

FRAMEN

# ADVERTISING REDEFINED

Lamborghini

01.01.2023



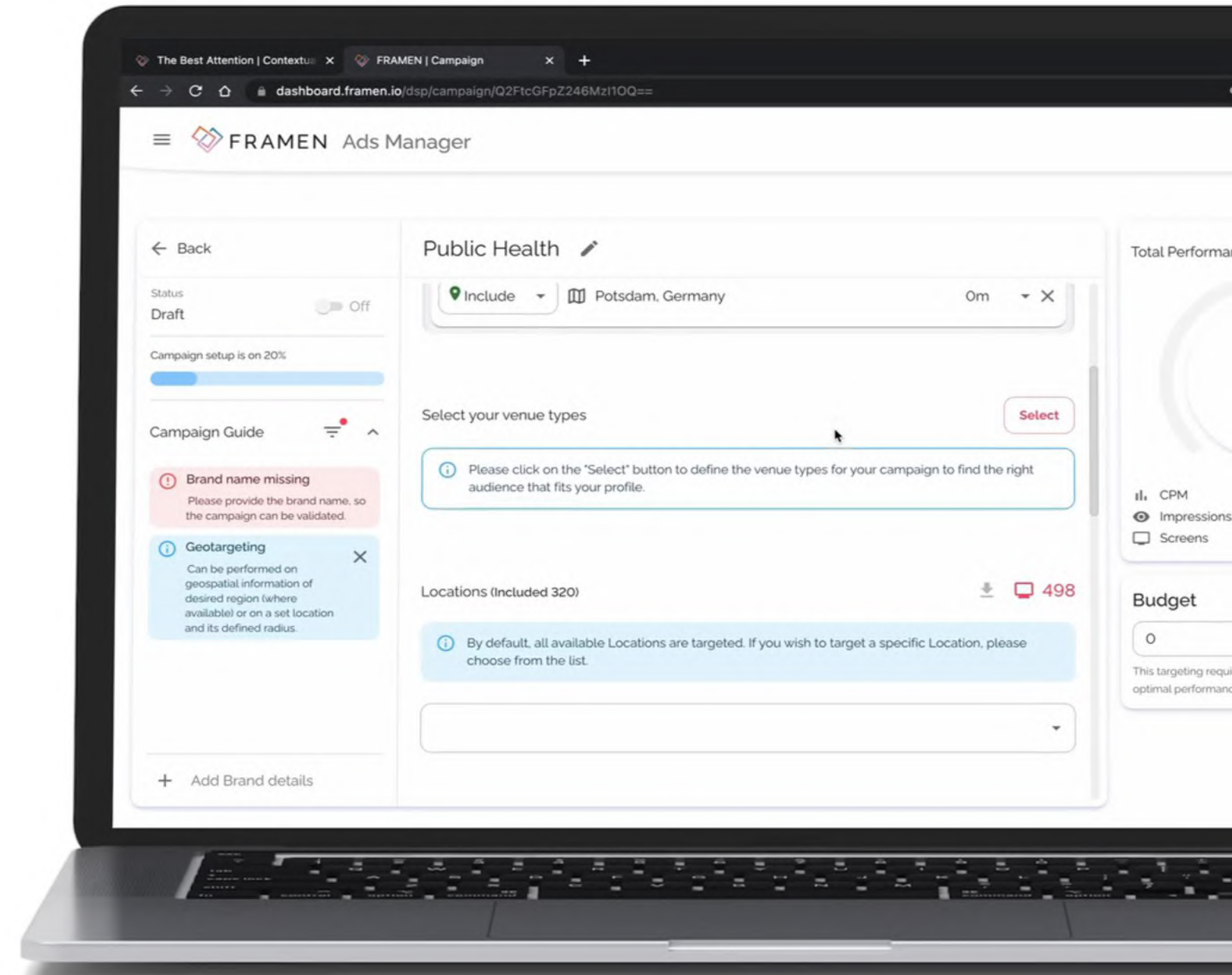
# Tell your brand story with us

Move with your audience through venues with our Ads Manager. Put yourself on the path towards higher brand awareness, growth and exposure.

- **Connect** at the right place.
- **Captivate** at the right time.
- **Charm** the right people.



campaign  
recognition in  
the targeted  
audience.



# Make your brand shine

## **Be inspiring.** Engaged crowd.

Reach your customers with precision through real time audience data based on demographics, interest groups, locations visited, geotargeting and more.

## **Be seen.** High visibility.

Showcase your brand creatives without the worry of being skipped or blocked. Only high attention on high-visibility screens. Take on an omnichannel approach for higher brand visibility.

## **Be successful.** Measurable success.

Track real-time results through performance metrics like impressions, plays, top-performing cities, reach and more. Optimise your campaigns based on findings to get the best results.



# A world of screens in your hands

Use the geotargeting feature to access over **14,000+** programmatically accessible screens, in **3,000+** cities, and an ever-growing number of locations across the globe. Our extensive footprint has the ability to get your brand in front of just about **anyone**, just about **anywhere**.



