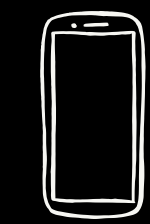


Dynamic DOOH

A video format for digital out-of-home screens that allows creative content to be dynamically adapted according to external variables such as weather, temperature, UV index, pollen levels, air pollution, or traffic conditions.
Recommended for enhancing campaign impact and delivering more personalized communication in public spaces.

*Please inquire about technology costs.





Daily minimum

10.000

daily impressions

Format dimensions

- Final dimensions depend on the DOOH media placements selected

It can be developed in the following formats:

- Vertical
- Horizontal
- Square

(Please inquire about specific dimensions according to the campaign’s geographic location)

Video duration

- Maximum: 15 seconds

Mandatory requirements

- Provide the corresponding KV for each selected variable

Development specifications for Logan

- Editable KVs in .AEP or .PSD/.AI format, with linked or embedded images. Vertical assets must be larger than 1080 × 1920 px, and horizontal assets must be larger than 1920 × 1080 px
- Provide the corresponding KV for each selected variable
- Provide all fonts used
- Provide high-resolution images and logos
- Provide reference links or HTML files for the animation