

**OUTWORLD**

— BY CYBERTRON ADS —

**THE FULLY PROGRAMMATIC  
OUT-of-HOME  
ADVERTISING SOLUTION**


# Improve your Reach

**Captivate your audience during their daily life activities at:**

Malls  
Gyms  
Restaurants  
Supermarkets  
Lounges  
Bars

**Enjoy interesting benefits**

Innovative Pricing  
Campaign Scheduling  
Analytical reporting  
Easy to use solution  
Quality Top-of-Mind  
Awareness



# OOH as you used to know

## CAMPAIGN DEPLOYMENT

Numerous worries on campaigns being actually live, how long they were played etc.

## QUANTITATIVE QUESTIONS

You had to have various 3rd party outlets analyze how many times you ad played, when it played and if it did with a very high chance of human error

## PRICING AND BOOKING

Booking campaigns had to go across various metrics from changing rate cards, to spur of the moment unavailable spaces etc.

## FULLY PROGRAMMATIC DEPLOYMENT

From the campaign setup till the final deployment, there is not a single reason for you to pick up a phone nor send an email to get your campaign live.

## COST PER PLAY

With a high priority in transparency, we have developed a cost per play whereby you can know exactly what and why you're paying any said amount.

## PROPER AWARENESS

With our deployment, you're able to reach users who actually are in the right frame of mind to get the imprint of your campaign upon themselves.

