

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:
165 M.
Contacts per week

Booking modality:
From 1 day

Price:
From €10.00

POS Network

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



Number of Displays:
700+

Range:
35 M.
Contacts per week

Booking modality:
From 1 day

Price:
From €5.00

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 €120.00

Elevator Network

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



Number of Displays:
650+

Visibility:
6 M.
Contacts per week

Booking modality:
From 1 day

Price:
From €5.00

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

11

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

Number of Displays

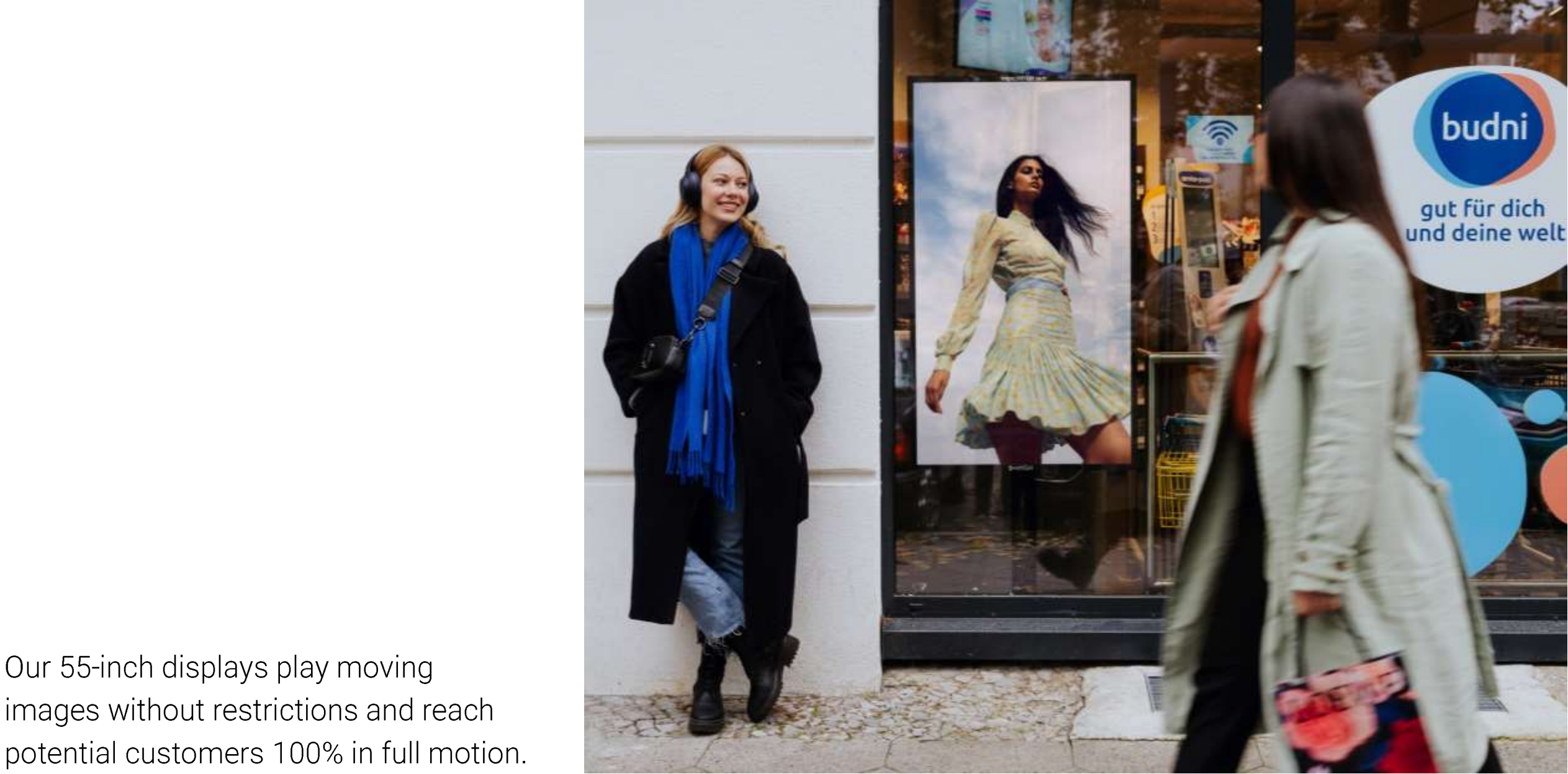
1,500+

55" Digital Hi-Res Displays

Range

165 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

8

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

Range

35 M.

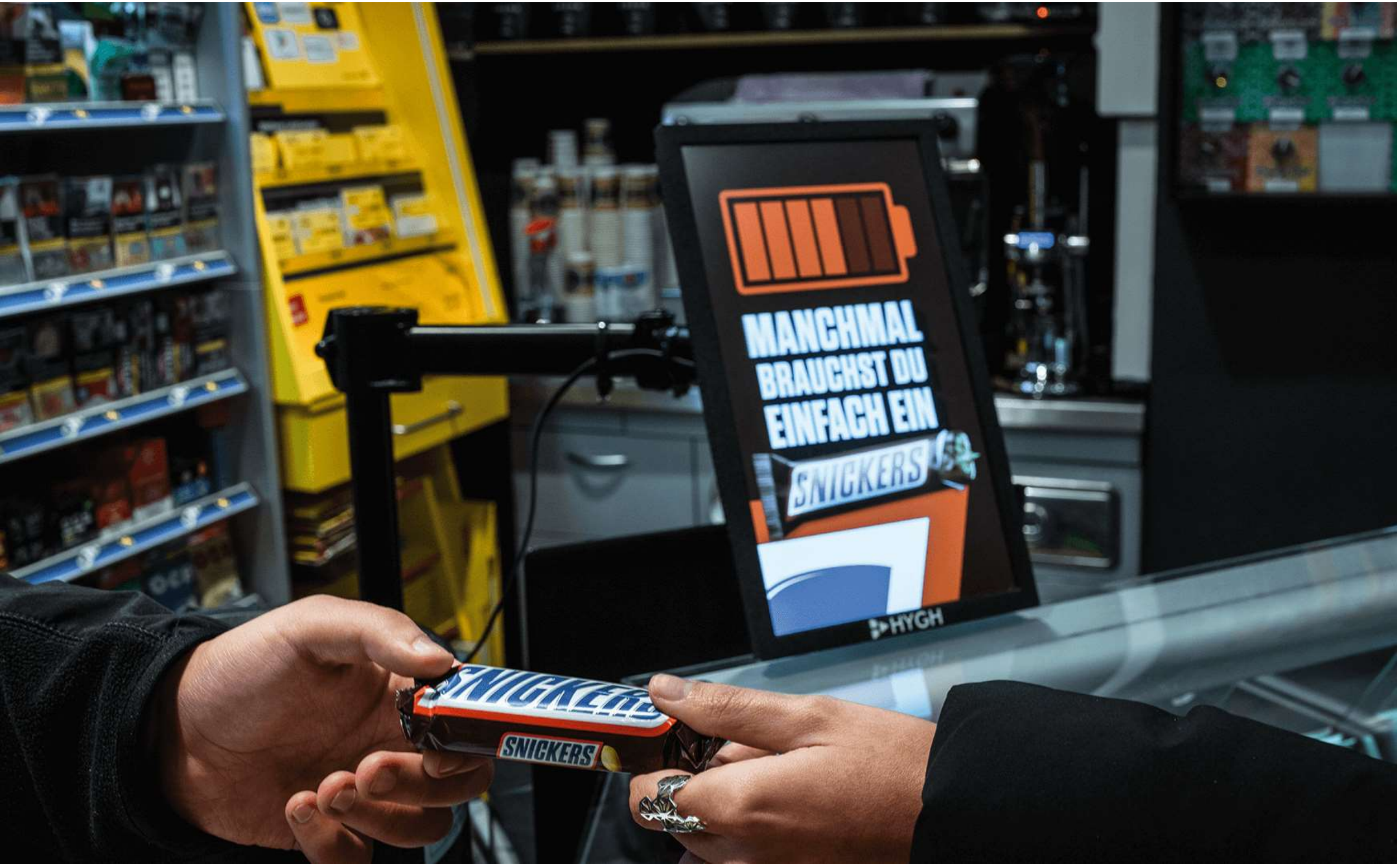
Contacts per week

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 Showcases
50
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

6 M.

Contacts per week

Number of Displays

650+

Digital Hi-Res Displays



More Cities, More Action: We Continue to Expand.

