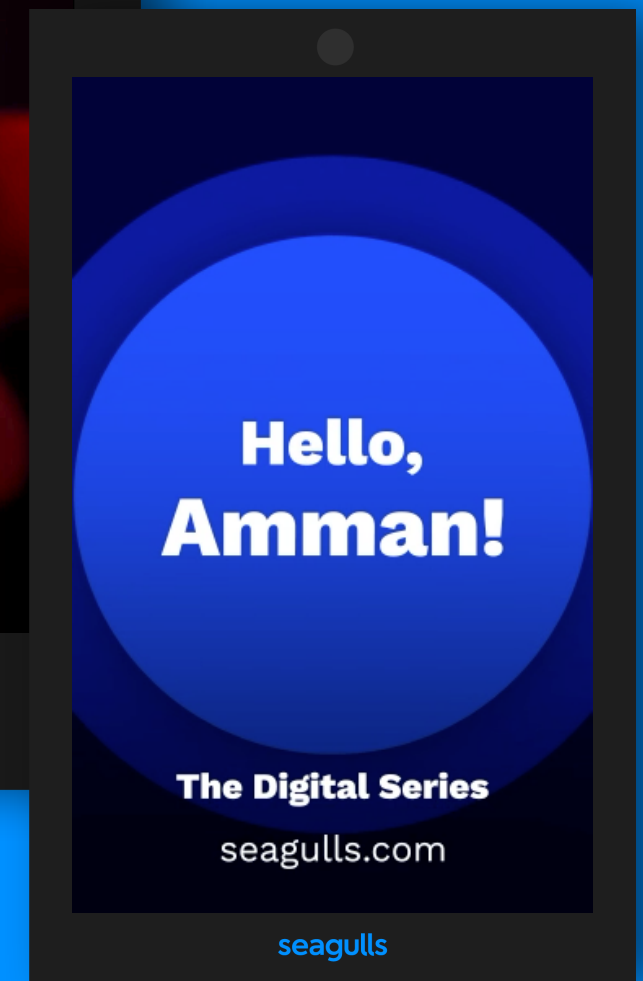
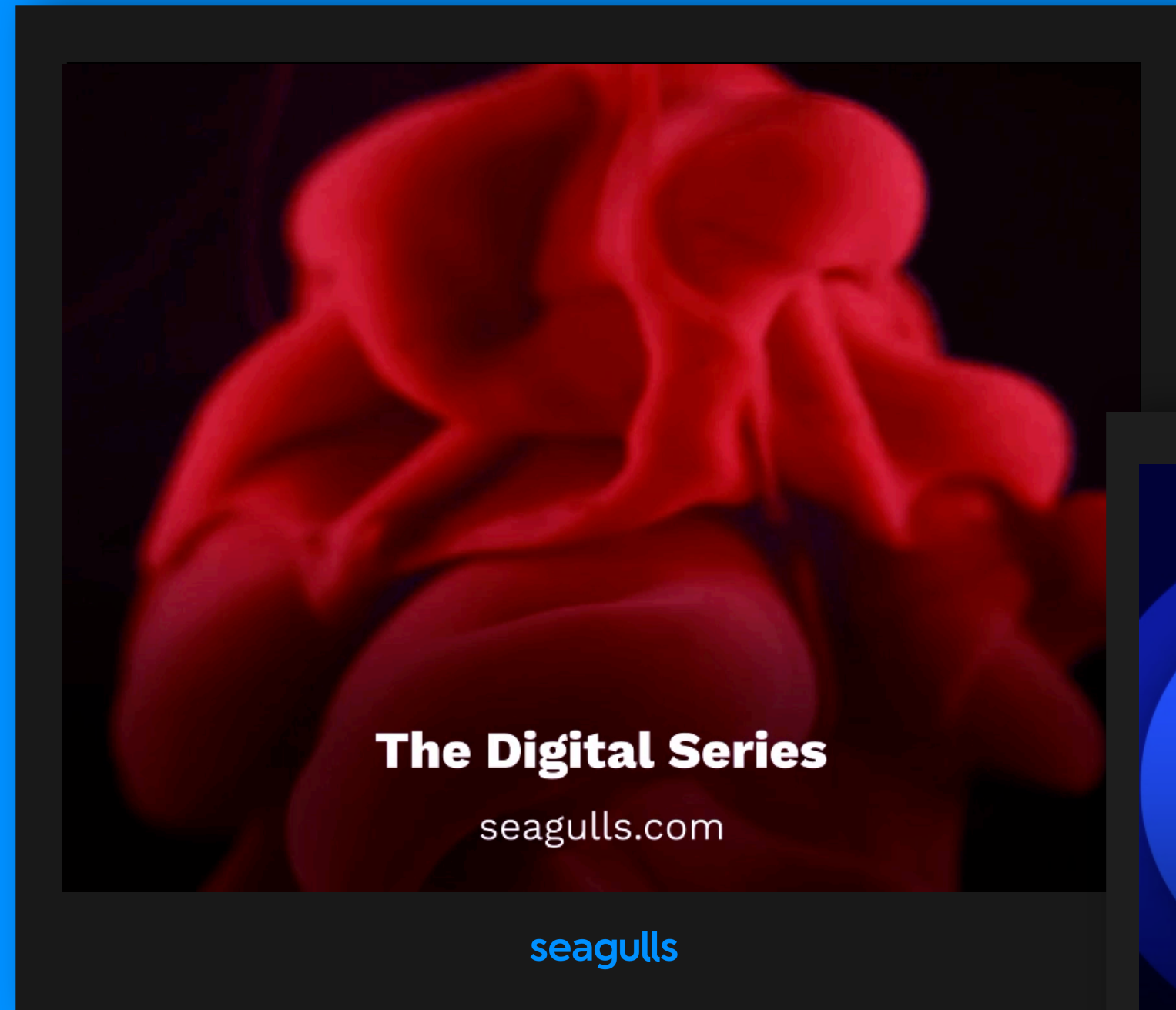