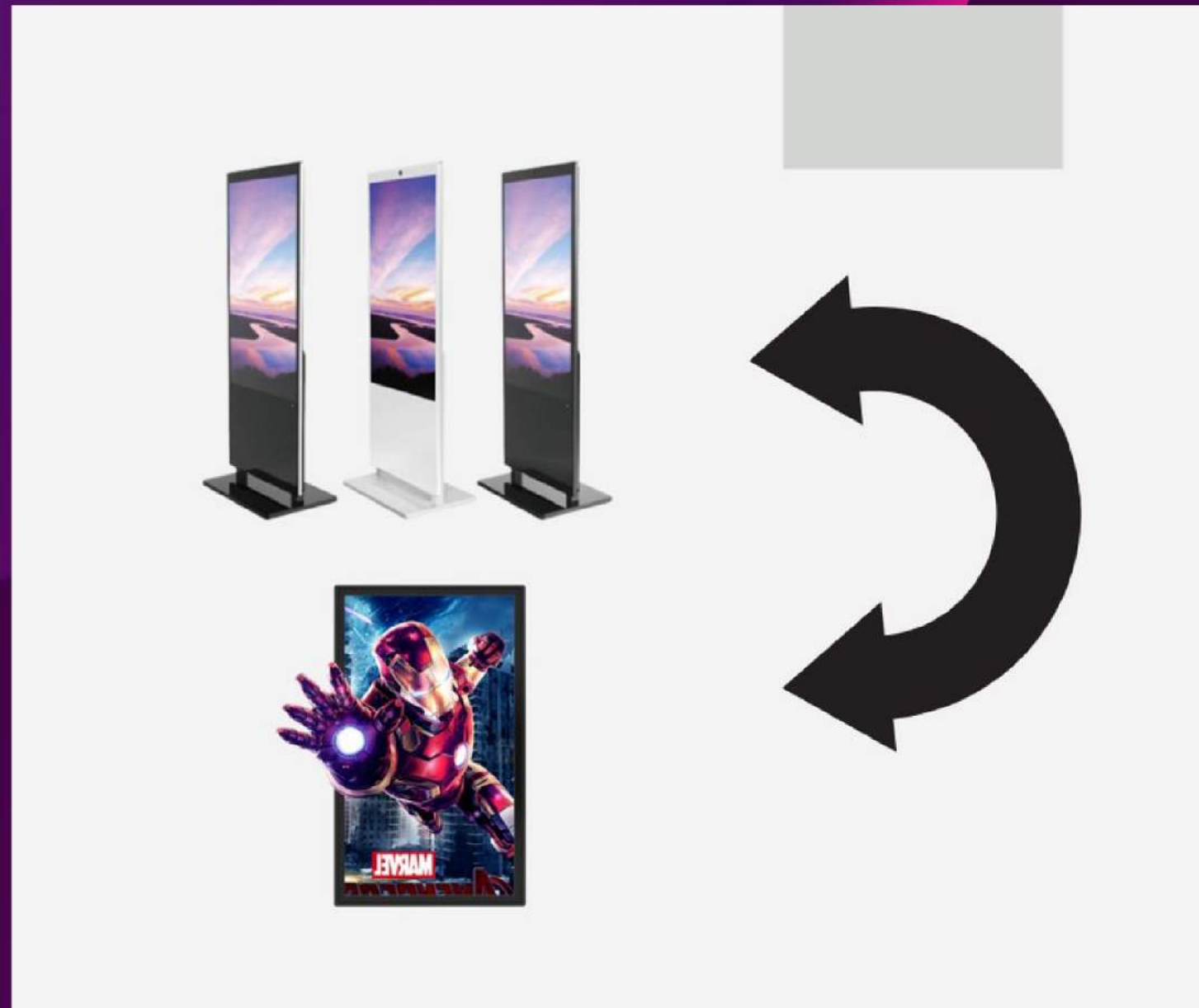


# Our Solution



## EXAMPLE OF SOME KEY PLATFORM FEATURES

## FLEXIBLE DAILY PRICING



## PAY PER PLAY

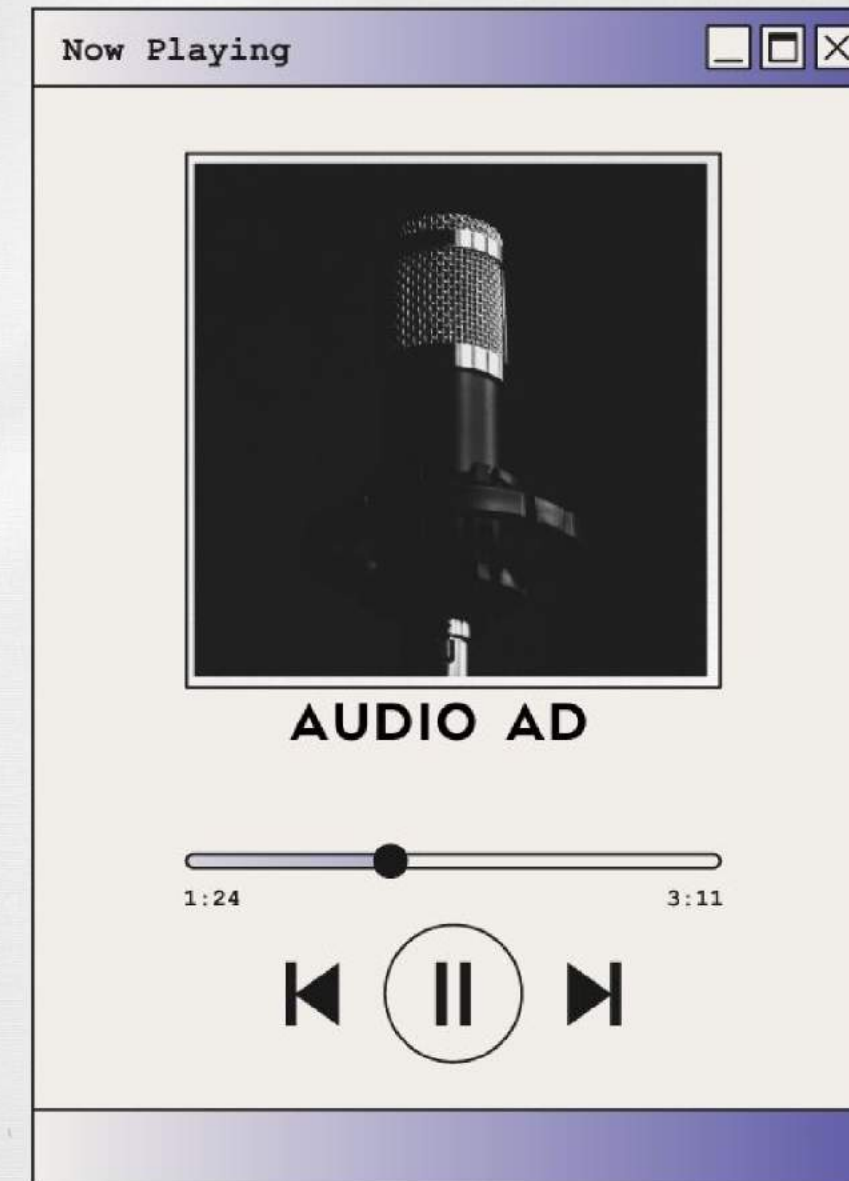