UAE



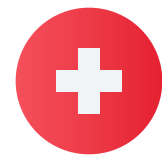
France



UK



Italy



Switzerland



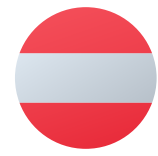
Germany



Spain



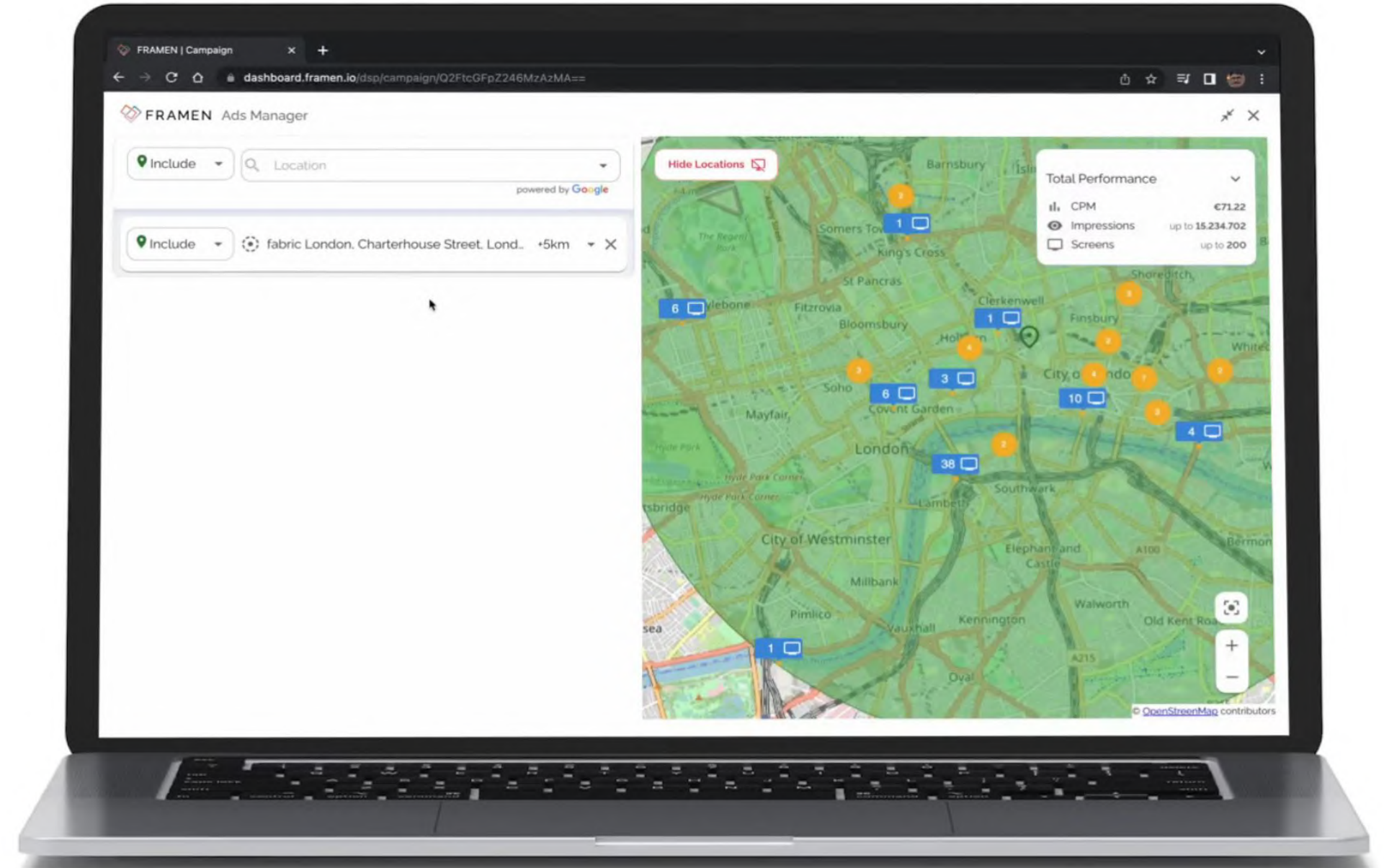
USA



Austria



Netherlands





# Access your audience in a heartbeat

Capture your audience's interest in environments like supermarkets, gyms, coworking spaces, petrol stations, hotels and more.

27%

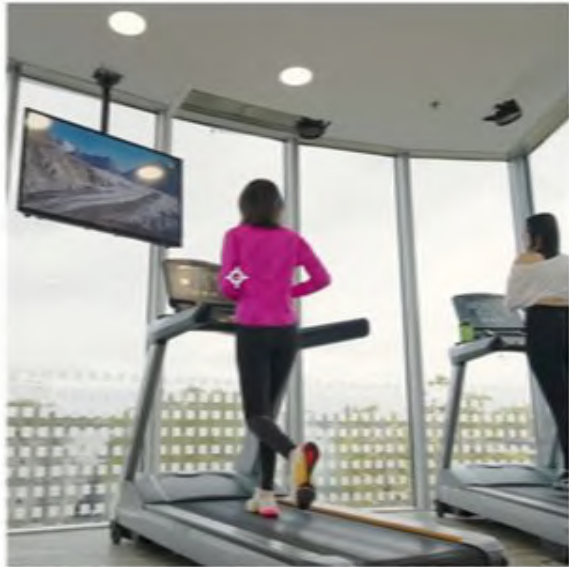
increase in campaign awareness

# Your brand follows your audience

Your audience doesn't stand still, and neither should your brand. Let your ads inspire in a non-intrusive way. In return, benefit from higher conversions, higher impressions and lower scatter loss.

