



global

Making everyone's
day brighter

Outdoor Format Guide

TRANSIT/RAIL



Audience

55 million

Annual passengers

7.84min

Minutes on platform

35.5 mins

Average time to absorb
advertising messages

27.69min

On board train



Digital Formats

Digital Gallery

Amplify your message and extend storytelling across the digital gallery network

Connolly | Pearse | Tara | Grand Canal

Commuter dPod

Influence and target engaged audiences on multiple missions and high dwell time locations on rail dPods.

Transvision

Create impact on large format digital screens in the busiest commuter stations in Dublin



Digital Gallery



dPod

Transvision



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Retail Audience

68%

Shoppers influenced by ads outside Supermarkets

61%

Want to be inspired

60%

Prepare meals from scratch everyday



Digital Formats Retail

dX

The dX network is home to some of the largest digital Outdoor advertising screens in

**Dundrum Town Centre | Pavillions | Ilac Centre
The Square Tallaght | Mahon Point | Whitewater
Newbridge**



dPod

Our network of dPods across Ireland's premium malls can deliver your audiences at scale.

Global's dPod network delivers full motion, animated, dynamic and interactive content.

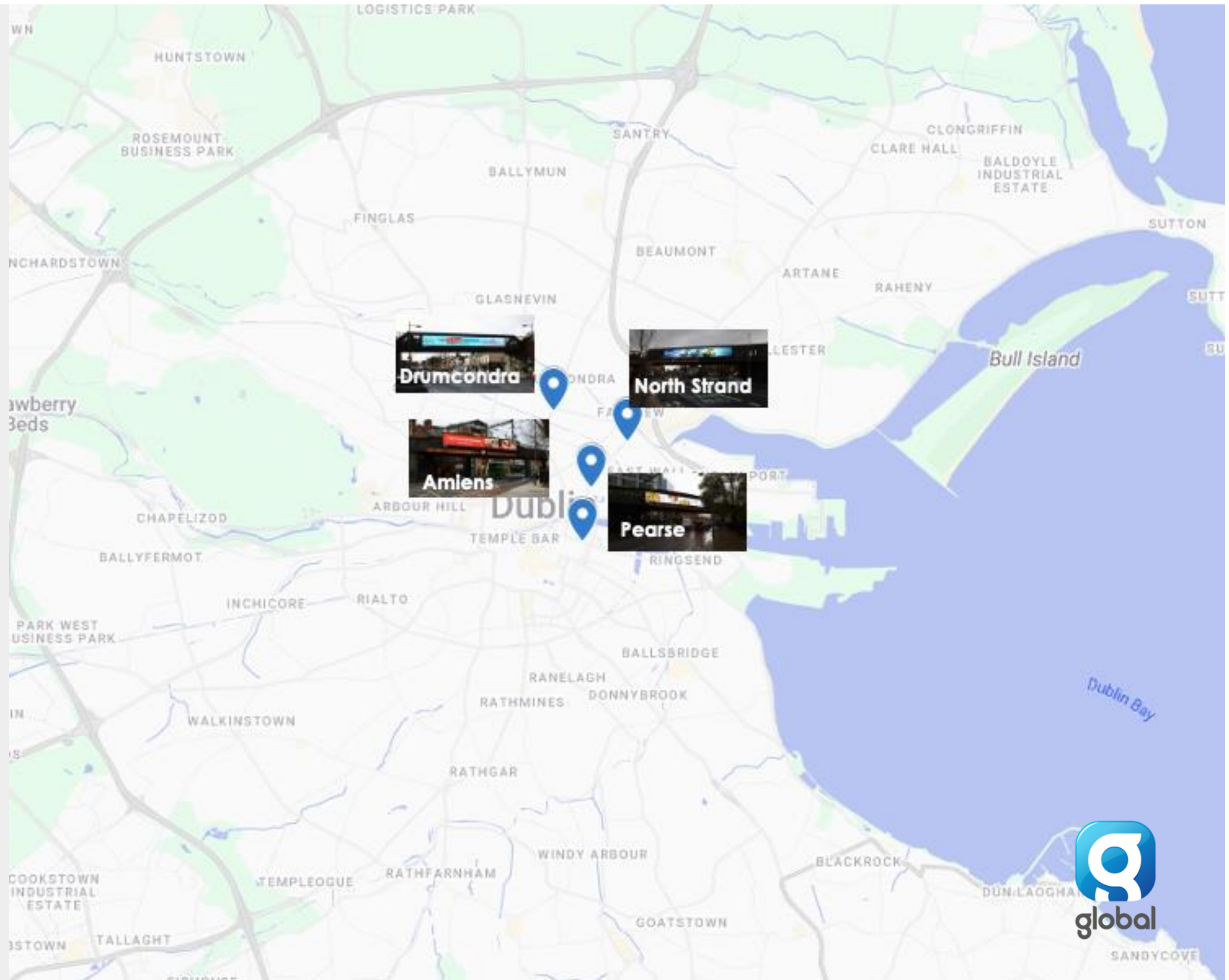


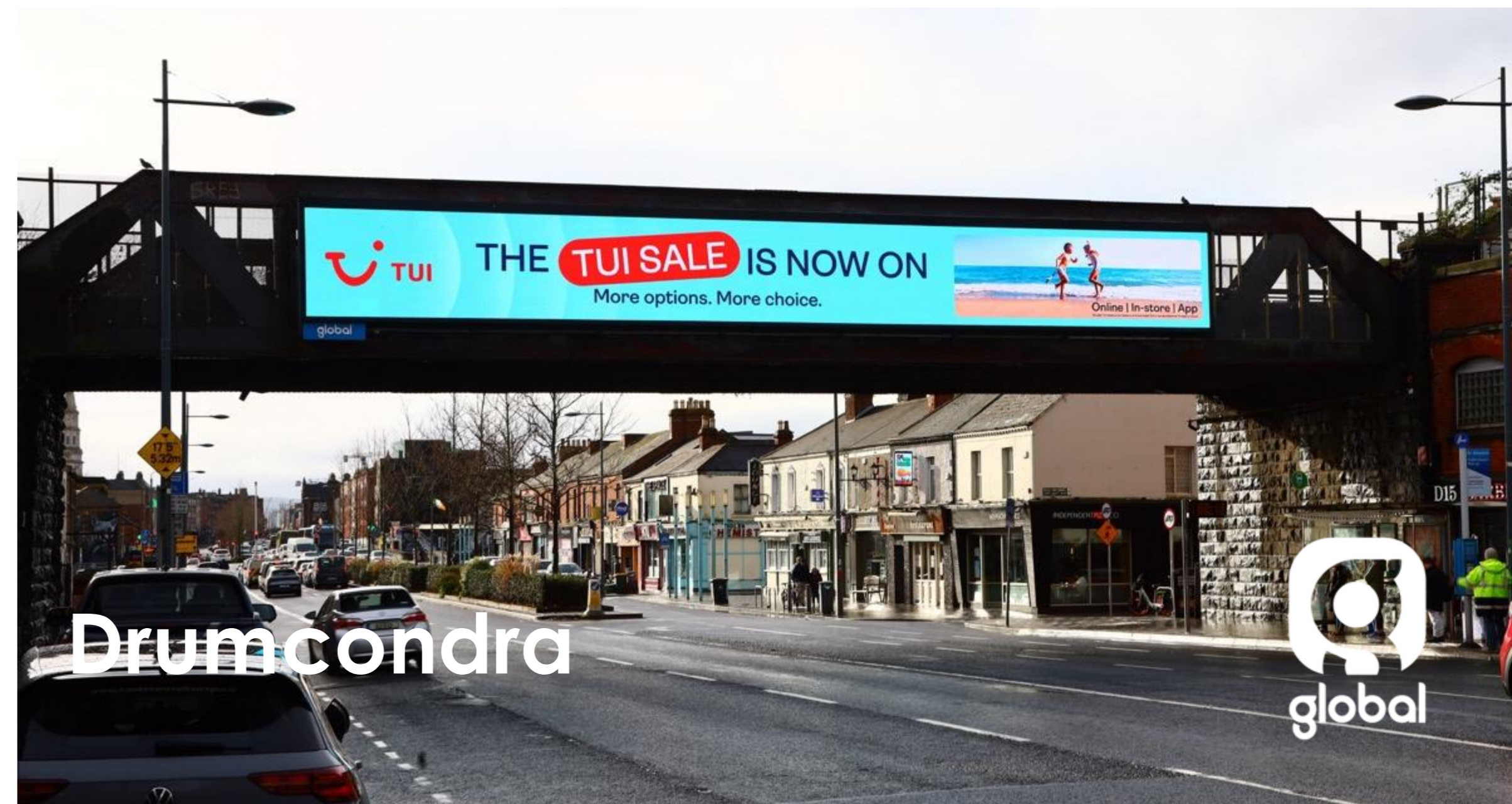
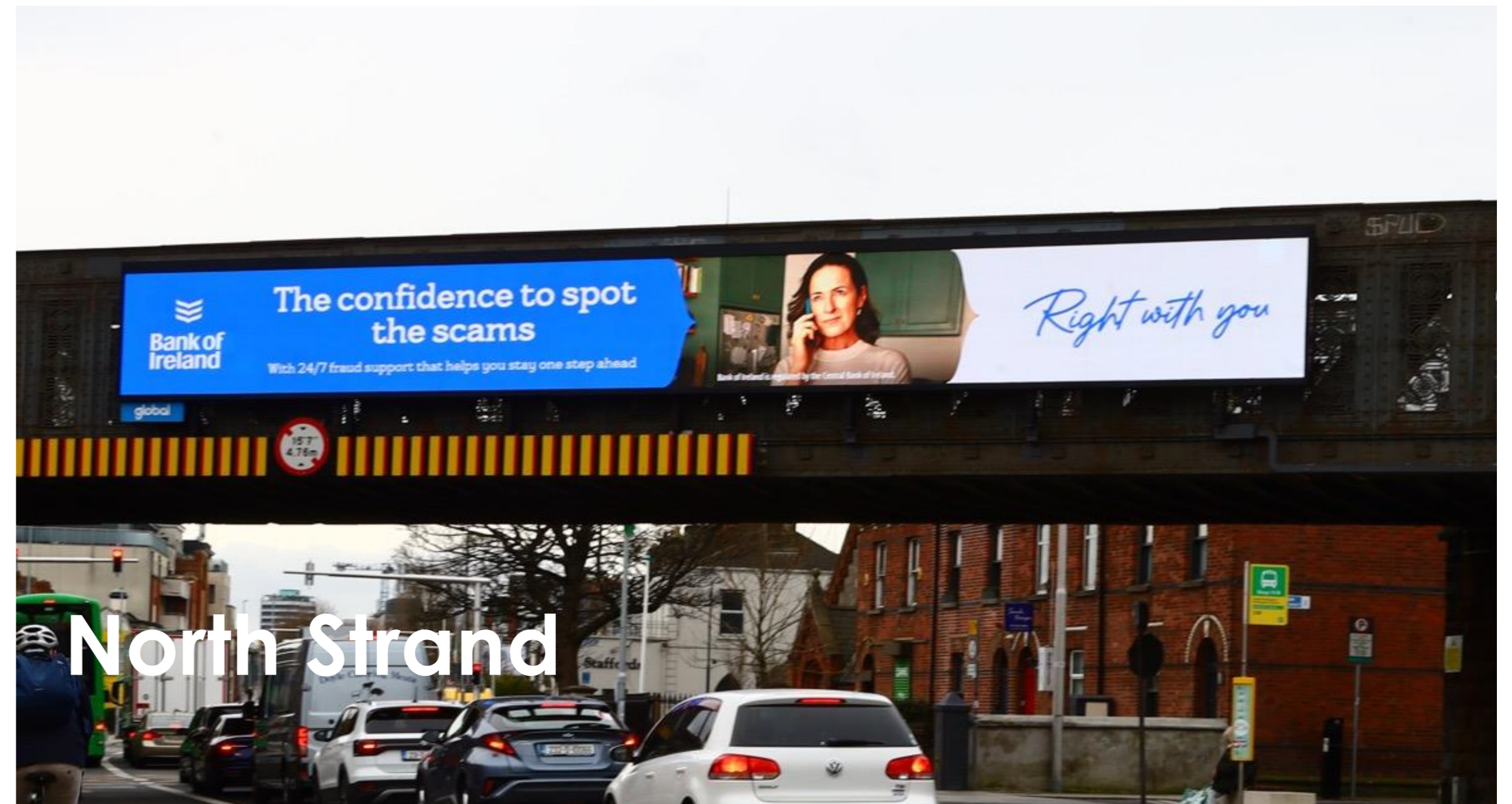