## INTERACTIVE QR OPTION INTEGRATION FOR ADS

### INTERACTIVE QR

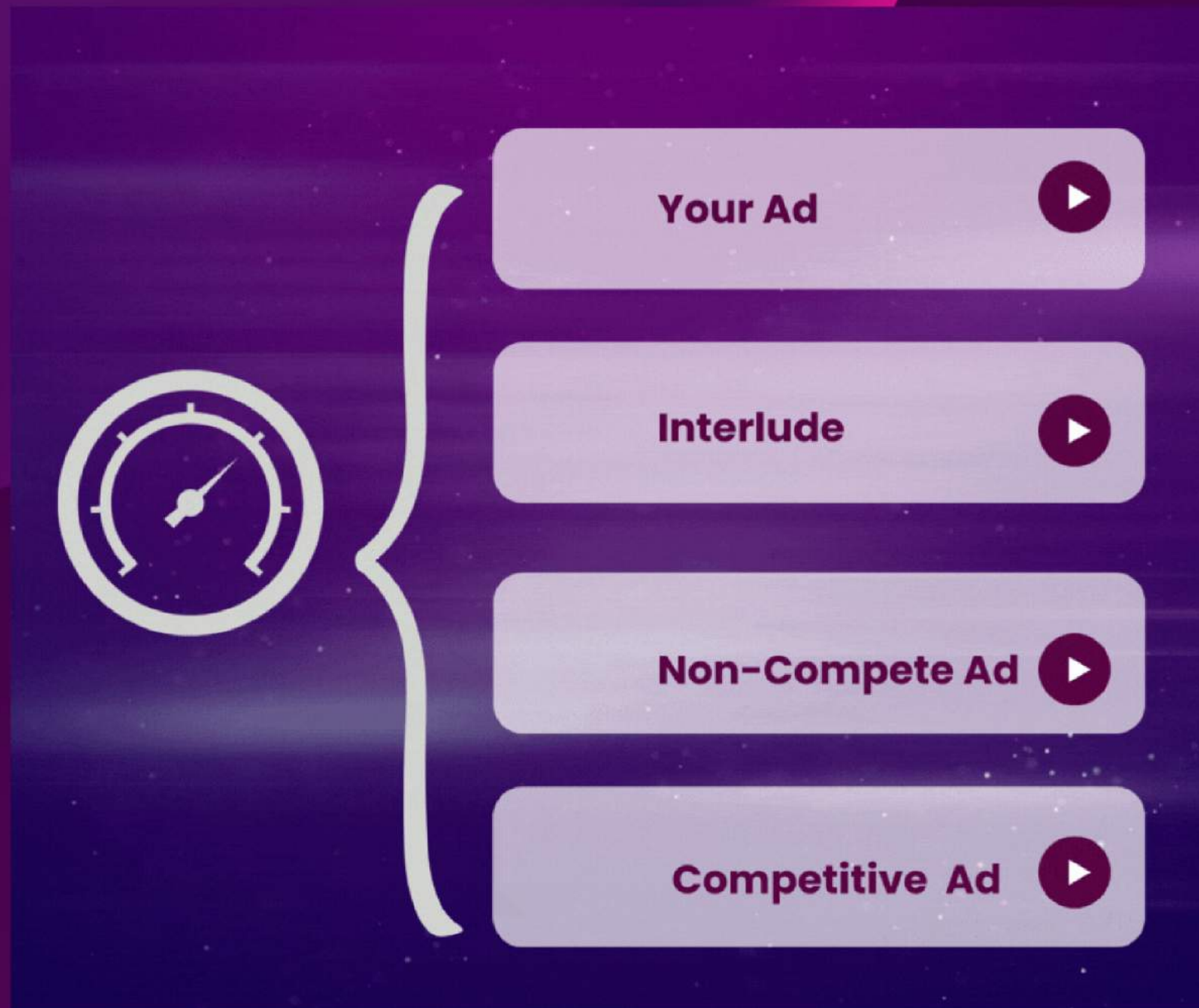


## AUDIO ADS

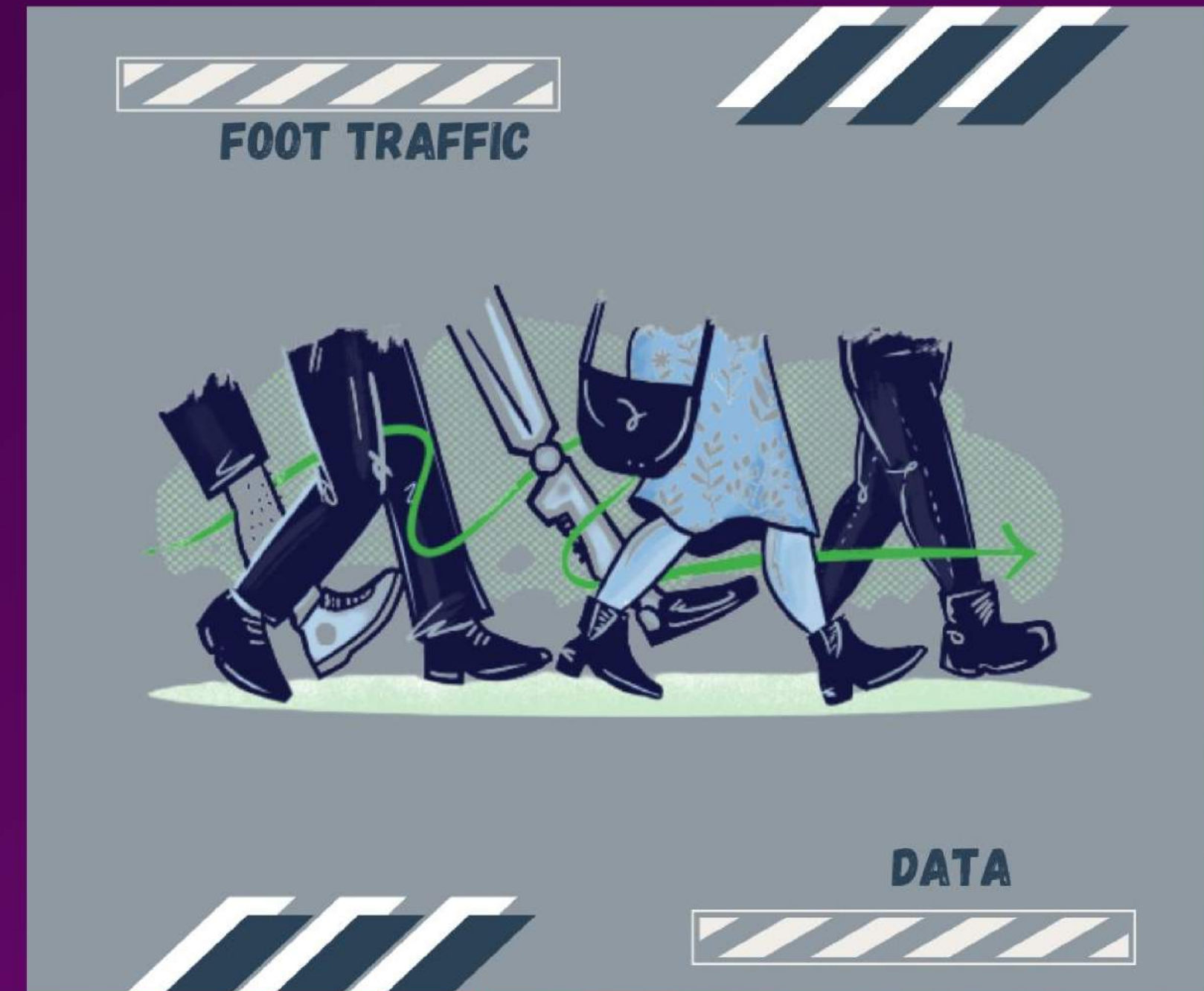


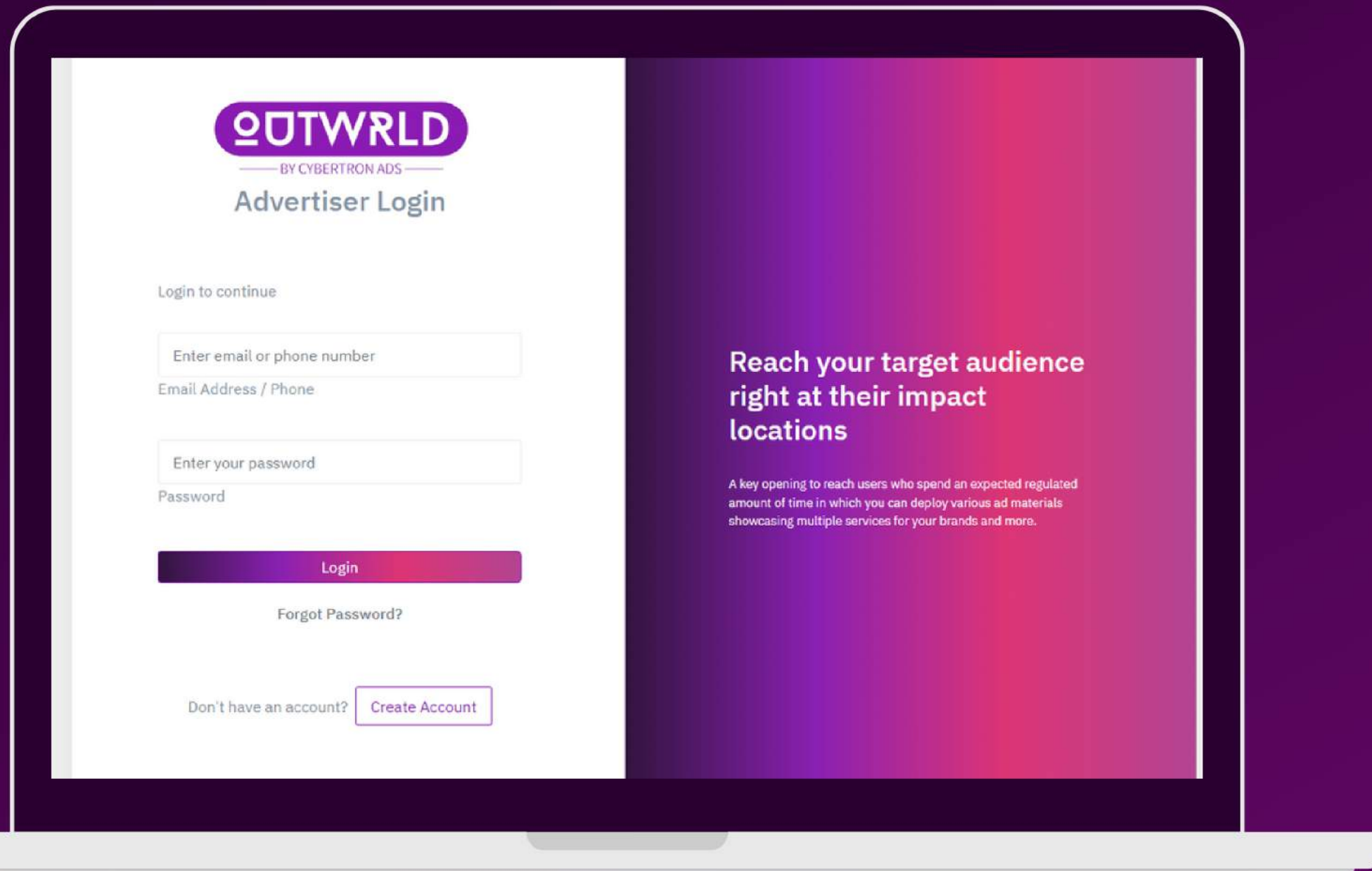
## AUDIO ADS

## NON COMPETE ADVERTISING PRESSURE



## FOOT TRAFFIC DATA





## SELF-SERVED PLATFORM

Register and Signup to proceed with your ad campaigns with all necessary information provided

