STRÖER

Billboards Digital

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BILLBOARDS DIGITAL

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Billboard Digital | Works from the first glance

MODERN DIGITAL MEDIUM
An attractive, sleek design that seamlessly blends into the urban landscape.

PREMIUM LOCATIONS
Billboards placed in strategic areas of Warsaw ensure wide reach and daily exposure to a large audience — both pedestrians and drivers.

HIGH DISPLAY QUALITY
Bright, vivid images guarantee excellent visibility at any time of day.

MESSAGE FLEXIBILITY
Supports both static and dynamic creative formats.

INSTANT CONTENT UPDATES
Ad content can be changed in real time, allowing quick reactions to current events, trends, or campaign needs — without additional production costs.

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Billboard Digital | Maximum flexibility

Dynamic and Engaging Format

Perfect for awareness campaigns —
captures and holds the audience's attention.

Adaptable Campaigns

Quickly respond to city events
or changing marketing objectives.

High Efficiency

Exceptionally effective
in high-traffic areas.

Maximum Reach

Displayed in key city locations visited daily
by thousands of people.

Brand Awareness Building

Presence in high-traffic zones strengthens
brand recognition.

High Frequency of Contact

Seen repeatedly by the same audience
throughout the day.

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Billboard Digital | B9D

PRODUCT DESCRIPTION

Availability in Strategic Locations – Thanks to its compact size, it can be installed in areas inaccessible to larger formats, reaching audiences in key parts of the city.

Precise Targeting – An ideal choice for brands aiming to reach specific audiences in selected locations.

No Overload Effect – **A more subtle advertising form that doesn't dominate** the surroundings but effectively captures attention in communication-heavy areas.