seagulls

The Digital Series

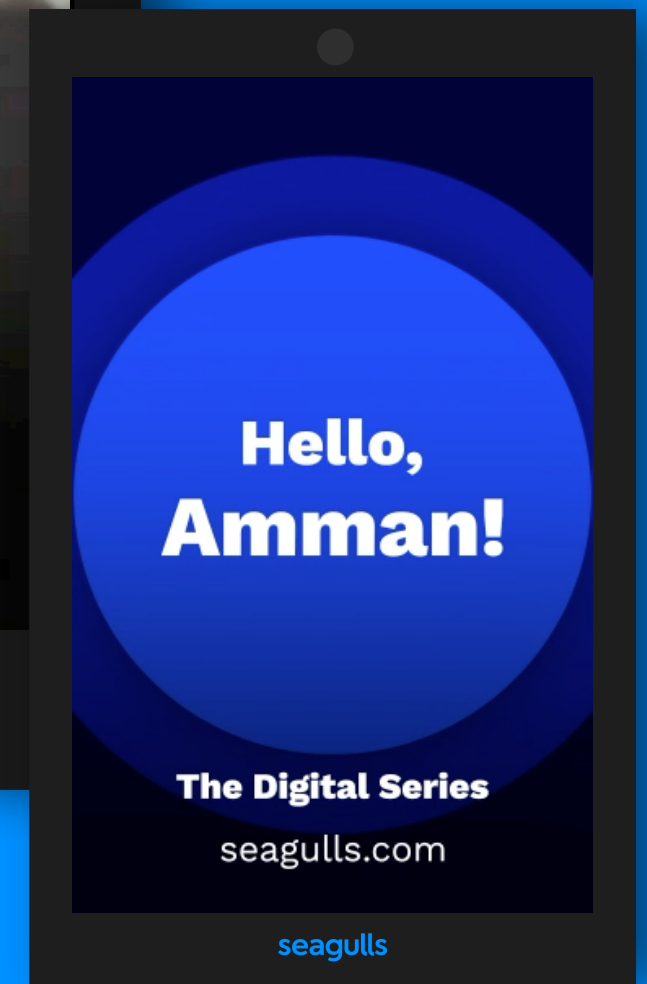
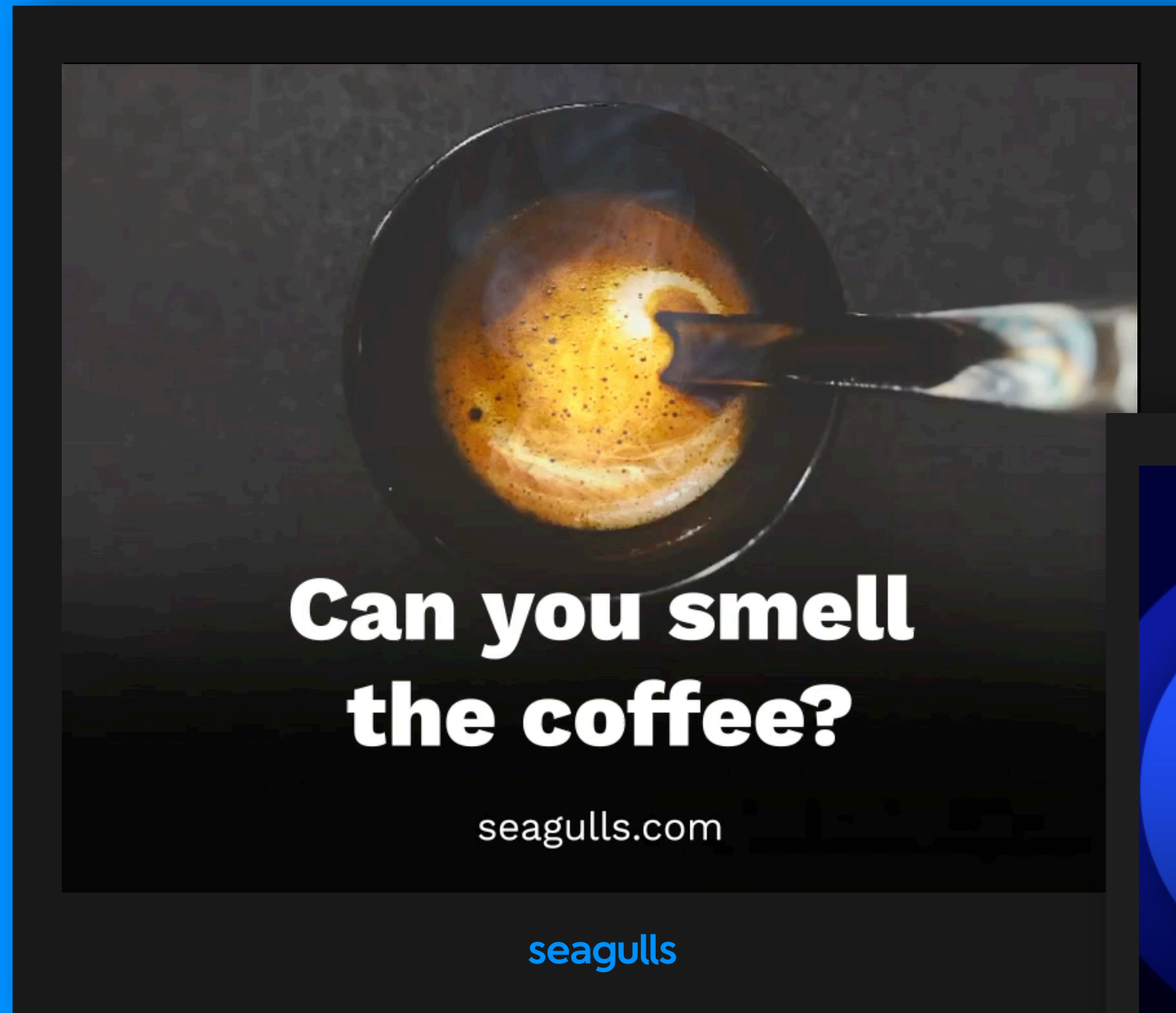
Set your brand in motion.

