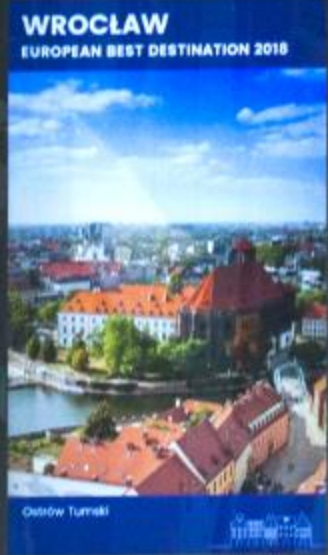


STRÖER

AdWalk – Wrocław Main Station

2018 | Ströer



Agenda

1 Wroclaw – fact and figures

2 Localisation AdWalk

3 Advantages of AdWalk

4 Price list

5 Gallery

6 Technical specification

Ad Walk

Potencjał Wrocławia



Population : 638 tys.
Visited by almost 5 mln tourists



Second city in Poland in terms of
income per citizen: 6025 PLN



Wroclaw Mobility Policy – a priority in
city's development



Over 150 000 students
3rd academic centre in Poland



The amount of passengers in whole
voivodeship increased by 54%



Potential:

Wroclaw **won** international contest **European Best Destination**

Ad Walk

Localisation



Heart of the city

Right in the city center, near the City Market, theatres, university

WROCLAVIA



Reach

Connector between Wroclavia shopping center (rated 4 stars of quality), bus station and Wroclaw main railway station



Transit point

Contact point of many kinds of transport: automotive, rail, pedestrian



Ad Walk

Wroclaw main railway station

modern station with soul



Over 150 years of history...

AdWalk

AdWalk - advantages



Railway stations are a perfect place for marketing communication thanks to target audience:
local commuters, long-distance travellers, students, clients commuting to the city for shopping

AdWalk

AdWalk - advantages



Travelling people are open to stimuli and incentives in search for inspiration
AdWalk effectively reaches the audience thanks to fully synchronized screens placed in key commuting point of the Railway Station

Ad Walk

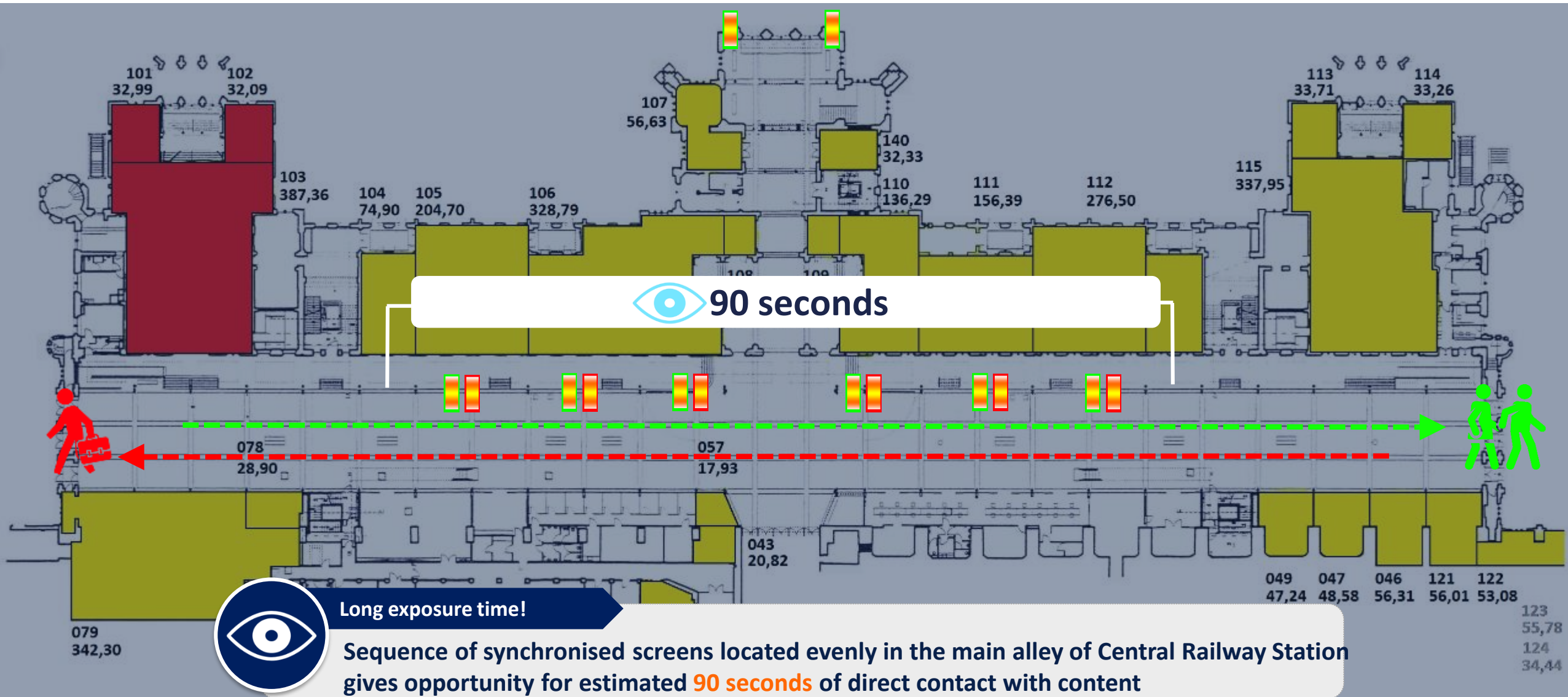
AdWalk - advantages



Network of 6 carriers
(total of 12 screens) placed in a corridor
between Central Railway Station and
Wroclavia
Key commuting point in the city