## Campaign | Basic Details

RD / CREATE CAMPAIGN | BASIC DETAILS

Campaign Title <sup>?</sup> \*

Campaign Category \*

Select Category

Start <sup>?</sup> \*

dd/mm/yyyy

End <sup>?</sup> \*

dd/mm/yyyy

Starts Daily At <sup>?</sup>

--:--:--

Stops Daily At <sup>?</sup>

--:--:--

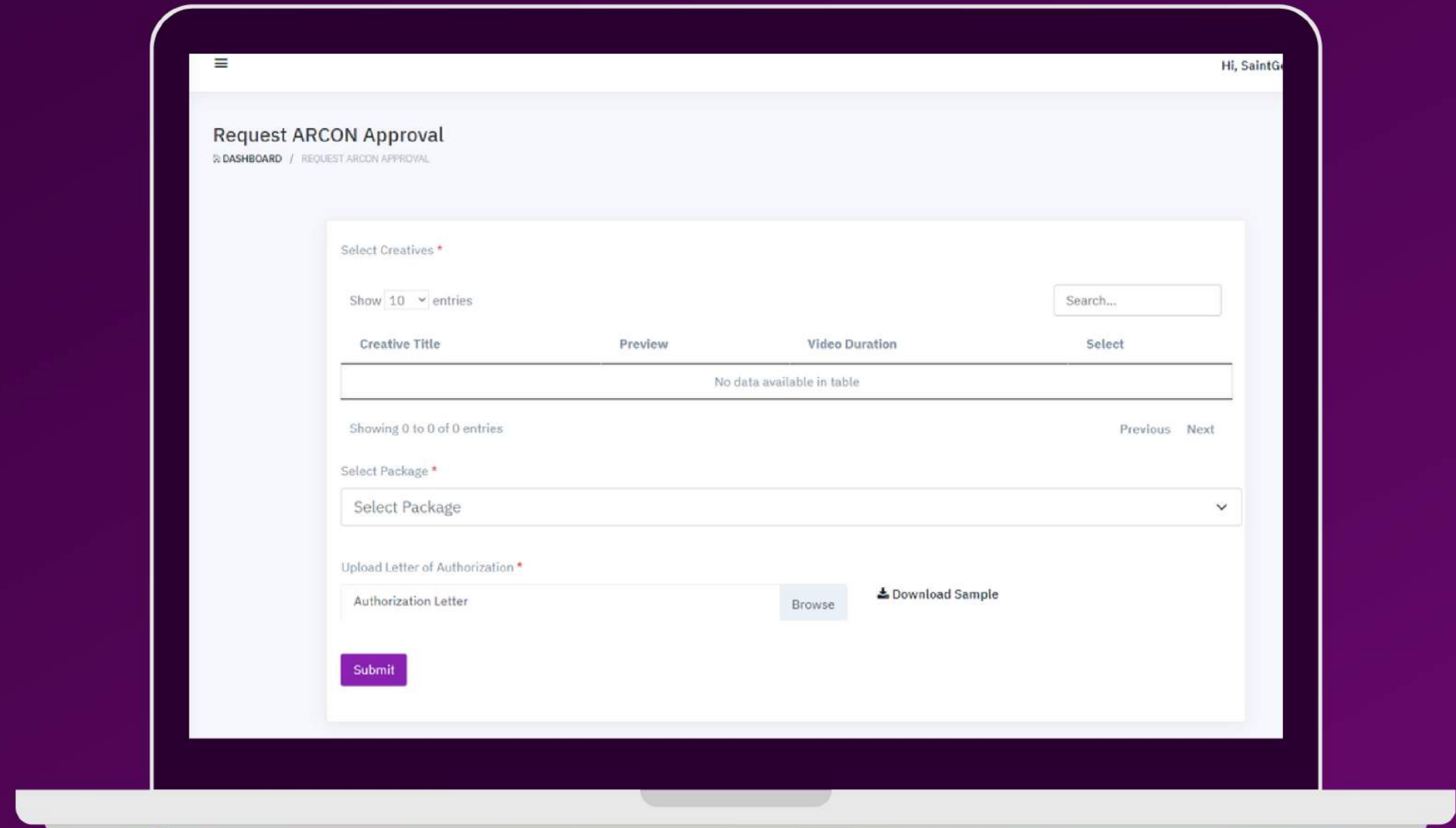


Add Creatives →

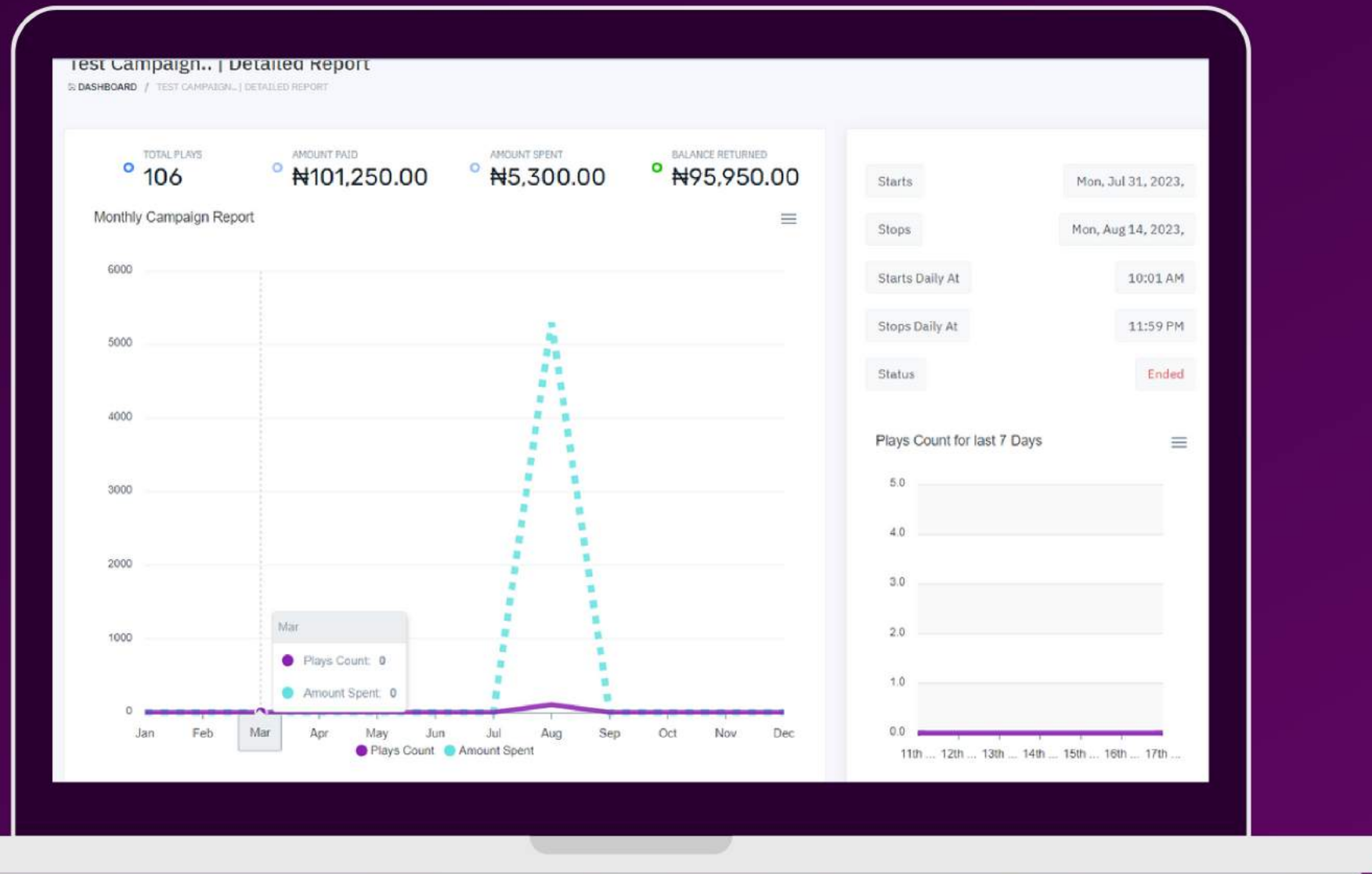
# CREATE AND SCHEDULE CAMPAIGNS

Schedule campaigns by date, time, category, player, location etc.

