

HYGH. Mediadata 2024.

We bring the digital
era to the streets.



Say Hi, to HYGH.

Achieve your advertising goals through smart campaign placement in public spaces. Target group-specific targeting and automated playout enable you to communicate efficiently on all HYGH networks. Book inexpensively, flexibly and quickly - 100% on the move, anywhere in the city. It's time for outdoor advertising to become just as smart as an online campaign on Google or Facebook.

It's simple. We want what you want.

- One format for all networks
- No minimum booking volume
- Spontaneous booking and content delivery
- Custom campaigns: from 1-1000 displays
- Fixed and transparent CPM structure
- Free campaign reporting
- Free proof-of-play pictures
- Support with content creation
- Free use of multiple assets
- No additional fees



The HYGH Networks.

City Network

Our 55-inch displays are in highly frequented locations in urban areas.



Number of Displays:
1,000+

Range:
115 m.
Contacts per week

Booking modality:
From 1 day

Price:
From €9.00

POS Network

Attract more attention through targeted advertising at the point of sale.



Number of Displays:
700+

Range:
50 m.
Contacts per week

Booking modality:
From 1 day

Price:
From €4.00

Premium Network

The classy appearance on Berlin's most famous shopping mile. Show yourself at Ku'Damm.



Number of Displays:
150+

Range:
50 m.
Contacts per week

Booking modality:
From 7 days

Price:
From €100.00

Elevator Network

Exclusive partner, Schindler elevators. Residential buildings, office buildings and in the hospitality segment.



Number of Displays:
650+

Range:
29
Sec.. Ø dwell time

Booking modality:
From 1 day

Price:
From €2.00

City Network.

Big Love for the City.

The City Network offers advertisers both creative and performance-optimized options for achieving their advertising goals. Whether to increase visibility, for branding, new customer acquisition or targeted customer approach - the City Network is an efficient and high-reach tool in the marketing mix.

Cities

8

Berlin / Cologne / Hamburg / Frankfurt /
Munich / Düsseldorf / Stuttgart / Hannover