## Gym

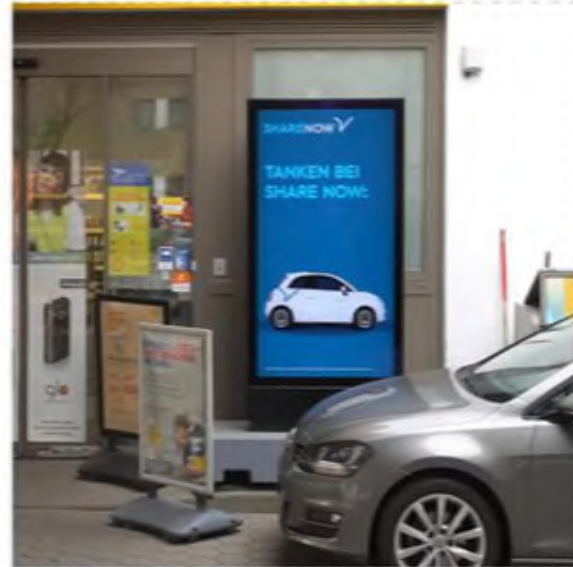
Workout with them



6 AM

## Gas Station

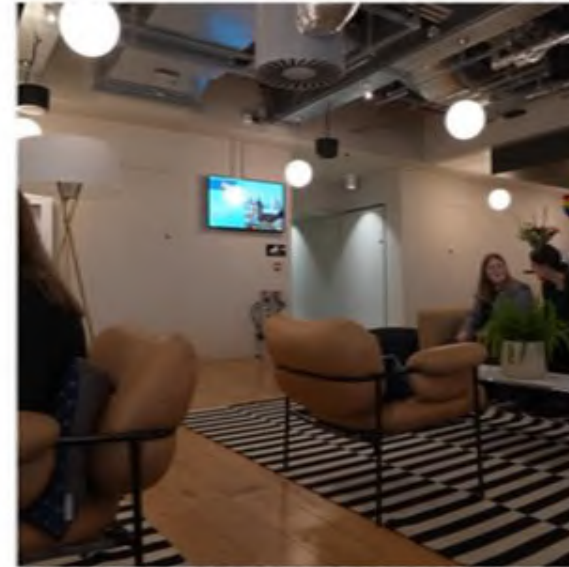
Fuel up with them



8 AM

## Coworking

Travel & work alongside



9 AM

## Restaurant

Eat with them



1 PM

## Bar

Have a drink with them



8 PM



Decision Makers



Families



Students



Business People



Travellers



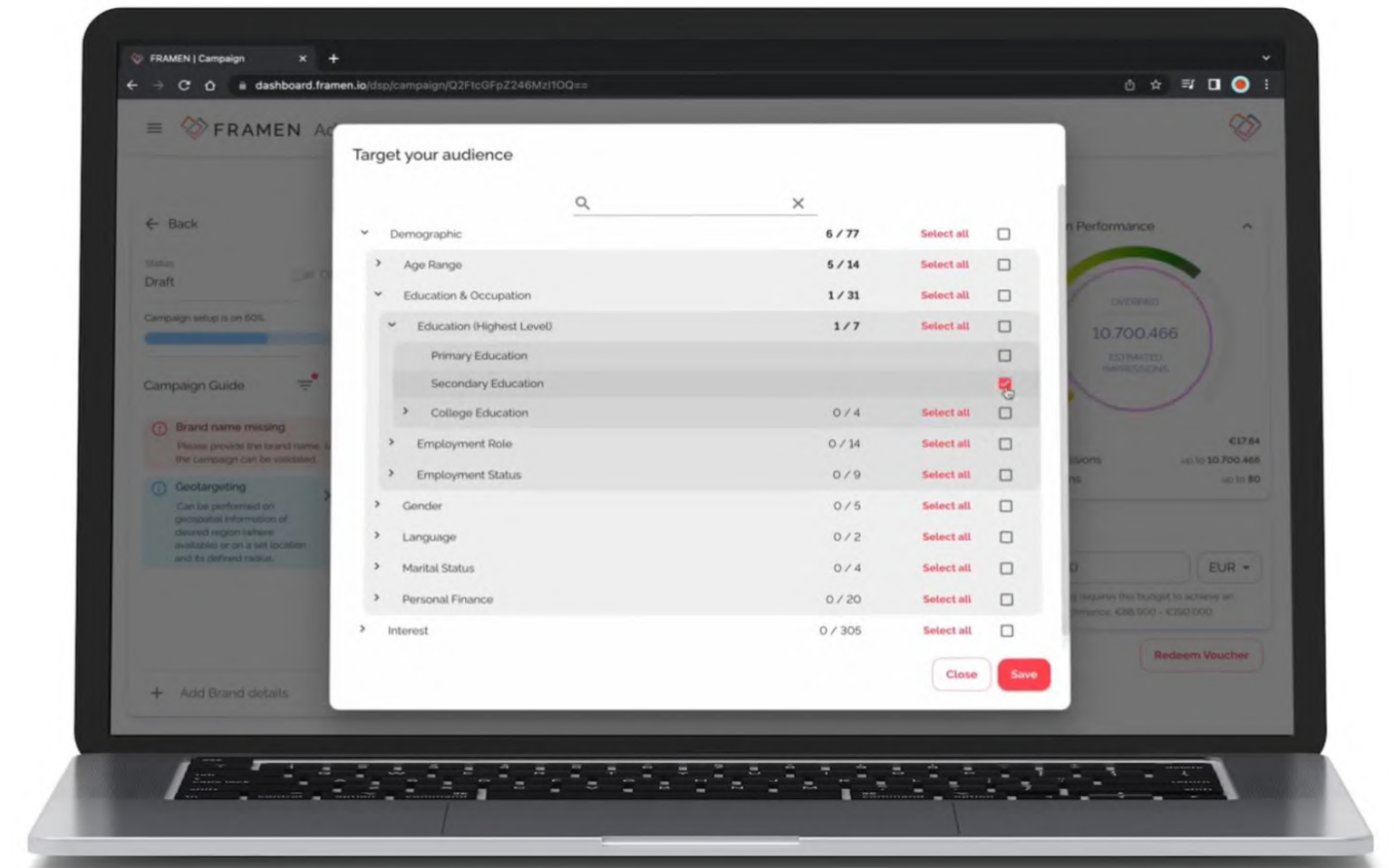
Shoppers



Gen Z

# Get closer to your audience

Reach business people at coworking spaces, health enthusiasts at gyms, travellers at hotels, shoppers at malls and more such individuals.



# Hotels

## Audience Facts

41%

of travellers book hotel rooms for business trips.

60%

of families stay in hotels during their vacation.

70%

of Gen Xers say vacations are family orientated and are likely to go on more child-friendly holidays.

## Personas

- Backpackers
- Business travellers
- Couples
- Families
- Digital nomads



## Peak hours



During guest check in and check out.





# Gyms

## Audience Facts

High number of gym goers between 4 pm to 6 pm on weekdays.

**3 times**

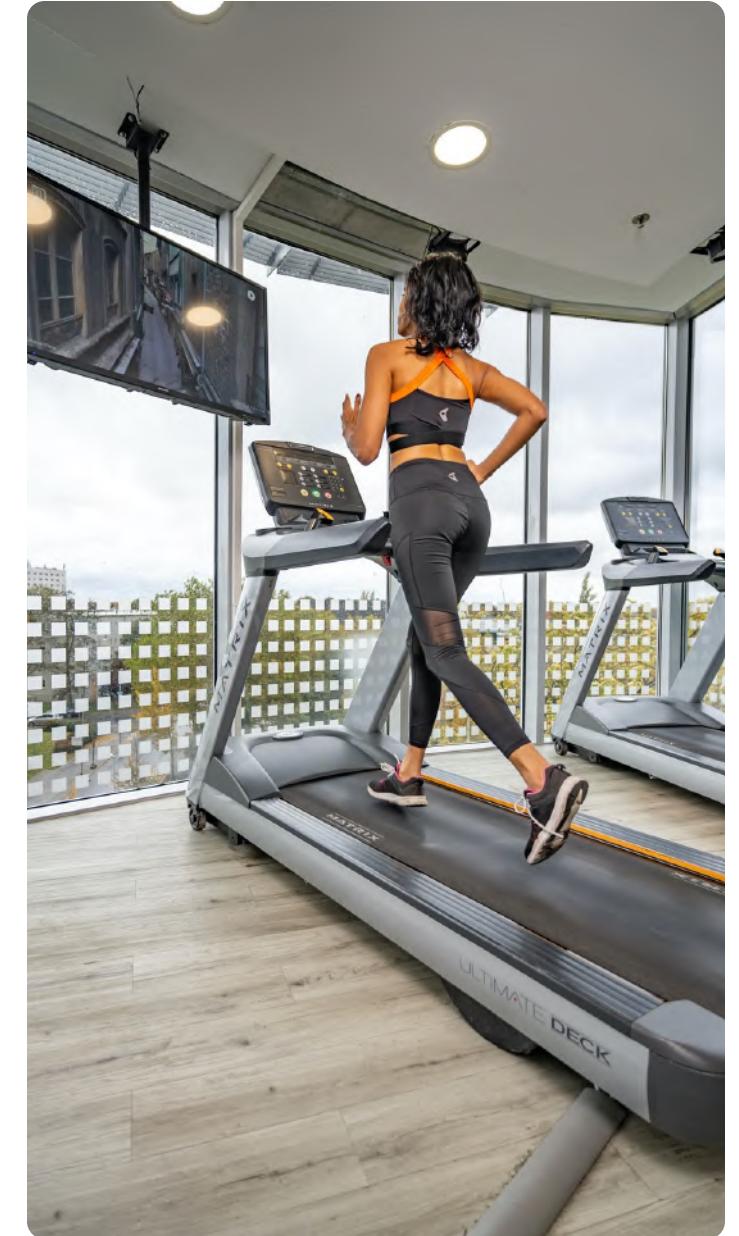
is the average number of gym visits per week.

Lowest number of gym visitors on Sunday

## Personas

- Health Enthusiasts
- Adventure seekers
- Business people
- Millennials
- Gen Z

## Peak hours



# Coworking

## Audience Facts

Up to **73%**  
increase in brand awareness at coworking spaces.

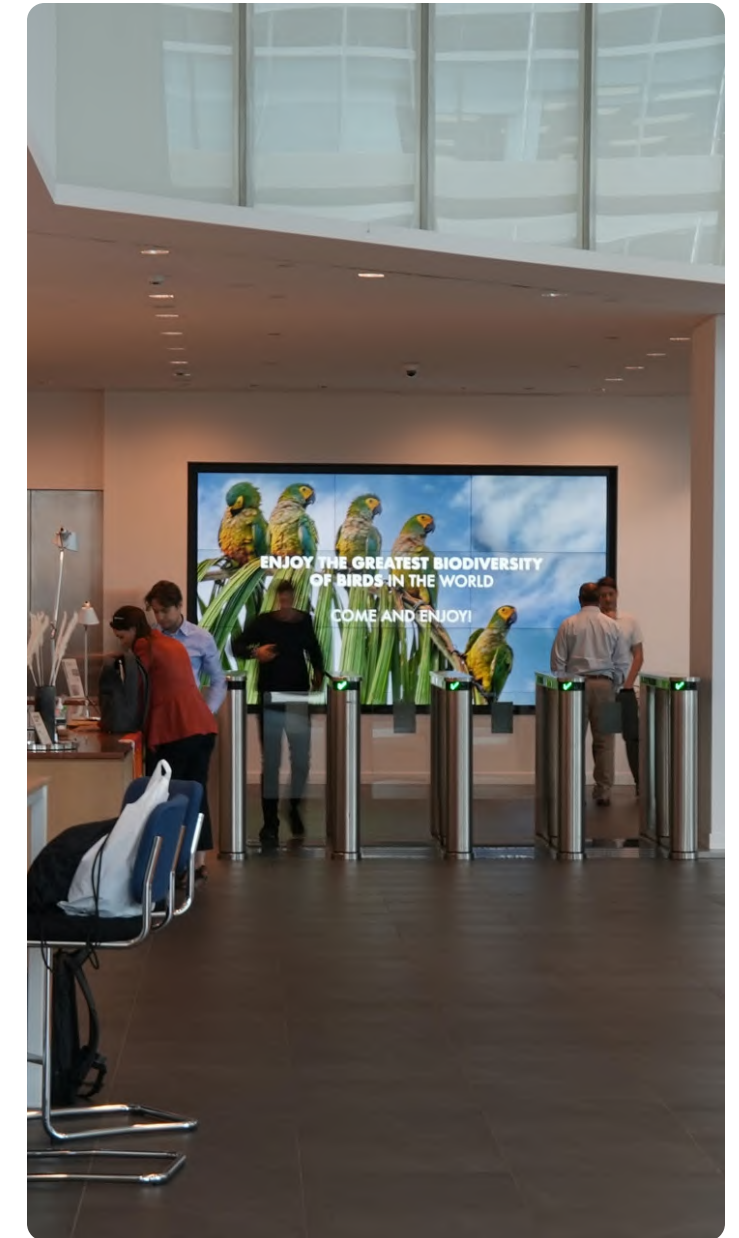
Audience visits coworking spaces daily.

