

Advertising that truly shines

City Light Media



WallDecaux
Premium Outdoor Sales



15 million
residents*

4/1 City Light Posters
8/1 City Light Pillars
18/1 City Light Boards
CLP Touch
Bluetooth
Poster to Mobile
AirportNet
ShoppingNet

**Advertising
that never sleeps**

* Reached by WallDecaux City Light Media; Munich: Advertising services offered on behalf of DSMDecaux GmbH.

The perfect medium for your message

4/1 City Light Posters

The major advantage of City Light Posters is their omnipresence in the urban setting. Evenly dispersed to offer comprehensive coverage of an entire urban area, CLPs guarantee high contact volumes and superb advertising reach. CLPs are the perfect advertising medium for reaching an urban, mobile populace, and can be found at bus shelters, city information panels, and in high-traffic public areas such as subway stations, airports, and shopping centers. The backlit City Light Poster is also an ideal way to advertise at night. The result? Excellent publicity for your products and services – 24 hours a day.

*Source: ma Plakat 2010, WallDecaux CLP full booking
Basis: WallDecaux cities



Hamburg, Mönckebergstrasse



1billion
contacts a week*

loses Design

Optio H90
www.pentax.de Pix your life PENTAX

Wall

Münster, Ludgerstrasse

JIMMY CHOO
FOR H&M

Paillettenjacke 99,-

H&M

Wall

Berlin, Friedrichstrasse

* Source: ma Plakat 2010, WallDcaux CLP full booking
Basis: Germany nationwide



Düsseldorf, Königsallee



66.7
contacts per week
on average*

Hamburg, Hafenstrasse

* Source: ma Plakat 2010, WallDecaux CLP full booking
Basis: WallDecaux cities

Larger than life

8/1 City Light Pillars

City Light Pillars are an extraordinary advertising format, featuring full rotation and backlighting to ensure superb presence and reach. They stand exclusively in high-traffic locations, including intersections, pedestrian areas, and shopping districts.

* Source: ma Plakat 2010, WallDecaux City Light Pillar full booking
Basis: Germany nationwide



The silver screen of advertising media

18/1 City Light Boards

Don't let motorists lose sight of the big picture: present your campaign in large-screen format and count on an average contact duration of 23 seconds.* Scrolling poster functionality and backlighting ensure maximum visibility for your advertising message. City Light Boards are the same size as classic billboards and 18/1 Traffic Boards on buses and trams, making them easy to combine with other formats.

* Source: ma Plakat, K value for "potential contact duration", cars and pedestrians on average

** Source: ma Plakat 2010, WallDecaux CLB full booking
Basis: Germany nationwide



Hamburg, Dammtor



Der Audi A1.
Der nächste große Audi.
Ab dem 27.08. bei Ihrem Audi Partner.

A1

99 million
contacts a week*

JCDecaux

KoVU123

Cologne, Siegburger Strasse

* Source: ma Plakat 2010, WallDecaux CLB full booking
Basis: Germany nationwide

**DARE MAN
ÜBERZEUGUNG IN
FLASCHEN ABFÜLLEN
UND VERKAUFEN?**

Fragen kann man ja mal.  bionade.com

Wall

Berlin, Leipziger Strasse

Berlin, Leipziger Strasse

**Viral marketing
with a WOM* effect**

CLP Touch, Bluetooth, Poster to Mobile

City Light Posters with interactive features are exciting, eye-catching, and entertaining. Over 68 percent of users tell their friends about them – thus acting as multipliers for your advertising message. Awareness spreads quickly through word of mouth, even with just a few ad locations. In this way, advertising campaigns can quickly become the talk of the town. With Poster to Mobile or City Light Posters with Bluetooth functionality, consumers can get additional information about your products on their mobile phones. CLP Touch offers entertainment at the touch of a button, including film clips with sound.

*Word-of-mouth

**Source: Effectiveness and Perception
of CLP Touch, Info GmbH 2009
Basis: CLP Touch awareness



Make an easy landing with
attractive customer groups

AirportNet

Quality rather than quantity – that's the aim of airport advertising. A large proportion of airline passengers are business travelers who are frequently at airports. This makes AirportNet an ideal B2B advertising format. AirportNet lets you precisely target all travelers, both inside and outside the airport building, as well as in arrival and departure areas.

* Source: Media Frankfurt GmbH – Werbemonitor

Ich will versichert werden.
Nicht versichert.
Es gibt 82 Millionen Gründe für Deutschlands neue große
Versicherung. Wir freuen uns auf Ihnen: www.ergo.de

ERGO
Versichern heißt verstehen.

