



WE AIM TO EMPOWER BRAND MESSAGES AND CREATE A STRONG GLOBAL IMPACT





















OOH IS A SEAMLESS PART OF YOUR DAILY JOURNEY THROUGHOUT THE DAY





9 in 10 of people

in Bangkok and metropolitan area notice OOH media eveyday.

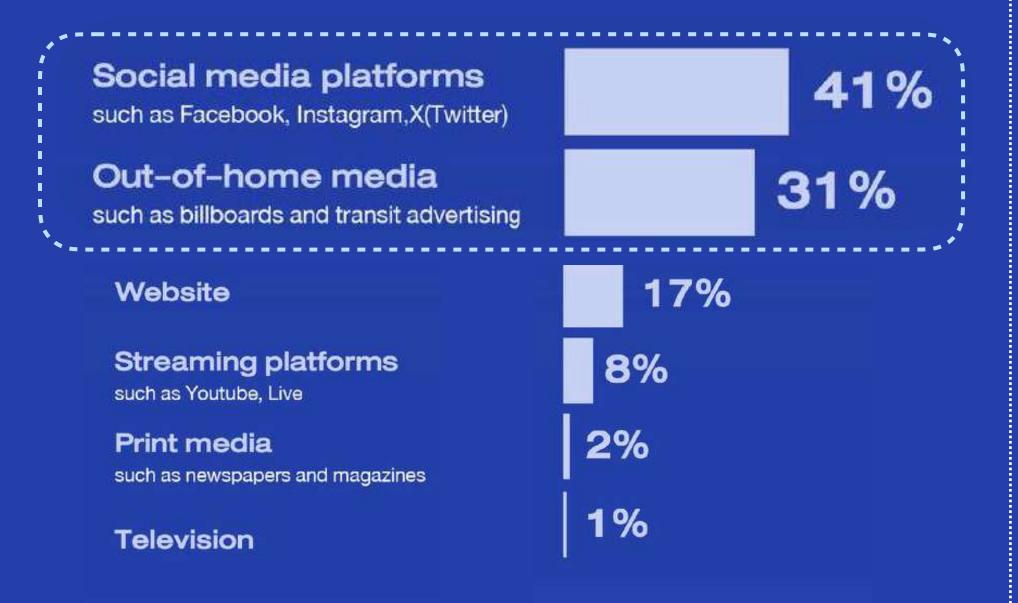


At least 15.4 times a day, they are exposed to OOH ads.

CREATING BRAND MOMENTS WITHOUT MISSING A BEAT

THROUGH OOH AND SOCIAL INTEGRATION

OOH and social platforms are Thailand's most viewed media



Outside



- Leveragable from physical
- Credible and reliable
- Unskippable but not intrusive
- Not an alternative on-road





Social & freetime



- Competing in a crowded feed
- Easy to scroll past
- Intrusive or annoying by users

THE POWER OF OOH MEDIA IN STRENGTHENING BRAND EQUITY

High Recall & Retention

OOH is everywhere, constant exposure makes it **5.9x more memorable** than digital ads.





Emotional Connection

Bold visuals and creativity evoke emotions and strengthen brand affinity.

Perceived Value

Premium locations boost prestige 33% and quality perception 46%.