FORMAT TYPE

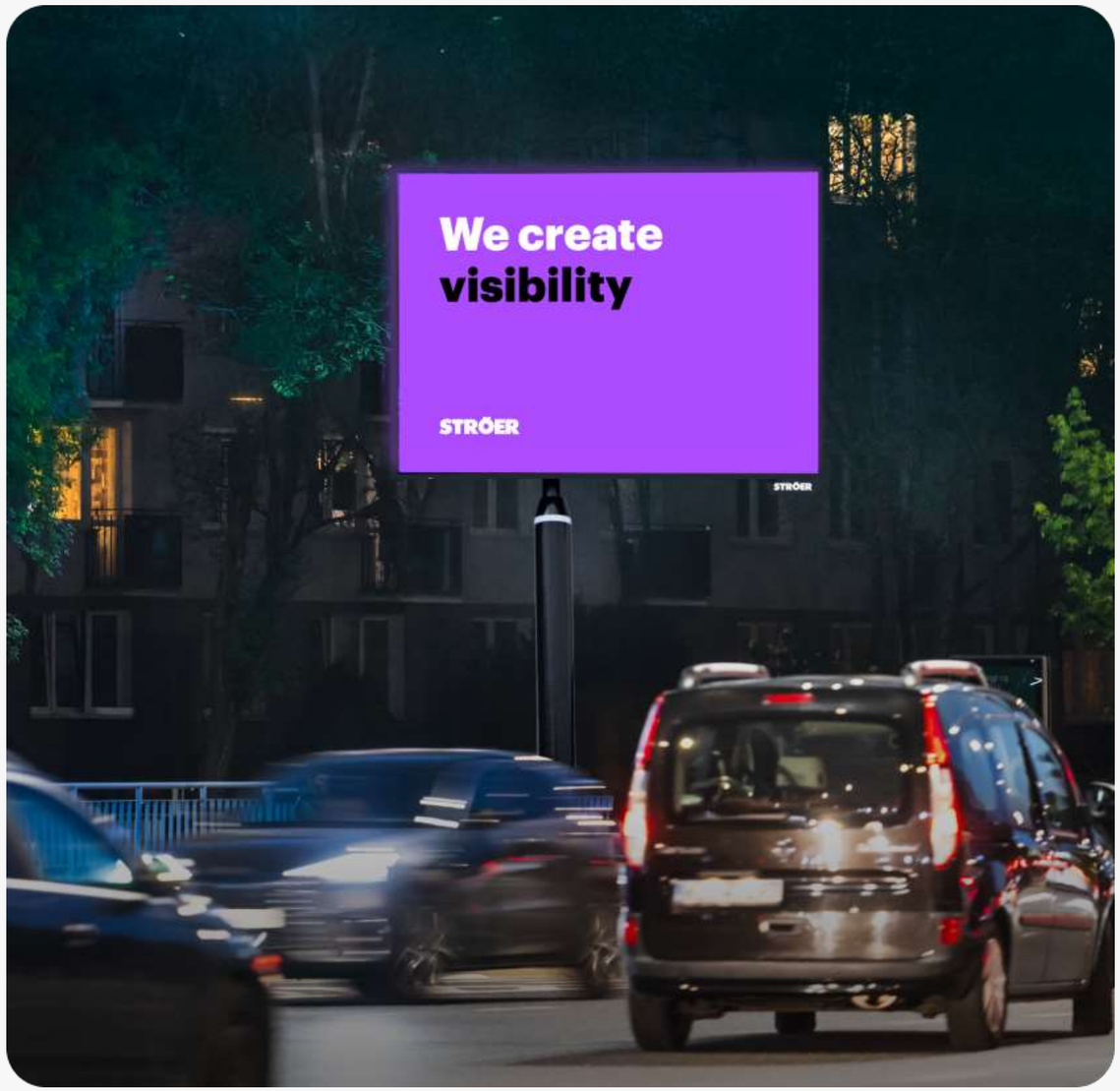
Video | Static

SIZE

9

AVAILABLE IN CITIES / METROPOLITAN AREAS

Warsaw



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Billboard Digital | B18D

PRODUCT DESCRIPTION

Versatile Application – Perfect for both local and city-wide campaigns, enabling flexible planning and execution.

Greater Creative Freedom – The larger format allows for more elaborate graphic designs, resulting in stronger message impact.

Clear Visibility for Pedestrians and Drivers – Easily readable both up close and from a distance, ensuring more effective audience engagement.

