

Point Of Interest



A large vertical advertisement for a Lenovo laptop. The background is orange. At the top, the text reads "Van 1 naar 20 in 3 secondjes". Below this, a red price tag shows "599.-". In the center, a silver Lenovo laptop is displayed, showing the Windows 10 desktop. Below the laptop, the text reads "Lenovo Ideapad 3" and "Lenovo". At the bottom, the "bol.com" logo is visible. The advertisement is mounted on a dark grey stand. In the background, a green wall with text is partially visible.

Point Of Interest

Proximity networks are perfect for brands looking for specific target groups in specific situations. These networks are provided by Brightfish,

JCDecaux, Guidooh, Rapid Media, Target Media, Mediafield, Mobilad ... each of them with specialisations in certain touchpoints.

Malls

JCDecaux has more than 200 digital screens (some are big formats) in 33 shopping malls with a national spread. These shopping centers receive around 3 million visitors a week. 70% of the visitors is accompanied by family and the average spent time in a shopping mall is around 80 minutes.



Campaign of 200 screens - 15% SOT generates 11 400 000 contacts in 1 week.

Big Led

Contractor	Network	Universe	Duration	Format	SOT	POS	Units	Media (€)	Taxes (€)	Tech.Cost (€)
JCDecaux	Malls	Totem Network	1 week	Screens 55" to 70"	15%	33	200	77 292	2 475	500
JCDecaux	Malls	BIG LEDS Network	2 weeks	LED 5m ² to 40m ²	10%	6	19	48 772	2 567	500

Movie Theater



Want to reach the cinemagoer? This target group is young, active, has a great purchasing power and belongs to the higher social group 1-2. The national CinePoster network (2 m²) reaches 65% of all cinemagoers.

The national network consists of 241 sides (posters and digital screens) and can be found in and around 18 cinema theaters. It's also possible to integrate the sides within brands local communication.



Besides the classic CinePoster network, Brightfish offers a way to interact with the cinemagoer. 57 interactive screens are installed indoors at the exits of candy shops, in the lounge corners and waiting areas.

Desperados used this network in addition to the CinePoster network. Cinemagoers left their contact details on the interactive screens in exchange for reduction coupons.

Bars & Restaurants



The Face2Face frames in the toilets, The Cards and the Beer Mat and B-Mat are perfect ways to interact with clients in bars and restaurants.

These networks guarantee a long time duration contact with the target group.



Beer Mat



B-Mat

Fitness

Screens at the fitness-area and in the dressing room.



Hydrogen Digital



Oxygen

Parking

Car drivers who park their cars in the heart of the city can be reached by the different products of Mobilad. Your communication can be shown on

digital screens (underground and outside) at car parkings, on parking barriers, decorated glass houses and elevators....



Decorated glass house



Digital screen at glass house



Parking Barriers

Street

Creative ways to touch people who fit a certain interest-profile in the streets.



The Full Monty Network is a network of more than 9 000 panels including 50 digital screens in Brussels and frames in the Brussels metro.

The panels are located at local stores, bars and restaurants with mostly several panels at one place to increase the impact.

Based on the needs and the budget of the client, smaller or regional networks are possible.

Street



Beaming Projection



Wildpostering



The Mural