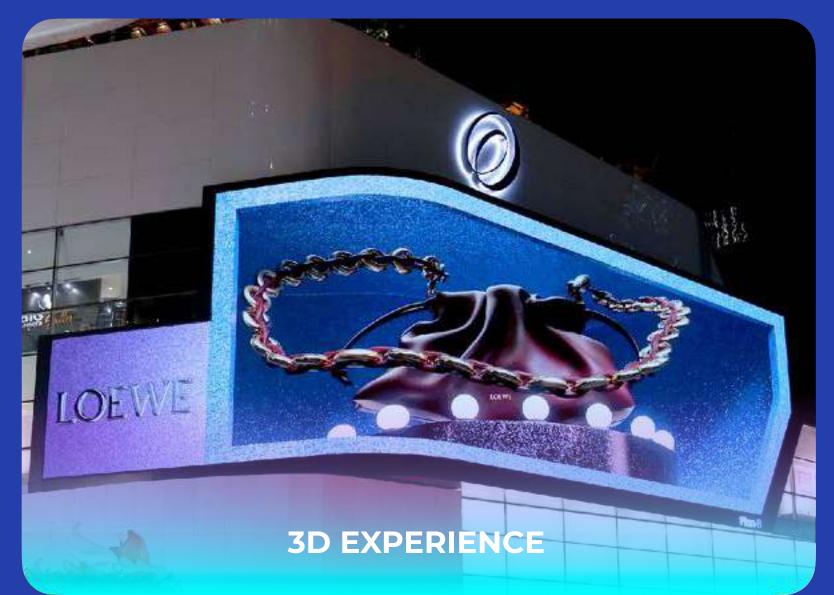




Trust & Credibility

Public presence enhances legitimacy, with 96% of consumers trusting OOH brands more.

MORE THAN JUST TRADITIONAL OOH, EXPERIENCE LIMITLESS POSSIBILITIES















CLICK TO SEE VDO

UNBLOCK YOUR IMAGINATION





















An advanced DOOH measurement tool delivering precise, real-time audience insights



PLAN

with complete overview of media combination in a campaign



LOCATE

where target audiences are



IMPROVE

content based on target audiences profile for better communication



SPEND

for expectable outcome

PHASE 1.0 MOBILE GEOLOCATION

Using telco mobility data and subscriber attributes to evaluate OOH audience



Identifying visual range and orientation within a 50x50m grid area





Eyeballs

Grid Reach

Add insights from mobilebased Affinity Attribute Data







Payments

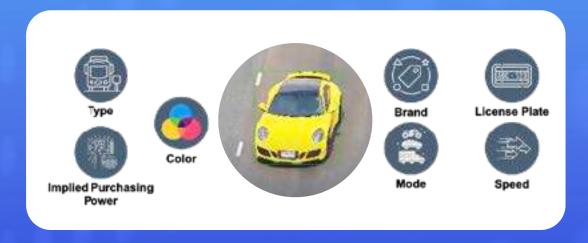
Downloaded Apps

Online behavior

PHASE 2.0 AI TECHNOLOGY and CCTV

Leverage CCTV capture data in real-time with an AI analytics system to learn audience insights