Number of Displays

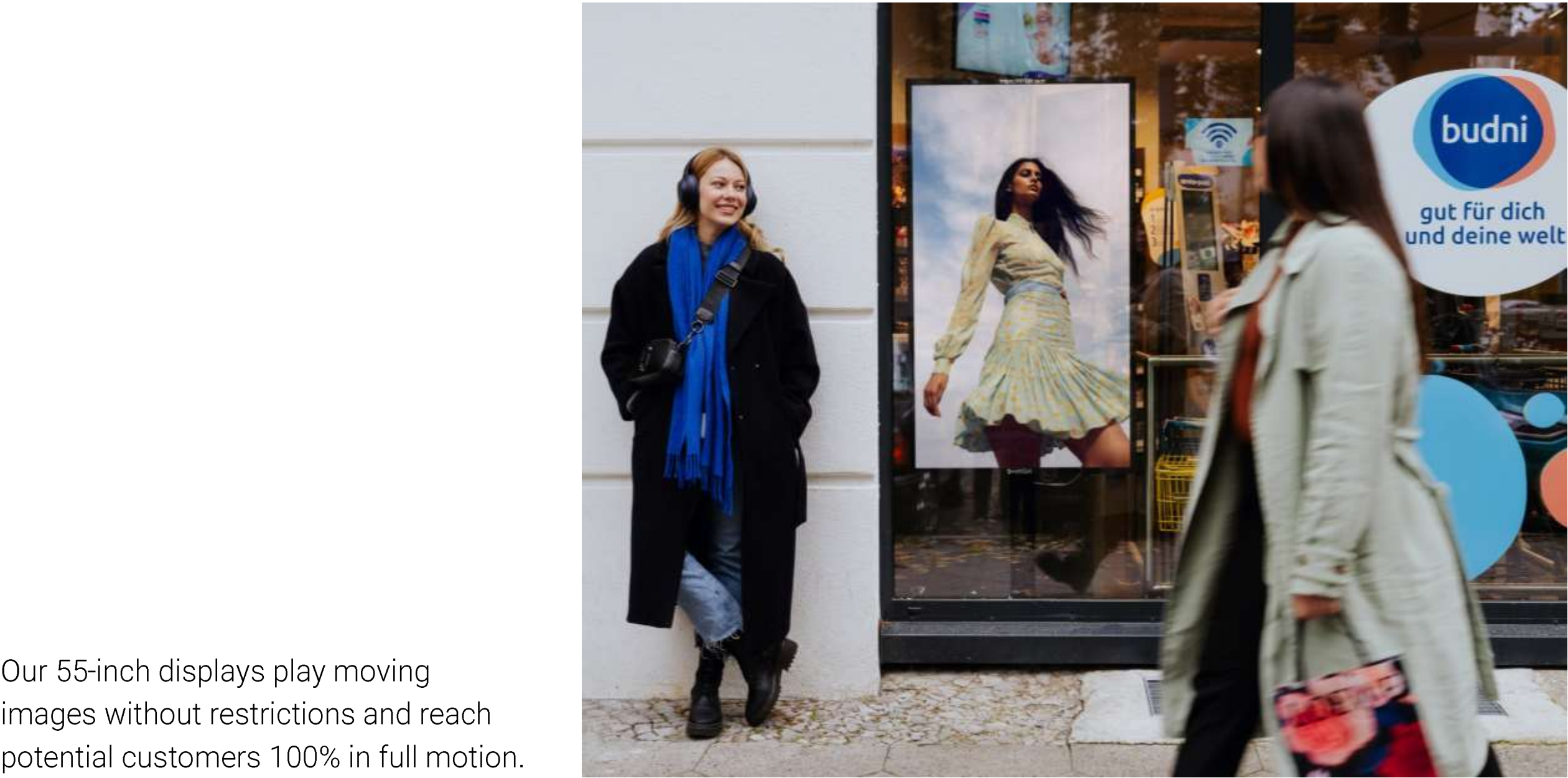
1,000+

55" Digital Hi-Res Displays

Range

115 M.

Contacts per week



Our 55-inch displays play moving images without restrictions and reach potential customers 100% in full motion.



POS Network.

Advertising at the decisive point. The point of sale.

The POS Network offers your brand countless possibilities: Dynamic campaign design, always 100% moving and optionally supplemented by sound. Use creative elements that will be remembered. Low wastage due to eye-catching placement in the checkout area.

Cities

7

Berlin / Cologne / Hamburg / Frankfurt /
Munich / Düsseldorf / Stuttgart

Range

50 M.

Contacts per week

Number of Displays

700+

13" Digital Hi-Res Displays

Source: Performance values according to DMI Public & Private Screens Study.





Premium Network.

Be seen, where exclusive shopping is a tradition.

The HYGH Premium Network comprises more than 50 glass showcases on Kurfürstendamm and is equipped with high-quality 46" Samsung displays. With around 6,000 visitors per hour, Berlin's Kurfürstendamm is an absolute hot spot and the pulsating center of Berlin's City-West.

Cities
Berlin
Kurfürstendamm

Range
50 M.
Contacts per week

Number of Displays
150
46" Digital Hi-Res Displays

Source: Performance values according to DMI Public & Private Screens Study.



Elevator Network.

Smart communication on all levels.

Exclusive partner, Schindler elevators. Residential buildings, office buildings and in the hospitality segment. Your advertising is displayed between relevant building information, news and the weather. High-quality 32-inch displays, all of which are installed in state-of-the-art Schindler elevators, are used for this purpose.

Cities

11

Berlin / Cologne / Hamburg / Frankfurt / Munich /
Düsseldorf / Stuttgart / Leipzig / Dresden /
Dortmund / Essen

Range

29

Sec. Ø dwell time

Number of Displays

650+

Digital Hi-Res Displays



More Cities, More Action: We Continue to Expand.

Our display network is growing throughout Germany.

New touchpoints are created every day, offering our advertising partners effective opportunities to reach their target groups. The expansion in the various cities creates a comprehensive network for high-reach and intelligent campaigns in public spaces.

