



BOXPARK Wembley HA9 0JT



Liverpool Central Station Internal L1 1JT



Sheffield The Moor S1 3LR

Open Perspective Network

Summary

Step into the future of outdoor advertising with Open Perspective, a curated selection of sites from our Open Connect portfolio.

Captivate audiences through interactive and dynamic campaigns using full-motion capabilities and 3D experiences.

Statistics

- Benefits of 3D DOOH include; increase in engagement, wow factor when compared to traditional DOOH, interactive experiences for viewers and lasting impression on viewers.
- 3D campaigns have been found to be **3.5x** more effective than traditional 2D campaigns.
- A study found that when using 3D DOOH, **64%** of 18-34 year olds said it captured their attention.
- 3D DOOH boasts a **17%** increase in creative appeal versus 2D full motion.

Sources:
DOOH.com, Ocean

Sites

- Liverpool, Barratt House
- Liverpool, Central Station Internal
- Liverpool The One
- Newcastle, Metrocentre Red
- Newcastle, Metrocentre Yellow
- Newcastle Haymarket
- Coventry Central
- Hull Central
- Swansea Central
- London, Boxpark Wembley
- London, Hammersmith King Street
- Manchester, Hotel Football North
- Manchester, Hotel Football South

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