



OUT OF HOME
HUB

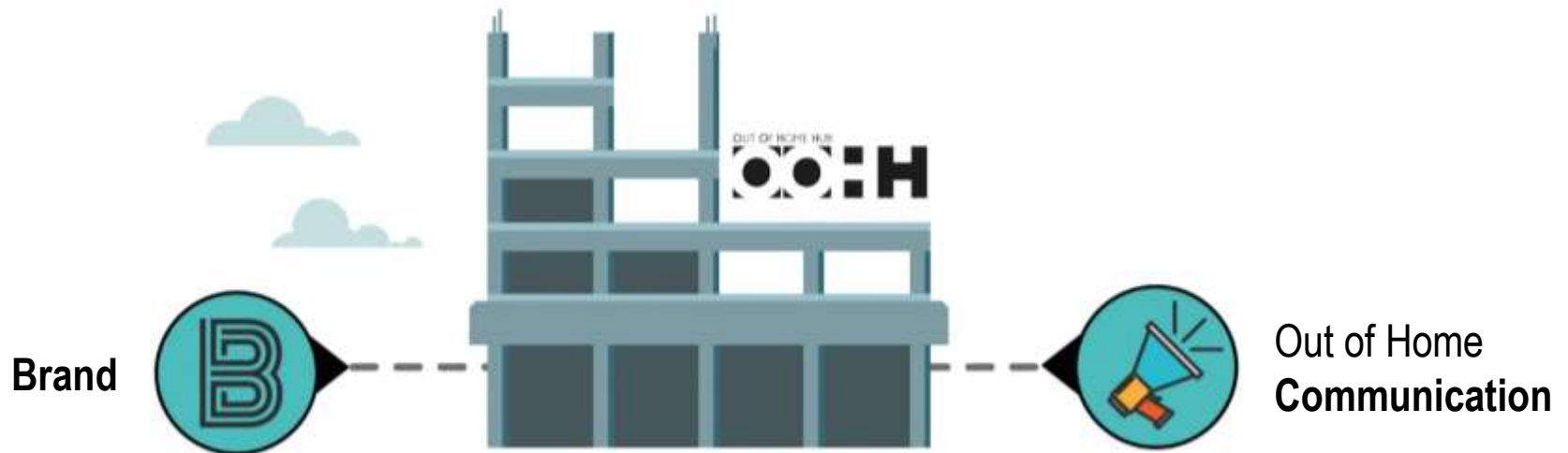
OUT OF HOME HUB





OOHH: WHAT IS IT?

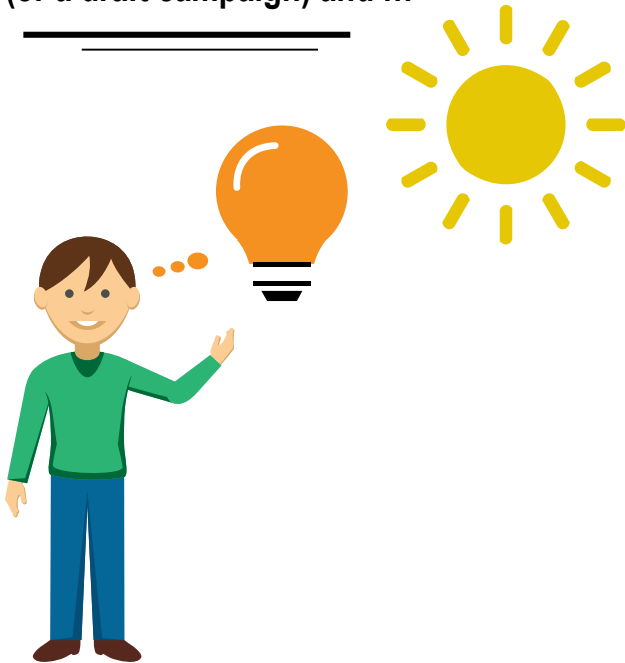
- 1 A **gathering spot** for different skills with the common focus on Out of Home
- 2 A **procedure** with the objective of creating effective Out of Home campaigns in two phases:
 - Creative process co-operation
 - Creativity effectiveness check
- 3 A **method** (co-design) requiring the full participation of the customer's buying group (creative agency, media agency, etc.)



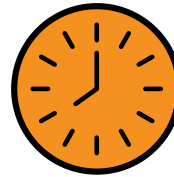


OOHH: What is it for?

The customer steps in with an idea
(or a draft campaign) and ...



... IN JUST 1 DAY



... steps out with a ready-to-use
Campaign, already tested





OOHH: Services

You can choose all our services or just a few according to your needs.

1

CREATIVE DESIGN & CREATIVE TECHNOLOGY

IDEA , VISUALS, DESIGN,
INTERACTIVE EXPERIENCES



2

CREATIVE ANALYSIS

C.A.T. ANALYSIS
C.A.T. SIMULATOR



3

OBJECTIVE ANALYSIS

EYE TRACKING



4

SUBJECTIVE ANALYSIS

RESEARCH INTELLIGENCE



* The Creative Technology service has to be defined



To access the full brochure please contact your direct salesman.



If you are a new client please send an email to servizioclienti@igpdecaux.it



Use the object «OOHH»
Specifying your Name, Surname, Company and Legal Head Office.