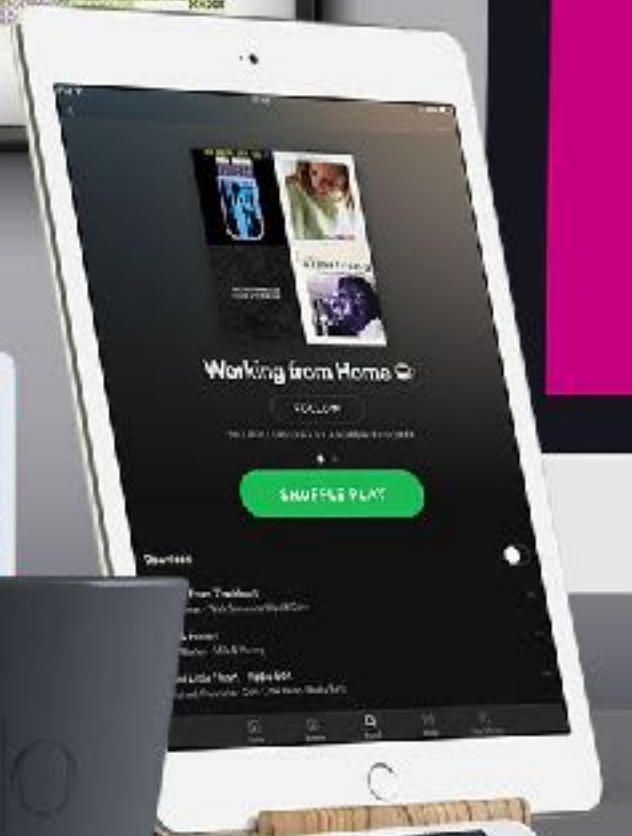


STARTING SOON...







The Art of Indoor

5. CREATIVITY & INNOVATION DRIVING HUMAN ENGAGEMENT

#NeverStopLearning



Catherine Morgan

Director of Ocean Labs, Ocean Outdoor

Agenda



The Art of Indoor Webinars



LIVE

#NeverStopLearning



Live Data Feeds



Temperature



Humidity



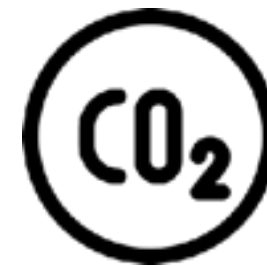
Precipitation



Visibility



Traffic



Pollution



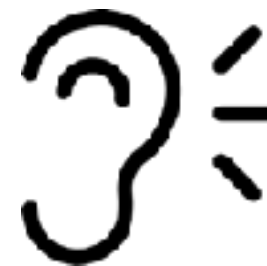
Pollen Count



Social Content



Retail Trends



Social Listening



Film Times



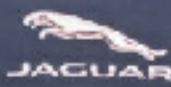
Sports Scores







OFFICIAL PARTNER



PLAYERS

Shelby Rogers

Anett Kontaveit

PREVIOUS SETS

0

6

4

1

6

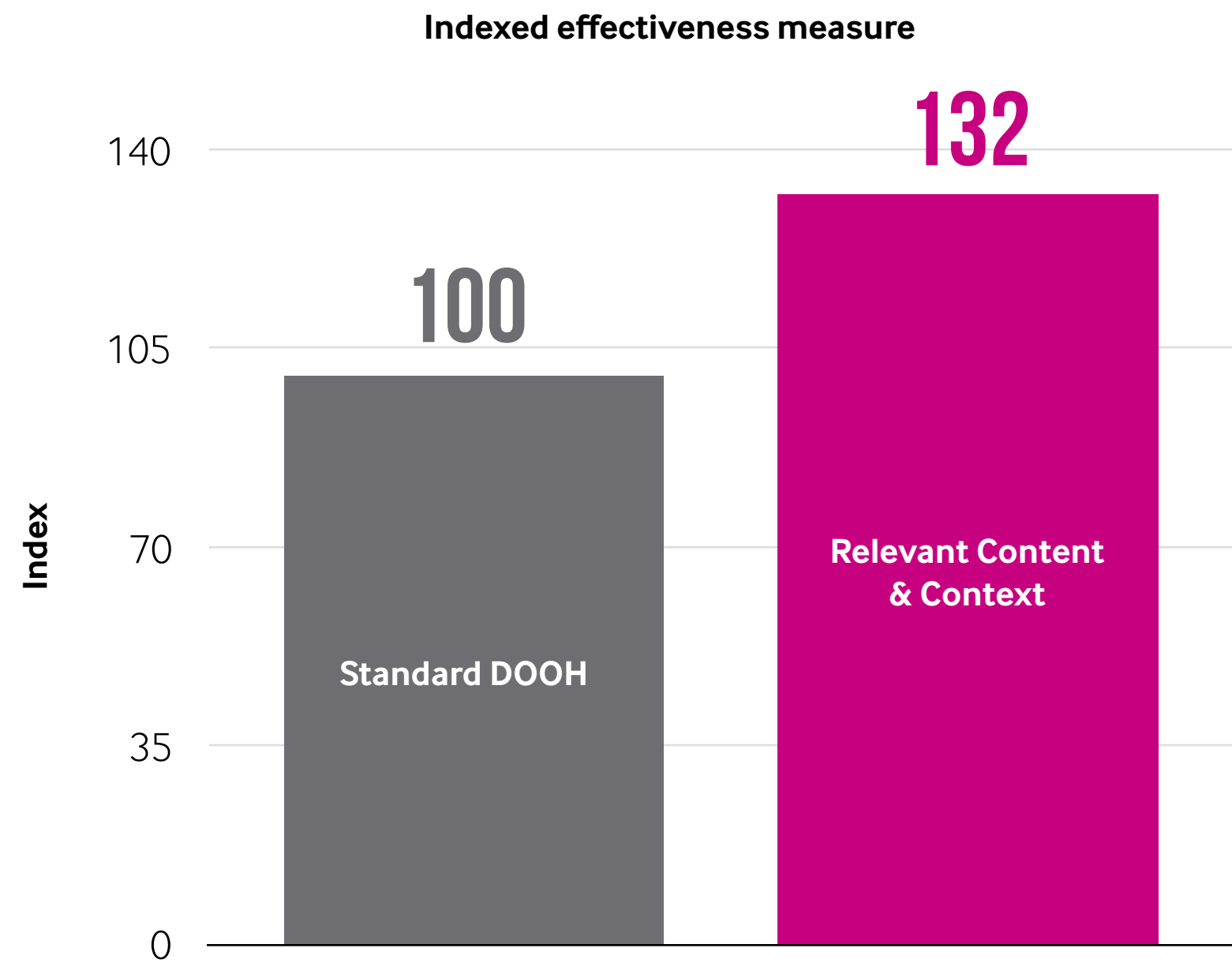
3

6

2

Caffe Concerto

Ristorante Campagna House Bar Caffè Pasticceria Ristorante House Bar Caffè




The Moments of Truth

An average **+32%** increase in brain response when displaying most relevant content at the most relevant moment.

SHOW YOUR
SUPPORT FOR
KEY WORKERS



 **julie bryan** @juge482008 · Apr 11
Can I get a shout out for my amazing daughter Chloe working on the coronavirus ward at Scunthorpe Hospital I'm so flipping proud of this little warrior! #nhs #clapforNHS #nhswarrior #myhero