FORMAT TYPE

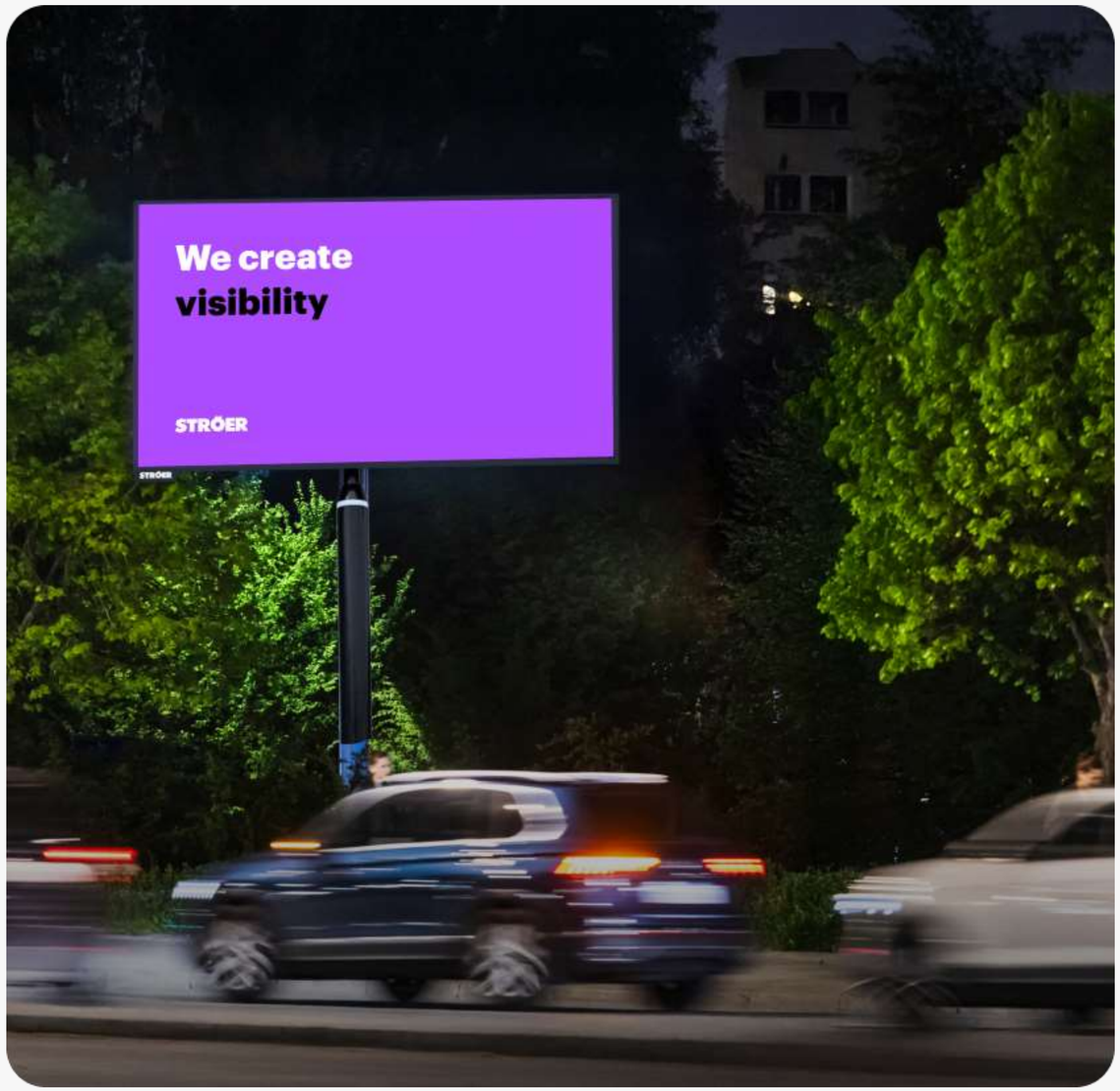
Video | Static

SIZE

18

AVAILABLE IN CITIES / METROPOLITAN AREAS

Warsaw



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Billboard Digital | B36D

PRODUCT DESCRIPTION

Maximum Reach and Visual Dominance – The largest format guarantees that your ad becomes the focal point of its location — impossible to overlook.

Brand Prestige Building – Large-scale formats are perceived as premium, enhancing brand image and strengthening consumer trust.

Room for Creative Storytelling – The expansive surface allows for striking animations, large visuals, and extended content – driving higher audience engagement.

