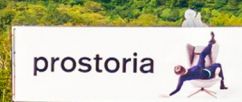




WHO ARE WE?

**THE LARG-
EST NATIONAL
LARGE-FORMAT
OOH NETWORK
IN CROATIA.**





400+

STATIC & DIGITAL SITES ACROSS CROATIA

OUR PRESENCE.

Our network consists of 400+ locations throughout Croatia and includes bigboards, billboards, giga-boards, wallscapes, scaffolding and digital signage.

Our network covers all key traffic routes and hubs, the biggest cities and most frequent locations and intersections throughout the country. This enables us to support our clients and their campaigns both locally and nationally.



An aerial photograph of a coastal road, overlaid with a semi-transparent blue filter. The road curves along the coastline, with a large billboard on the left side. Several cars are visible on the road, including a white car in the foreground and a bus further ahead. The background shows a body of water and distant hills.

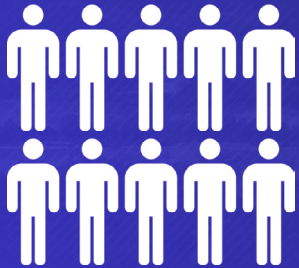
**NETWORK THAT SUPPORTS ALL KEY TRAFFIC ROUTES.
NETWORK THAT SUPPORTS BOTH LOCAL AND NATIONAL CAMPAIGNS.**

OUR FORMATS.

**BIGBOARD
BILLBOARD
GIGABOARD
WALLSCAPE
SCAFFOLDING
DIGITAL SIGNAGE**



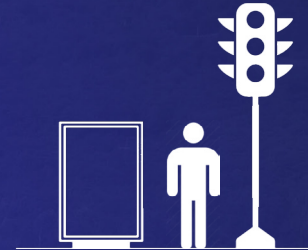
WHY OOH?



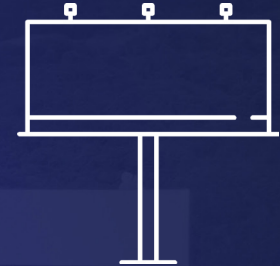
OOH has the largest audience. Digital communication channels all together reach fewer people than OOH.



OOH is the only medium that records steady global growth in last 10+ years and will continue to expand. OOH brings advertising content in every urban environment reaching all demographic groups 24 hours a day.



surrounds and immerses consumers during the 70% of their day spent away from home. It has a larger impact on the value of the brand more than any other medium.



Great brands deserve great formats; it is more powerful and more visible than any other medium. The message is the medium.

WHY DOOH?



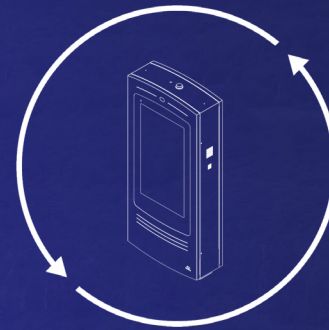
MEASURABILITY

It gives us data; the possibility of measuring the number of passersby and vehicles. Statistics visible per hour, day, week, or any other time unit/frame.



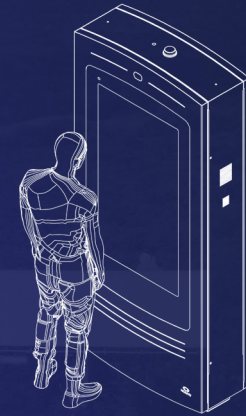
FLEXIBILITY

The possibility of using different creatives on the same or at different locations for the duration of the campaign depending on location, time of day and relevance of message.



SYNCHRONIZATION

The desired message can be shown or changed within a few minutes across the network.



TAILOR-MADE SOLUTIONS

Possibility of tailor-made solutions which often include interactivity or campaign activation by certain external factors (triggers).

OUR FORMATS:

BIGBOARD

One of the largest standard-sized OOH media formats and possibly the most impactful one.

The most common bigboard size is 12x5m, but the format also allows creative customization through extensions and embellishments. Located along major roads and visible to both vehicles and pedestrians.



OUR FORMATS:

BILLBOARD

Or bulletins represent the most common-sized large OOH media format.

They are mostly located along key traffic routes which makes them visible to both vehicles and pedestrians.

The most common billboard size is 10x4m, however our billboards are up to 108m2 large. .



OUR FORMATS:

GIGABOARD

Not so standard OOH media format with high visibility due to extra-large format and with creative showcasing across more than 108m².

They are located along highways and freeways, visible mostly to vehicular traffic.



OUR FORMATS:

WALLSCAPE

Ad format that can be placed directly on building surfaces or on vinyl attached to walls.

Usually located in urban area, it attracts the attention of both drivers, and pedestrians.

Wallscape is a must have of every important intersection in the city.



OUR FORMATS:

SCAFFOLD

The largest and possibly the most spectacular available OOH media format out there.

It is exclusive, and reserved for the most spectacular campaigns, and usually placed in city centers and monumental locations of mass consumer exposure.



OUR FORMATS:

DIGITAL SIGNAGE

Flexible and measurable format that provides high impact and exposure in a wide range of markets.