Get high ad visibility at the start and end of the work day or during lunchtime.

## Personas

- Executives
- Entrepreneurs
- Freelancers
- Digital nomads
- Academics

## Peak hours



# Petrol Stations

## Audience Facts

**4 times**

average screen view time while fueling up.

**24 / 7**

reach at Shell gas stations.

Gain access to an audience that owns automobiles

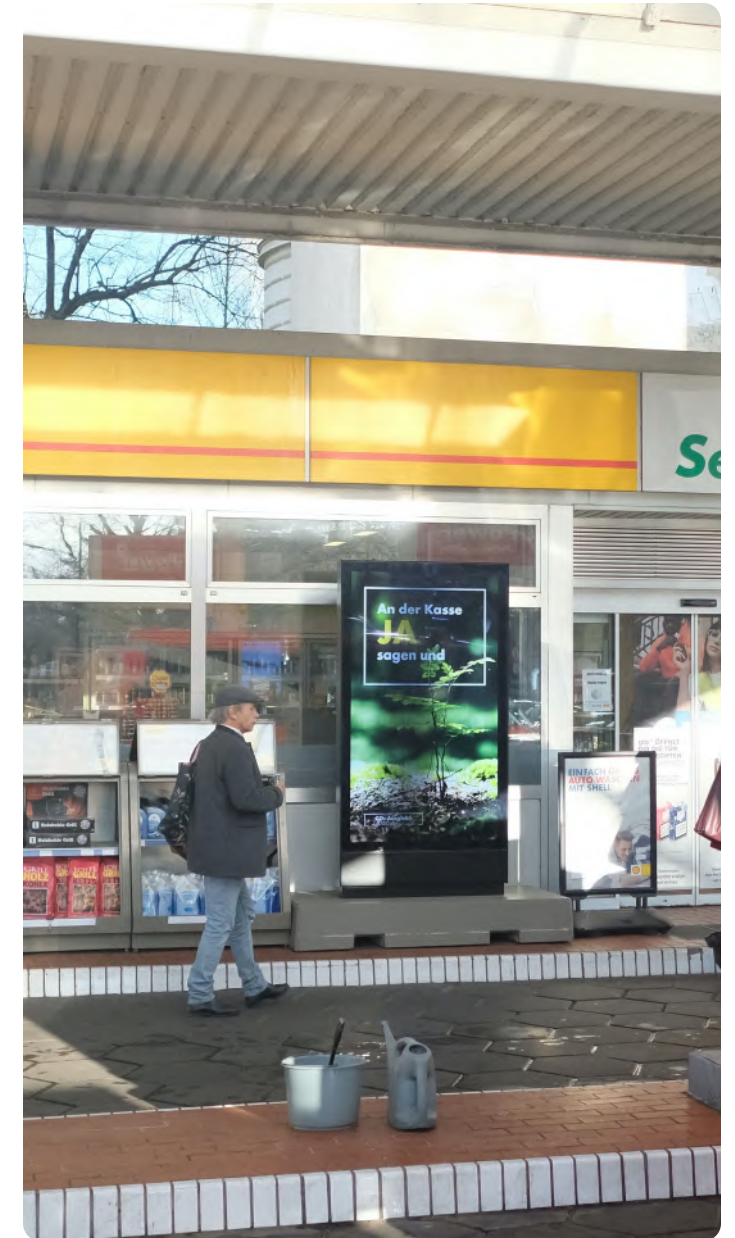
## Personas

- Automobile owners
- Families
- Travellers
- Couples
- Students

## Peak hours



4 pm  
to  
7 pm



# Let your creatives do the talking

If pictures say more than a thousand words, why not leave your audience speechless.



of consumers want to see more video content from a brand or business they support.

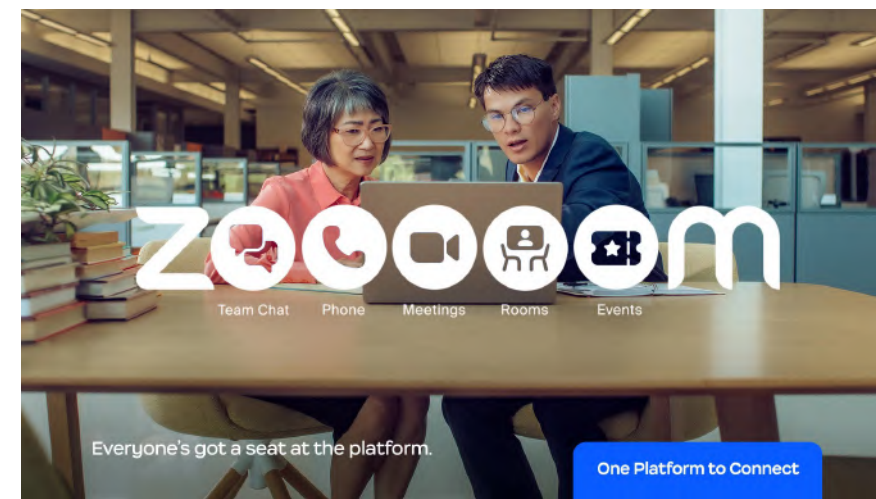
Recommendation:  
Include a discount, offer or trial for more engagement.

- Resolution
- 16:9 & 9:16
  - FHD & UHD

- Release Time
- 24 - 48 hours

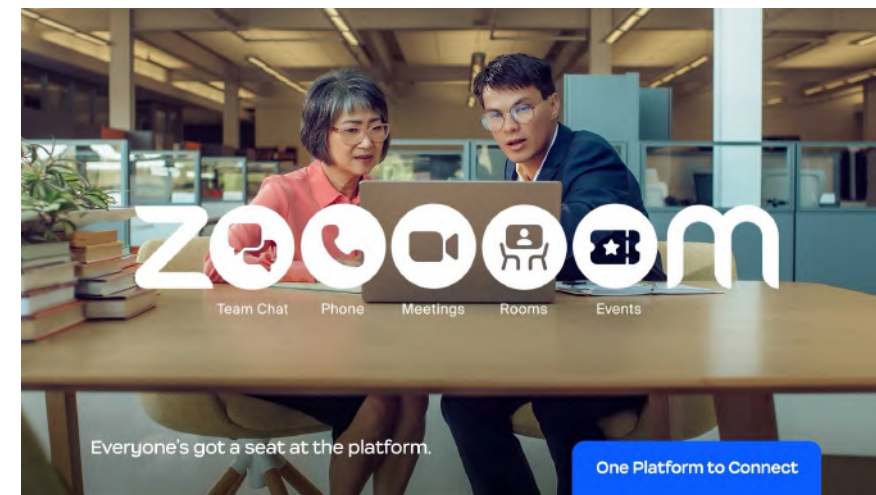
- QR Code
- In-app QR code generator

## Video (recommended)



- MP4
- H264
- 24 - 30 fps
- Max. 10 Mbts
- Max. 100 MB
- 10 Seconds

## Image



- JPG & PNG
- Max. 20 MB

# Impact & influence with your content

Our screens display captivating stories about business, finance, lifestyle, news, sports and art. So when your content shows up all eyes are already on your brand.

Up to **12%** uplift in intention of purchase.