# Manage Creatives and Process Approvals



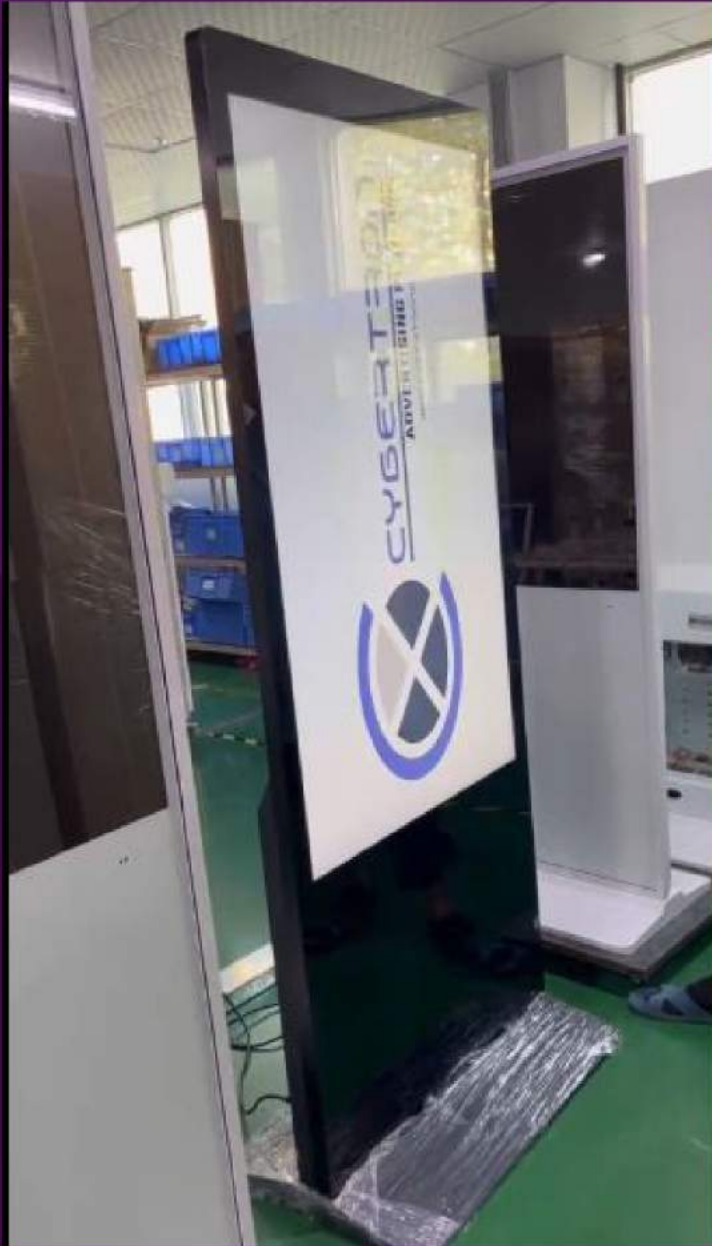
Process approvals for your creatives from regulatory bodies such as ARCON with a fully digitized process