Roadside Digital

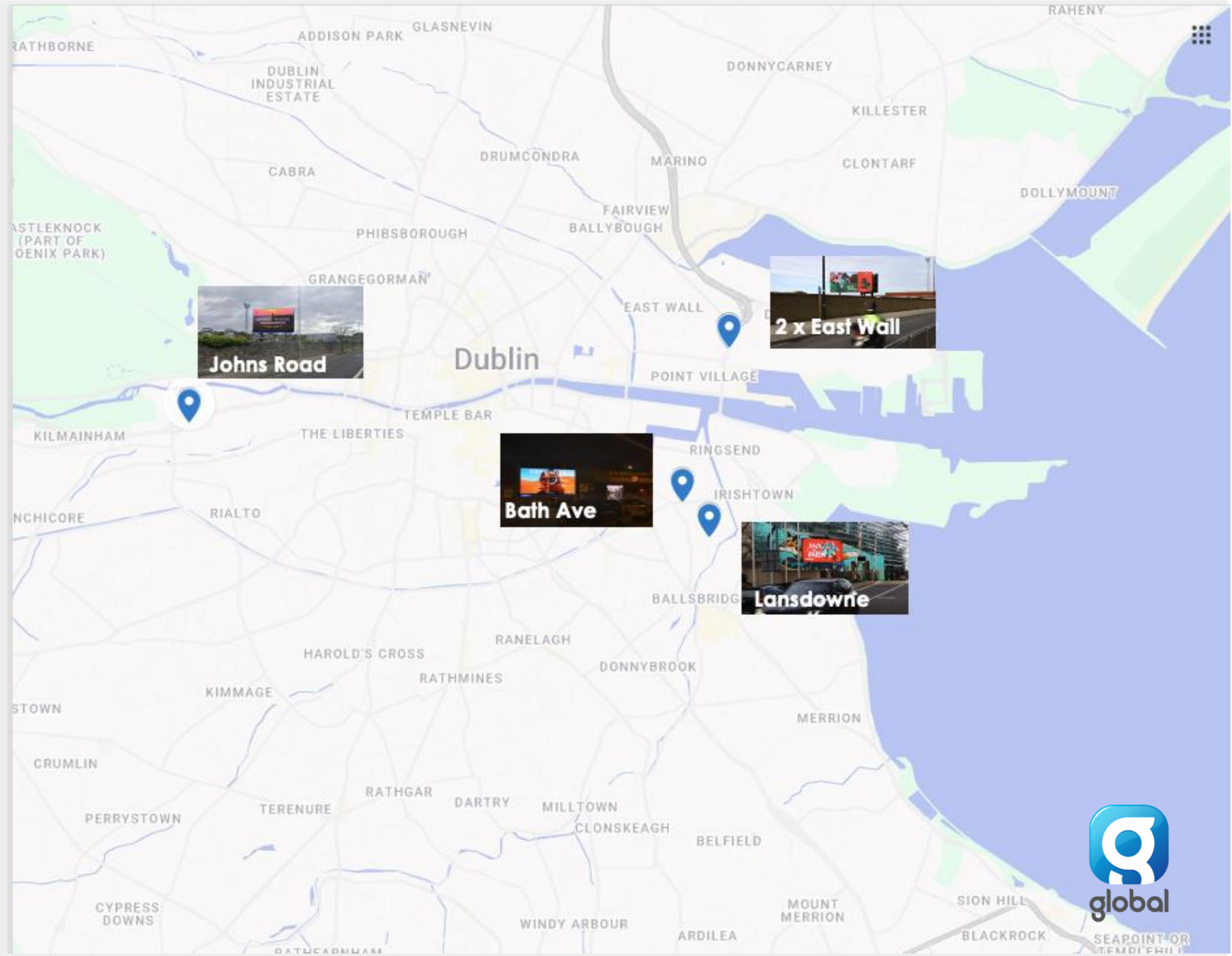


Digital Bridges x 4

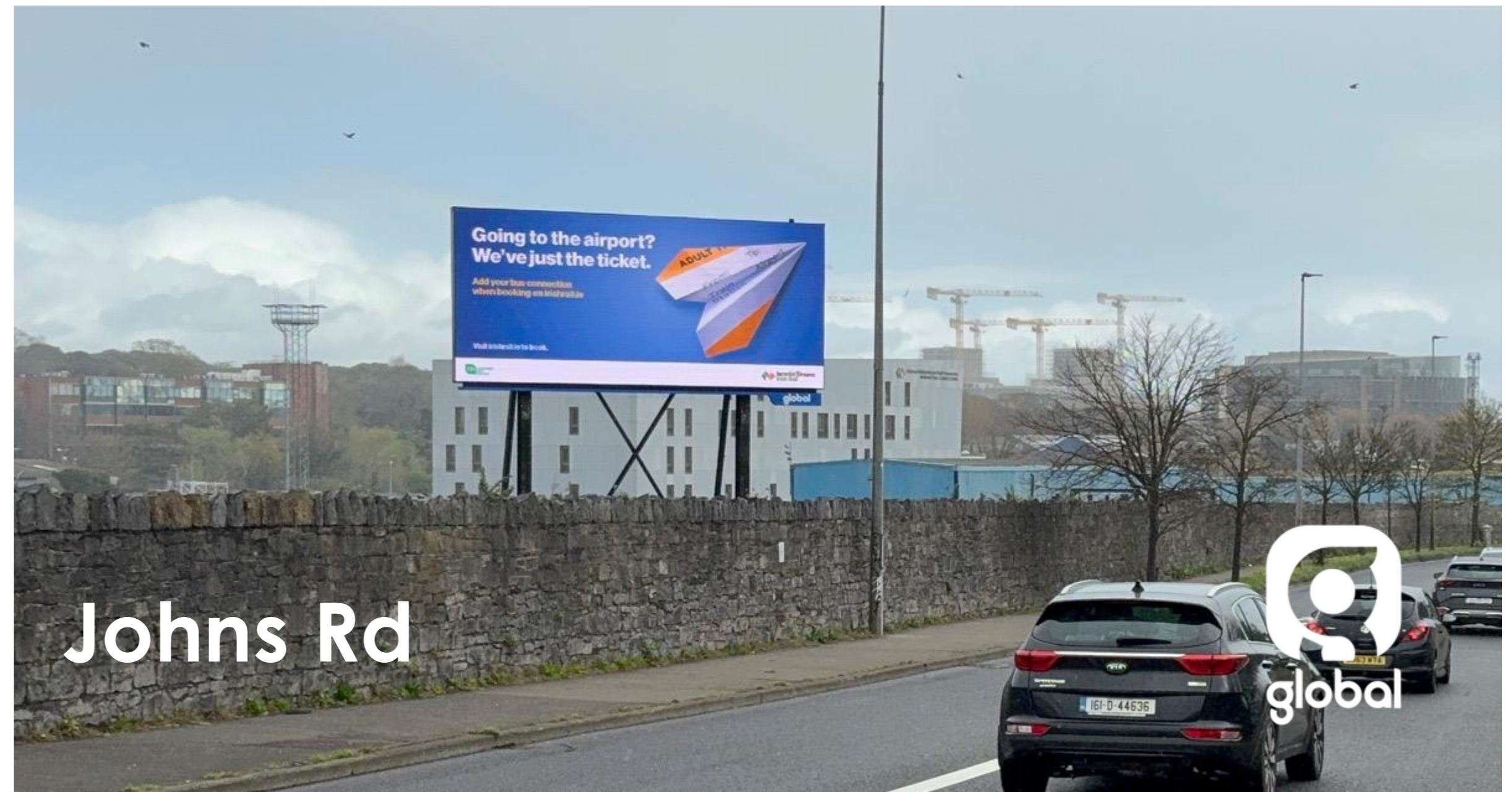




Digital
48s
x 5



SEARCHPOINT



dyson

The Airwrap2x.

2x air pressure for more power.
Better wrapping. Easier curling. Faster drying.

airwrap co-anda 2x

Vs. Dyson Airwrap i.i.d.™ multi-styler and dryer.

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OLS LOW BRIDGE

12'8" 3.86m

UBR 61 (01) 8555 454

J54

P M50

R 815 Dr. na Dothra BALLSBRIDGE

Fire assembly point

EUROSPAR

Bath Avenue

Thank You

Contact us to discuss your
campaign details