Publishers:

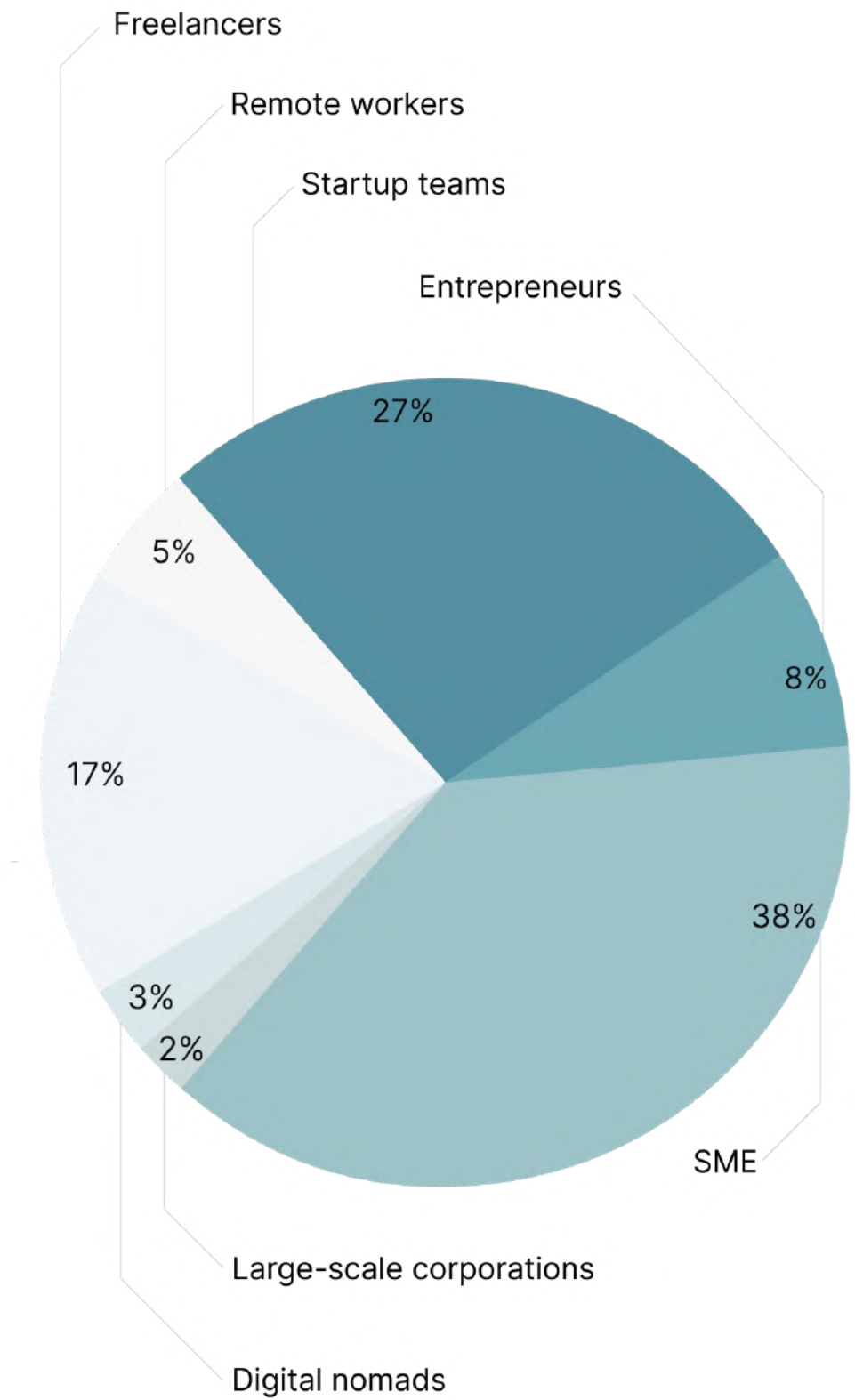
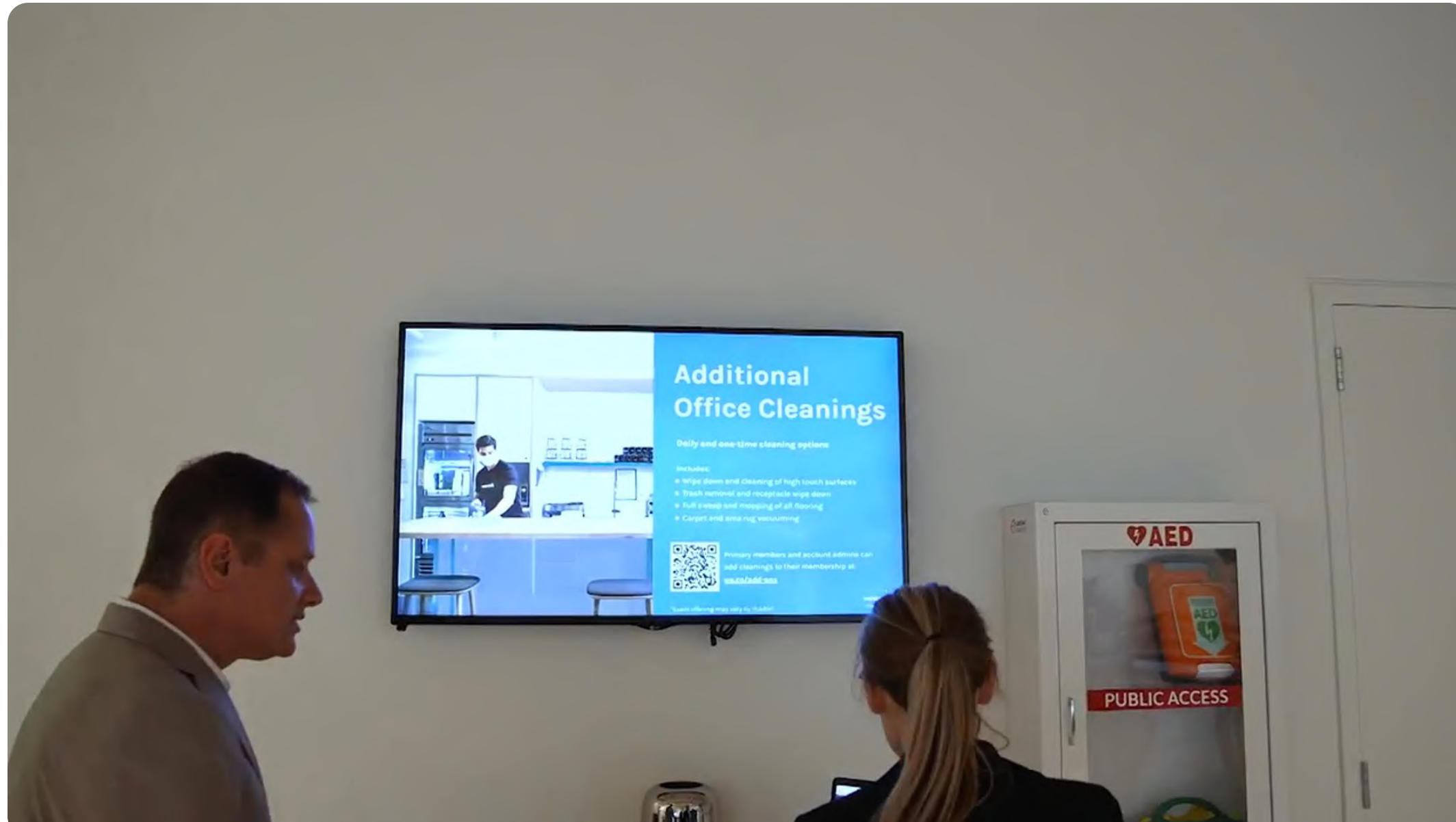
**BUSINESS INSIDER** ...and more.

