 24.3.2025

The Art of Outdoor®





Richard Stiller  
Head of Labs, Sweden



Mia Setälä  
Product Manager, Finland




OCEAN GROUP

 Denmark

 Finland

 Germany

 Netherlands

 Norway

 Sweden

 UK



**OCEAN<sup>®</sup>**  
**LABS+STUDIO**

Use DOOH's possibilities

## Flexibility

The customer's needs and goals guide the campaign

## Talkability

D/OOH combined with other channels creates unique integration and cross-platform reach



## Relevance

The right message at the right time and in the right place.

## Spot length

Combine different spot lengths to drive reach, frequency and affect emotions

JUST NU

**PLANERA FÖR LÅGKONJUNKTUR**

1°  
Karlstad

# Last Call

## The solution:

- DOOH screens in the area around the bakery.
- A dynamic campaign.
- Relevance with the right message at the right time.
- Cash register system with triggers.
- Pre-prepared material.
- Live update.

## Results:

- Instead of throwing away pastries in the end of the day, the bakery sold 60 % more.
- Better for the Bakery, the environment and the customers.
- Shortlisted in many awards and won Eurobest!

# Why OOH + Social Media work together?



- OOH Primes Mobile: if someone sees an ad on OOH, then subsequently sees it on mobile it delivers a **48% higher memory encoding**.
- OOH is amplified by interactivity: integrating social media with OOH delivers a **5x greater emotion reaction**.

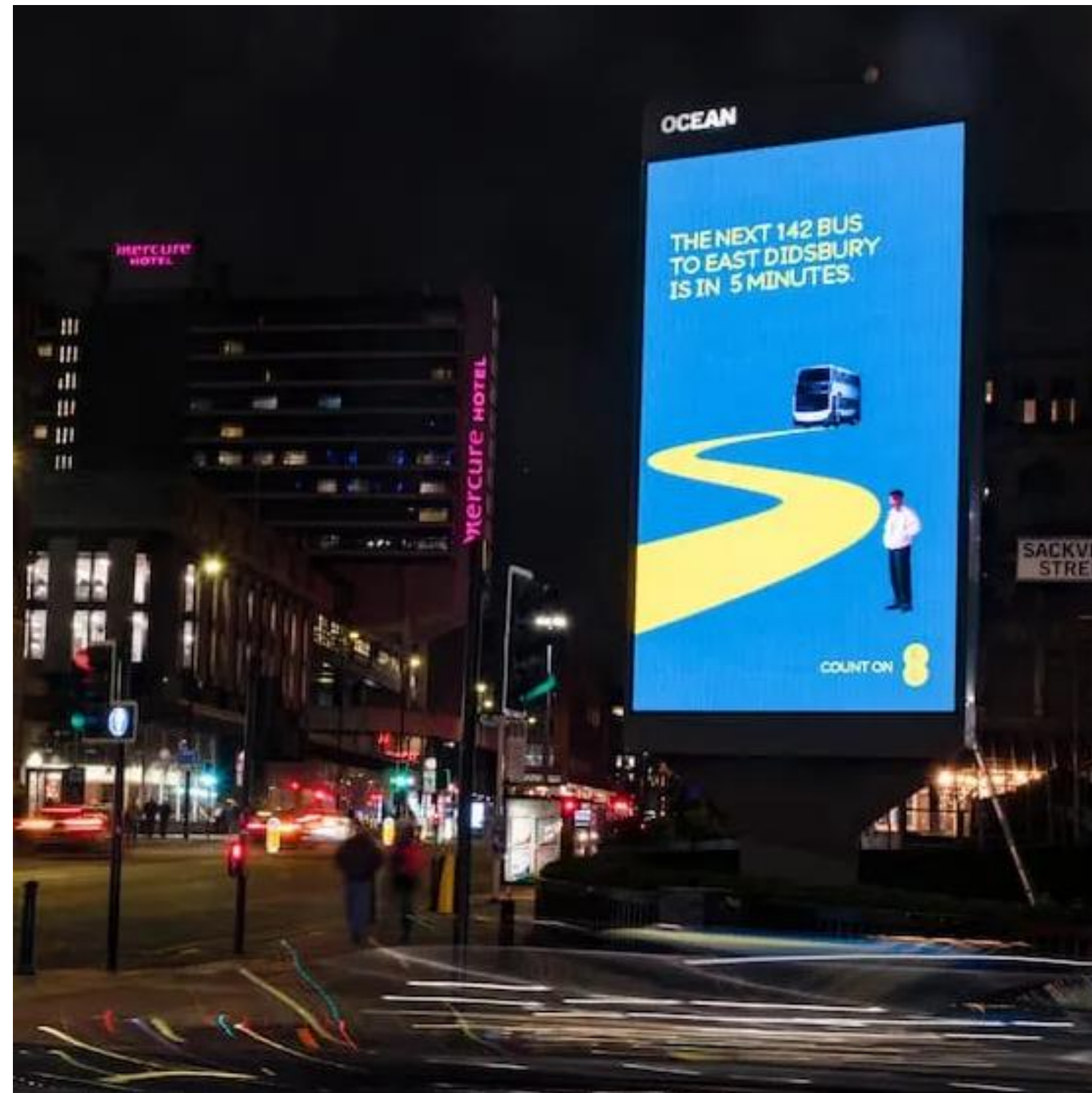


AUS





# With Ocean Labs Your brand can...



**INFLUENCE THE AUDIENCE :** Make outstanding advertisement with the latest and the most relevant information!



**UTILIZE THE BENEFITS OF A MULTICHANNEL CAMPAIGN :** Connect Your brand's social channels, via our professional moderation service. You have also the possibility to involve the audience in the campaign!



**INCREASE INTEREST AND SALES :** Make something fun of electric payments and change messages depending on price and time.

OCEAN OUTDOOR / OCEAN LABS

# Questions? Thank You!

The Art of Outdoor®

