

# BERLINALE 2016

The film mile in the heart of Berlin



**WallDecaux**  
Premium Outdoor Sales

# Berlinale – European Film Festival

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Premium Outdoor Sales

One of the most important events for the international film making industry celebrates its 66th anniversary.

The Berlinale 2016.

For 11 days the Berlinale will be the hub for great movies, exciting premieres and highlight for every film enthusiast.

Be part of that special event and use the diversity of out of home advertising for your campaign.



# In the heart of the action

## Key Facts Berlinale 2016



# Visitors do have time and money



They have a daily budget of  
Ø 210 €

Berlinale visitors stay 4-9 days  
in the city (Ø tourist: 2,4  
days)

OoH advertising is conceived as  
an encouraging trigger for  
purchase decisions, especially  
for young people; index 118\*

# Wall – Your exclusive partner

## Unique awareness at the Potsdamer Platz

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# Our Packages

For your glamorous appearance

# Advertising Medium

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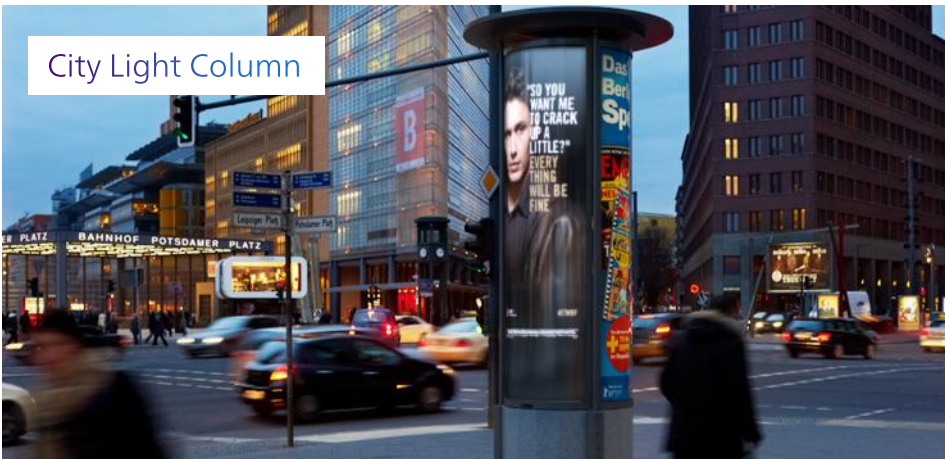
City Light Board