The image shows four digital content screens arranged horizontally. From left to right:

- Your Content:** A screen displaying an Accenture advertisement featuring a woman's face and the URL [accenture.de/karriere](https://accenture.de/karriere).
- Location-Content:** A screen titled 'UPCOMING EVENTS' listing three events: 'Mindfulness Session by OpenUp' (16 November), 'Thanksgiving Feast' (24 November), and 'Company Photoshoot' (24 November).
- News:** A screen titled 'PANORAMA' from 'WELT' (08:52) reporting on a police search in Baden-Württemberg: 'Polizei sucht nach weiteren Opfern'. The article mentions a 37-year-old man who hid three women in his house, two of whom were captured after a long time.
- Your Content:** Another screen displaying an Accenture advertisement, identical to the first one.



# Captivate Coworking Audiences



Food



Fashion & Beauty



Technology



Mobility



Travel

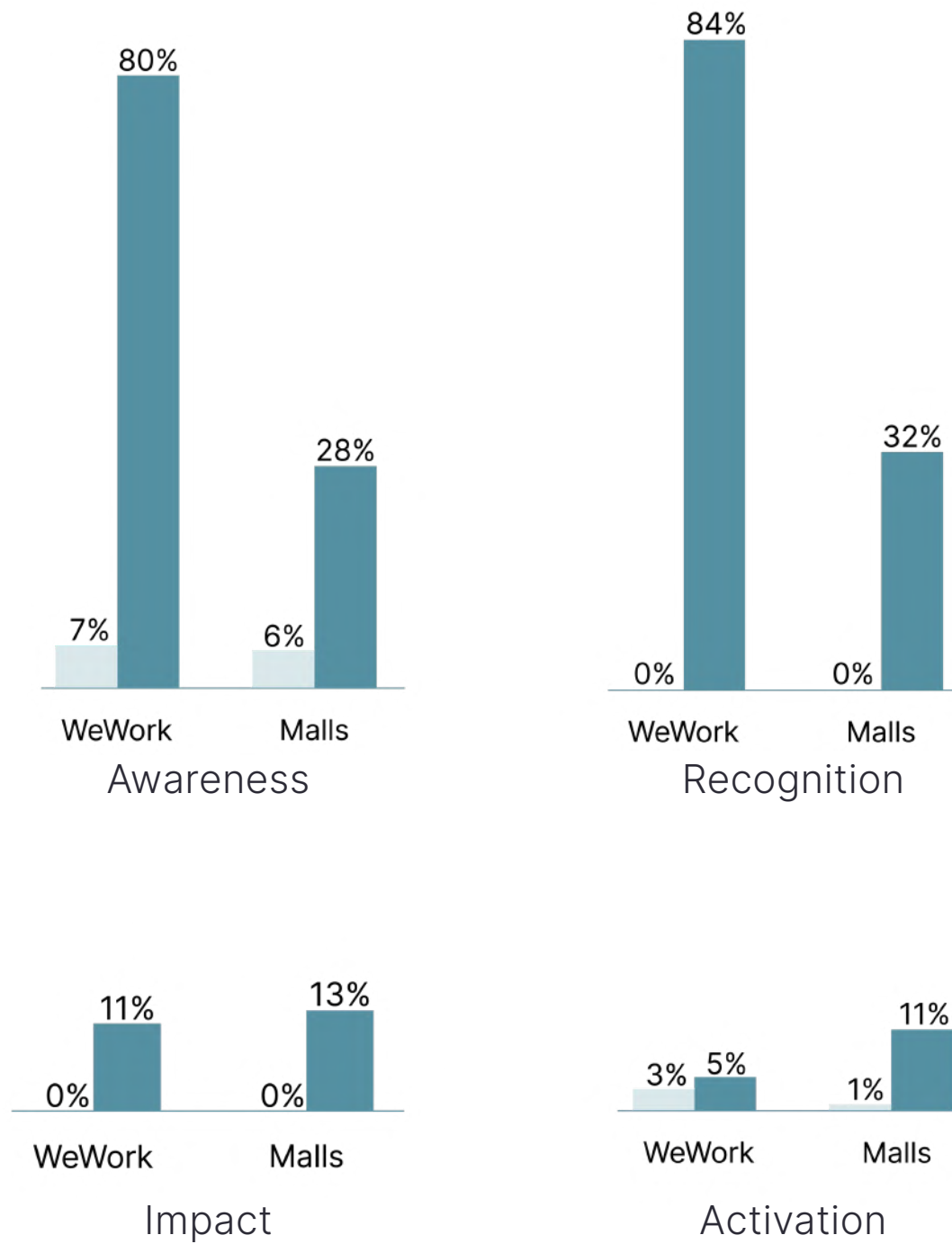
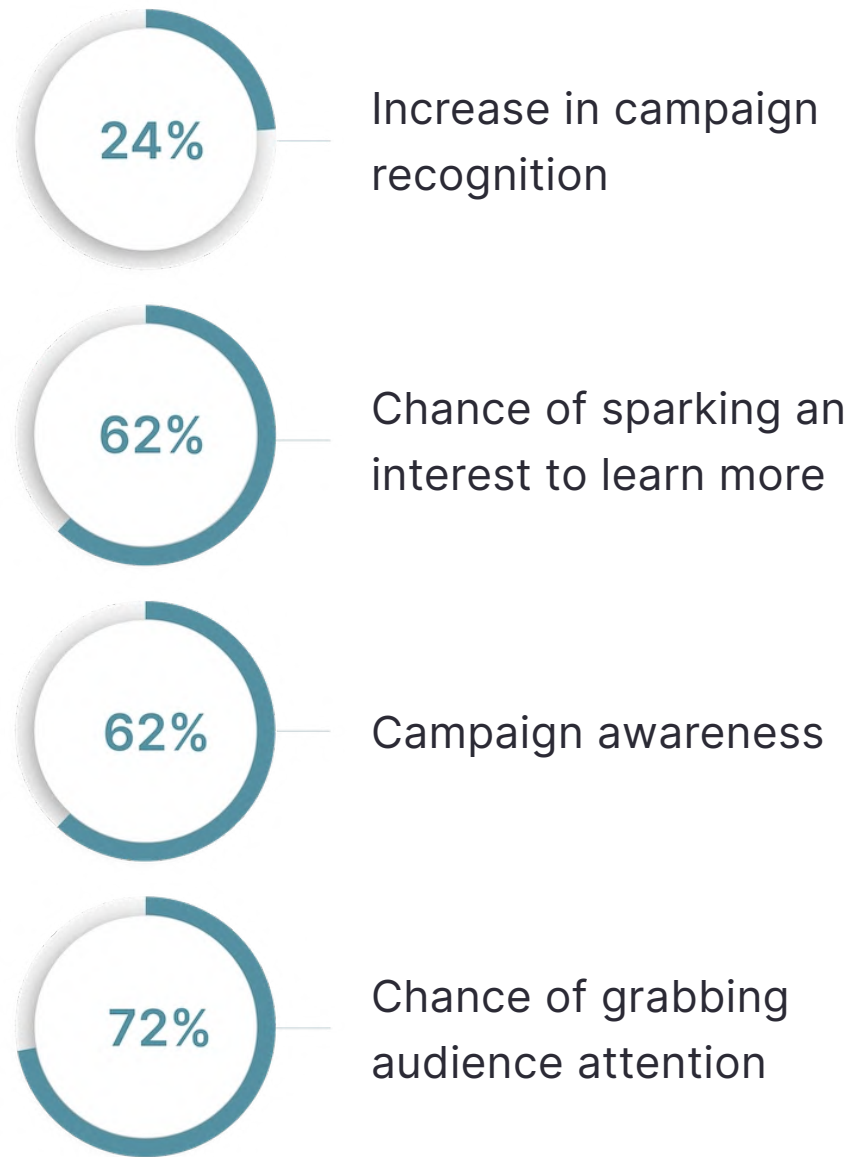


# Join Our Wall of Frame

Whatever industry,  
whatever creative,  
whatever your business,  
we welcome you to fill any  
screen with life, just like  
our clients.