Our display network is growing throughout Germany.

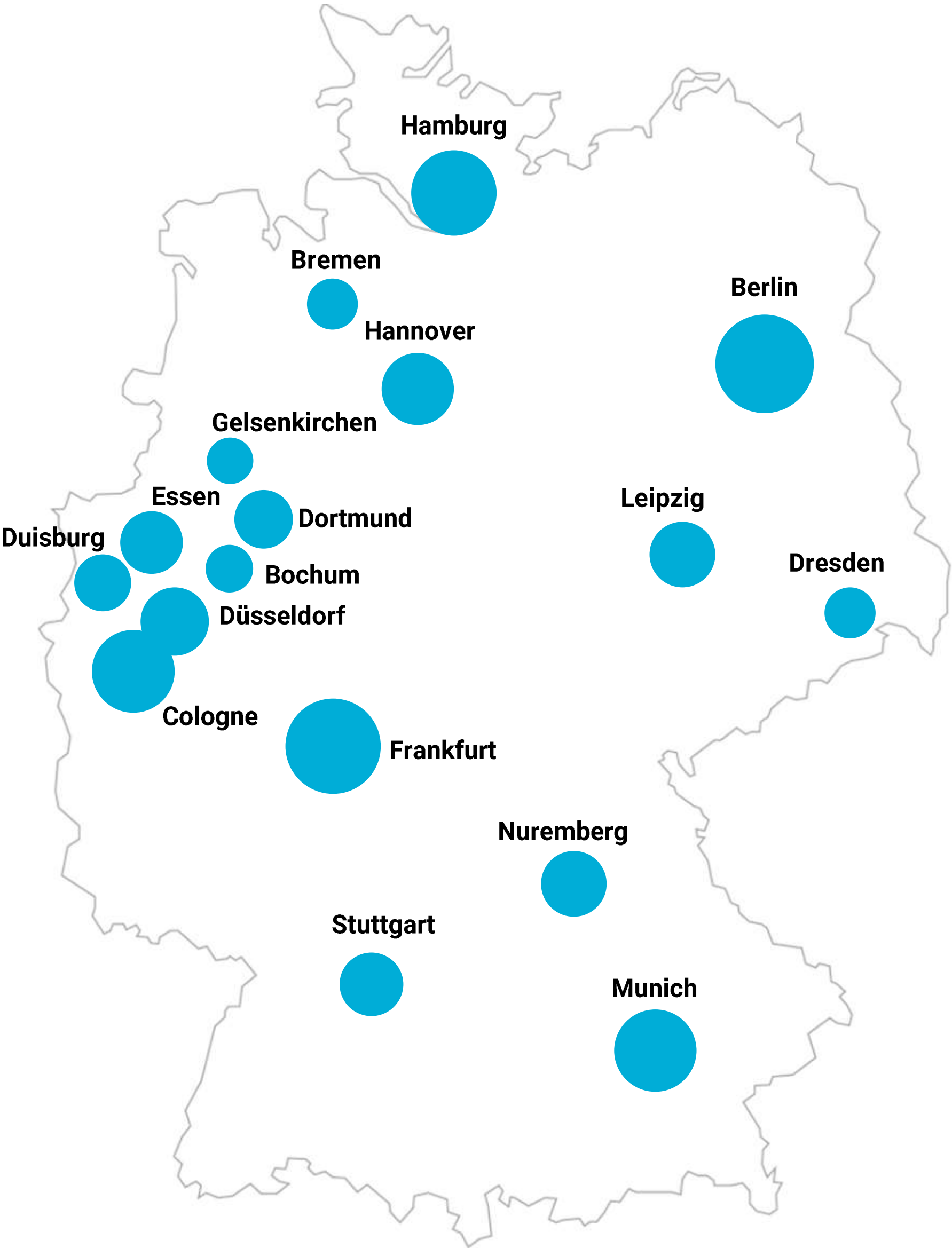
New touchpoints are created every day, offering our advertising partners effective opportunities to reach their target groups. The expansion in the various cities creates a comprehensive network for high-reach and intelligent campaigns in public spaces.

Q2 2024

- Gelsenkirchen
- Essen

Coming up

- Bochum
- Bremen
- Duisburg
- Dresden
- Nürnberg



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

Programmatic Buying.