Bluespot Column



City Light Column



Berlinale Showcase/ City Light Poster



# Advertising Medium Digital

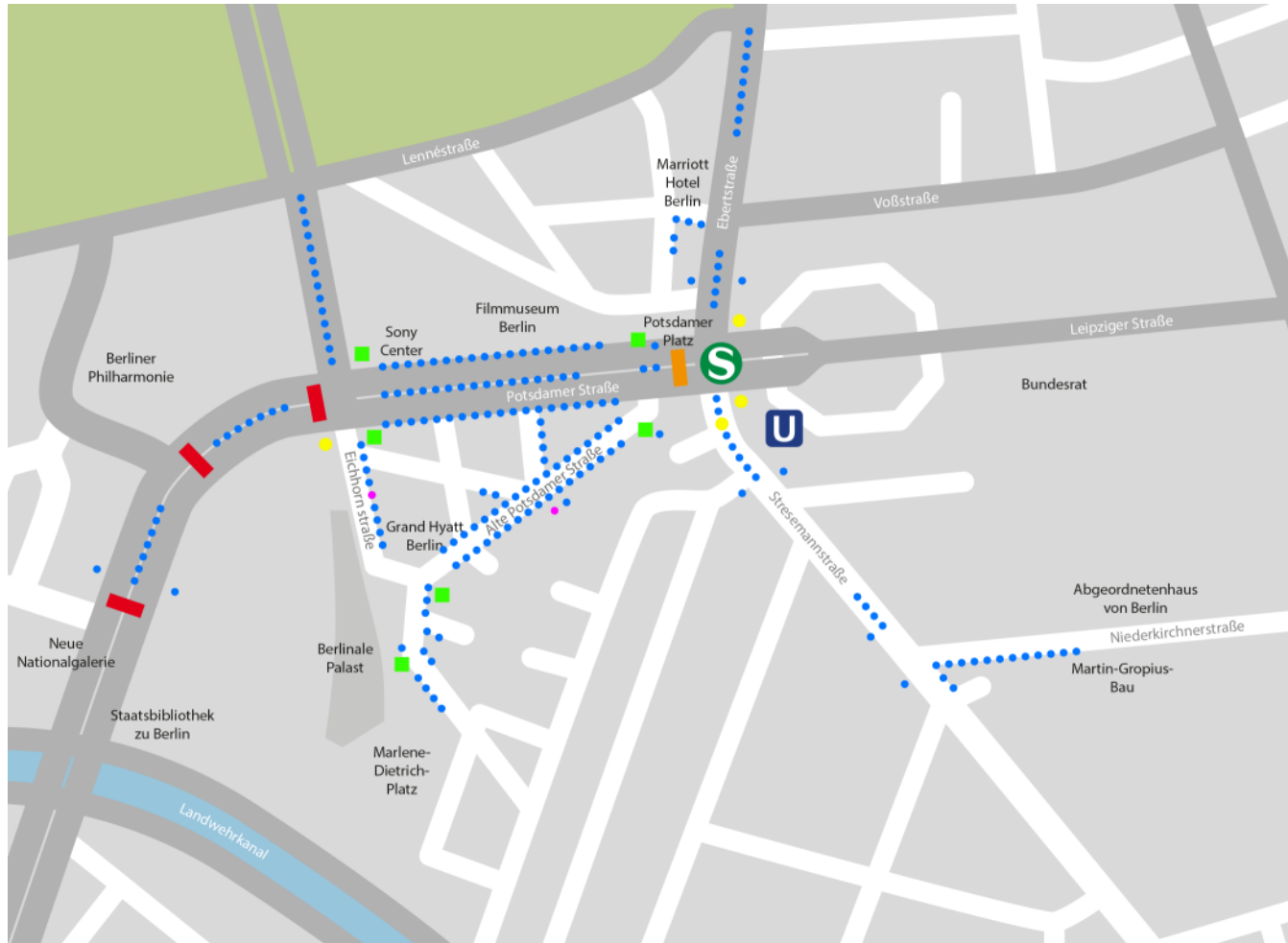
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# Location Overview

## Advertising spaces



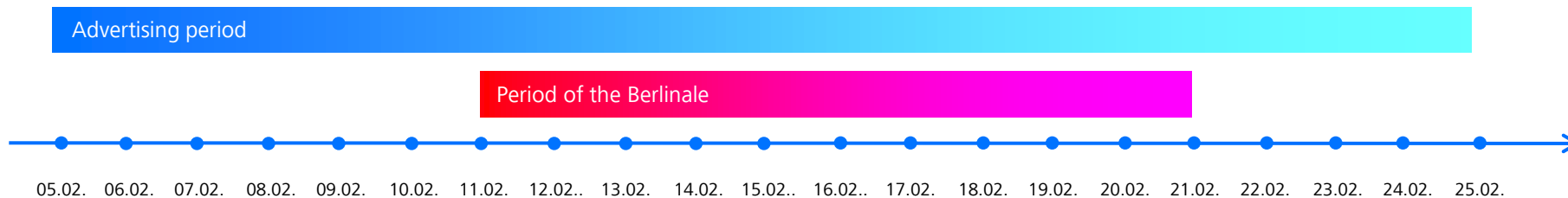
### Explanation

-  4/1 eSIA with bluespot
-  18/1 Digital CLB
-  18/1 City Light Board
-  8/1 bluespot Column
-  8/1 City Light Column
-  4/1 Berlinale Showcase/  
City Light Poster

# Berlinale Packages 2016

## Berlinale Package

ADVERTISING MEDIUM		BERLIN GOLD	BERLIN SILVER	FORMAT
City Light Board		6 advertising spaces	2 advertising spaces	18/1
Bluespot Column		1 advertising space	1 advertising space	8/1
City Light Column		3 advertising spaces	3 advertising spaces	8/1
Berlinale Showcase/ City Light Poster		34 advertising spaces	34 advertising spaces	4/1
<b>Price in EUR*</b>		<b>85,743.00</b>	<b>70,623.00</b>	



