

# Lurity guide

Digital  
out-of-home  
advertising:  
questions and  
answers

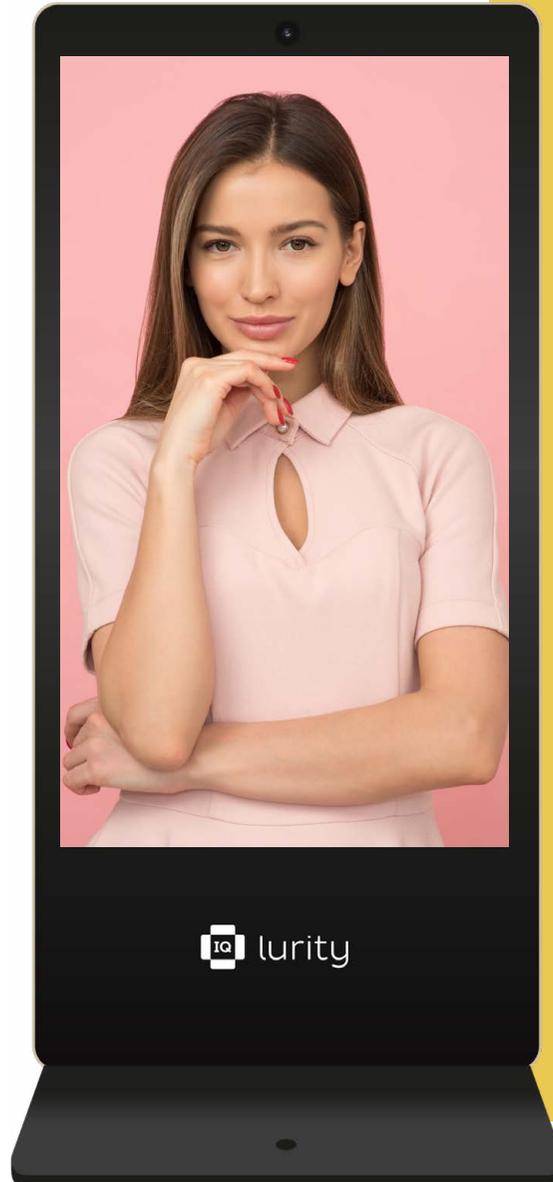


# WHAT IS DIGITAL OUT-OF-HOME?

It is a digital dynamic advertisement of various formats in an environment with a large number of moving people.

It is a very effective type of media that is located in places with a large concentration of moving people.

The popularity of digital out-of-home media is rising, and it is rapidly becoming a standard in the world of advertising.



< MORE ABOUT DIGITAL OOH >

## Lurity Intelligent Ad. step ahead.

Lurity is an advertising network of hundreds of multimedia indoor and outdoor digital screens in Slovakia and the Czech Republic.

This affinity medium is located exactly where there are customers interested in purchasing: in busy and popular shopping centers, in medical facilities such as hospitals or polyclinics.

It can motivate the target group into purchases, as evidenced by OAAA's Nielsen survey.