Targeting Possibilities.

Audience Data:

- Adsquare
- Mastercard
- AI Audiences

Contextual Data:

- Live weather data
- Cynapsisinteractive

Geo-Targeting:

- POI or POS selection

Re-Targeting:

- Spotify
- GLS
- Social Out of Home

Measurements:

- Brand Lift Study
- Footfall-Analysis
- Uplift Measure

DSPs which HYGH is bookable with:

Active Agent

SAGE + ARCHER
A VISTAR MEDIA COMPANY

LOCATRICS®

Blindspot

PLATFORM 161

scoota.

theTradeDesk

Splicky
Smooth Mobile Advertising

HAWK

Hivestack

StackAdapt

adform

Book programmatically.
Decide for more than
one message.

Make every
weather to
your advantage.



DOOH meets Audio. Spotify Case.

Cross-media advertising, Spotify audio, and Digital Out of Home combined in one campaign. DOOH serves as a reach medium to convey advertising messages to a broad target group and simultaneously as a basis for targeted audio messages. This way, we effectively reach our advertising contacts on two channels.



DOOH screens form the basis as a reach medium for expansion into the audio world.

Results:

An increased willingness to use Wolt for future orders led to a **141% uplift**. Among frequent Wolt users, an **uplift of 120%** was recorded. In addition to a **43% ad recall**, **brand sympathy** also **increased to 81%**.



DSP as a programmatic interface, connects the outside world with precise audio messages.

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

[Click here for the Wolt x Spotify Casefilm](#)

[Click here to read the W&V Article](#)



Advertising contacts from the outside world are reached again with the appropriate audio message.

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

First Mover with Artificial Intelligence (AI).

Geodata

Spatial localization of the Individual target groups at a granular spatial level.

Mobility data

Frequency data map the target group movement data on an hourly basis.

AI optimized Playouts

Continuous target audience analysis by artificial intelligence ensures optimized campaign playouts.

Benefits Through the Assistance of AI Data.

Efficiency

Programmatic delivery with motion data reaches at least 20% more target audience.

Accuracy

Targeting audiences at the right time and place - individually and on an hourly basis.

Representative sample size

Current database constitutes nearly a complete survey of the German population.

DSGVO-compliant

Legal certainty due to fully anonymized data.

Inventory

The targeting applies to the entire programmatically connected DOOH inventory of HYGH.



Brand Lift Study

Mobile survey compared with a control group for measuring various uplifts against pre-defined KPIs.

Footfall-Analysis

Measurement of in-store visitors and comparison with a control group based on the DOOH campaign.

Data evaluation

Success measurement for target audience reach of a DOOH campaign based on mobile data.



DOOH Measurements.

Our measurements provide a detailed overview of campaign successes based on various uplifts. This allows DOOH campaigns to gain more insights and measurability beyond traditional performance metrics and reporting.

CPM
Until €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.



Big Screen Experience:
With our 80m² LED Wall, your advertising becomes a major sensation.

LED Mega Wall of Berlin

40 x 2 Meter – 80m²

No suitable content? No problem!
Our team is ready to develop the perfect advertising message for you.
Contact us now for a consultation - we'll find a solution!

Data sheet for delivery

Size	9600 x 480 Pixels
Frame rate	60 fps
Length	15 - 30 Seconds
Film material	mp4, mov
Color space	RGB
Animations	Subtle
Font size	≥ 1/3 total height of the panel

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

€900.00

Standard

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

€1,800.00

Premium

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

€2,600.00

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.



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.