# ANALYTICAL REPORTING

Play counts, Graphs , Plays by Player etc. displaying all relevant data

## VARIOUS SCREEN SIZES



**STANDING SCREEN**

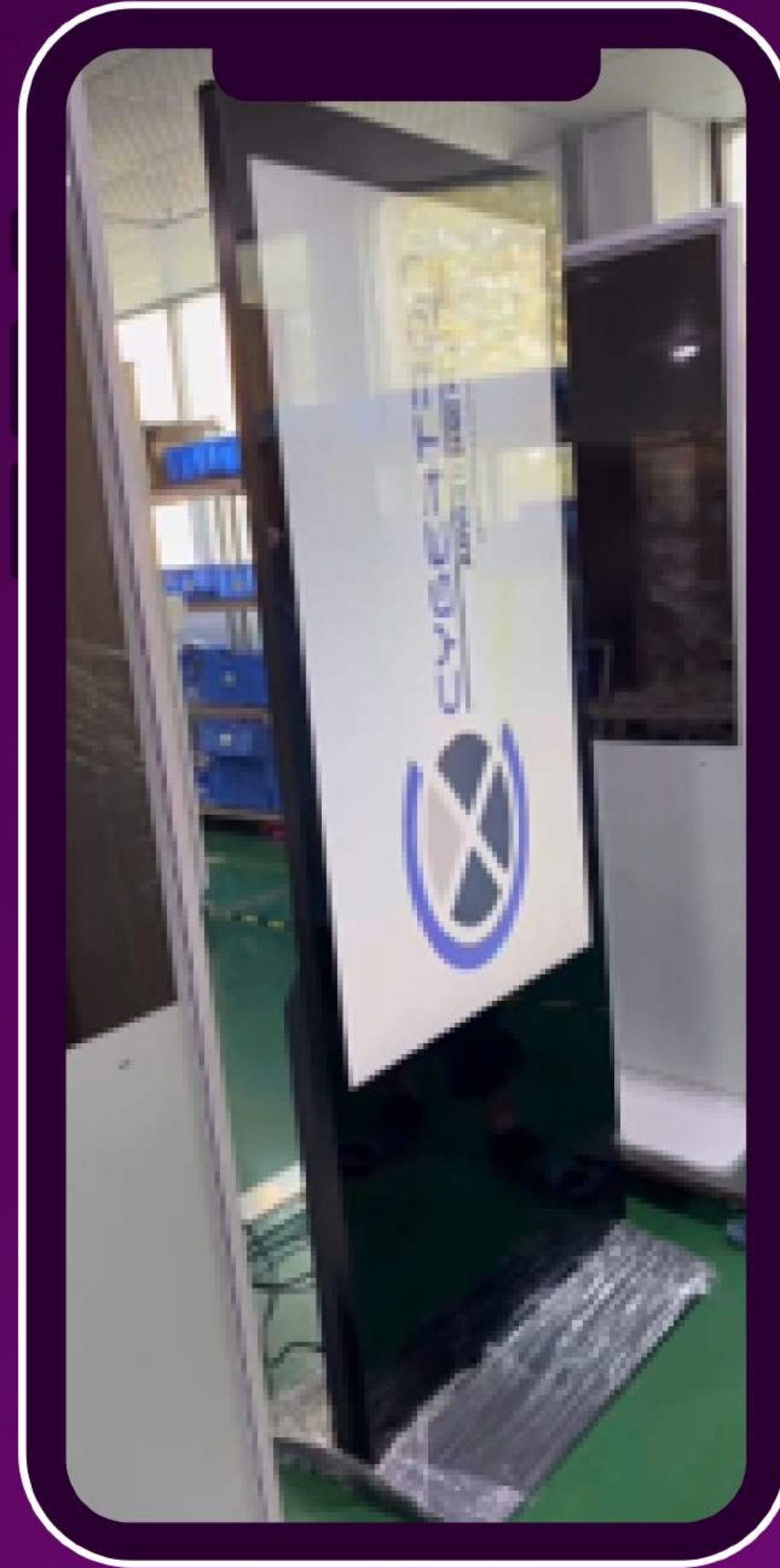


**WALL SCREEN**



**CEILING DROP DOWN  
SCREEN**

# SAMPLE LOCATIONS





SCREEN  
LOCATION



**GROOVE MALL**

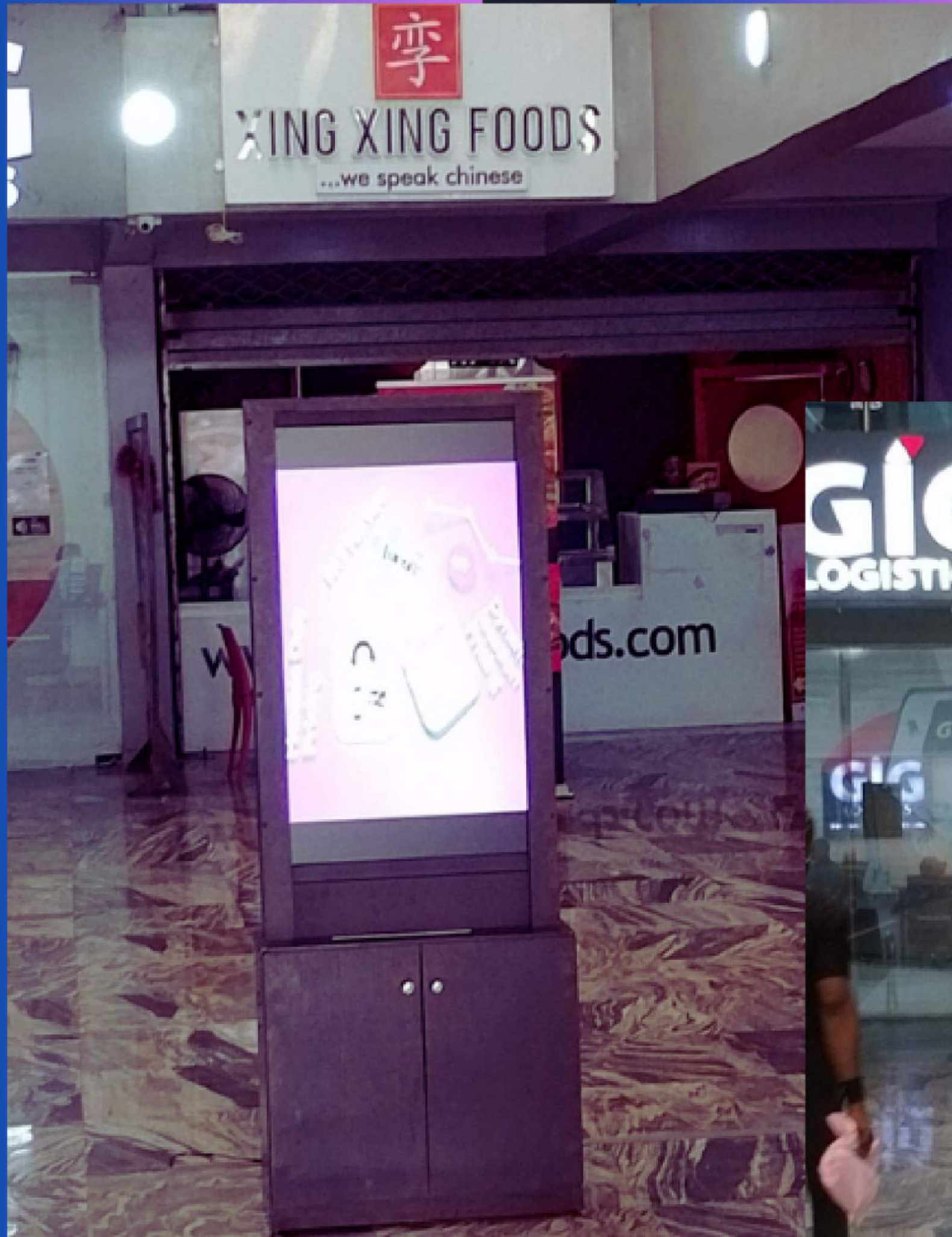
MARKETSQUARE

Festac Town,  
Lagos, NG

# Barrel Lounge Ikeja, Lagos



# Jubilee Mall, Lekki, Lagos



## INTERNATIONAL SCREENS

Nasdaq Building, New York

We also have programmatic  
out of home screens in US, UK,  
AU, CA and lots more if so  
interested

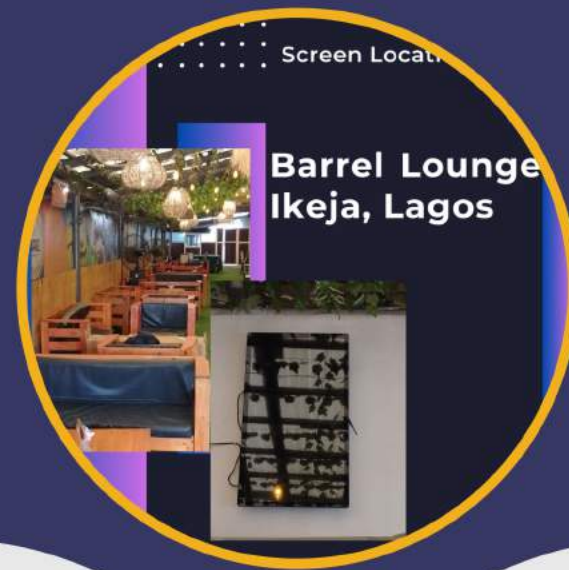
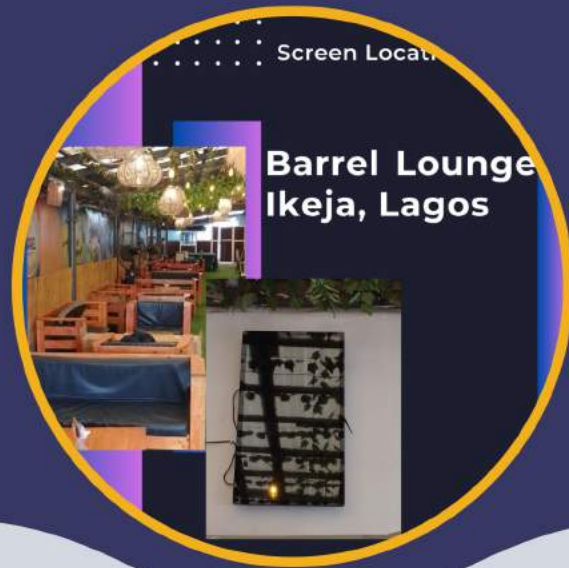
Average Floor price is  
\$12/impression