Q1 2024

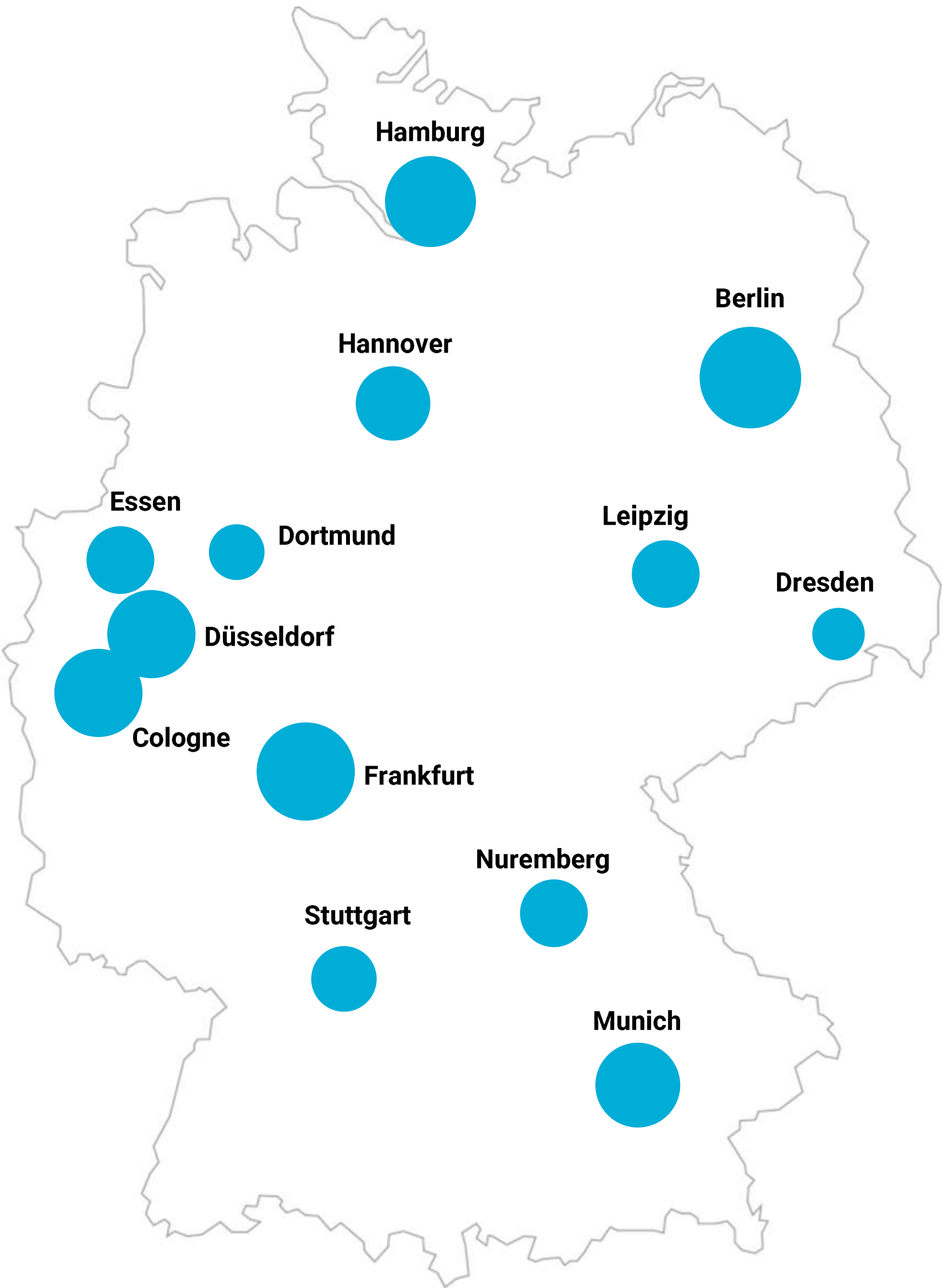
- Leipzig
- Dortmund
- Gelsenkirchen

Q2 2024

- Essen
- Bochum
- Duisburg

Q3-Q4 2024

- Bremen
- Dresden
- Nuremberg



[Click here for the current overview of HYGH displays.](#)

Programmatic Buying.

Targeting Possibilities.

Mobile Data Targeting:

- Individual Mobile Data Target Groups
- Target group movement patterns

Weather Targeting:

- Live weather data

Geo-Targeting:

- POI or POS environment selection

Re-Targeting:

- Reach extension to additional channels
- Enables cross-channel campaigns






Brand Lift Study:






- Mobile Survey for campaign evaluation




Footfall Measurement:

- Drive-to-Store conversion
- Method for measuring DOOH

DSPs which HYGH is bookable with:







Book programmatically.
Decide for more than
one message.

Make every
weather to
your advantage.