 **TWEET**
#MYHERO
#MYHEROES
For terms and conditions visit: terms.dock.com

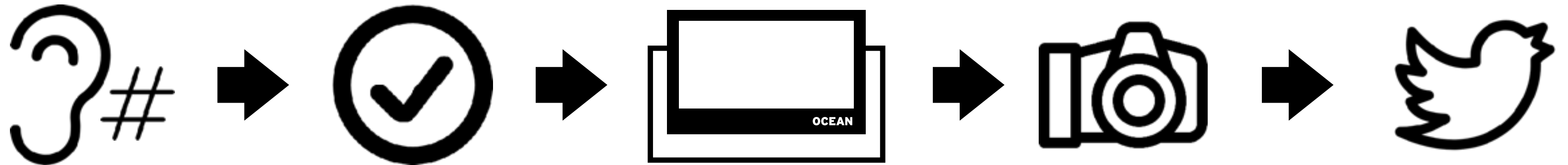
BARCLAYS



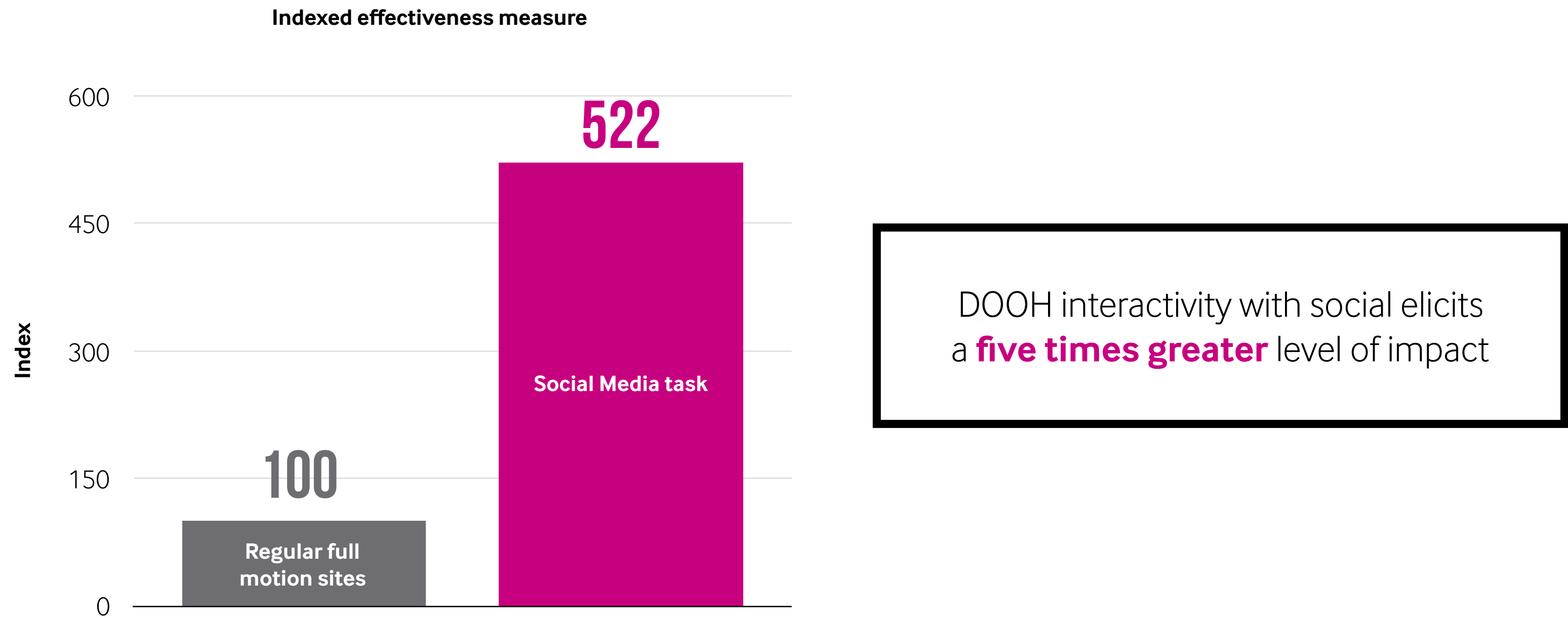
beauty

GAP

DOOH + Social = Brand Advocates



Social & DOOH

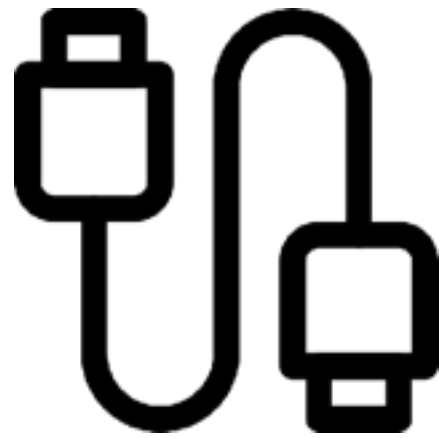




One Canada Square

Shopping Centre

Ocean Live Streaming USP



**High Speed
Fibre Lines**



**Owned Point
to Point**



**Dedicated
Bandwidth**



**Available
at Scale**

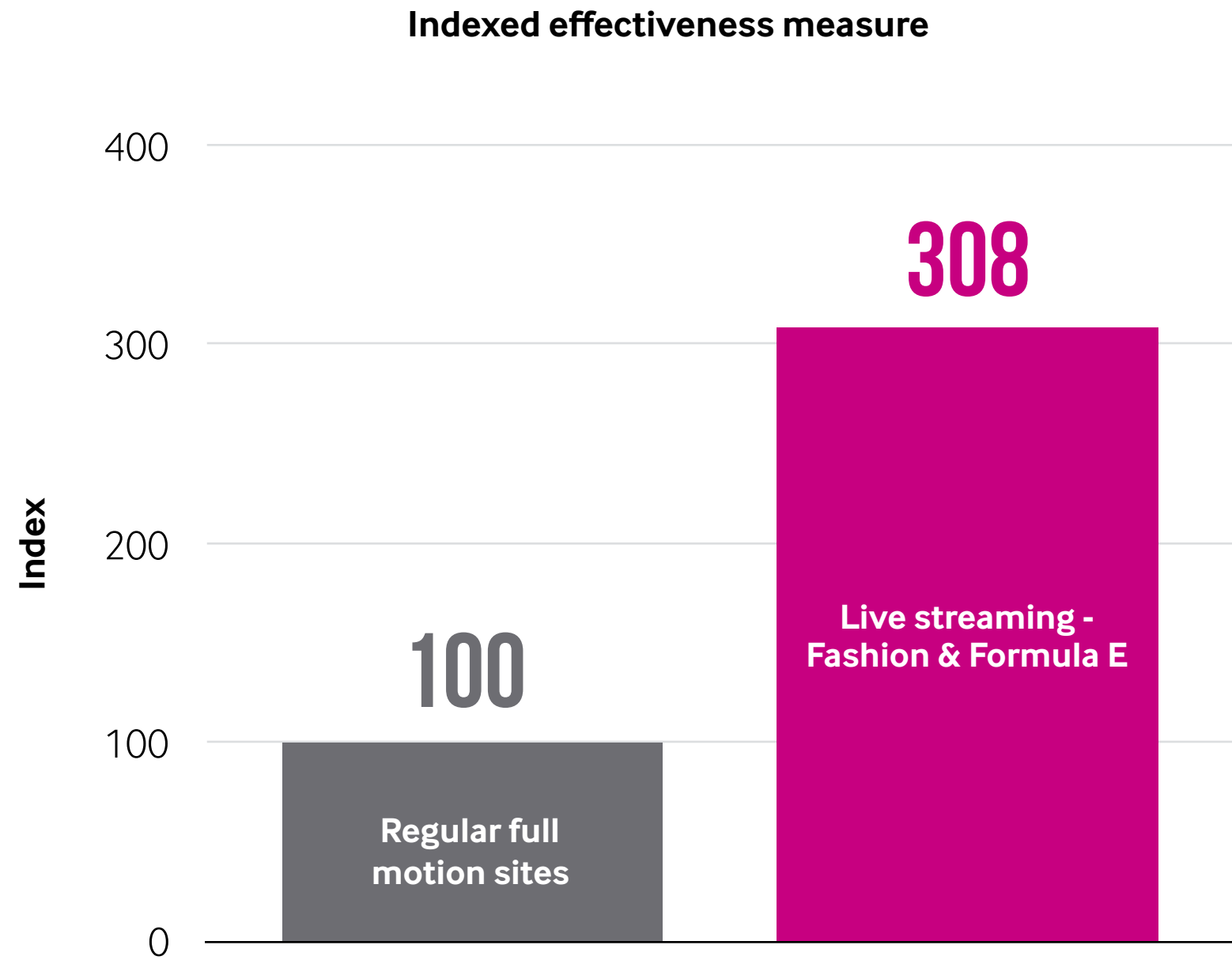
Live Streaming – from the bottom of the Ocean to the top of a Mountain



Available at
106 locations
across **7** cities



Live streaming – Fashion & Formula E



(Simulated) live streaming was over **three times** more impactful than regular DOOH content