# COSTING



## AVERAGE COSTING BY LOCATION



**Marketsquare**

Cost per play: ₦ 55

Minimum Daily  
Plays: 300



**Barrel  
Lounge**

Cost per play: ₦ 55

Minimum Daily  
Plays: 300



**MMA 2**

Cost per play: ₦225

Minimum Daily  
Plays: 300



**VFS, Lekki**

Cost per play: ₦120

Minimum Daily  
Plays: 250



**Jubilee Mall**

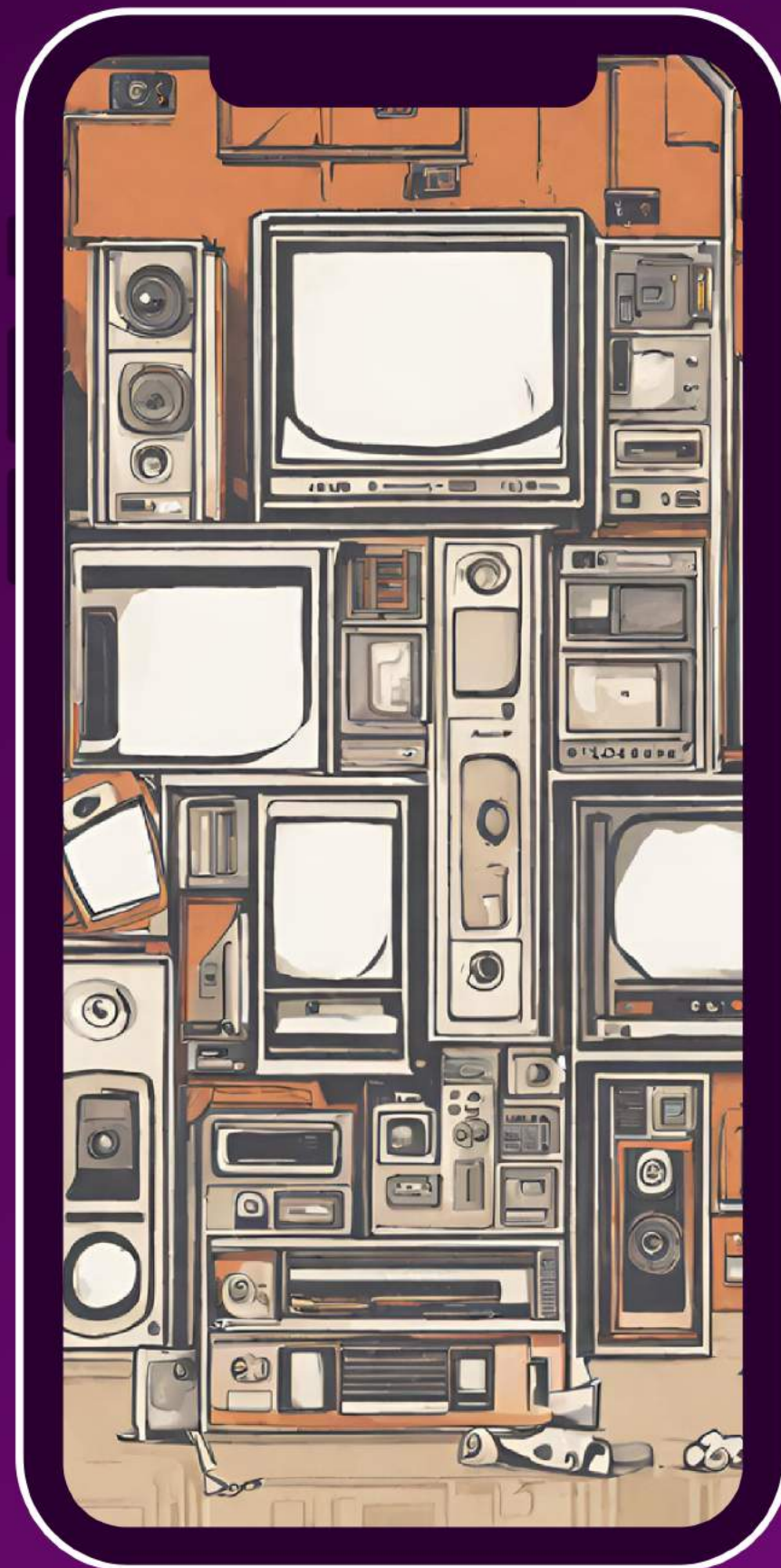
Cost per play: ₦ 85

Minimum Daily  
Plays: 200

# ESTIMATED MONTHLY CALCULATED COST

	Market Square(Festac, Maryland, Okota etc)	Barel Lounge	MMA2	VFS Lekki	Jubilee Lounge
Minimum Slot/Plays	300	200	300	250	200
Cost per play (NGN)	₦55.00	₦55.00	₦225.00	₦120.00	₦85.00
Cost Per day	₦16,500.00	₦11,000.00	₦67,500.00	₦30,000.00	₦17,000.00
Duration (Days)	30	30	30	30	30
Overall Cost	₦495,000.00	₦330,000.00	₦2,025,000.00	₦900,000.00	₦510,000.00

# PLATFORM CAPACITIES



# START NOW

SIGNUP at  
[www.theoutwrlld.com](http://www.theoutwrlld.com)

Contact details:  
Cybertron Ads  
[hello@cybertronads.com](mailto:hello@cybertronads.com)  
196 Herbert Macaulay way, Yaba-  
Lagos, Nigeria  
+234 813 354 8453