DEEPER ANALYSIS OF DATA



OUTCOMES THAT ENSURE ACCURACY





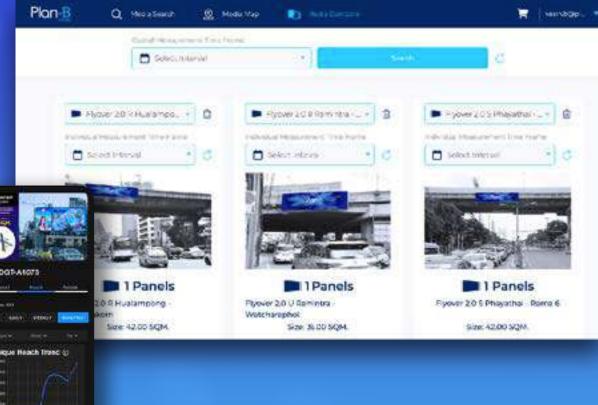




REAL-TIME INTERACTIVE DASHBOARD

for personalized media planning and campaign performance report





AI & CCTV





pDOOH Inventory is in Thailand and has expanded to Singapore

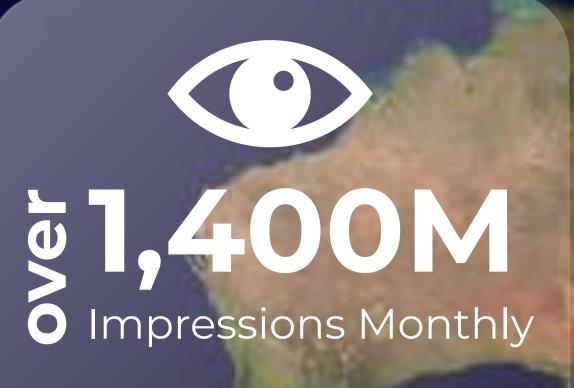
THAILAND

SINGAPORE



5,500 O Digital Screen

Across over 1,000 premium venues



pDOOH is right for all these campaigns





Omnichannel Strategies



Data & Audience Targeting



Dynamic Creative and Campaign



Contextual Targeting & Triggers



More Flexibility

DIGITAL





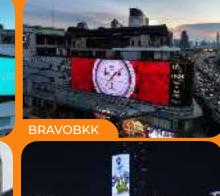
BKKPR!ME

















CLASSIC







RΛ







HORIZON







CANVAS







m@ve



Instore



AIRPORT











CLASSIC



- Billboard Bangkok
- · Billboard Nationwide
- · Gateway Billboard
- · Fly Over.2.0



- Series Poster
- Pole wrap
- Metro PosterCookies













BILLBOARD NATIONWIDE

Create a memorable impression with the largest ordinary-sized billboards throughout major cities















BKK BILLBOARD

Well-placed billboards stand out and building a remarkable brand at prime locations of Bangkok