Programmatic Buying. Spotify Case.

An exciting combination is created when Programmatic Out of Home meets the world of audio. We have developed an exciting new product that unites the audio world of Spotify and digital out of home and offers a unique cross-media advertising experience. HYGH's DOOH screens form the basis as a reach medium to convey advertising messages to a broad target group - at the same time it is used as a targeting basis for a precisely targeted audio message. In this way, we once again reach advertising contacts with the right audio message.

Seeing and hearing.
Two senses, two
channels. Combined
into one powerful
medium.



Advertise programmatically. With success parameters.

Weather Trigger

The live weather data forms the basis for a dinamic and relevant campaign.



Weather

Temperature / Rain / Snow / Air humidity / Pollen count.

Traffic & Travel

Traffic / Time to destination / Accidents / Timetables.

Selective Playout

100% dynamic campaign in terms of budget, time and place of playout.



Health & Beauty

Good and bad hair days / Allergies / Sinus headaches.

Lifestyle

Soil moisture / Barbecue season / Running conditions / Events.

DOOH Screens

Playing out the right advertising message at the right time, to the right target group, in the right place.



Sport

Matches / A specific team / Player scoring a goal / A win.

More

Tank prices / Hotel occupancy / Finances.

Survey Composition

Creation of an exposed group from device IDs recorded during the campaign with a matching control group.

Playing out the survey

Delivery of the questionnaire in an IAB-interstitial placement and in an in-app environment.

Data evaluation

Collection of fully answered questionnaires and media attribution based on device IDs in multichannel campaigns.



Programmatic Brand Lift Study.

The HYGH Brand Lift Study provides a detailed overview of the campaign and measures relevant KPIs such as brand awareness, advertising recall, purchase intent, and audience perception.

CPM
€1.50
Consider fixed CPM MBV.

The minimum booking volume is 2 million gross contacts. From €50,000 (N/N/-), the TKP is only €1.00. From €75,000 (N/N/-), the TKP is only €0.50. From €100,000 (N/N/-), we offer a free implementatin of the BLS.

The HYGH Agency.



We're Digital
Display Jockeys.

No Content? No Problem.

The HYGH Agency helps you create an effective advertising clip for the HYGH Network in an uncomplicated and stress-free way. Specialized in advertising in public spaces, we are the perfect partner for customized advertising for every budget.

The HYGH Agency.

As easy as 1-2-3.

Mini

- Print campaign 9:16
- Photo animation
- Text animation
- A change loop

€1,999.00

Standard

- Supporting video content (stock)
- Motiongraphics
- Storytelling
- High quality animation
- A change loop

€3,999.00

Premium

- Supporting video content
- Motion graphics
- Storytelling
- High quality animations
- We write your texts
- Two change loops

€4,999.00

Individual Offer.

Would you like a clip including video production or elaborate 3D product visualizations?

Just contact us personally and let us create your individual offer.



Measurable Campaign Success.