+962 6 563 8000
sales@seagulls.com



Say hello to Dynamism.

Today, we are delighted to announce the arrival of our Digital Out of Home (DOOH) units, **The Digital Series**, to complement our uniquely integrated product range of OOH, retail, and broadcast.



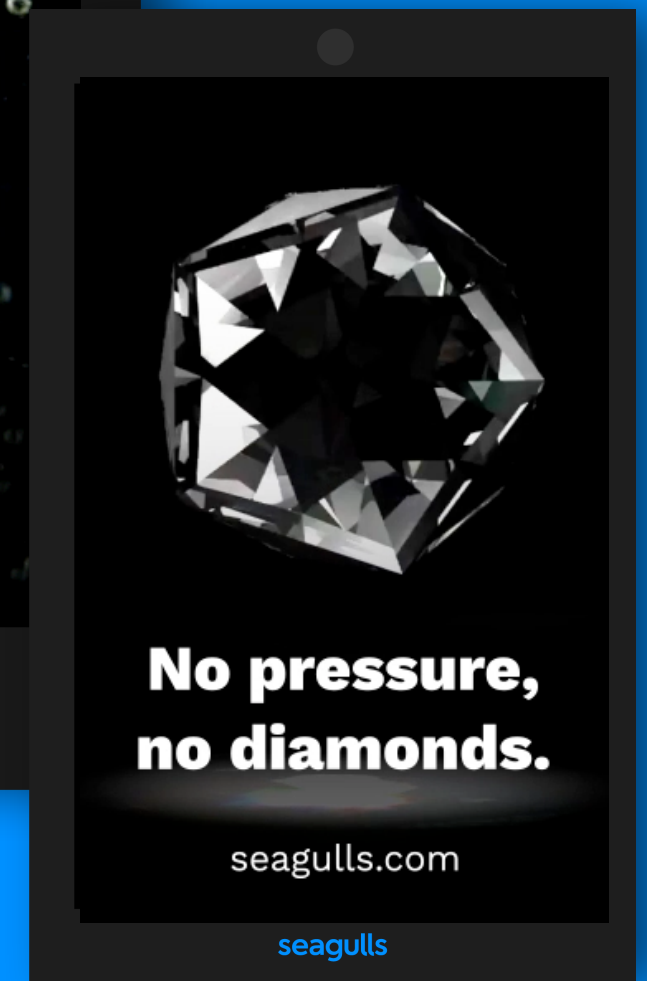
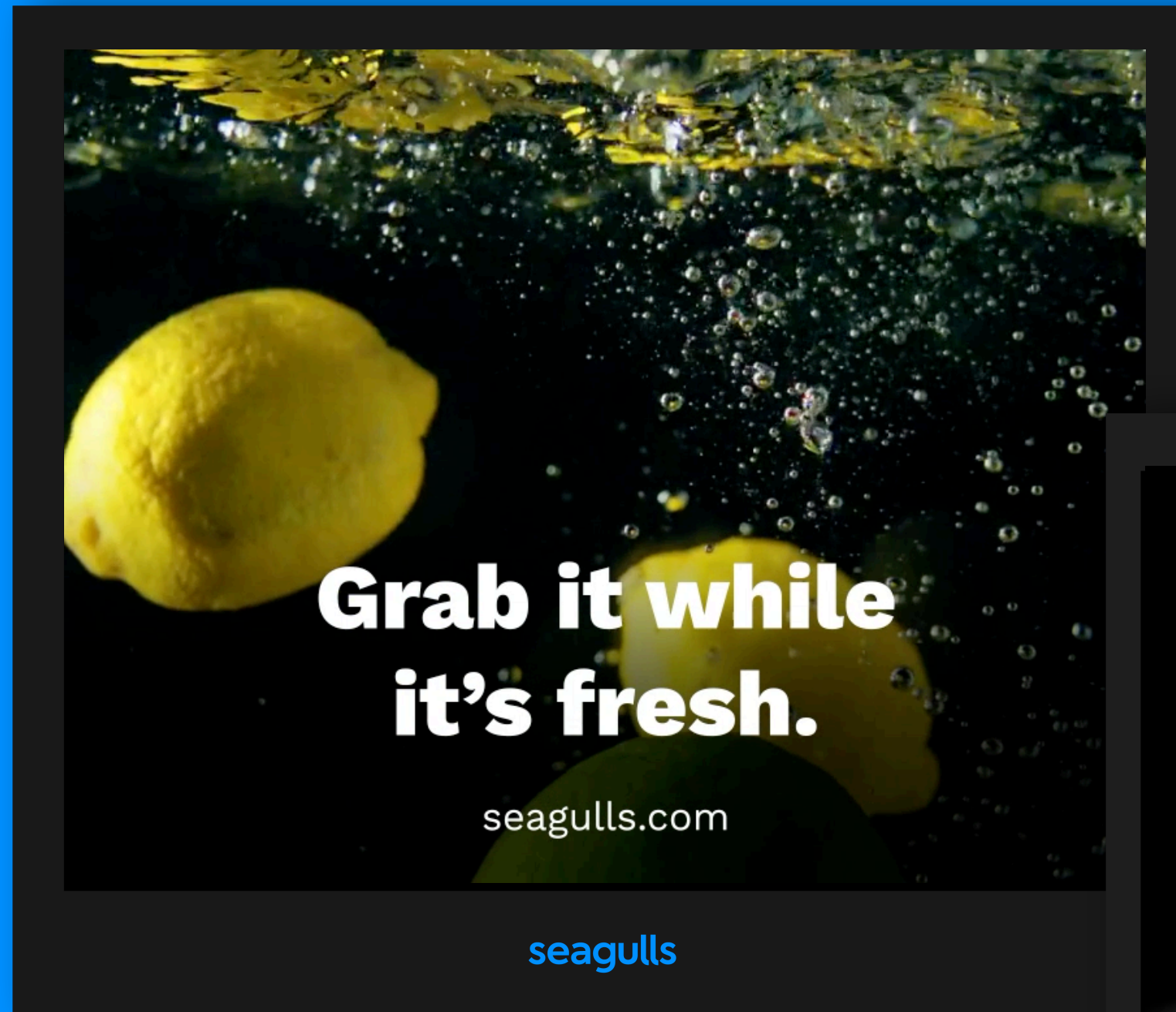
Target precisely.