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

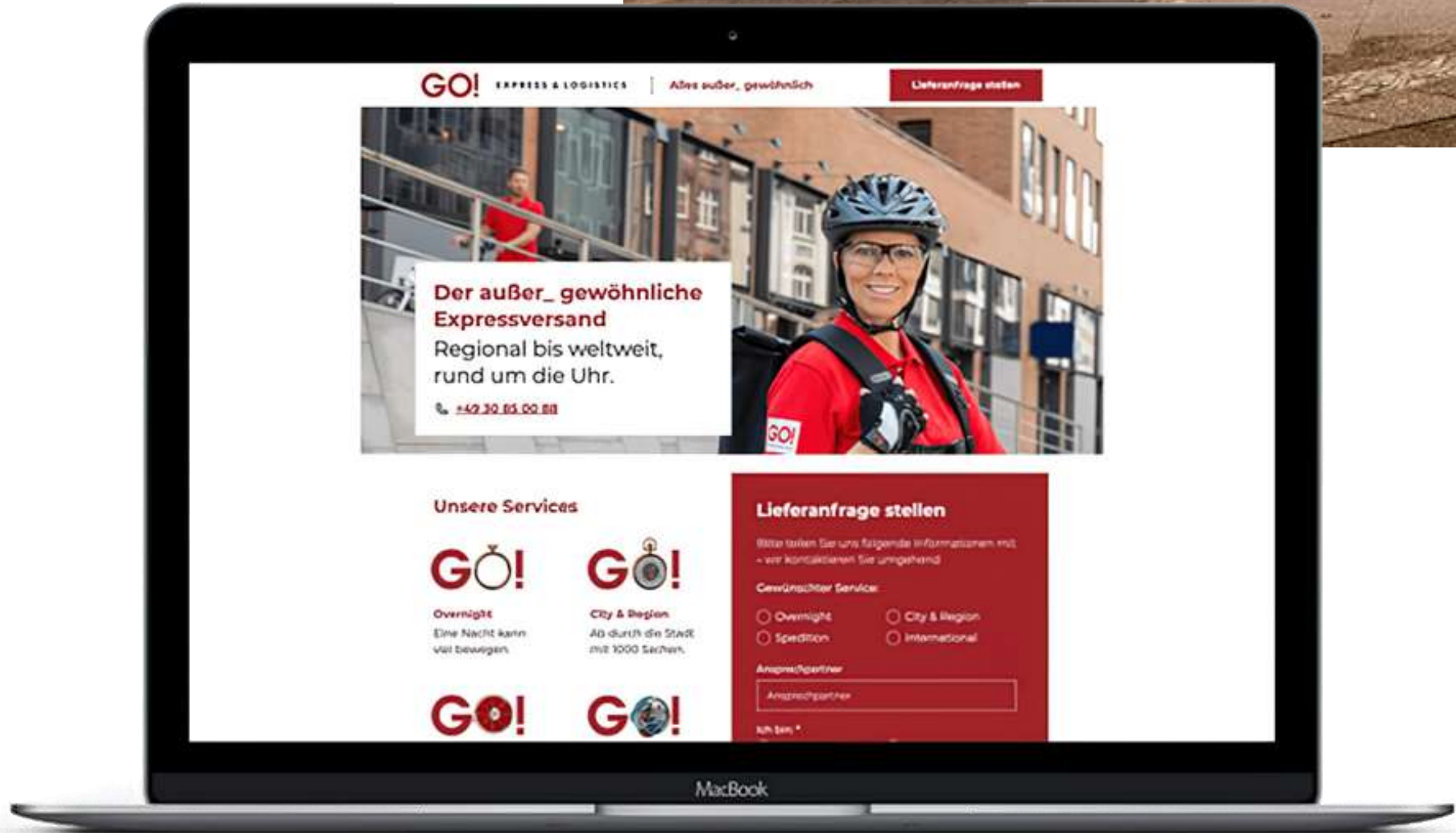
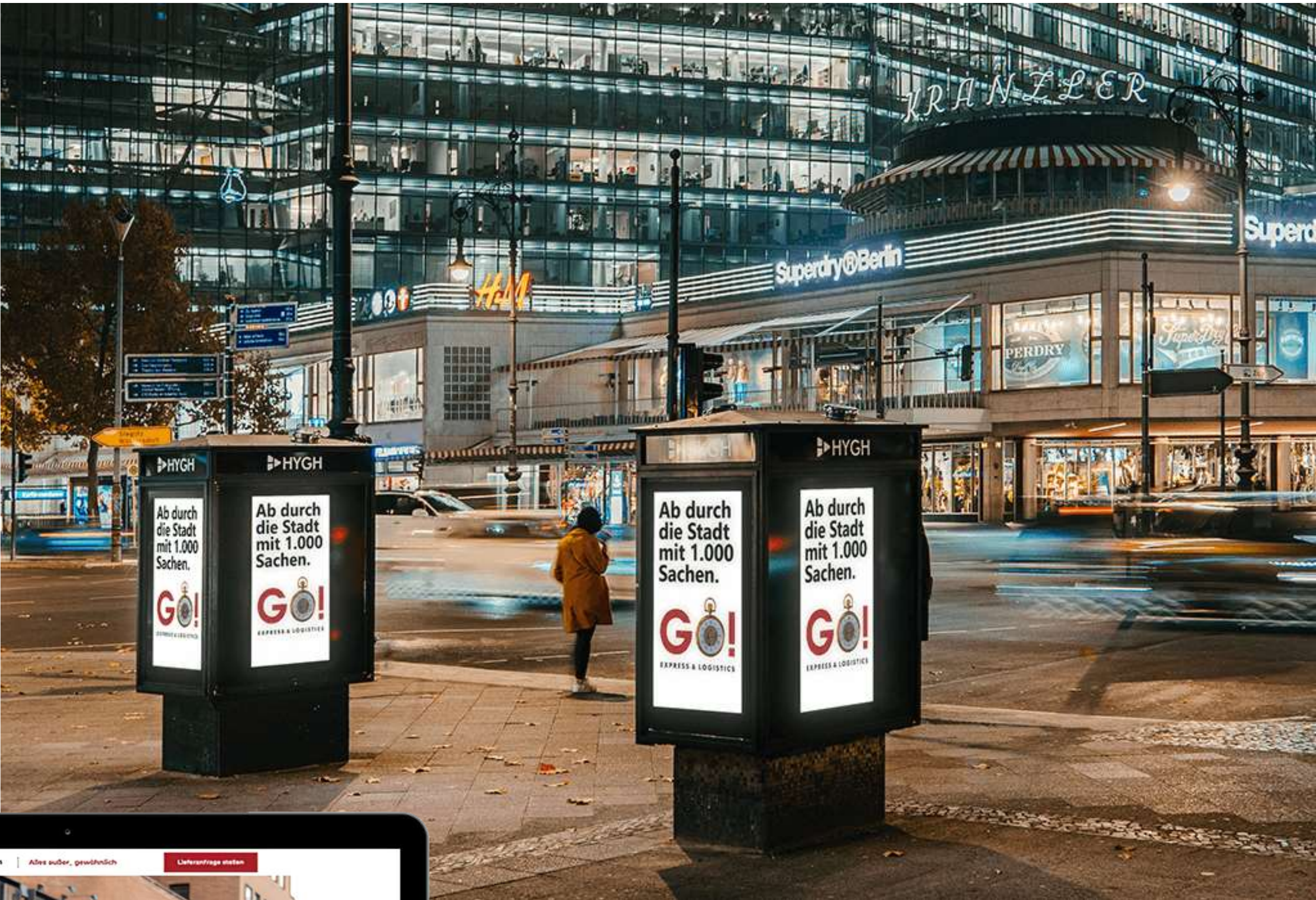
Subsequent evaluation of the relevant KPIs, based on a mobile survey.