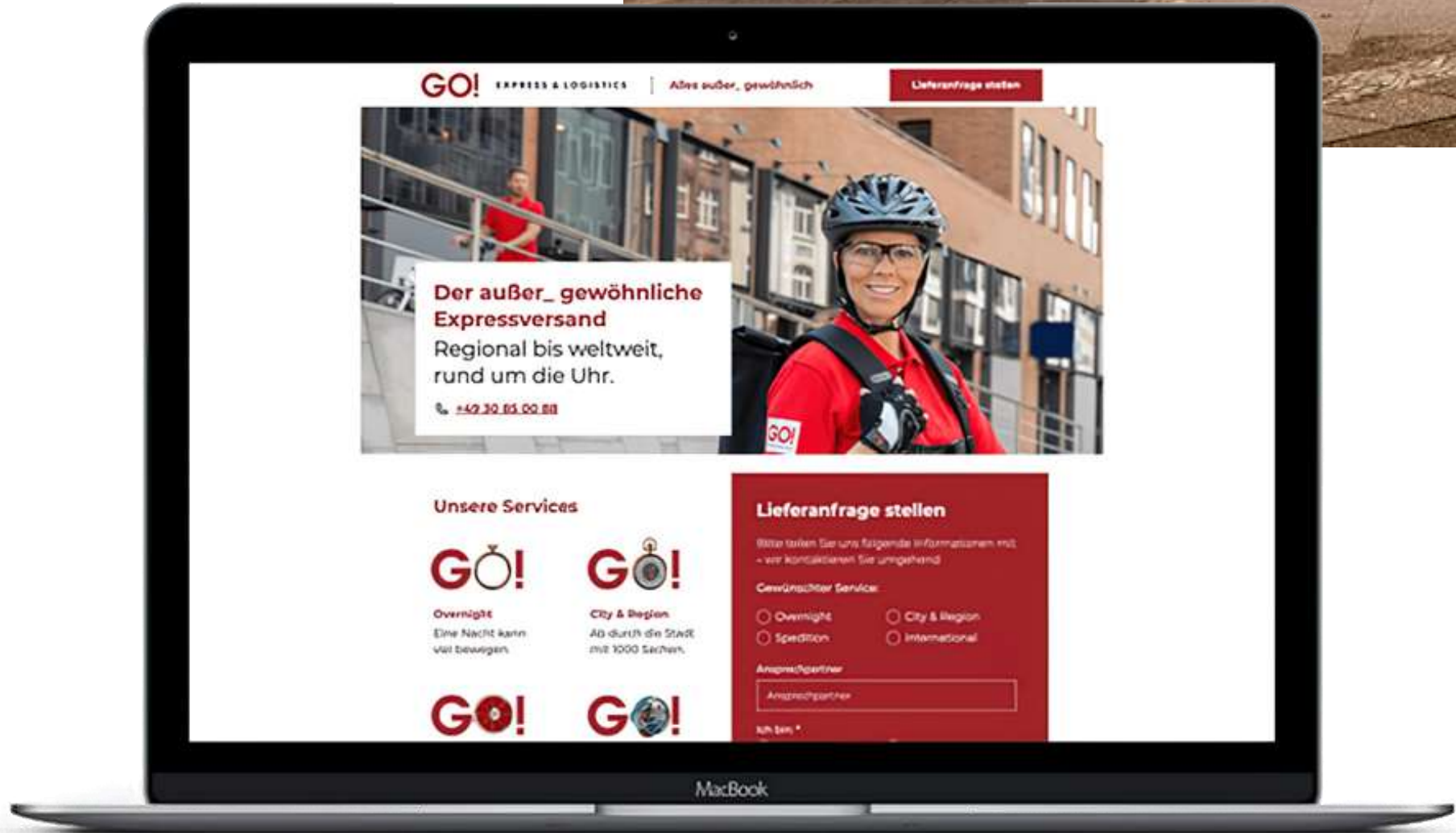
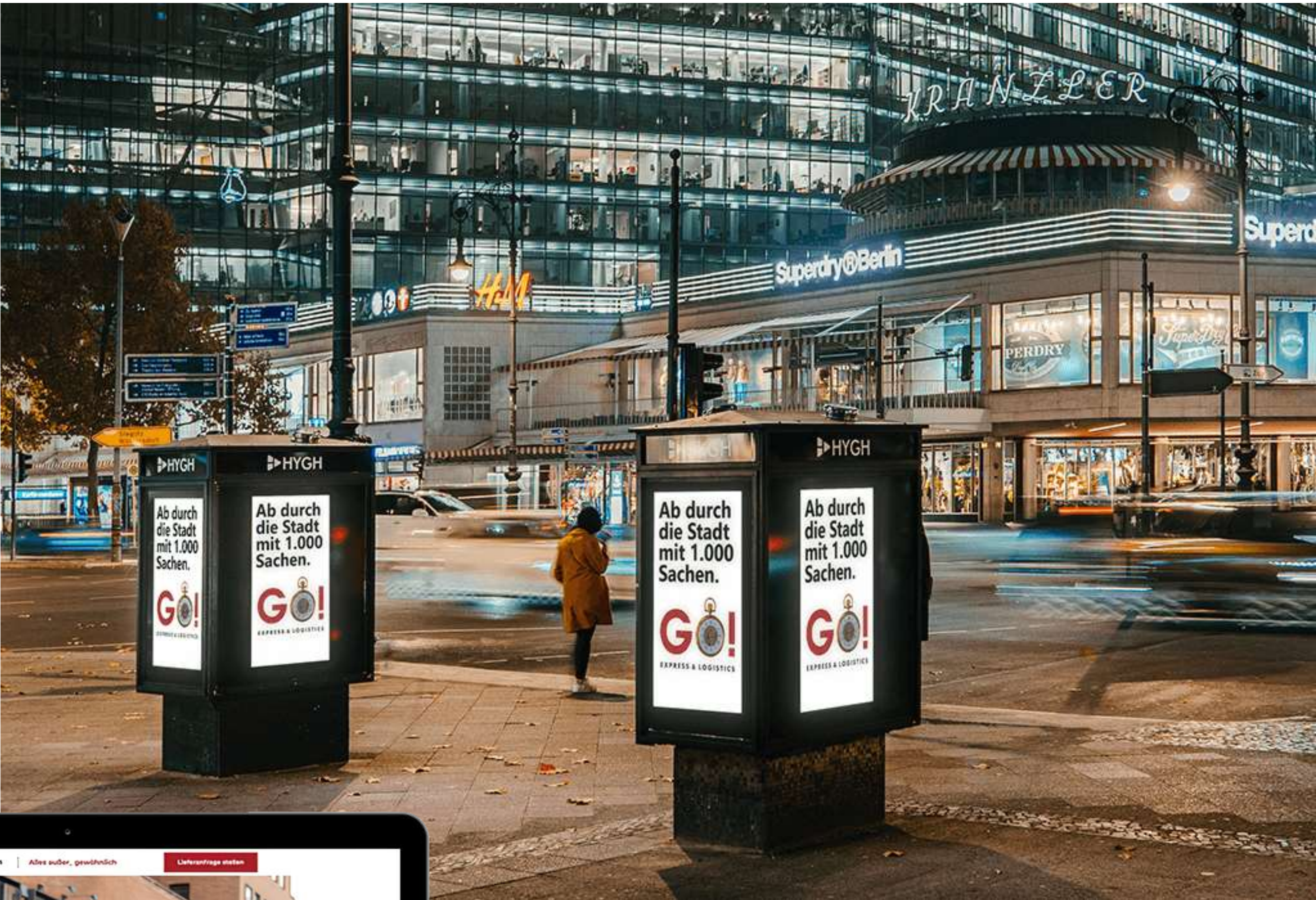
Analyze your campaign at HYGH and improve the effectiveness of your brand strategy.