- Advertise **smarter**: Target the right audiences in the right context.
- Embrace **versatility**: Display different content at **different places** and **different times**.
- **Resonate** with people who matter; whoever, wherever, and whenever they may be.



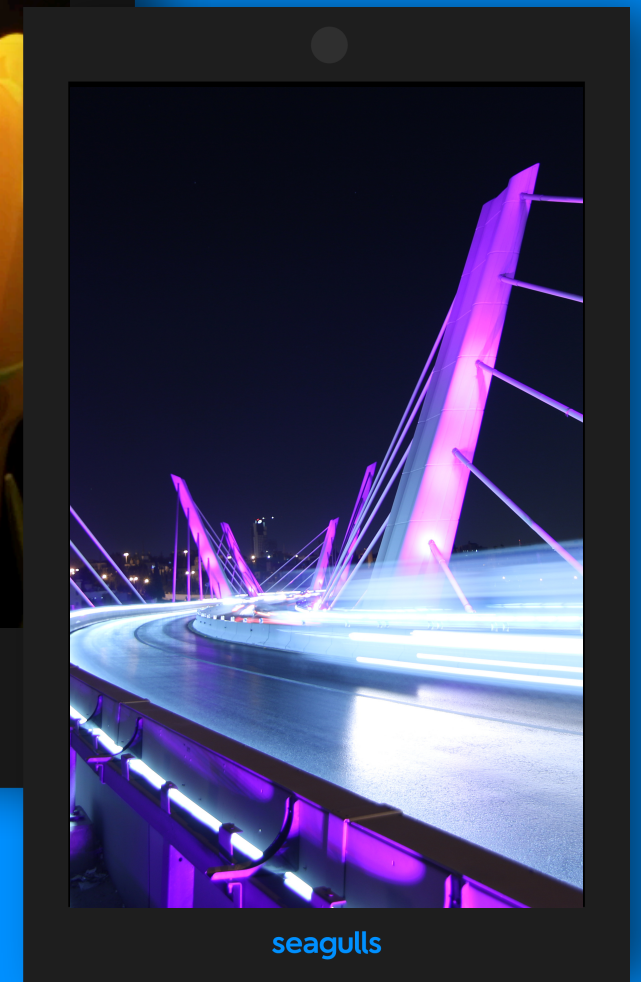
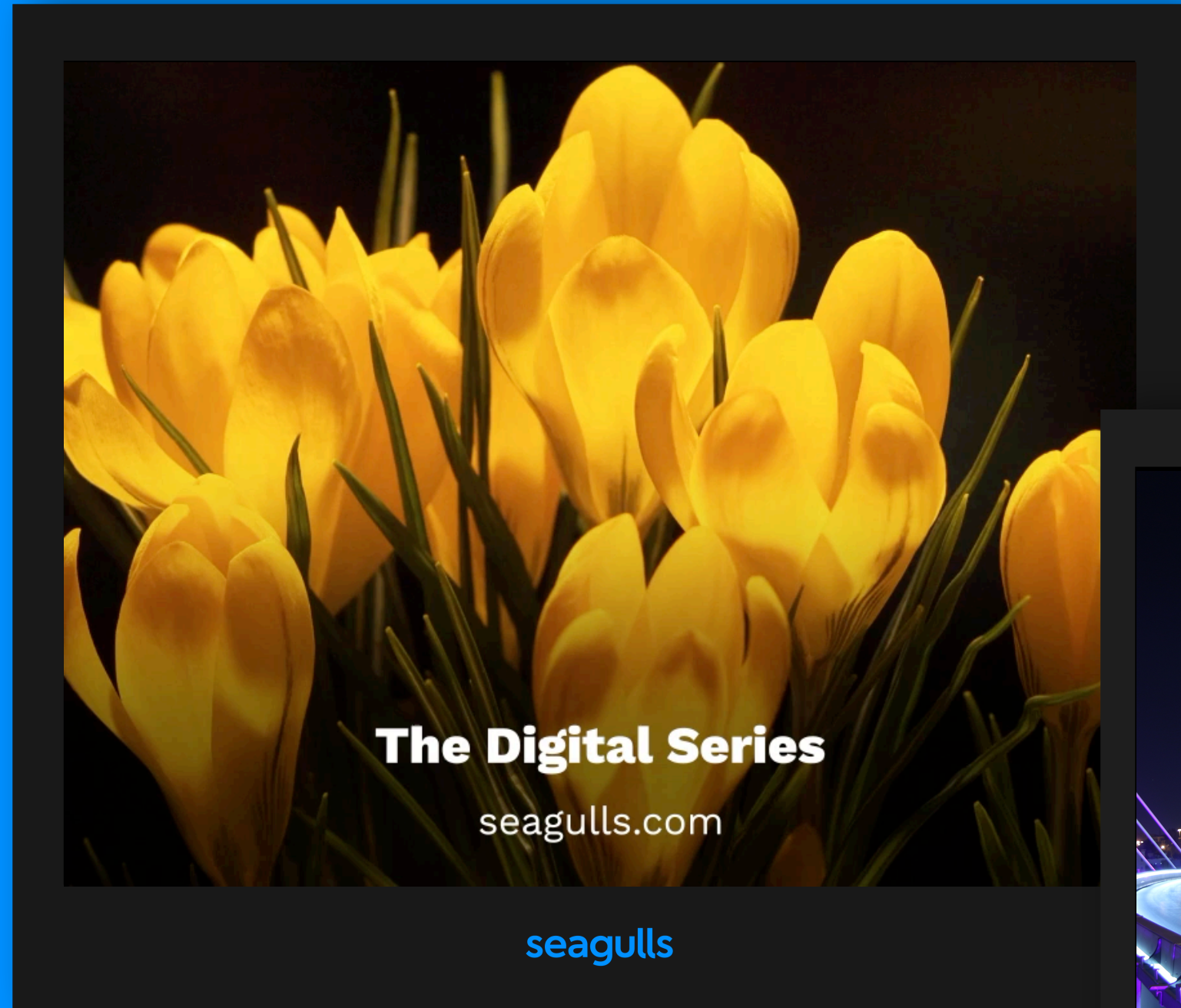
Take control.

- Plan the right campaign for your **budget**.
- Add **flexibility** to your marketing.
- **Update** your campaign **remotely**, and change your creative instantly.
- Choose days of the week or even specific times of the day.