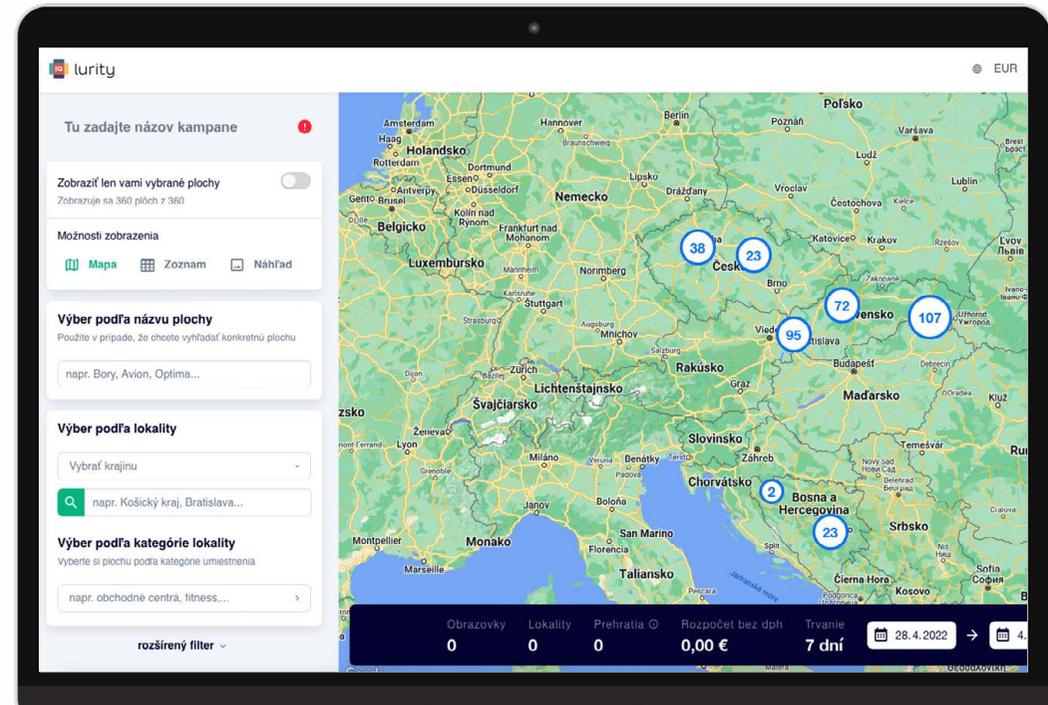


At the same time, you can plan the entire campaign yourself.

# BASIC BENEFITS OF DIGITAL OUT-OF-HOME ADVERTISING LURITY

1. Planning of campaigns online at portal.lurity.com
2. Targeting by region or by the type of screen location
3. Fast campaign launch (within 10 minutes)
4. Option of setting any campaign length over 7 days
5. Possibility to change content during the campaign
6. Possibility to implement live feed campaigns
7. Continuous online monitoring of the campaign
8. Campaign outputs: Possibility to download screenshots with recorded time for specific screens + a complete overview of all plays on each screen.
9. In case of pandemic-related restrictions and potential closure of shopping malls, there is the option to turn off or suspend the campaign immediately (the client will only pay for the part of the campaign that was actually completed; most clients continue running campaigns after the lifting of the restrictions)

< HOW DOOH ACCELERATES BUYING BEHAVIOUR >



## PLANNING LOCATIONS IN THE ADVERTISING CAMPAIGN

The selection of digital screens is possible on the basis of localities or sub-localities. The sale works on 1/10 of the media space for a practical reason: each shopping mall has a minimum of 5 to 9 entrances. At 1/10 on 10 screens, the client's advertisement is more likely to be captured than at full time with just one of the entrances. That way, we can effectively influence viewers before they make their purchases and during them.

## MAXIMUM AND MINIMUM NUMBER OF AREAS WITHIN THE NETWORK

There is no maximum limit. You can purchase all of the screens in the Slovak and Czech network, or even those in Bosnia and Herzegovina. If there is only one screen within the site, it can be purchased individually.

## OPTIMUM CAMPAIGN LENGTH

The length of the campaign depends on the specified goal and type of campaign: from a 1-week campaign of an event or active promotion in a given shopping mall, to 1 or 2-month campaigns, or even year-round communication with clients, featuring regular content changes on digital screens.



**THE AVERAGE LENGTH OF A CUSTOMER'S VISIT IN A SHOPPING MALL IS 1.5 HOURS. DURING THIS TIME, THE CLIENT'S ADVERTISEMENT CAN BE PLAYED 54 TIMES ON EACH SCREEN.**

## METHOD OF MEASURING CAMPAIGNS

In terms of the number of visitors, shopping centers are unique. There is no comparable concentration of customers in one place, regardless of the size of the city in which the shopping mall is located. Other types of venues do not come close to such parameters. In terms of income, this is the most interesting target group in the selected region.

The price copies the attendance of the centers at a given place and time and season: in general, on average, OCs from our offer are visited by over 10,000 customers per day (statistics measured during the pandemic).

Example:

If we recalculate these figures to a 30-day campaign that is running in 15 malls x 10,000 visitors => 4.5 million potential customers we can target. The CPT of our media is completely competitive against the current online format (pandemic average numbers).