44.1% advertising recall*

Hamburg, Flughafenstrasse

Your direct

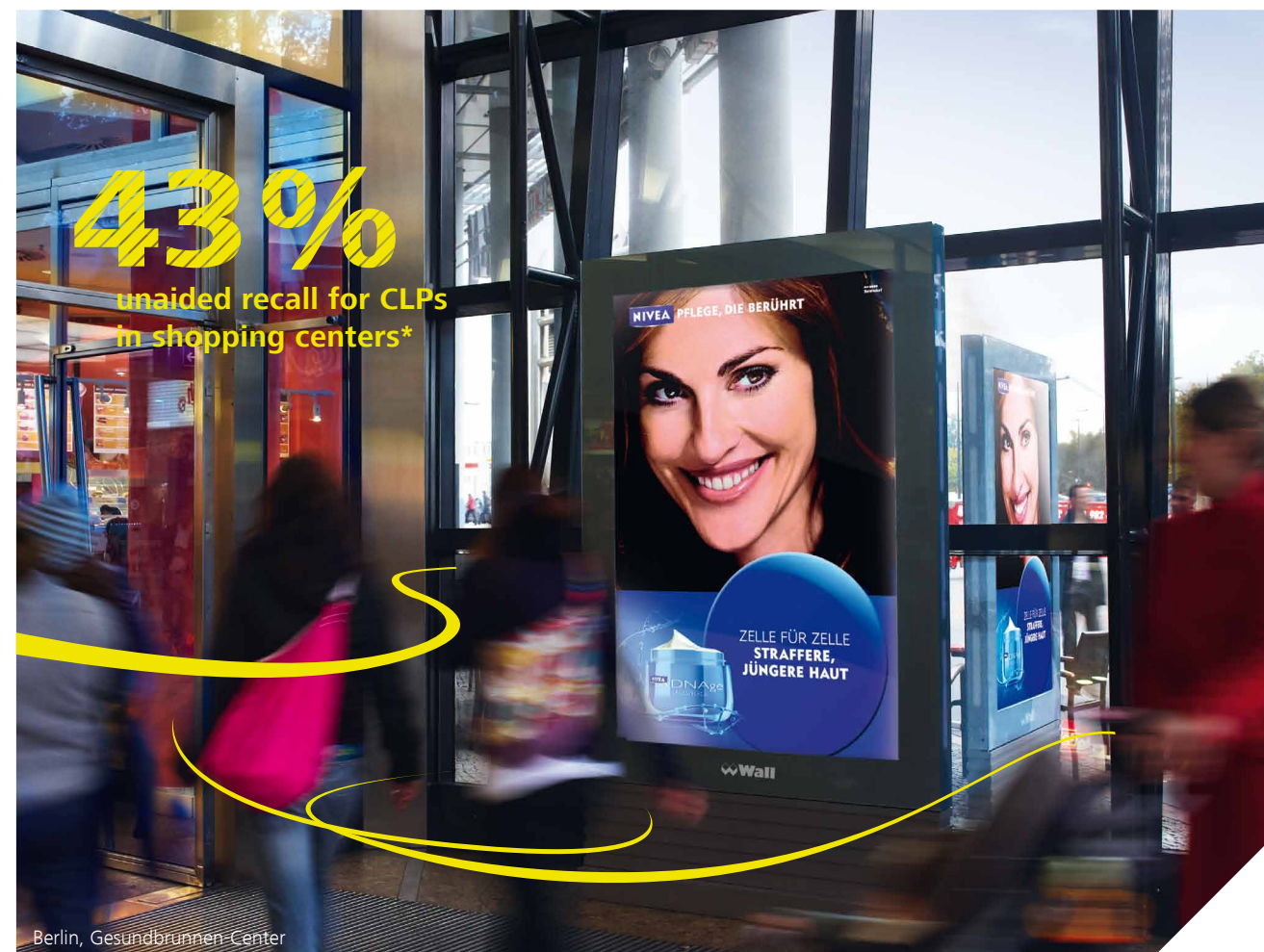
connection at the POS

ShoppingNet

A ShoppingNet campaign puts your advertising directly at the POS, decisively influencing your target customers by keeping your advertising message fresh in their minds while in the shopping center. Seventy-two percent of shopping center visitors make their buying decisions on the spot. With ShoppingNet, you can advertise in close proximity to your stores, whether locally, regionally, or nationally.



* Source: University of Hamburg, Lehrstuhl Absatzförderung, 2010



Innovate

Pushing the envelope in creative outdoor advertising



Hamburg, Jungfernstieg



WallDecaux
A division of Wall AG

Wall AG headquarters
Friedrichstrasse 118 // 10117 Berlin
T +49 30 33899-0 // F +49 30 33899-295

Sales offices
Sales office east
Friedrichstrasse 118 // 10117 Berlin
T +49 30 33899-0 // F +49 30 33899-295

Sales office north
Brandshofer Deich 48 // 20539 Hamburg
T +49 40 736033-0 // F +49 40 736033-99

Sales office west
Kaistrasse 7 // 40221 Düsseldorf
T +49 211 99977-0 // F +49 211 99977-99

Sales office south
Rathausplatz 10-12 // Rheincenter
67059 Ludwigshafen
T +49 621 59134-0 // F +49 621 59134-99

Sales hotline
T +49 30 33899-333

WallDecaux

Premium Outdoor Sales

WallDecaux
A division of Wall AG

Wall AG headquarters
Friedrichstrasse 118 // 10117 Berlin
T +49 30 33899-0

info@walldecaux.de
www.walldecaux.de