The Art of Indoor Webinars



LOOKOUT

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AGE

ATTENTION

GROUPS

EYE WEAR

MOUTH

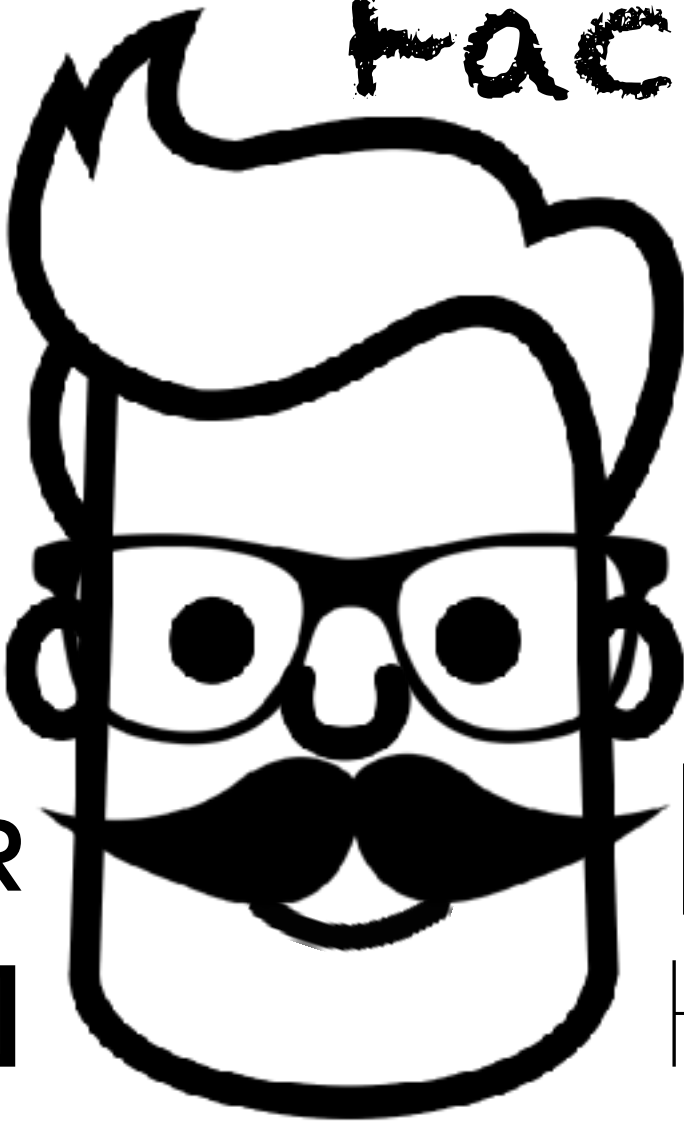
Facial Hair

GENDER

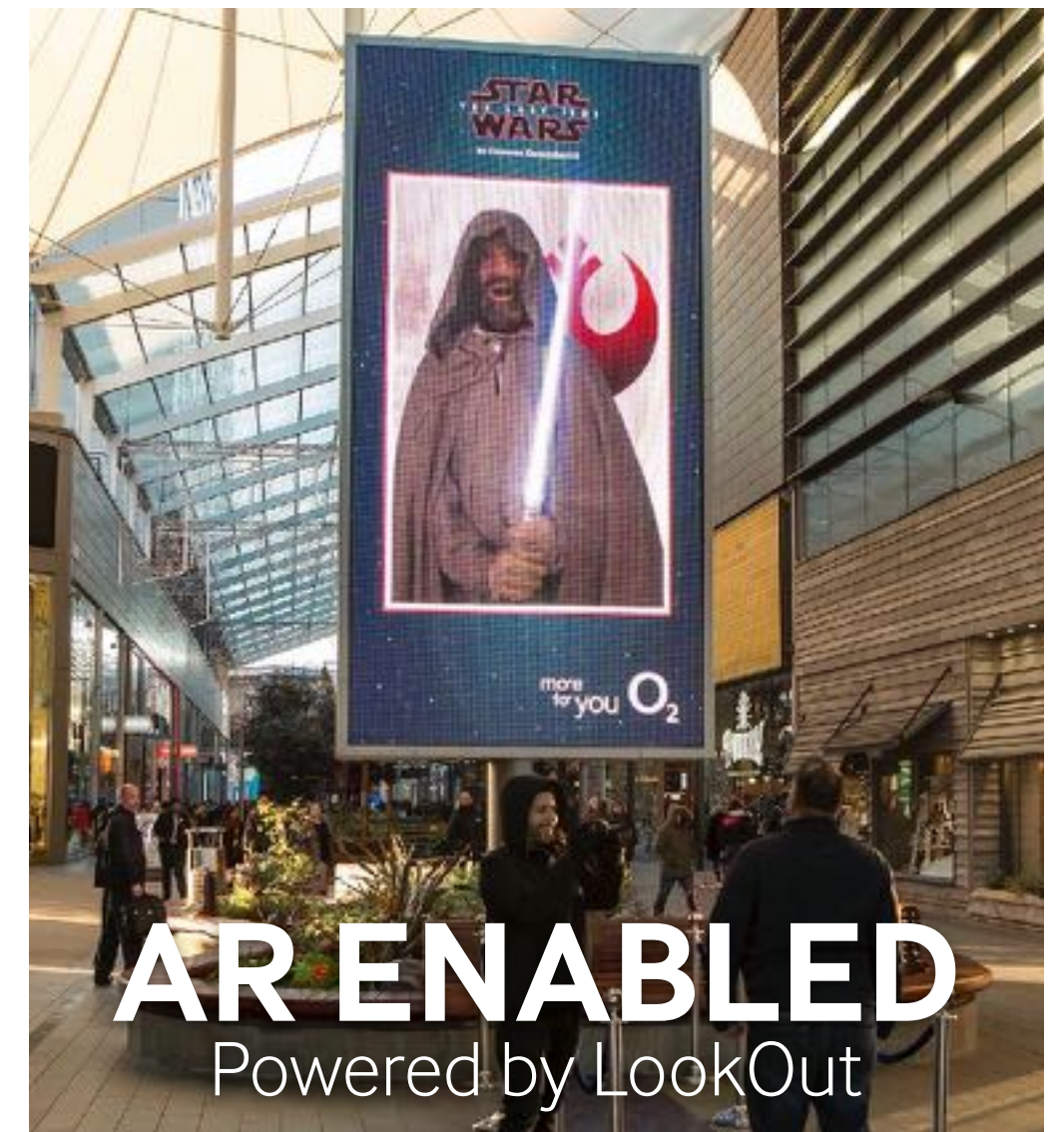
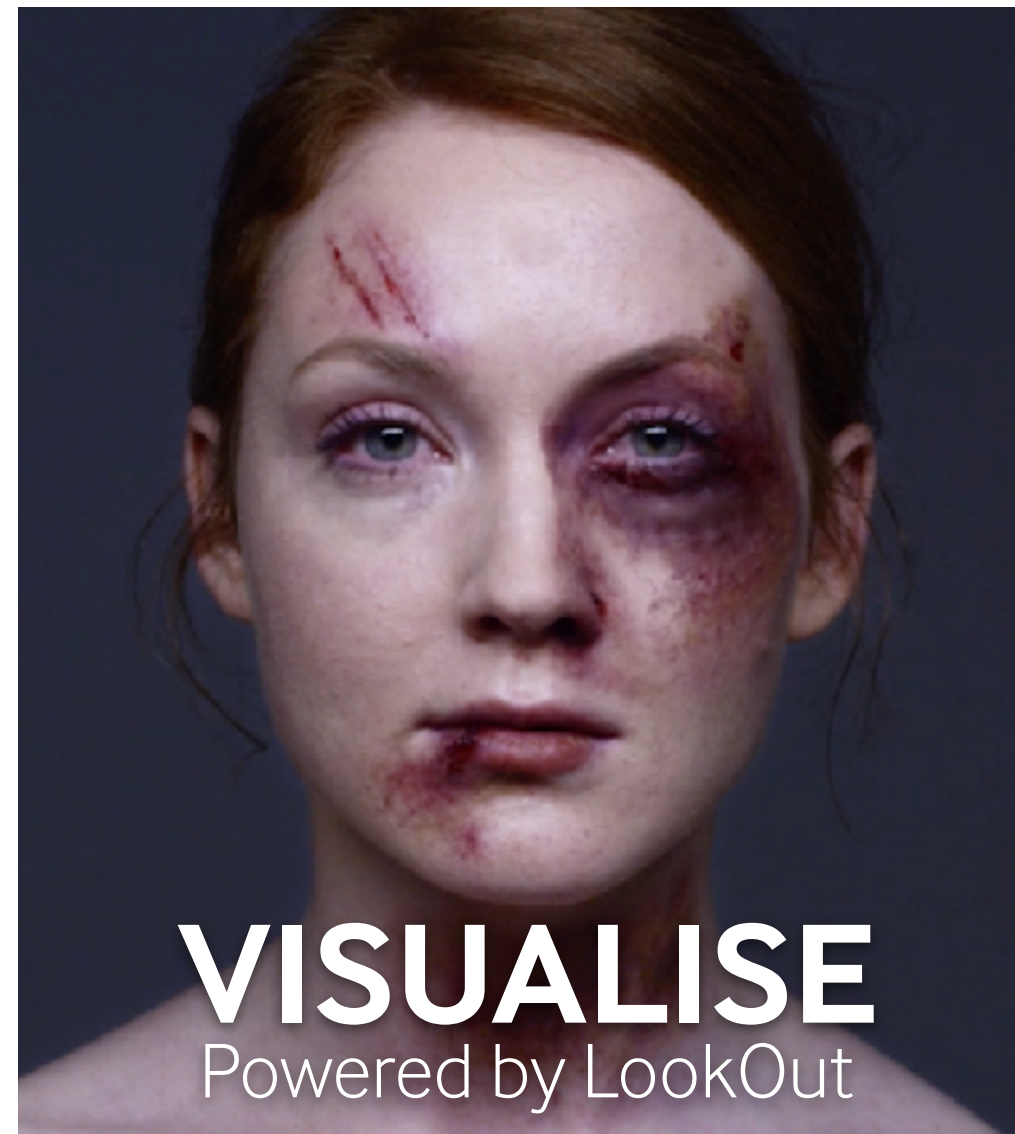
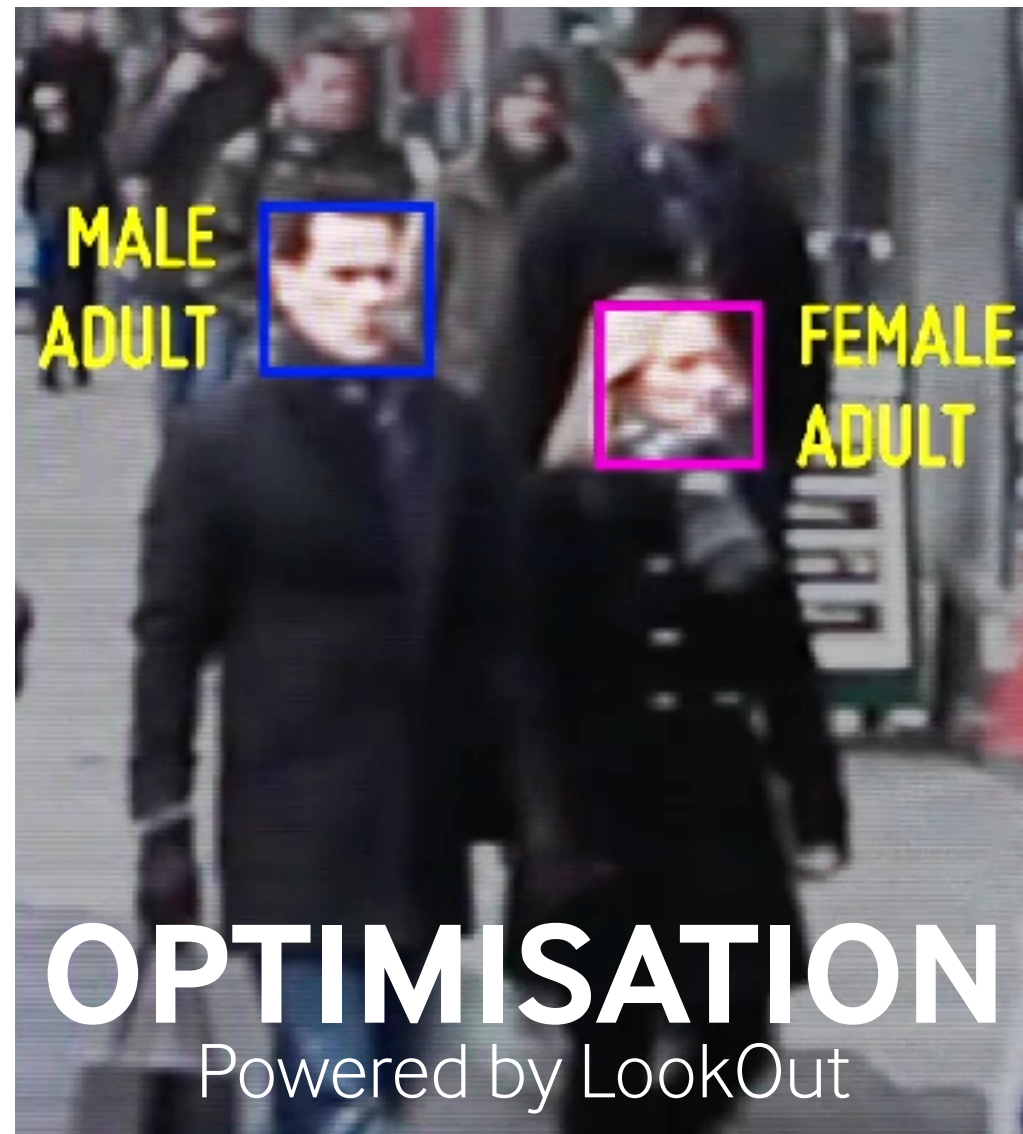
MOOD

