



Ocean  
OCEAN



# OSLO BRAND TERMINAL

[oceanoutdoor.no](http://oceanoutdoor.no)

B

Utgang Exit  
Turistinformasjon Tourist information  
Oslo sentrum Oslo city centre  
Schweigaards gate 4-6

Turistinformasjon Tourist information  
Oslo sentrum Oslo city centre  
Schweigaards gate 4-6

C  
T Grenland T-banestasjon  
Grenland Metro station  
P Galleriet Vest  
P-hus



# Integrated OOH

## INTEGRATED OOH (IOOH)

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.

## THE TUNNEL

Arriving or departing, you are bound to walk the tunnel if you are at Oslo bus terminal. The walls are visible from both directions, from afar. Use classic foil or go all in with a handcrafted mural. In combination with the set of DOOH screens your presens in the tunnel will not go unnoticed.



## THE GATES

The Gates is in its essence a series of synchronized DOOH screens whom by adding tasteful analogue elements transforms into magnetic beacons of integrated OOH.





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#### **INFINITY WALK**

Huge analogue impact site at ground level. Create single beautiful panorama view for setting a mood or tell a story with several connected parts. Be as creative and/or bold as you want to be.

# Stories worth sharing

## LARGE FORMATS

Your story deserves to be seen and to be heard.

At Oslo Brand Terminal there are multiple large formats making sure just that. Below is an example of the large LED at Gate 5.



## BRAND THEATER

At Gate 10, a natural place for commuters to sit and wait for arriving/departing public transport, you will find our Brand Theater.

This screen lusts for human interaction. Turn your audience from just beholders into active participants in your branding campaign. Have them design their own car or take part in a poll. Bewitch your audience with a pre-viewing of an upcoming series premier.

Possibilities are endless.

## SHOUT OUT

Digital Out of Home offers incredible moving image with unmissable scale. Add in sound and you have an advertising medium that can truly bring a brand message or creative to life.



# Sales offer

Locations:

**The Gates, The Tunnel, Branding Lounge A & B,  
Including digital (16,67% SoV)**

Period:

**1 week**

Pris netto:

**272 500 NOK**

## Pricing

The Gates:

**23 000 NOK**

The Tunnel:

**135 000 NOK**

Infinity Walk:

**131 000 NOK**

Branding Lounge A:

**11 500 NOK**

Branding Lounge B:

**9 000 NOK**