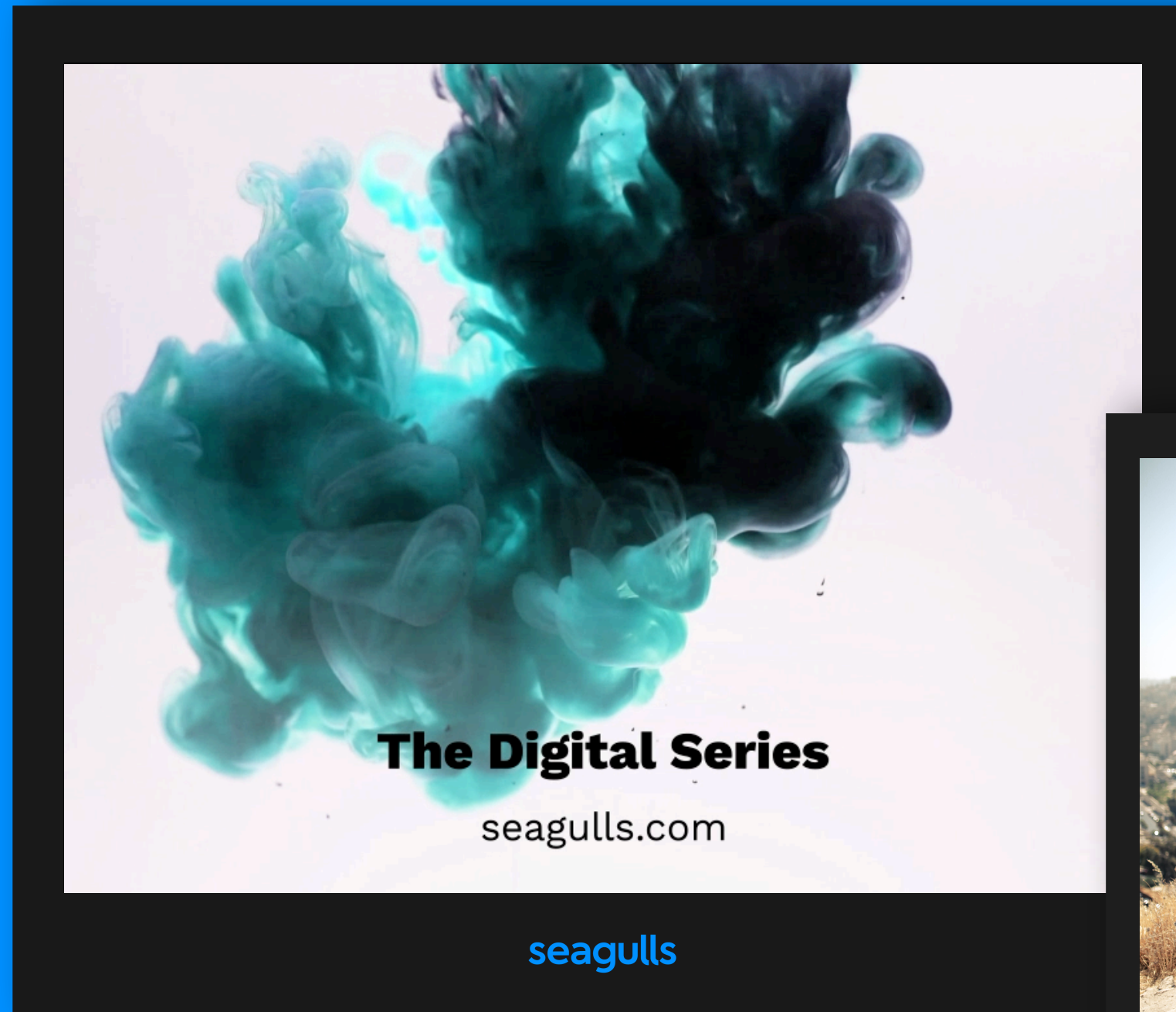
Set your brand in motion.

- Light up the city with the **highest quality** screens in the market.
- **Modern, unobtrusive** ad space.
- **Crisp resolution** with the highest pixels per inch.
- Wide **color** spectrum.



Reach further.

- Expand marketing **integration** with your other platforms.
- Attract **public attention** and engage in direct **conversation** with the city.



Just DOOH it.

- Display **high quality content** that reflects positively on your brand.
- **Grab attention** with moving ads in **new formats**.
- Use **multiple visuals** and messages for your campaign.
- Your brand is only limited by your **imagination**.



This is just the beginning.

In the next phase, we will introduce the **first programmatic DOOH** to the Jordanian market. It's a game-changer.



The power of programmatic

Target specific audience groups

- Gender
- Age
- Emotion
- Behavior

Optimize your scheduling

- Day Part
- Day of week
- Share of voice: Invest in a set percentage of the ad inventory.

Harness the power of triggers

- Weather conditions
- Vehicle detection
- Integrate data feed triggers — from counters to realtime announcements

Unlock business intelligence

- Number of impressions
- Screen performance
- Creative artwork performance
- CPM

One more thing...

Hand-picked so you can't miss it.

If you've been around town the past few days, we're pretty sure you've come across our screens...they're unmistakable!

Every spot has been carefully chosen for maximum coverage and viewability.