Dynamic content (static or video messages) can be updated on a daily, weekly, or hourly basis with typically several advertisers sharing the same location. Usually placed in urban city areas, central stations, borders, university hospitals, etc.



OUR MARKETS:

ZAGREB & SURROUNDING AREAS



**OOH HAS THE LARGEST AUDIENCE.
DIGITAL COMMUNICATION CHANNELS ALL TOGETHER REACH FEWER
PEOPLE THAN OOH.**

OUR MARKETS:

ISTRIA & KVARNER

A vertical billboard advertisement for Fresh Corner. The background is a warm, golden-brown color. At the top right is the 'FRESH CORNER' logo. The main text reads 'Idealna kombinacija' and 'Ideal combination'. Below the text is a photograph of a Fresh Corner coffee cup, a croissant, and coffee beans. At the bottom, there is small text in Croatian and English, and the 'ANIĆ OUTDOOR' logo.

FRESH CORNER

Idealna kombinacija
Ideal combination

* Promocija vrijedi od 1. 6. do 31. 8. 2021.
* Promocija je simboličnog karaktera.
* Fotografija je simboličnog karaktera.

ANIĆ OUTDOOR

2/3

THAT PURCHASE THE PRODUCT HAVE HAD SEEN THE OOH AD BEFORE THE PURCHASE TOOK PLACE.

OUR MARKETS:

DALMATIA



88%

NOTICES (D)OOH EVERY DAY.

OUR MARKETS:

SLAVONIJA



85%

NOTICES (D)OOH WHILE COMMUTING.

OUR MARKETS:

BORDER CROSSINGS

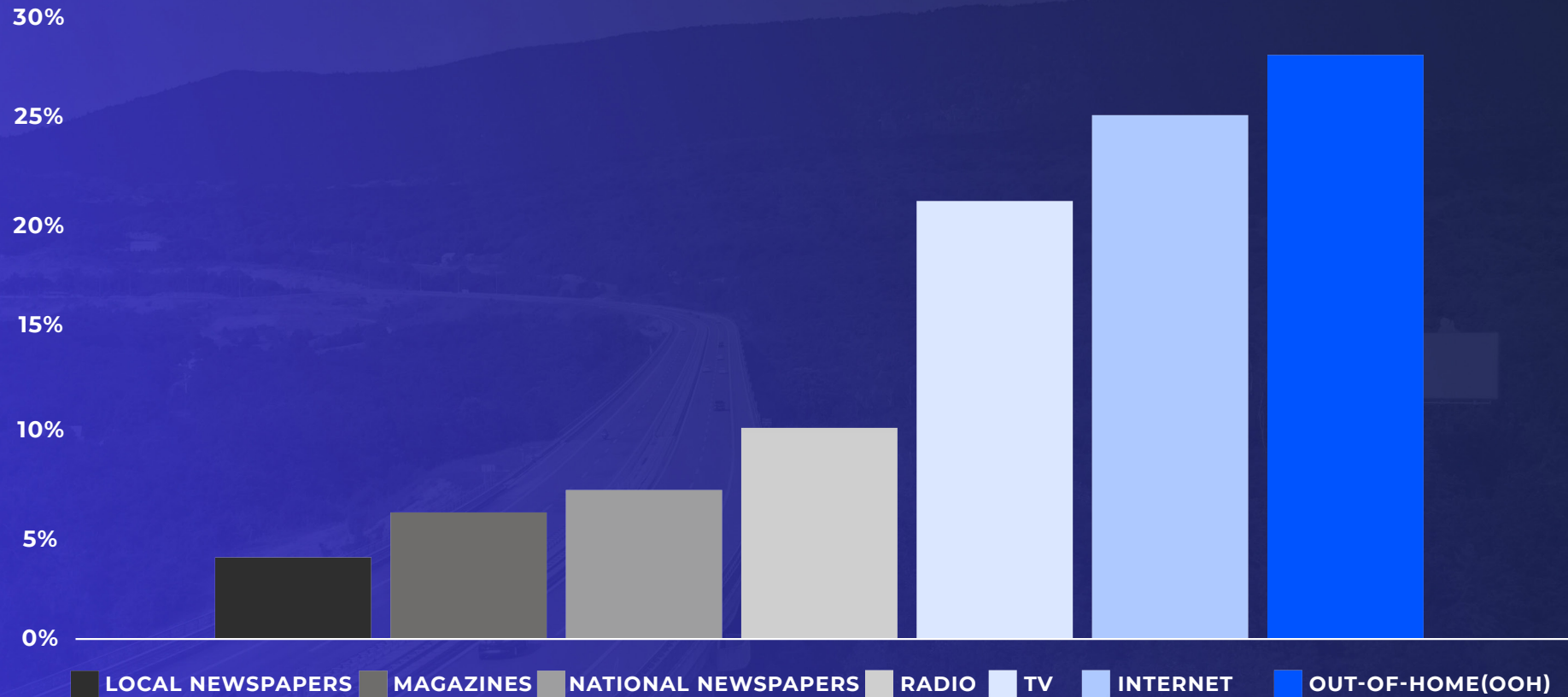


OUT-OF-HOME TAKES AND PLACES ADS INTO EVERY OUTDOOR ENVIRONMENT AND REACHES ALL DEMOGRAPHIC GROUPS 24H/DAY. IT IS A KEY MEDIUM FOR COMMUNICATING MESSAGES BECAUSE IT FOLLOWS CONSUMERS THROUGHOUT THEIR EVERYDAY JOURNEY.