\*plus VAT, subject to construction permit; Bookings for Berlinale packages are fixed and are excluded from cancellation as per general terms and conditions

# Berlinale Packages 2016

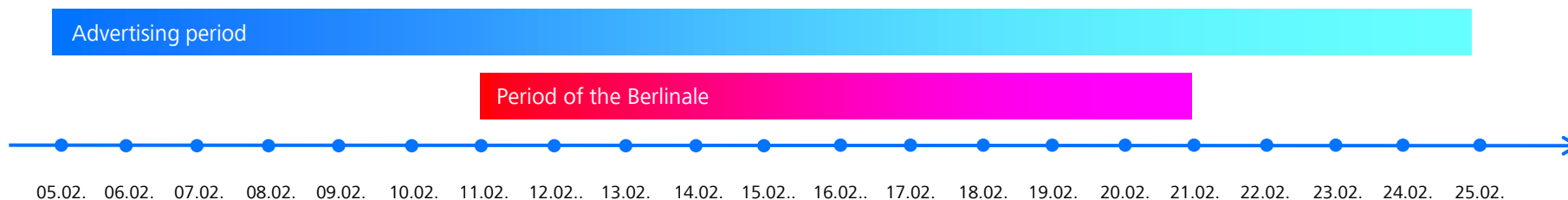
## Berlinale Package Digital

ADVERTISING MEDIUM		BERLIN GOLD DIGITAL	BERLIN SILVER DIGITAL	FORMAT
Digital CLB		2 advertising spaces	2 advertising spaces	18/1
City Light Board		4 advertising spaces		18/1
Bluespot Column		1 advertising space	1 advertising space	8/1
City Light Column		3 advertising spaces	3 advertising spaces	8/1
Berlinale Showcase/ City Light Poster		34 advertising spaces	34 advertising spaces	4/1

**Price in EUR\***

**89,733.00**


**74,613.00**

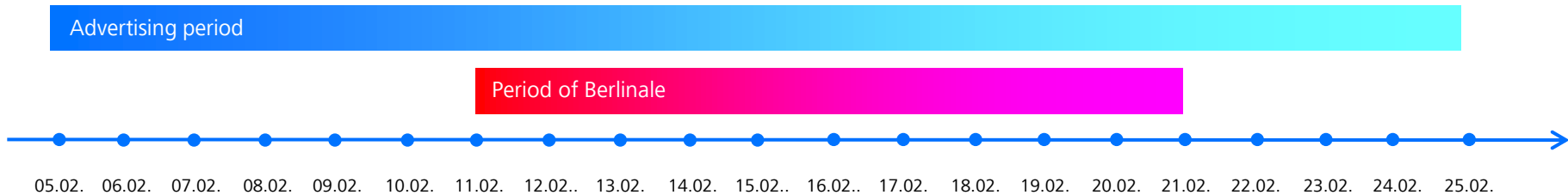


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# Berlinale Packages 2016

## Bear Package

ADVERTISING MEDIUM	BEAR GOLD	BEAR SILVER	BEAR BRONZE	FORMAT
Berlinale Showcase/ City Light Poster 	20 advertising spaces	15 advertising spaces	10 advertising spaces	4/1
<b>Price in EUR*</b>	<b>30,030.00</b>	<b>22,522.50</b>	<b>15,015.00</b>	



\*plus VAT, subject to construction permit; Bookings for Berlinale packages are fixed and are excluded from cancellation as per general terms and conditions

# Not what you were looking for?

**WallDecaux**  
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We will prepare you an individual package from our portfolio.



# Innovate

# Special Column Design

Terminator 5, Paramount

**WallDecaux**  
Premium Outdoor Sales



# Special bus shelter branding

## Terminator 5, Paramount





# Interactive column branding – plus sound

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Mission: Impossible, Paramount



# Interactive bus shelter branding – plus screen

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Mission: Impossible, Paramount



# Interactive bus shelter branding

## Spongebob 3D, Paramount



# CURTAIN UP!

## **WallDecaux**

A corporate division of Wall AG

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