[Read about our success stories here.](#)

# Get your brand uplifted like Deutsche Bahn



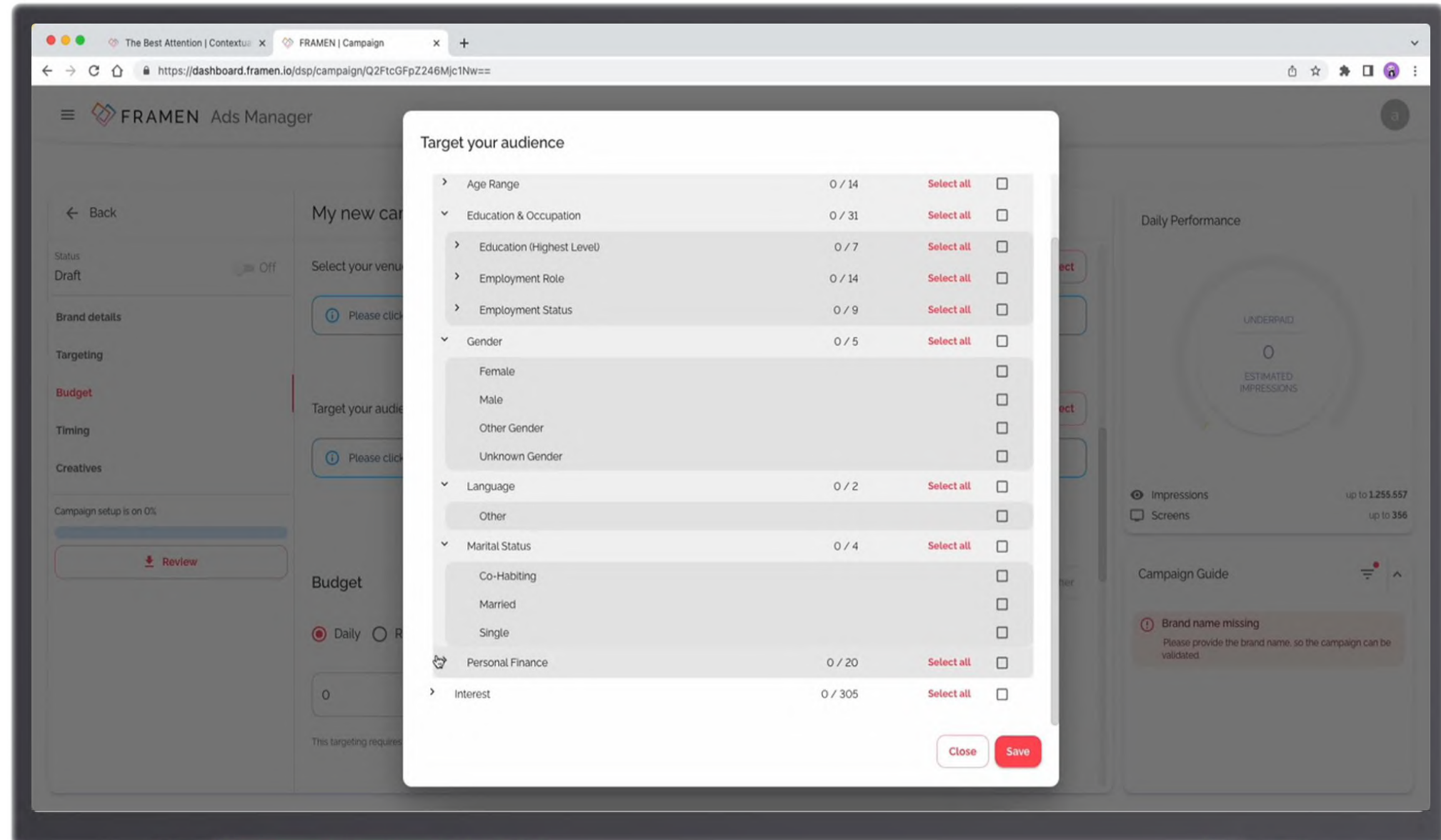


# FRAMEN Ads Manager

The all-in-one campaign management solution you need to elevate your brand.

[Explore the dashboard](#)

It's game-changing, just watch!



# Let's Crunch Some Numbers

No more leaps of faith, just a great returns.

## Run of site

The geotargeting feature is ideal for selective and regional communication of your advertising message, e.g. a singular city.

**25 £**

## Run of category

Best for pinpointing your target audience and venue-based advertising. e.g. gyms or coworking spaces.

**20 £**

## Run of portfolio

By using our complete portfolio, your campaign benefits from maximum reach, ROI and diversity, e.g. any FRAMEN screen in any of our locations and venues.

**15 £**

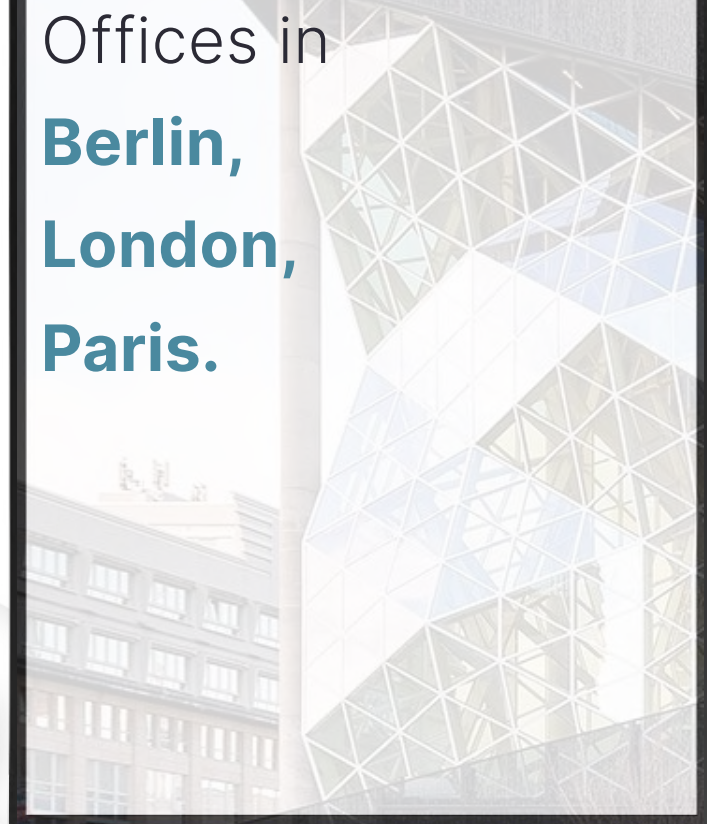
# About FRAMEN

Start here and now, to see how powerful the results of advertising through our global screens can be for growing your brand.

- Active with specialists and agencies in **across the globe**.
- Leading media & screen networks, **specialising DOOH advertising**.
- An **ever-growing** number of new inventory.
- **Programmatic** trading enabled.

The logo for Axel Springer, featuring the company name in a bold, black, sans-serif font with a blue horizontal line to the right of the 'r'.

Part of the Axel Springer Group.

A photograph of a modern office building with a prominent glass and steel facade, featuring a complex geometric pattern of white and blue panels. The building is set against a clear sky.