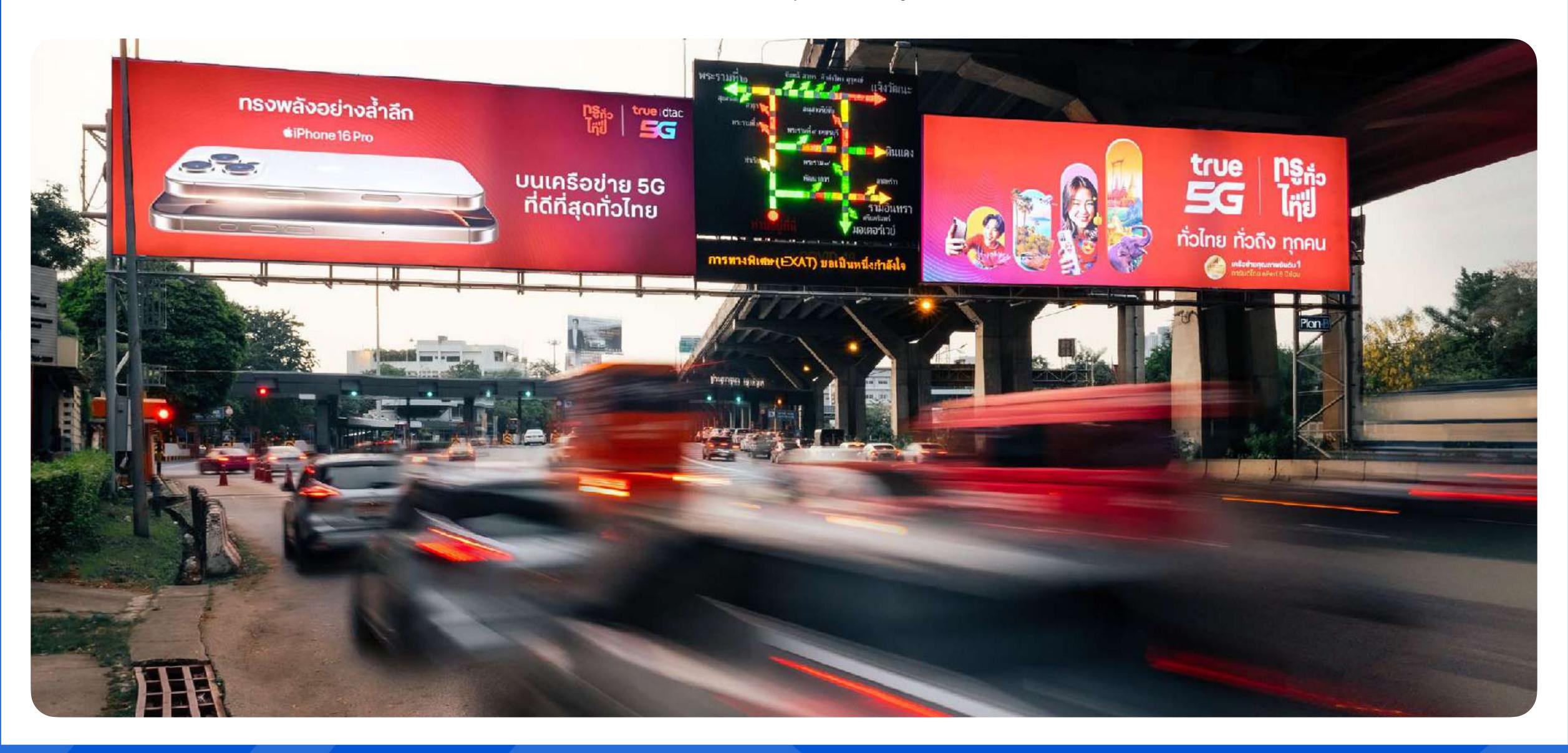




GATEWAY BILLBOARD

Maximise brand's exposure with oversized billboards at the gateway of Bangkok's expressways







FLY OVER 2.0

The large-format of an overhead panoramic advertising display for the best viewpoint with high coverage; inner city, CBD and outer city











SERIES **POSTER**

Maximum exposure right at driver's eye level with Plan-B affluent venues (Ekkamai – Ramintra road)







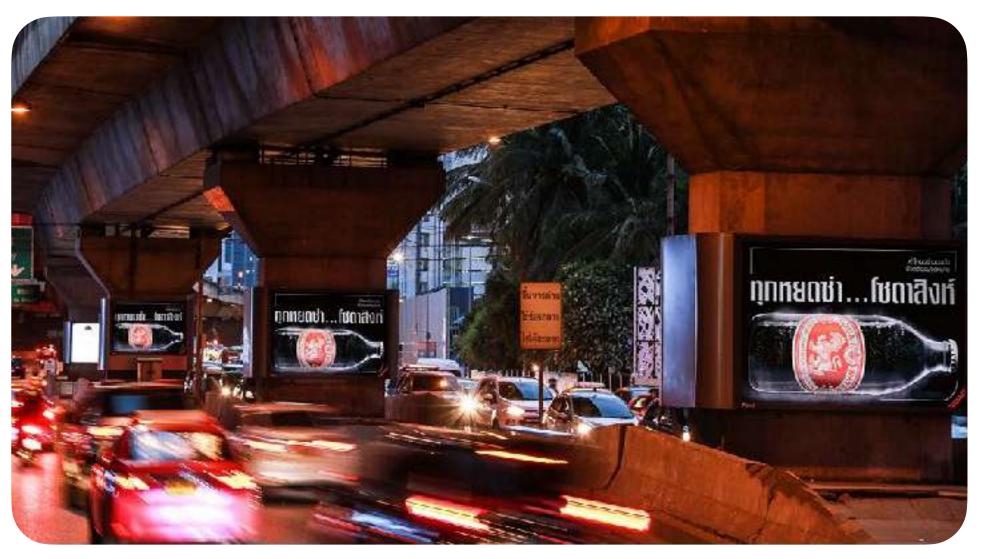


POLE WRAP

State-of-art street furniture at prime locations of inner Bangkok with high traffics and dwell time











METRO POSTER

Deliver high brand exposure with the network of roadside scrolling billboard across Bangkok











COOKIES

Targeting specific audiences with OOH and Online media integration in Bangkok









DIGITAL

S GNATURE screen

- The 20
- The Panoramix@CentralWorld
- Parc Paragon the 90 degree& Interchange21
- · Siam Paragon Facade
- The District EM
- · Lido Connect
- Signature Max
- · La Plan B

NETWORK

- Plan B TV
- · Plan B TV Nationwide

BKKPR ME

- Bangkok jams
- · Bangkok jams 2.0
- · Digital Gateway X
- · Rama 9 connected





















The 20

The world's longest DOOH Experience with 37 poles and 74 screens spanning 2.5 kilometers, delivering unparalleled impact, inspiration, and brand visibility on an unprecedented scale.