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. Fanta – Happy Halloween.

Highest Visibility,
Live Content & Sound.

Fanta staged a unique live experience event at the Mall of Berlin for Halloween. Visitors were surprised by exciting activities at Happy HOLOWEEN, and the unforgettable spooky moments were captured on camera. The recorded material was projected as a huge hologram above the bus and transmitted to HYGH displays in public spaces within minutes.

To increase brand awareness, the display locations were additionally branded with Fanta branding, and in the checkout area, POS displays with spooky frames and accompanying eerie sound were placed. The mega event reached a total of **13.4 million gross contacts** and left a lasting impression on the visitors.

[Click here for the FANTA Casefilm](#)



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 nachtaktiv. 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.

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

Programmatic Booking.

Self Service	Managed Service	Add-ons
14.00 €	15.00 €	<ul style="list-style-type: none">Weather + 0.50 € TKPContextual + 1.00 € TKPAudience from 1.00 € TKPMeasurements until 1.50 € TKP
10.00 €	11.00 €	
8.00 €	9.00 €	

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 Pixels	Bitrate 10 – 16 MB/s	Clip length* 5 – 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
- Free campaign reporting
- Free proof-of-play pictures
- Support with content creation
- Free use of multiple assets
- No additional fees

Thank you.



[HYGH.tech](#)



[Company/HYGH-AG](#)



[HYGH_official](#)