Offices in  
**Berlin,**  
**London,**  
**Paris.**


# GO LIVE & REDEFINE ADVERTISING

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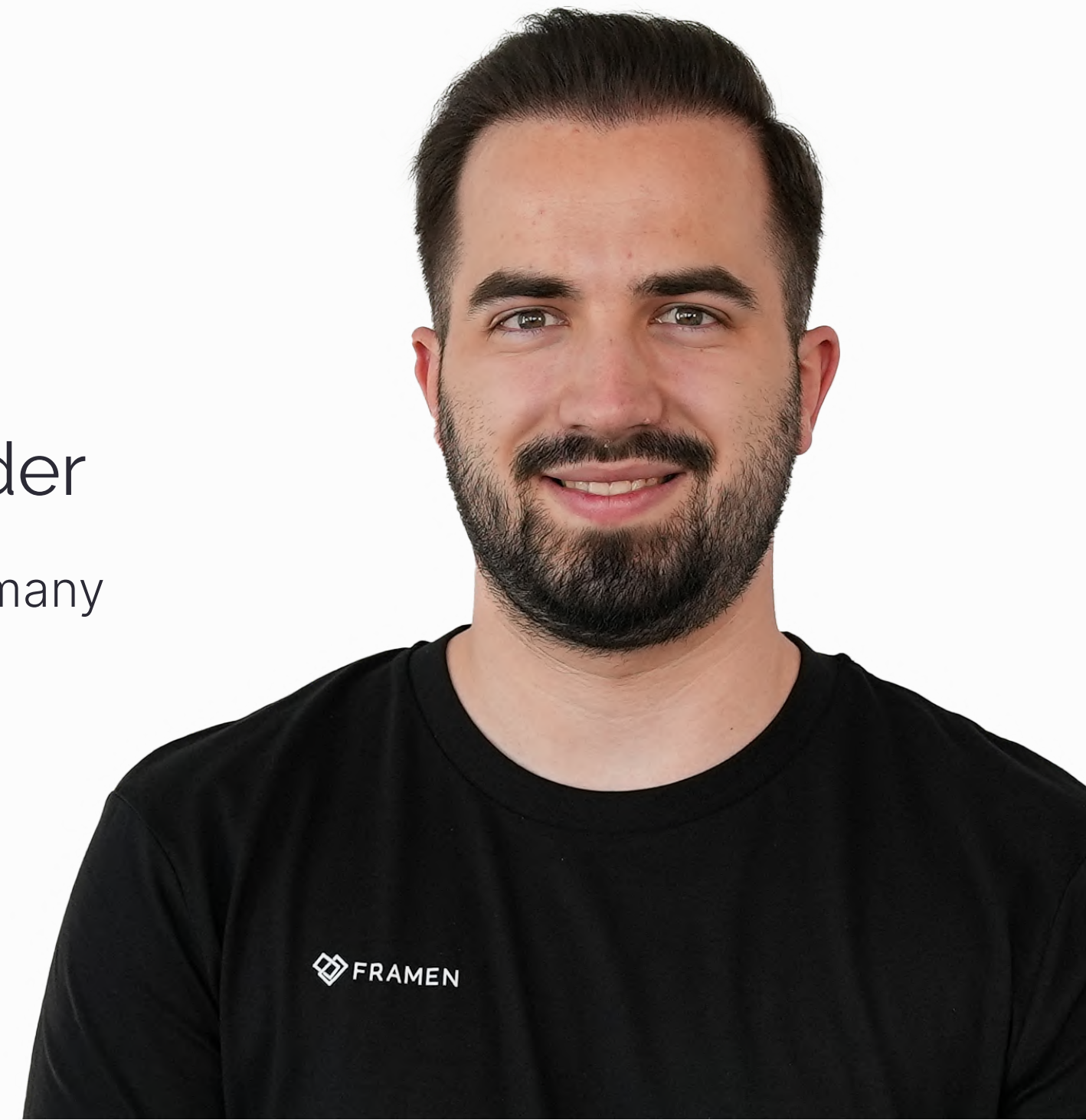
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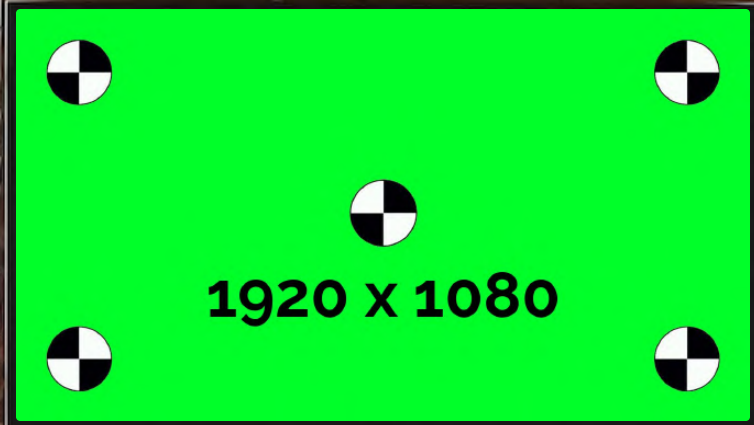
 [framen.com](http://framen.com)





1080 x 1920

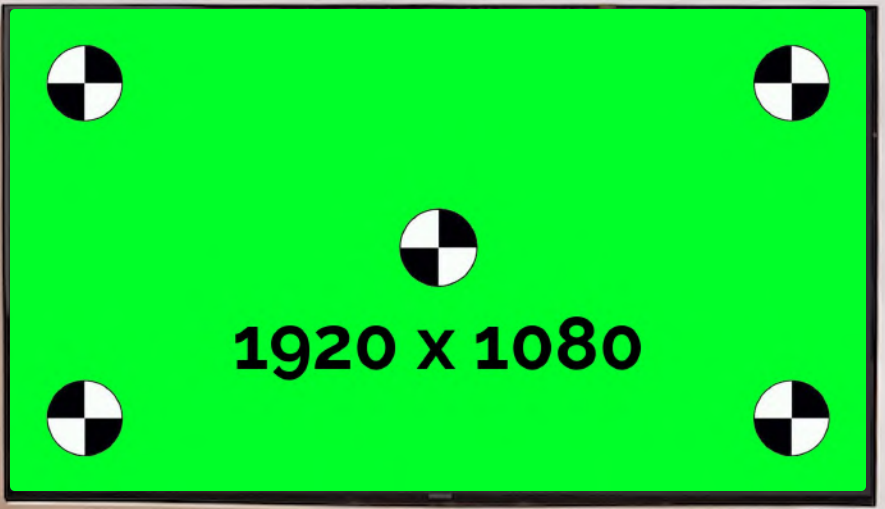




[www.originfitness.com](http://www.originfitness.com)

IN DIESEM BEREICH  
BITTE KEINE GLÄSER  
ODER GLASFLASCHEN





1920 x 1080



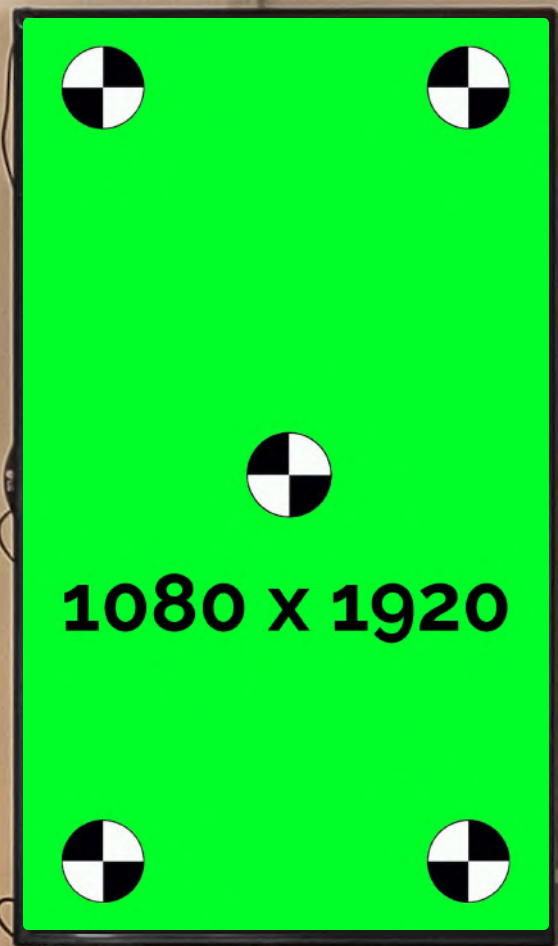
1920 x 1080



1920 x 1080

AED  
PUBLIC ACCESS  
MEDICAL + TRAUMA

GREEN STAIR



1080 x 1920