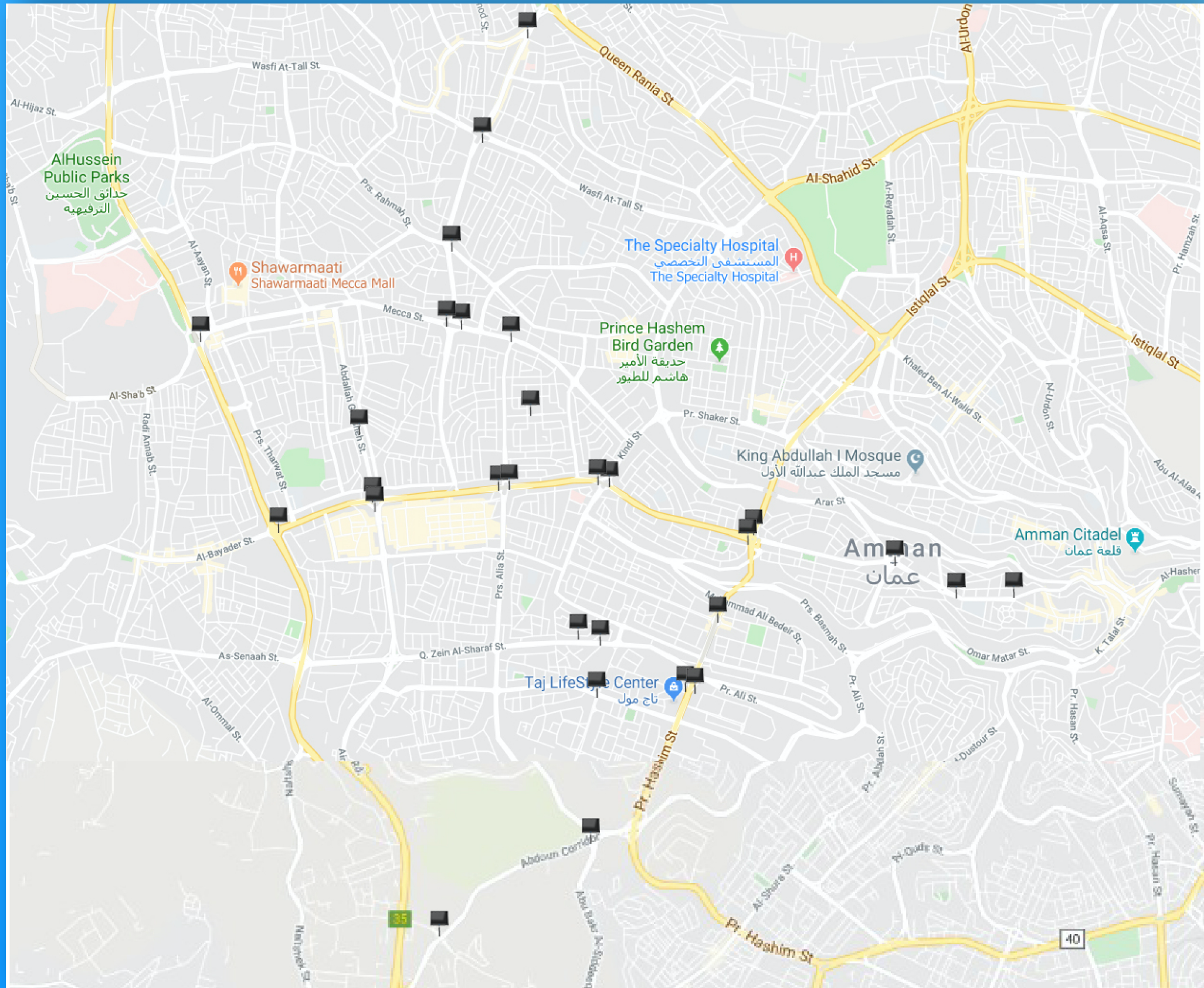
DS8

- Unique stand-out design
- Maximized viewability
- 30 Faces across Amman
- 8-second loops
- Loop of 6 commercials per panel
(may vary according to GAM requirements)