FORMAT TYPE

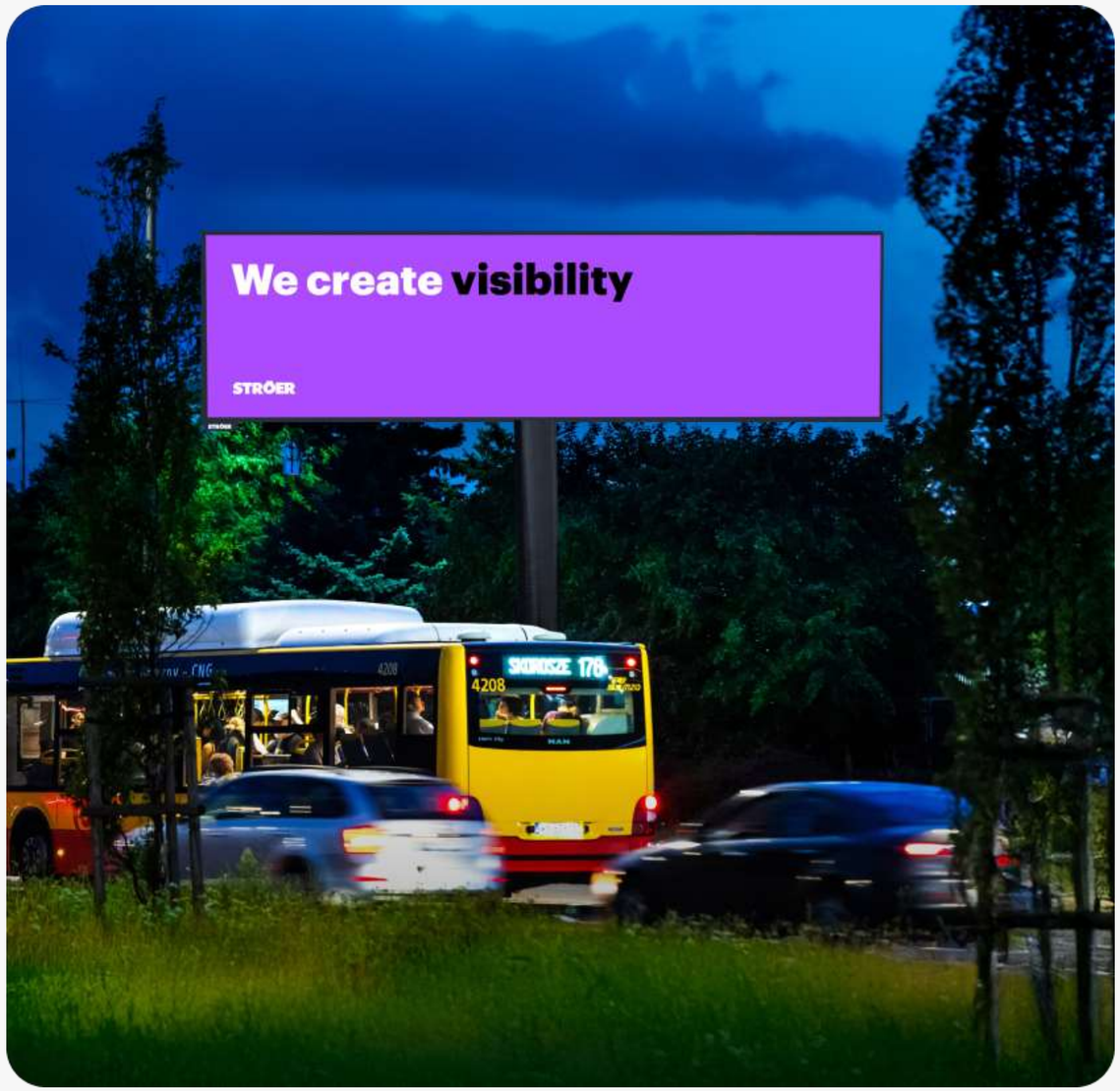
Video | Static

SIZE

36

AVAILABLE IN CITIES / METROPOLITAN AREAS

Warsaw



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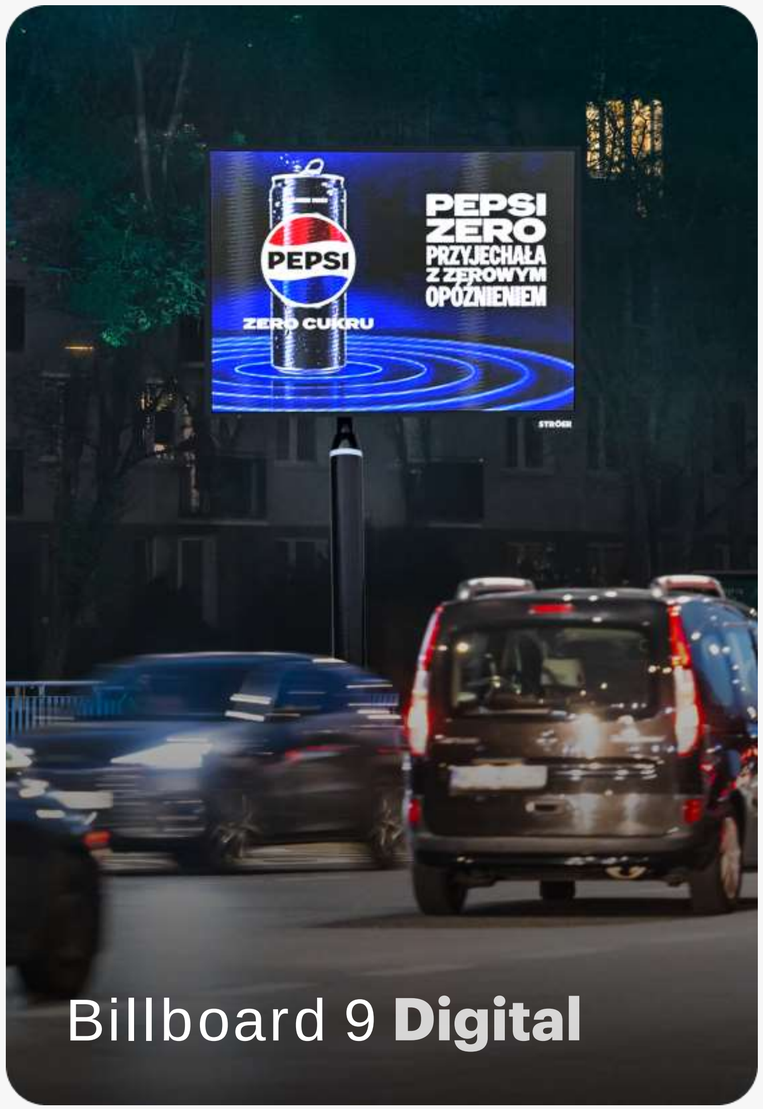
Billboard Digital



Billboard 9 **Digital**

Billboard 18 **Digital**

Billboard 36 **Digital**

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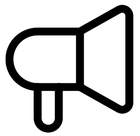
Billboard Digital | Three formats – one goal

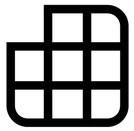


AMPLIFYING THE MESSAGE

Combining static billboards, dynamic DOOH formats, and presence in key city locations ensures repeated exposure to your message in various contexts and situations.

EXPANDING REACH AND EFFECTIVENESS

The diversity of media allows you to connect with a broad audience – both pedestrians and drivers.



BUILDING A CONSISTENT BRAND IMAGE

A cohesive message across formats reinforces brand recognition and boosts recall.

FLEXIBILITY AND AGILITY

Dynamic formats enable instant content changes in response to real-time events.

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STRÖER

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