## SPOT LENGTH, CAMPAIGN CREATIVE CHANGES, SOUND

The length of the spot is 10 seconds, 1-10 content files can be used, regardless of whether they are static or dynamic (picture/visual, video). However, we recommend using a dynamic spot – it will help increase the ad to get noticed by more people. Our commercials are silent.

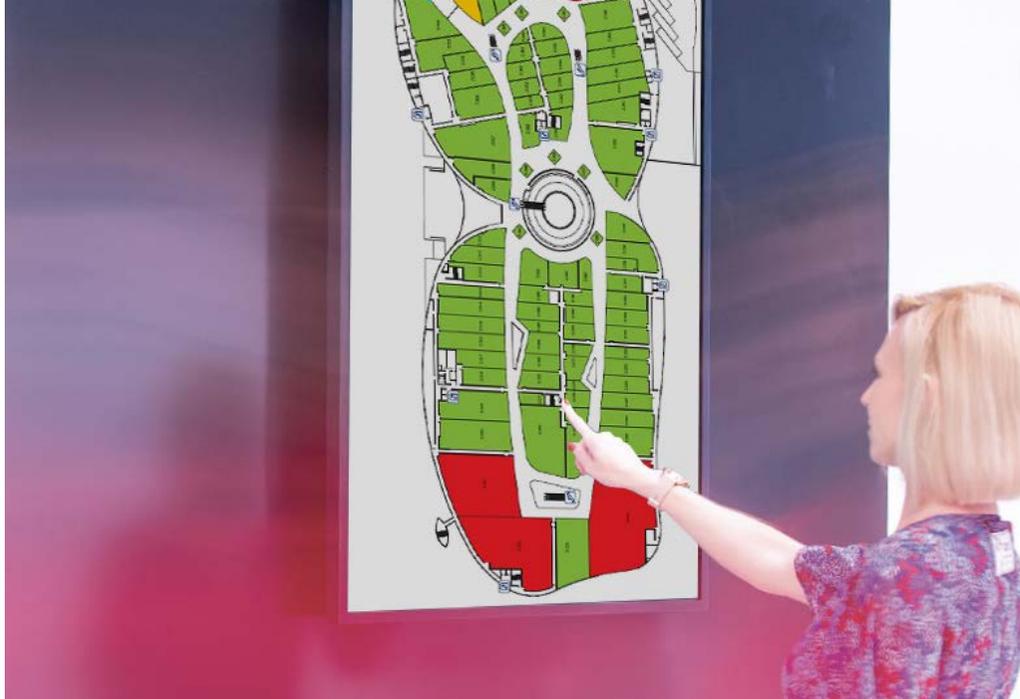
## CREATIVE ROTATION

It is currently possible to place 10 creatives in one campaign (one slot). The system changes them randomly, but the total plays are even. It is possible to combine static visuals or video.

During the second half of 2022, we will move to an Android platform that will, among other things, allow the use of new screens for various types of games and applications (touch or gesture-controlled), online broadcasts and many other unconventional and entertaining solutions to help market the selected brand, for example by gaining contact details of its customers.

Our system can control various types of screens: from small tablets (advertisement in taxis, restaurants), to standard screens to large LEDs, or even other unconventional devices such as jukeboxes.





< 4 USEFUL HINTS FOR YOUR CREATIVE OUT-OF-HOME ADVERTISEMENT >

## INTERACTIVE AREAS

Interactive areas are currently used in OC in the Czech Republic. They are controlled by touch or gestures and are used to provide information with interactive maps of the shopping center, which improves the visitor's experience. We also offer the format of a conventional info desk.

Our applications are very attractive for shopping malls and visitors, which, in addition to games, also enable marketing promotion of brands and selected products on interactive screens. The result is a growing database of customer contacts, which is very useful for the brand's marketers.

Usage options can be found here: [YouTube](#)

## CUSTOMIZED SOLUTIONS

We also offer special solutions tailored to the client, which are separate from the screens that we offer, either on the client's own screens or on long-term leased screens.

Thank you for your attention and we look forward to working with you.

web: [www.lurity.com](http://www.lurity.com)

campaign planning portal: [portal.lurity.com](http://portal.lurity.com)

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