ENGAGEMENT

HEAD POSITION

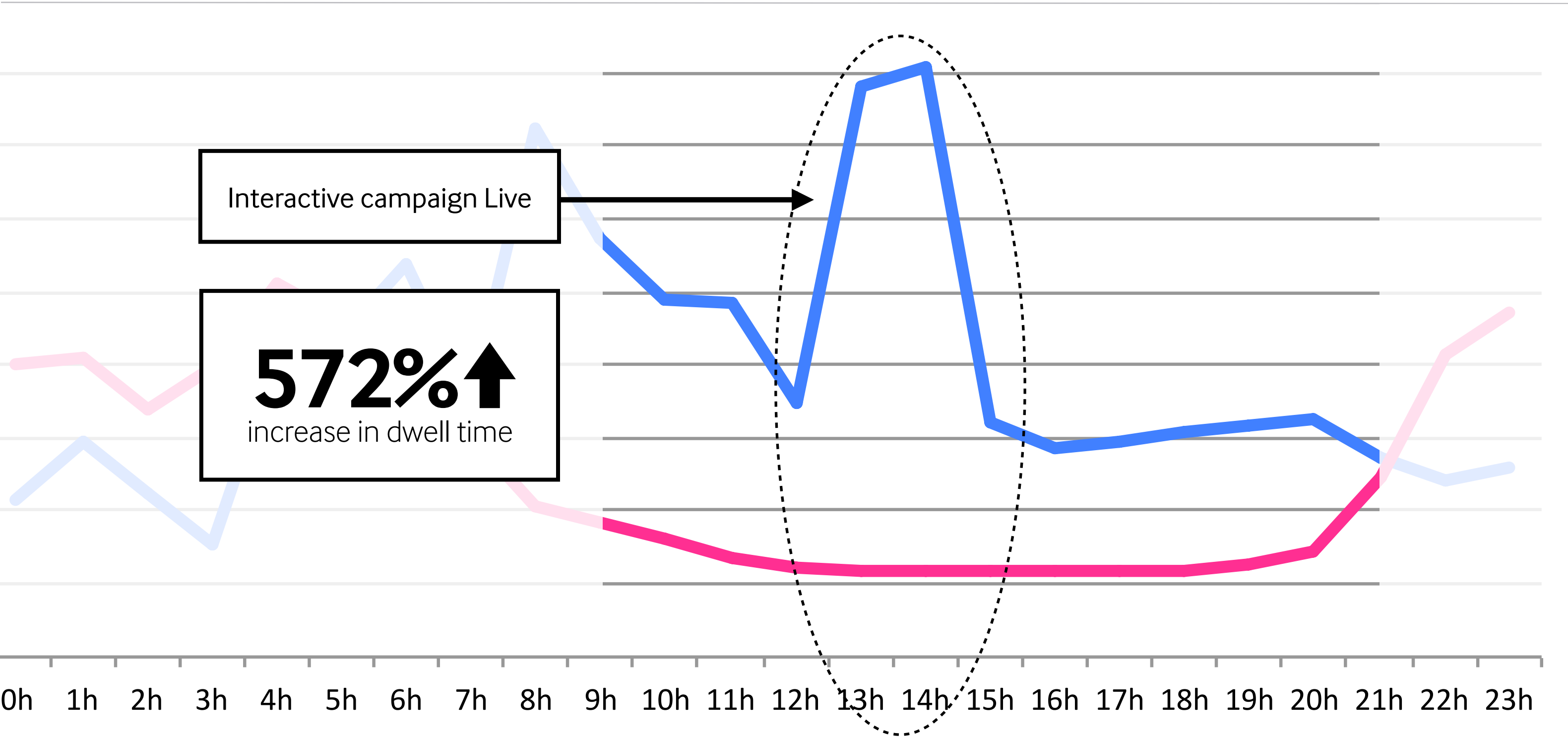


LookOut Products



Available at **100** locations across **5** cities

LookOut: OPTIMISATION - Bespoke Reports





**Customisable
field of view**



**Pin point
positioning**



**Variable Attention
triggers**

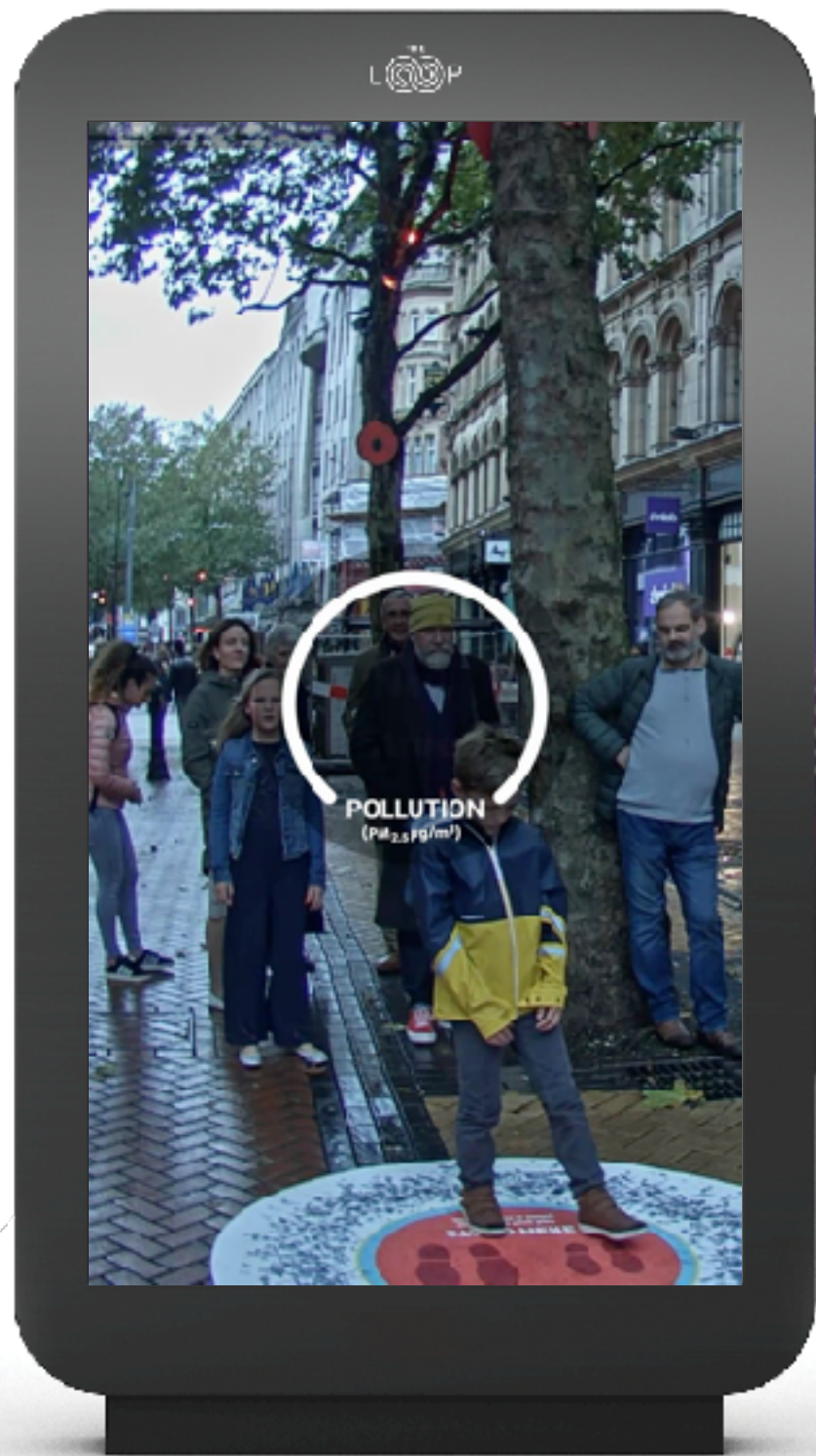


**Flexible no.
participants**

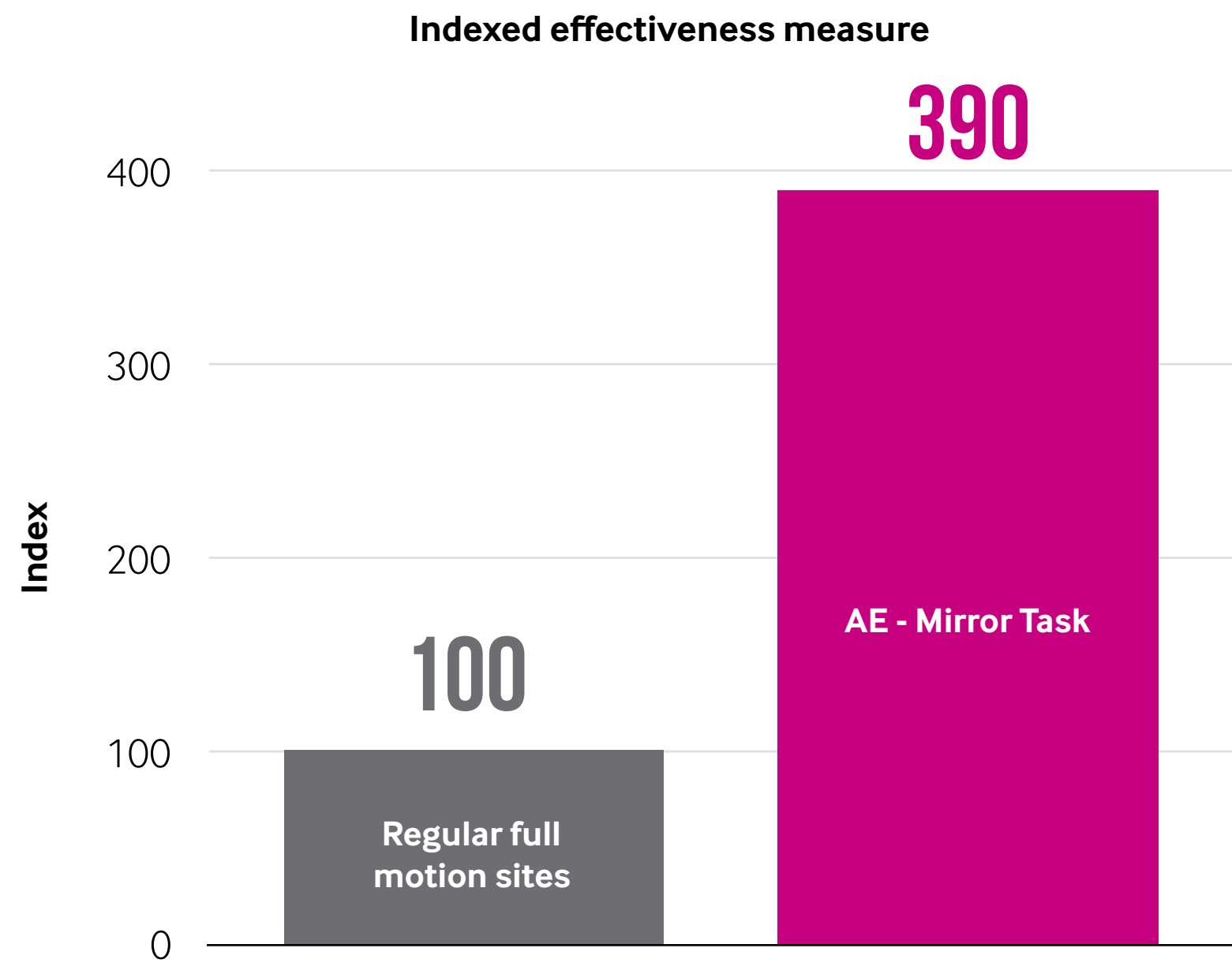








Augmented Reality



An AR experience was almost **four times** more impactful

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VEHICLE DETECTION TECHNOLOGY