SOURCE: OAAA, MRI SIMMONS

PROOF IT WORKS

OUT-OF-HOME HAS THE HIGHEST REACH COMPARED TO ANY OTHER MAJOR MEDIA



According to a report commissioned by the OAAA and conducted by MRI Simmons, when brands add OOH to digital video platform advertising, the results are successful. The report saw an increase in brand significant exposure:

Video Streaming (+132%)

TV or movie smartphone/tablet apps (+226%)

Download/streaming on cell or smartphone (+306%)

Mobile video viewing (+340%)

EXPOSURE TO OUT-OF-HOME & ITS IMPACT ON CONSUMERS' BEHAVIOR

88%

NOTICES OOH EVERY WEEK

57%

NOTICES OOH EVERY DAY

62%

ENGAGES WITH ADVERTISED BRAND AFTER SEEING AN OOH AD; VISITS BRAND'S SOCIAL MEDIA, WEBSITE.

**WHAT DO
WE DO WITH
USED BAN-
NERS?**

Project 12x5.

12x5

**POWERED BY
ANIC OUTDOOR**

USED AD BANNERS AS EQUIPMENT FOR EMERGENCY SERVICES



INTRO

OOH industry produces thousands of ad banners as a byproduct every year in Croatia. Those banners are usually stored or destroyed, and surely almost never used again. The goal of this project was to create awareness that the campaign is not over when the ad banner is taken down the billboard.

CHALLENGE

Anić Outdoor, as one of the leaders in large format OOH in Croatia, produces hundreds of banners annually as a byproduct of the service we provide. Those banners are tarps 60m2+ large that used to be either stored or destroyed upon the campaign termination. It led to accumulation of material and cost that could be reused or reinvested.

SOLUTION

We started a Recycling program with a goal to find as many channels to reuse and recycle the used banners as possible.

We decided to use a part of those used banners to create an additional value for those that take care of our security; emergency services.

We made backpacks, bags and sacks specifically tailored to serve needs of public and voluntary firemen community and mountain rescue services.

Aside PVC tarps, in the manufacturing process of making the products we use rings, belts, ropes and other material essential for installations of those tarps on the billboards.

RESULT

Thanks to the trust and goodwill of our clients, more than 90% of used banners are now being recycled on a regular basis, instead of being stored or destroyed.

Also, thanks to the trust of fire departments across Croatia, and Croatian Mountain Rescue Service we continuously make and donate equipment that is waterproof, reliable and durable.

Locals producers make hundreds of bags, sacks and backpacks year that serve emergency services on the ground every day. **After devastating earthquake in Petrinja in 2020 all the production has been relocated to Petrinja. To this day, only families of Petrinja are in charge of making the rescue equipment.*

HOW DO WE TAKE PART IN RE-BUILDING THE CITY?

Over the years, Anić Outdoor renovated more than 40 buildings in the strict city center of Zagreb, and more across Croatia, through scaffold advertising business model.

Namely, Anić Outdoor uses revenue generated from the scaffold banner advertising to finance renovation of facade, roofing or the building as a whole.

Due to circumstances, City of Zagreb supported business model that would enable OOH companies to contribute to faster and easier recovery from the damage caused by strong earthquake thought their core business.





GIORGIO ARMANI

ARMANI
code

NOVEMBER 8 10:00 - 12:00

REGÉ JEAN PAGE

ANIĆ OUTDOOR

ANIĆ OUTDOOR

T...

POB



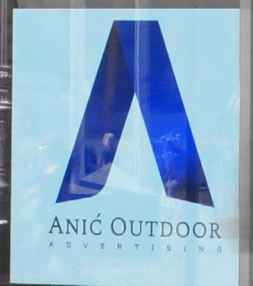
ABOUT US

Anić Outdoor is the leading out-of-home media company in Croatia and a proud member of OAAA (Outdoor Advertising Association of America) and DPAA, leading global trade marketing association.

As OOH ambassadors for over 20 years, our mission is to broaden and amplify the service we offer to our clients and partners through education about the industry and progress in technology and data.

Our ultimate goal is to continuously add value; both to our clients and to the market we're present in. We put a lot of effort into providing a much larger context of service we offer beyond the sole media buying and analyzing data that comes with it.

ANIĆ HOLDING



PROUD MEMBERS



Outdoor Advertising Association of America



PROUD SPONSOR



**HRVATSKI
NOGOMETNI
SAVEZ**

CROATIAN FOOTBALL FEDERATION

Anić Outdoor has been supporting the work of Croatian Football Federation for many years and as such has been a part of historical result achieved in World Cup 2018.

ANIĆ





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