A linked landing page made the success for our customer "GO! Express & Logistics" measurable. The HYGH Agency took over the conception and production of the campaign. GO! achieved a proven 200% increase in new customers within 4 weeks of the campaign launch.

Brand-Lift Study
Subsequent evaluation of the relevant KPIs, based on a mobile survey.

Footfall Measurement
Measurement of advertising contacts based on mobile data in the vicinity of the stores.

Individual Tracking Options (Landingpages)
Using individually created URLs and the appropriate landing page, we can precisely track the success of the campaign.



The success of GO! Explained in a minute:
[Click here for the GO! Casefilm.](#)

Best Cases. Social Demographic Targeting.

Language Targeting.

Language targeting allows companies to tailor their marketing strategies to the needs and interests of a specific language group, resulting in higher relevance and better response. By using a language that is understood by the target group, the message can be conveyed more clearly and precisely, which increases the credibility of the brand.

Language targeting is thus an important factor in the success of marketing efforts and in strengthening customer loyalty.



Best Cases. City & POS Networks.

Maximum Campaign Power:
City & POS Network – Two Motifs,
One Location, Maximum Attention.

Adapt the communication to the individual advantages of the network: Promote your product in a targeted manner at the same location with two different motifs. While an awareness campaign on the City Display arouses the interest of your target group, a call-to-action on the POS Display ensures more purchase decisions exactly where they are made. Guarantees maximum attention and efficiency for your campaign.



Awareness
City Network



Call to Action
POS Network

Best Cases. Hyperlocal Campaign.

N26 shows how hyperlocal advertising works.

Together with N26, we played out 12 different motifs in the different districts of Berlin and advertised individually in each neighborhood. This enabled us to reach the target groups in the best possible way.

N26

Endlich eine Karte, die zu deiner Karre passt.

Die Bank, bei der Premiumkonto wirklich Premium ist. N26 Metal - mit Mastercard aus Edelstahl in Carbonschwarz.

App Store

Google Play

N26

Wenn du gern wartest, geh zum Bürgeramt.