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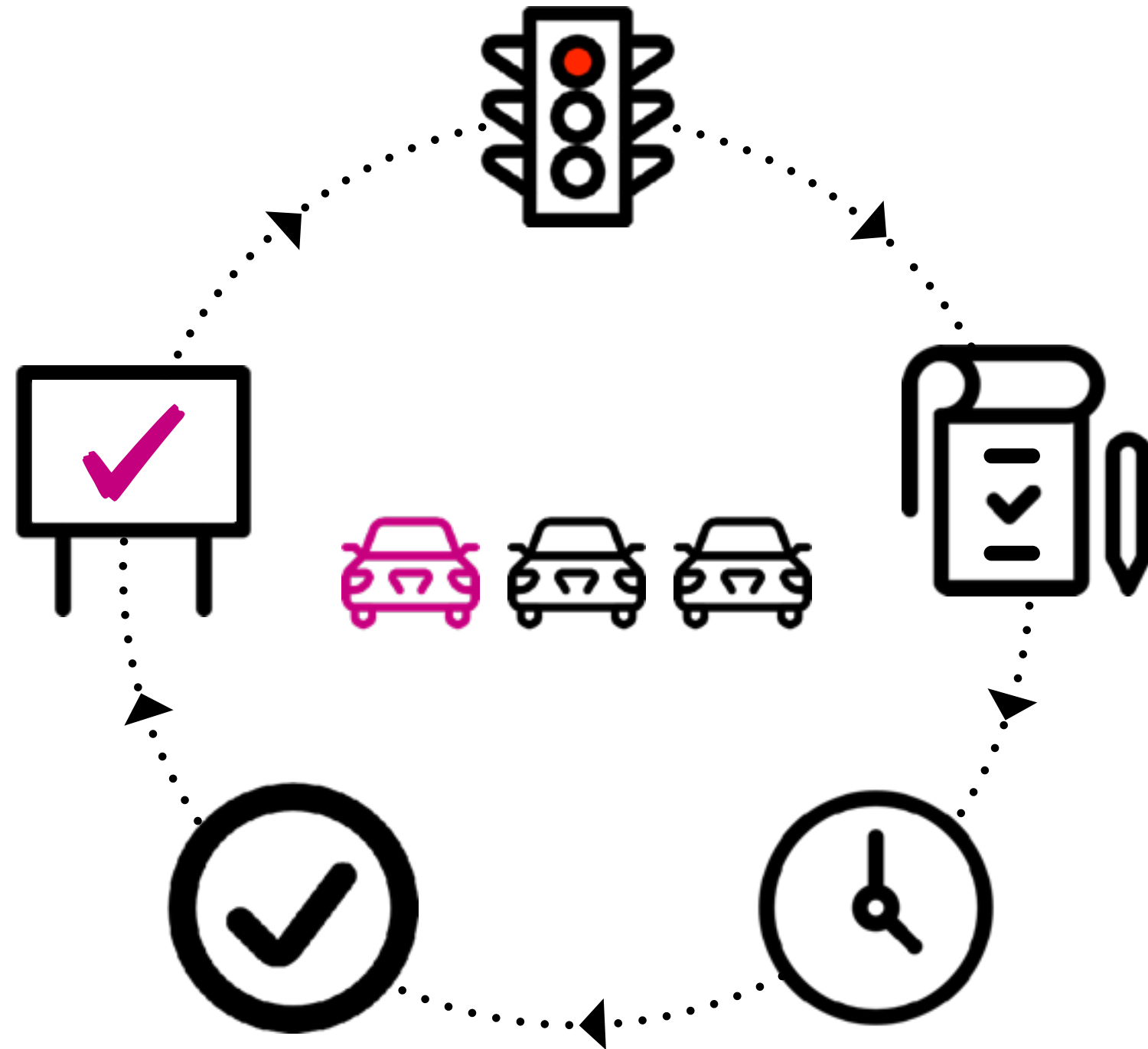


Vehicle Detection



Available at **14** locations across **5** cities

Vehicle Detection



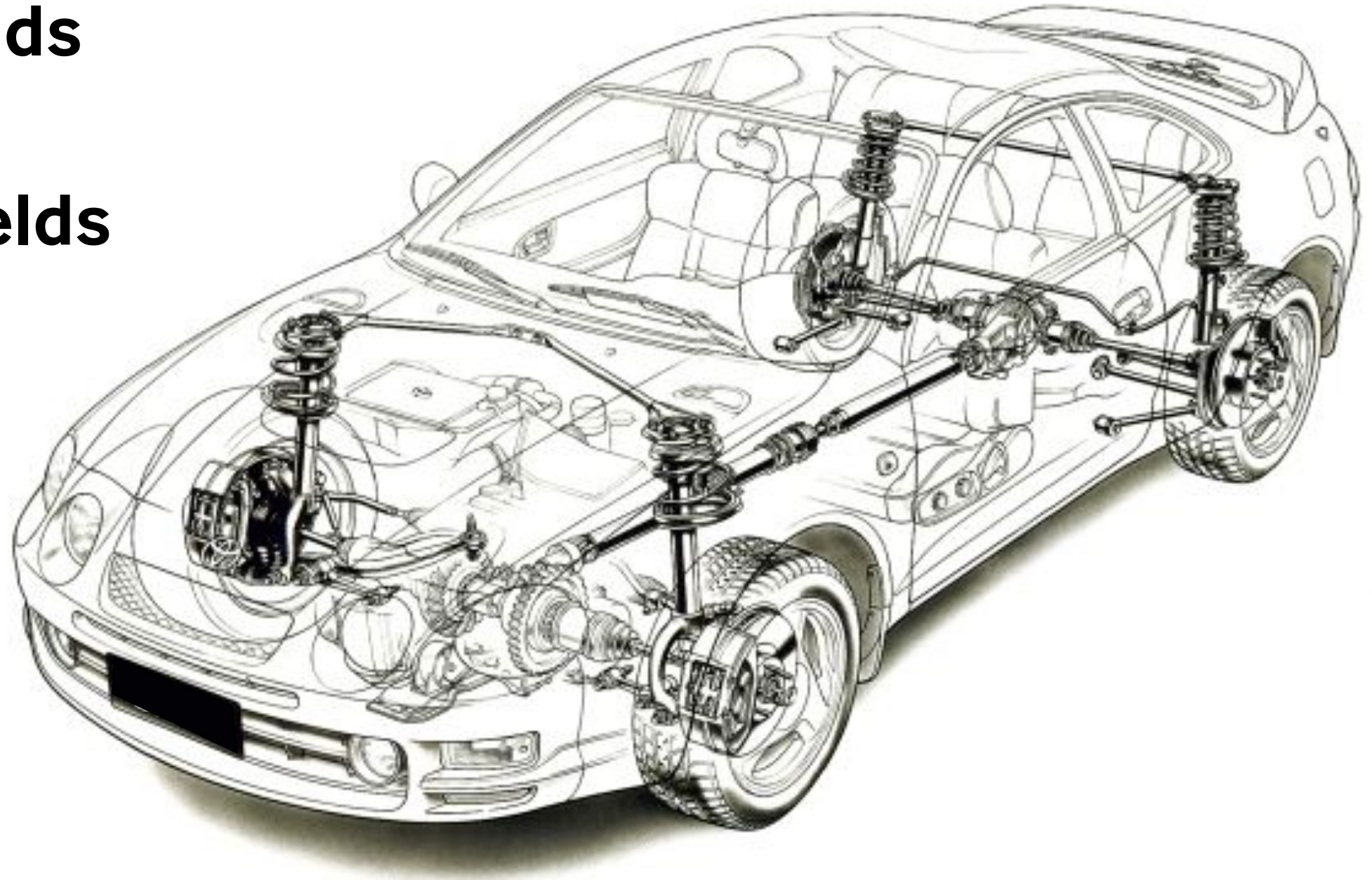
Vehicle Detection

Standard Data Fields

- ▶ Make, Model or Colour

Advanced Data Fields

- ▶ Body style
- ▶ Fuel type
- ▶ Class
- ▶ Date of First Registration
- ▶ Keeper Acquisition Date
- ▶ On the Road Price
- ▶ Derivative
- ▶ Vehicle Type
- ▶ Brake Horse Power
- ▶ Tyre Type
- ▶ MOT Due Date
- ▶ Insurance Class & Due Date