AdWalk

Mocne strony sieci nośników AdWalk



Ad Walk

Mocne strony sieci

Big Surface of our screens (75 inches)
and high resolution (1080x1920pix)
provides the best quality of clear and detailed picture
which indicates high rate of recognition

Esthetic, modern design
which blends in with Smartcities architecture

Commercial content emitted in
90 seconds long loop



Ad Walk

Price list

Packet and rate card sale:

PACKAGE	EMISSION 10''	EMISSION 15''
ADWEEKLY 15 DNI	7200	11500
ADMONTH 30 DNI	14500	23000
ADQUARTER 90 DNI	43000	68500





Examples



Ad Walk

Technical Specification

Screen resolution: _____

1080x1920 pixels
ratio 9:16

File format: _____

Static graphic
Animation / Video

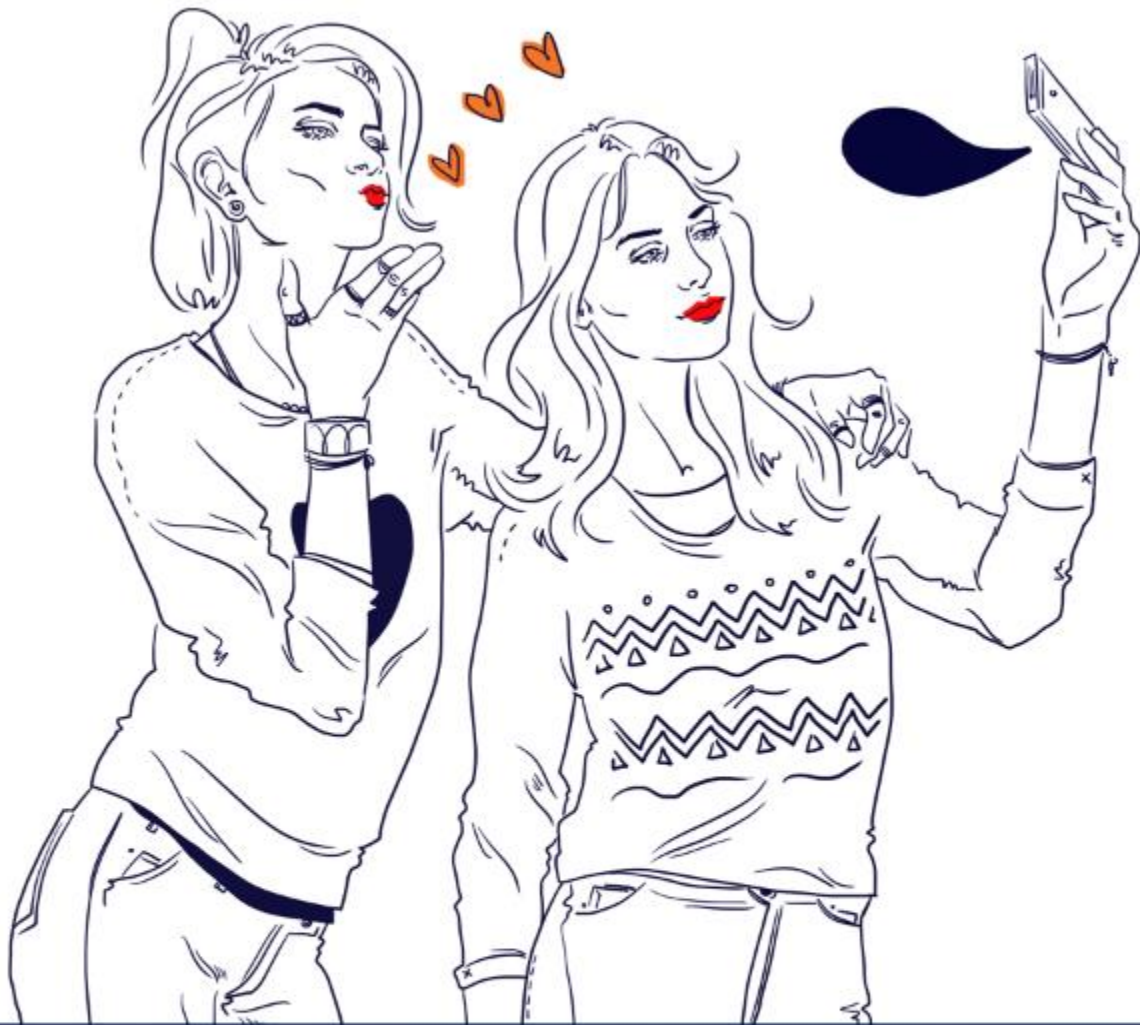


Screen size:

75 inches

**We offer our help in the making process
of your content!**

You're lacking creative concept or technical
knowledge needed for preparing digital feed?
That is no longer a problem!
Our creative team will provide you with attractive
marketing content for your company, product or
service



THANK YOU!

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