640 pixels

832 pixels



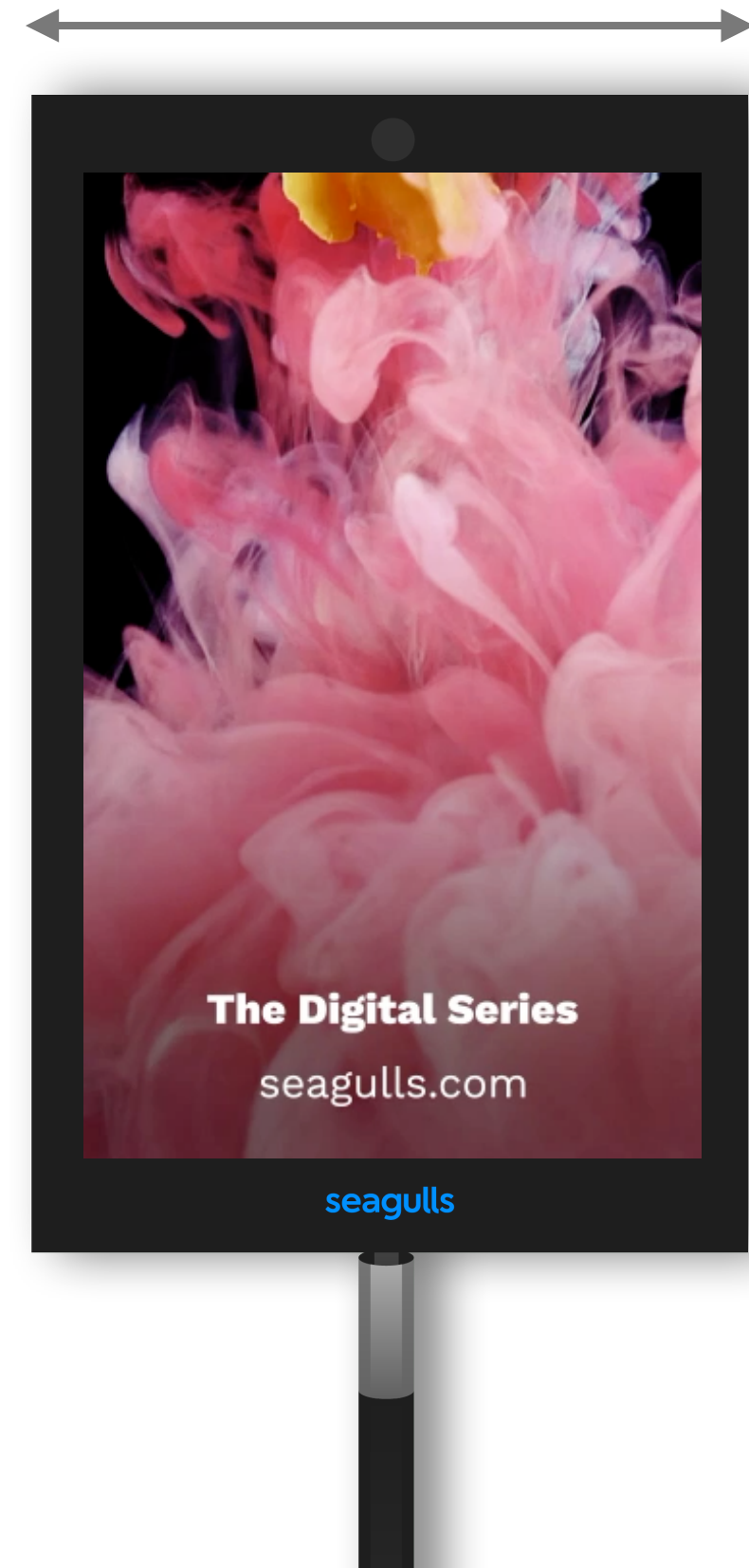


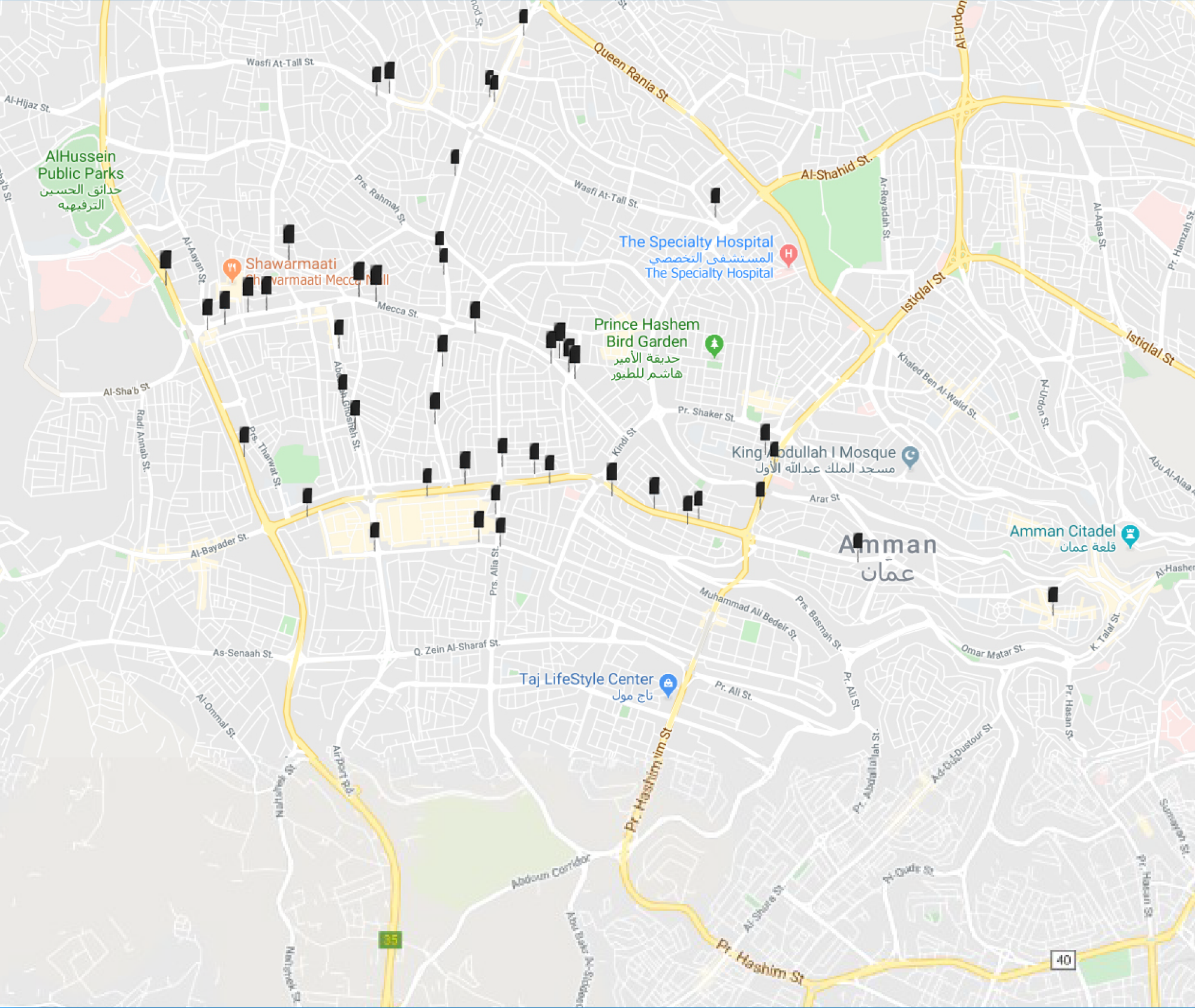
DS2

- Unique tilted design
- 50 Faces across Amman
- 8 seconds ad duration
- Loop of 6 commercials per panel
(may vary according to GAM requirements)

512 pixels

320 pixels





**We can't wait to see
what you can imagine.**

seagulls

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