Nissan Leaf - ULEZ Targeting



Seiko Watches - On The Road Price Targeting



LV Insurance - Electric Vehicle Targeting



Audi Servicing- Own Drivers 3yrs+ Targeting

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MOBILE

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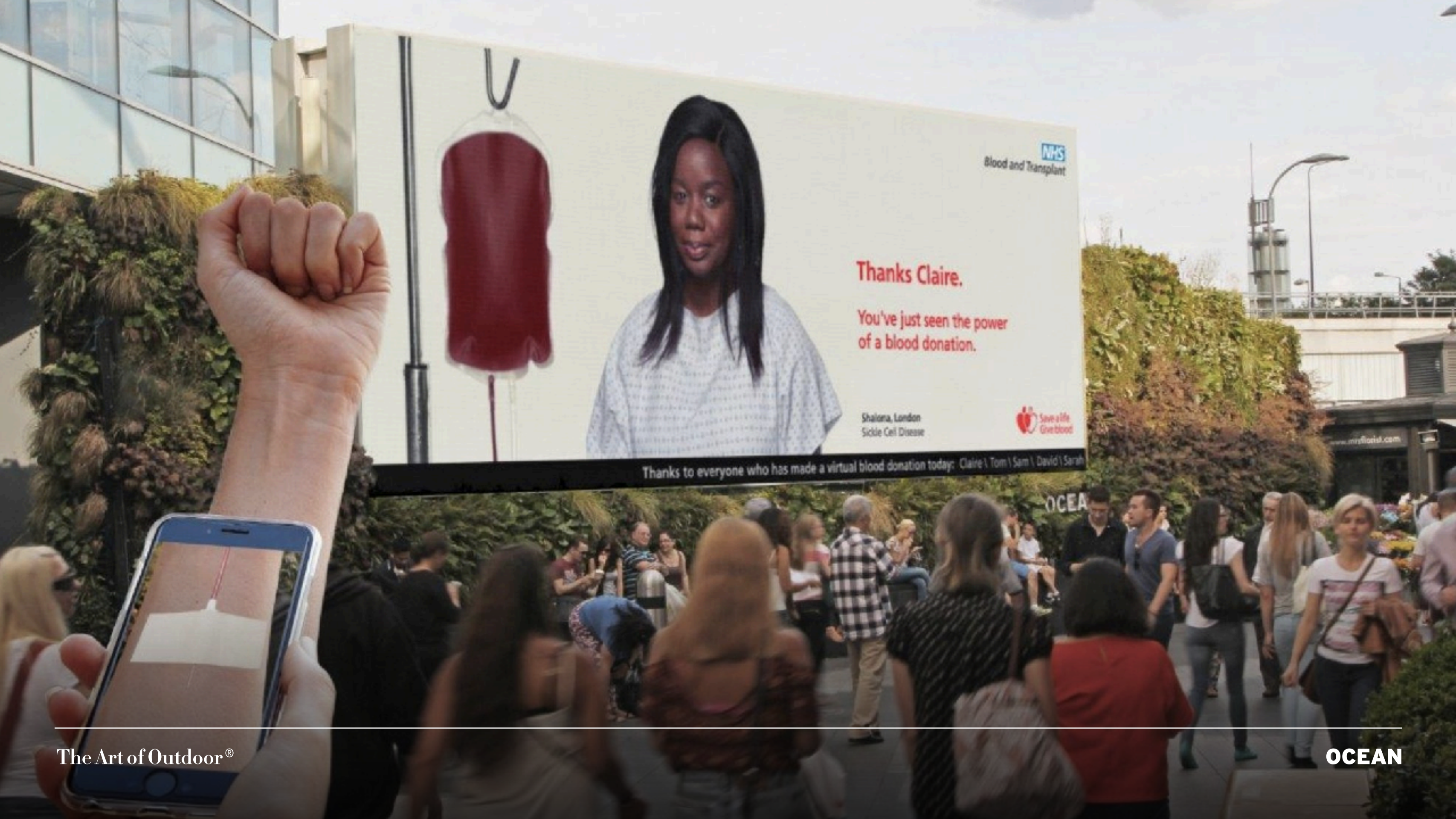