Die Bank, mit der du sofort loslegen kannst. Konto in 8 Minuten. Mastercard sofort aufs Smartphone.

App Store

Google Play

N26

Echt langsam: M29. Echt schnell: N26.

Die Bank, mit der du sofort loslegen kannst. Konto in 8 Minuten. Mastercard sofort aufs Smartphone.

App Store

Google Play

N26

Wenn du öfter im Ausland bist. Spandau oder so.

Die Bank, die ihre Konten deinem Lifestyle anpasst. Entdecke N26 You mit Reiseversicherung inklusive.

App Store

Google Play

N26

Du bist nachtaktivist. Wir haben Dark Mode.

Die Bank, die zu deinem Lifestyle passt. Alle Bankgeschäfte, wann und wie du willst.

App Store

Google Play

N26

Ständig Projekte, aber sparen gehört nicht dazu?

Die Bank, die sparen leichter macht. Mit Spaces, den praktischen Unterkonten für deine Sparziele.

App Store

Google Play

N26

Patchwork? Works.

Die Bank für gemeinsames Banking. Mit Shared Spaces gemeinsam sparen und ausgeben.

App Store

Google Play

N26

Auch ohne Fashion Week: Berlin bleibt stylish.

Die Bank mit dem schicksten Konto. Entdecke N26 You mit Mastercards in 5 frischen Farben.

App Store

Google Play

N26

Mit alles? Mit alles!

Die Bank, bei der Premiumkonto wirklich Premium ist. N26 Metal. Mit echt alles.

App Store

Google Play

N26

Friedrichshain. Metal. Passt.

Die Bank, die zu deinem Lifestyle passt. N26 Metal mit exklusiver Mastercard aus Edelstahl.

App Store

Google Play

N26

Du willst zum Abheben nicht nach Schönefeld.

Die Bank, mit der du überall Geld abheben kannst. Bis zu 8x kostenlos an jedem Geldautomaten.

App Store

Google Play

N26

Damit es auf dem WG-Konto besser aussieht als im WG-Kühlschrank.

Die Bank für gemeinsames Banking. Mit Shared Spaces auf gemeinsame Ziele sparen.

App Store

Google Play

HYGH Pricing.

IO Booking at 10% Share of Voice.

	City	Selective Displays	Booking modalities
Premium	€100.00	€120.00	7 days / On request
City	€9.00	€10.00	from 1 day
POS	€4.00	€5.00	from 1 day
Elevator	€2.00	€2.50	from 1 day

Programmatic Booking.

CPM
€14.00
€10.00
€8.00

Targeting Fee:

- Weather + €0.50 CPM
- Target groups from €1.00 CPM
- Context + €1.00 CPM

Price Calculation – Example.

Price Example.

The minimum utilization is 10% - 20% upwards is recommended for better visibility.

100 City displays with 10% utilization for 7 days:
100 x €10 x 7 = **€7,000**

30 Premium showcases with 20% capacity utilization for 7 days:
30 x €240 x 7 = **€50,400**

Playback logic HYGH.

Percentage utilization explained – spot length freely selectable.

Frequency of playouts.

Campaign A	20% with 16 Sec.	720 Sec. / 16	45 Repetitions per hour
Campaign B	10% with 5 Sec.	360 Sec. / 5	72 Repetitions per hour
Campaign C	30% with 20 Sec.	1080 Sec. / 20	54 Repetitions per hour

Content – Technical data sheet.

One clip format for all networks.

Our 9:16 portrait displays play moving image campaigns without any limitations.
One clip for all networks: Wether Premium, City, POS or Elevator Network, all our displays have the same technical specifications.

Data delivery no later than 4 working days before campaign start to:
campaign@HYGH.tech

Playout parameters.

Resolution 1080 x 1920 Pixel	Bitrate 10 – 16 MB/s	Clip length* 8 – 30 Seconds
Framerate 25 fps	Codec mp4, H264, mov, jpg, png	Audio off



13" / 32" / 46" / 55"

* Exception is the Elevator Network, here only 10 seconds clips can be delivered.

At a glance.

- One format for all networks
- No minimum booking volume
- Spontaneous booking and content delivery
- Custom campaigns: from 1-1000 displays
- Fixed and transparent CPM structure
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- Free use of multiple assets
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Thank you.



[HYGH.tech](#)



[Company/HYGH-AG](#)



[HYGH_official](#)