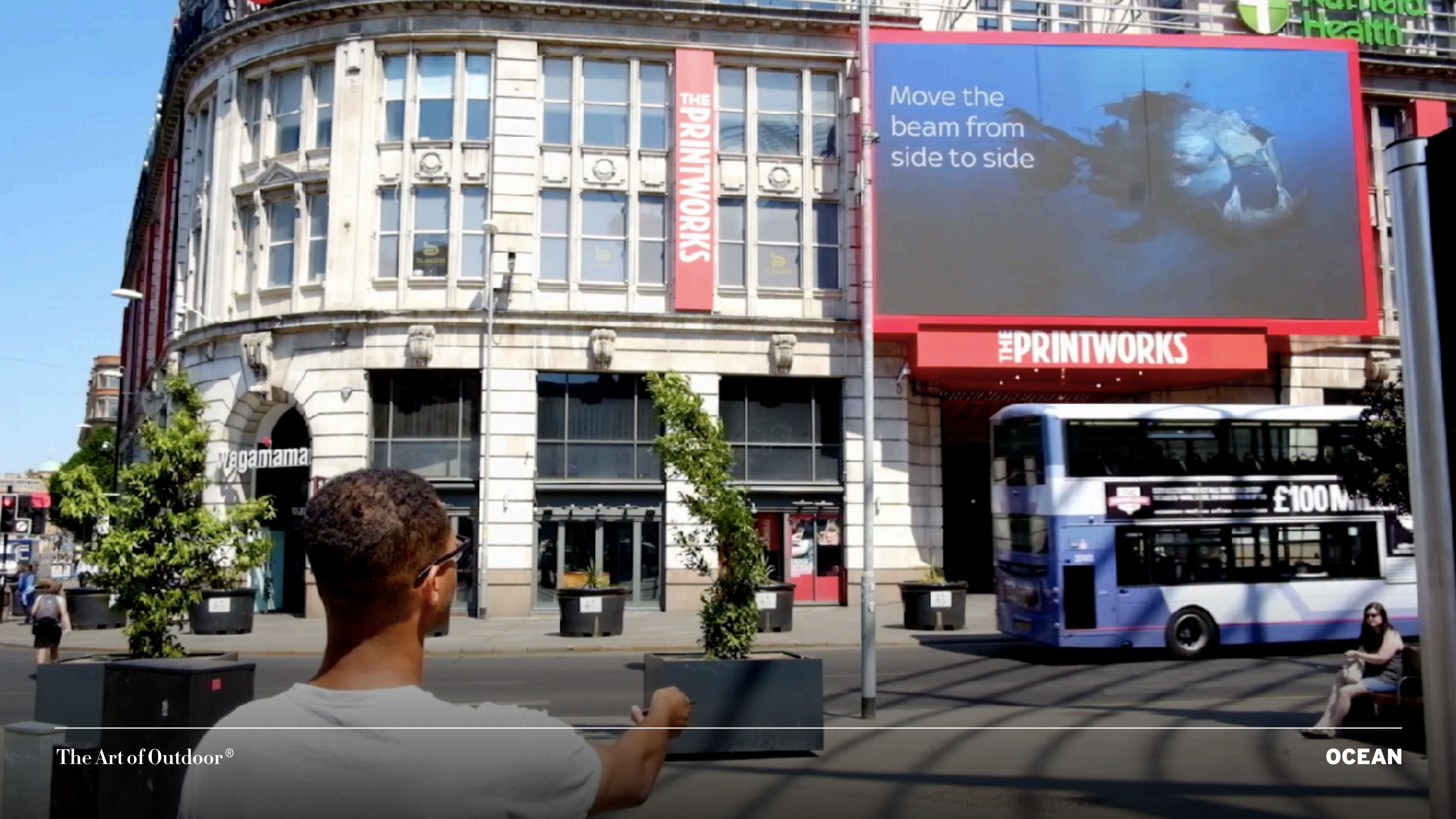
Wi-Fi Network



Available at **90** locations across **7** cities

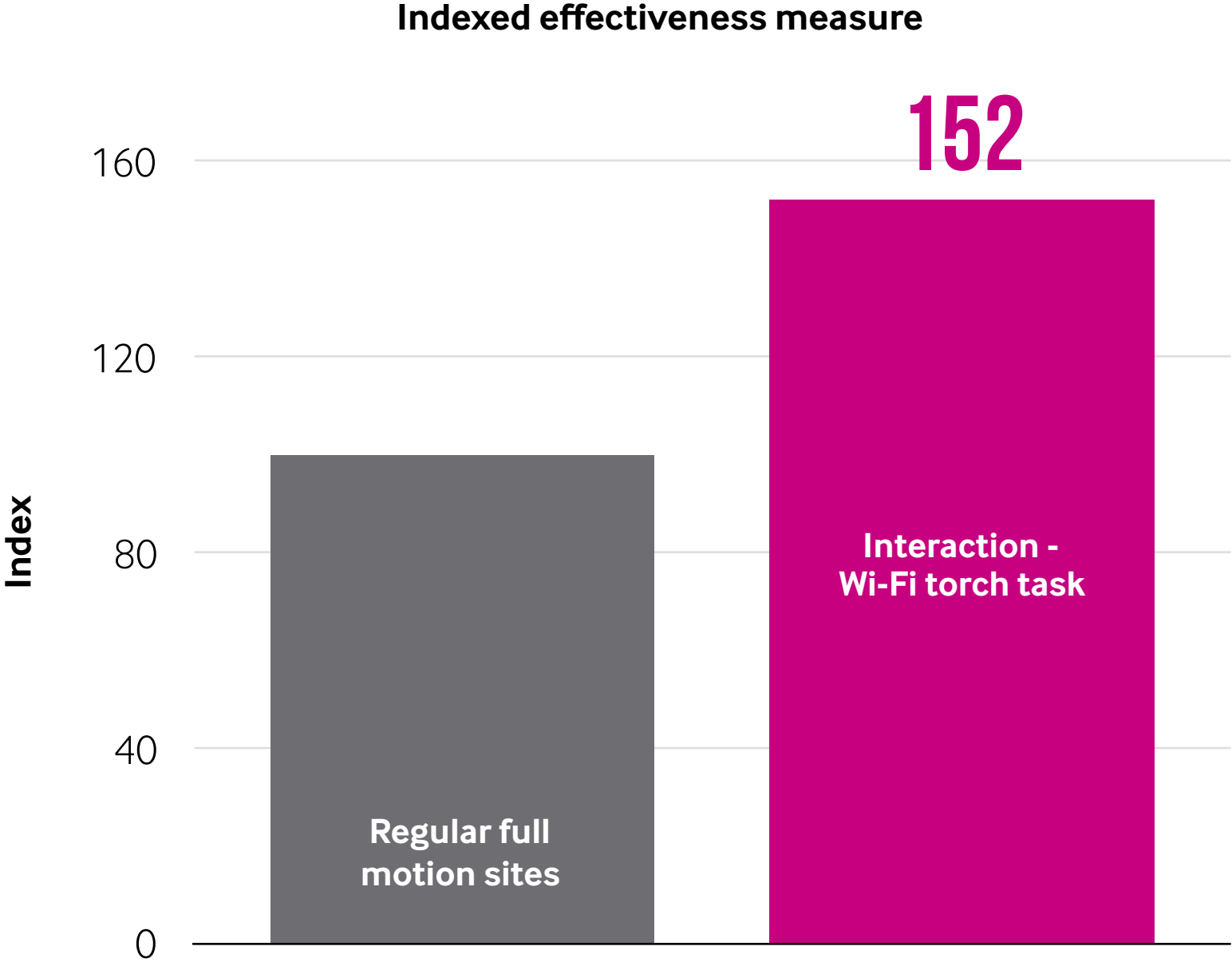








Wi-Fi



Wi-fi interactivity elicits **52%** higher impact than the baseline for full motion sites

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IMMERSION

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Agenda



The Art of Indoor Webinars

**HOW DOOH
WE COME OUT
STRONGER?**

**NEUROSCIENCE -
THE ART OF
OUTDOOR
& BEYOND**

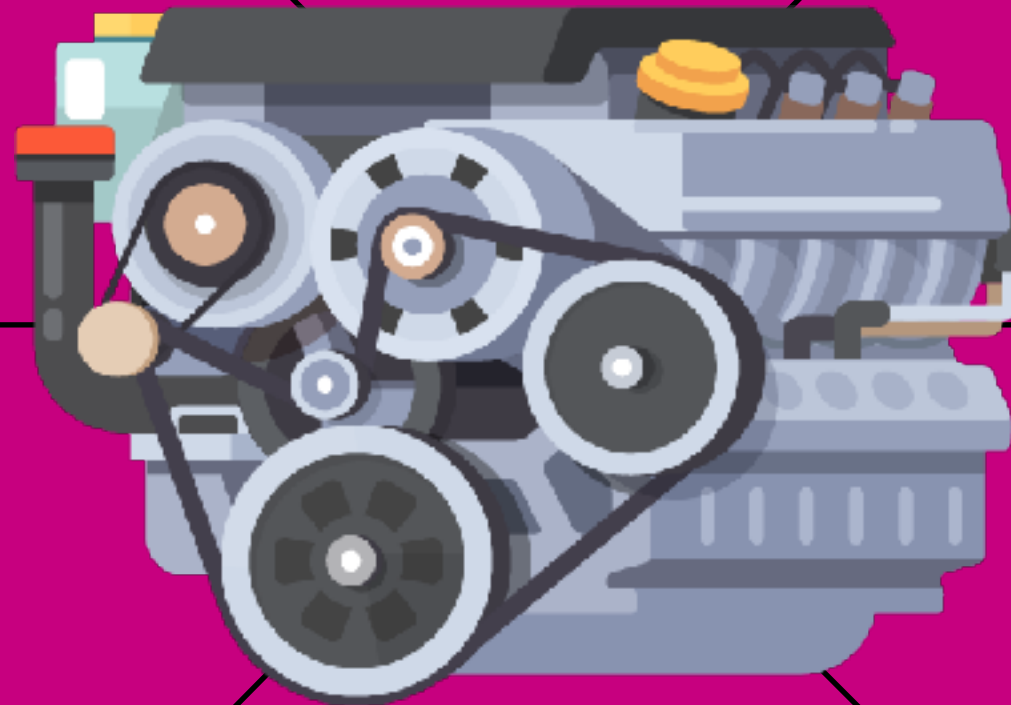
**DOOH &
CONTENT -
THE PERFECT
PARTNERS**

**CREATIVITY &
INNOVATION
DRIVING HUMAN
ENGAGEMENT**

**DIGITAL CITIES
FOR DIGITAL
CITIZENS**

**UNLOCKING
DOOH'S
EFFECTIVENESS**

PLUS GUEST SPEAKERS





The Art of Indoor Webinars

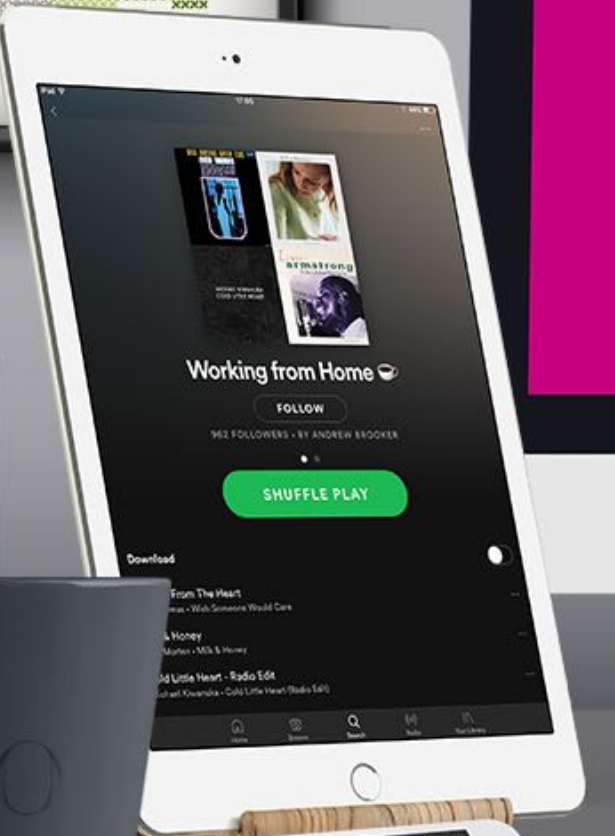
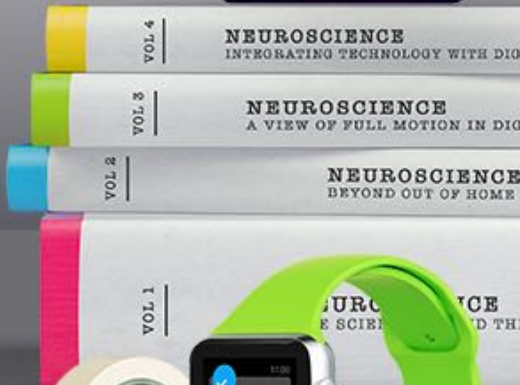
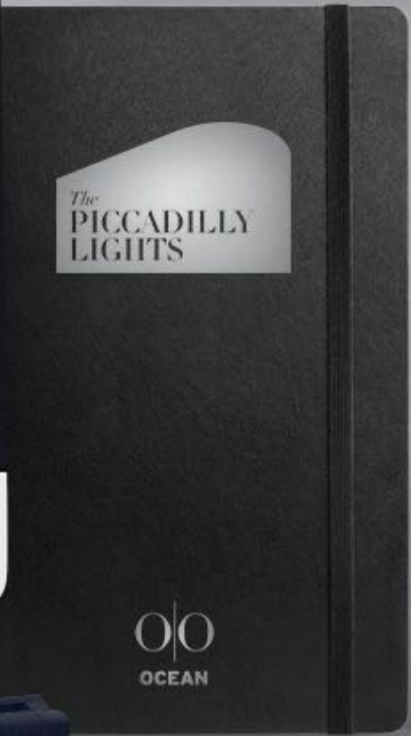
DIGITAL CITIES FOR DIGITAL CITIZENS

THURSDAY 28TH MAY

Hosted by Emma Jeffers

Marketing Manager, Ocean Outdoor

#NeverStopLearning



Thank You