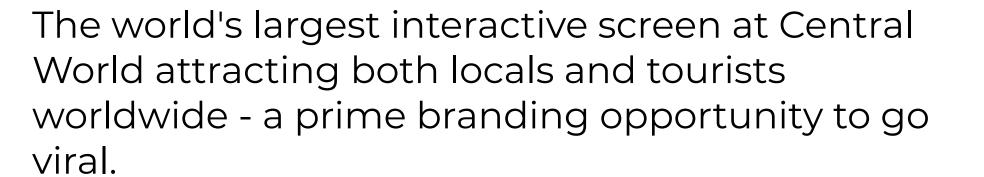




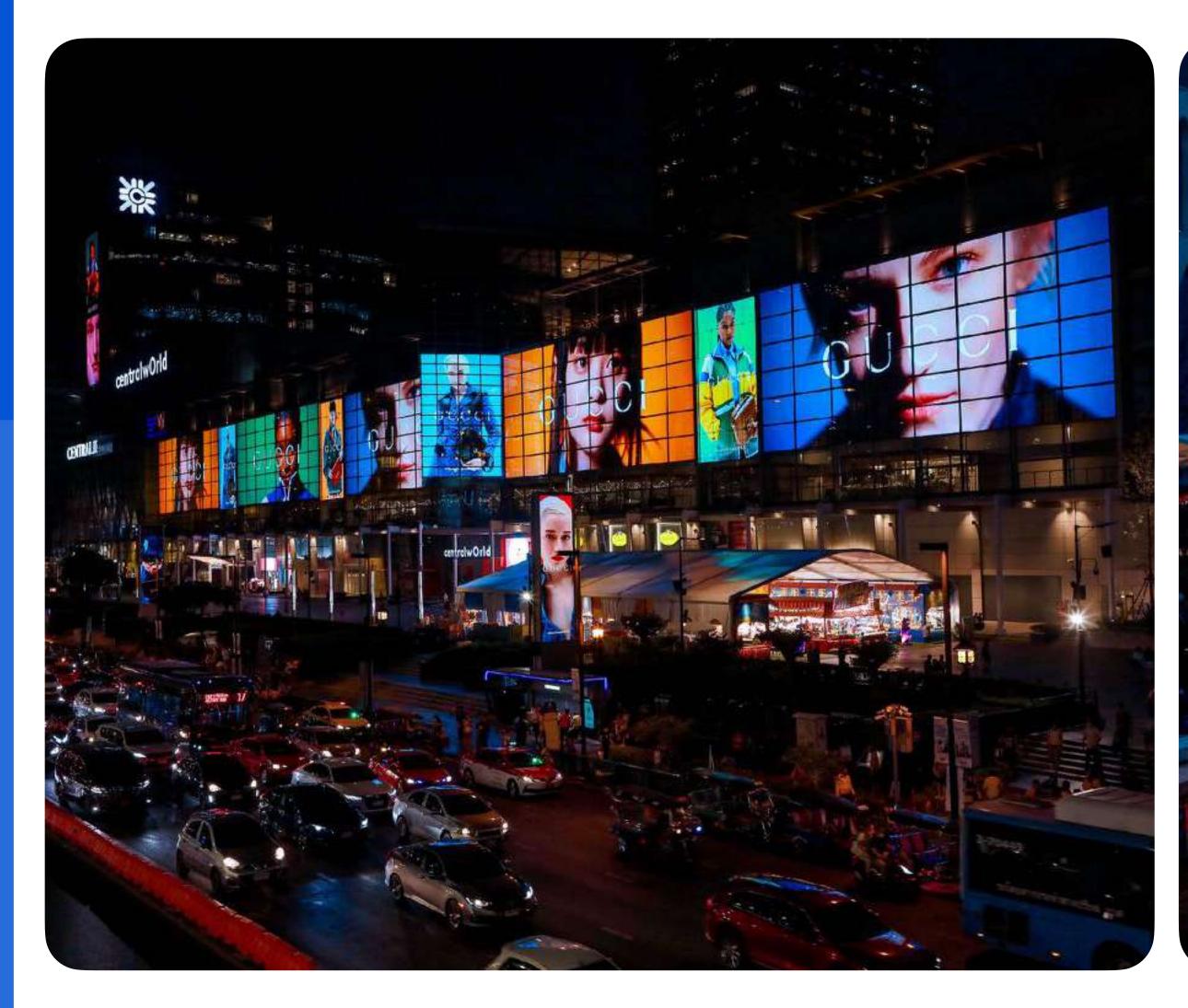




THE PANORAMIX @CENTRAL WORLD







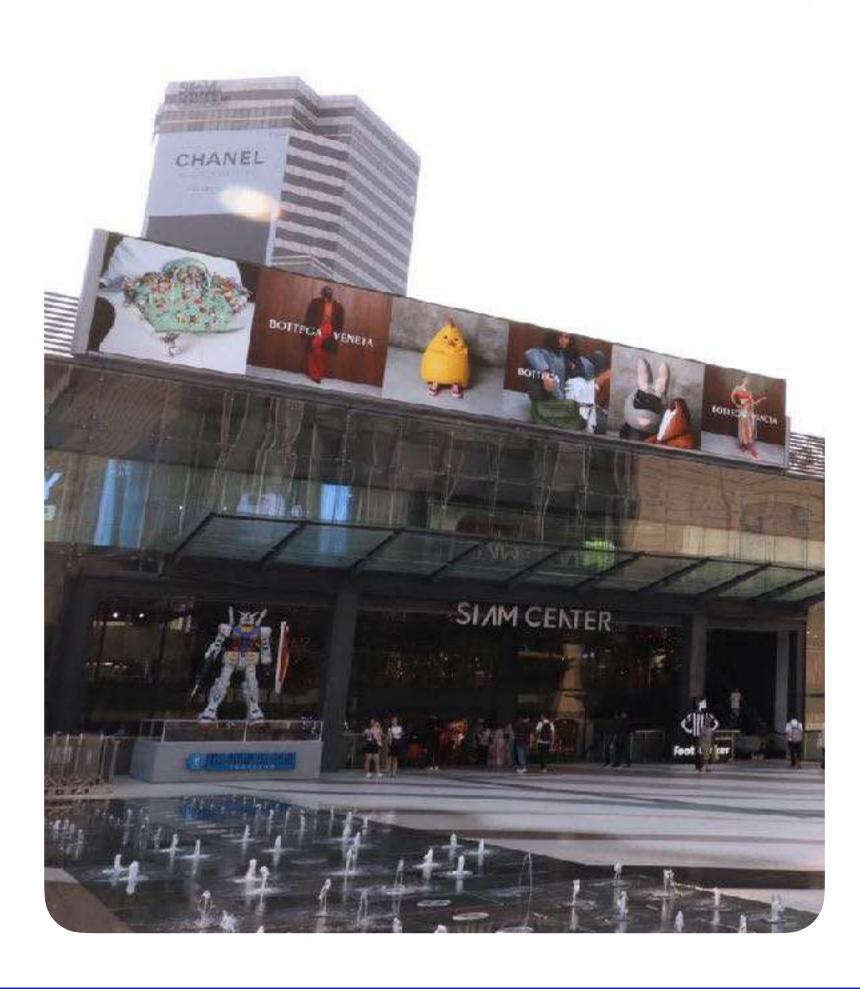




PARC PARAGON THE 90 DEGREE & INTERCHANGE 21

The most iconic landscape of Bangkok with remarkable and state of the art digital platform at Siam Paragon and interchange 21.











SIAM PARAGON FACADE

Twin impactful screens at a world-class luxury shopping mall, offering maximum visibility from multiple angles.







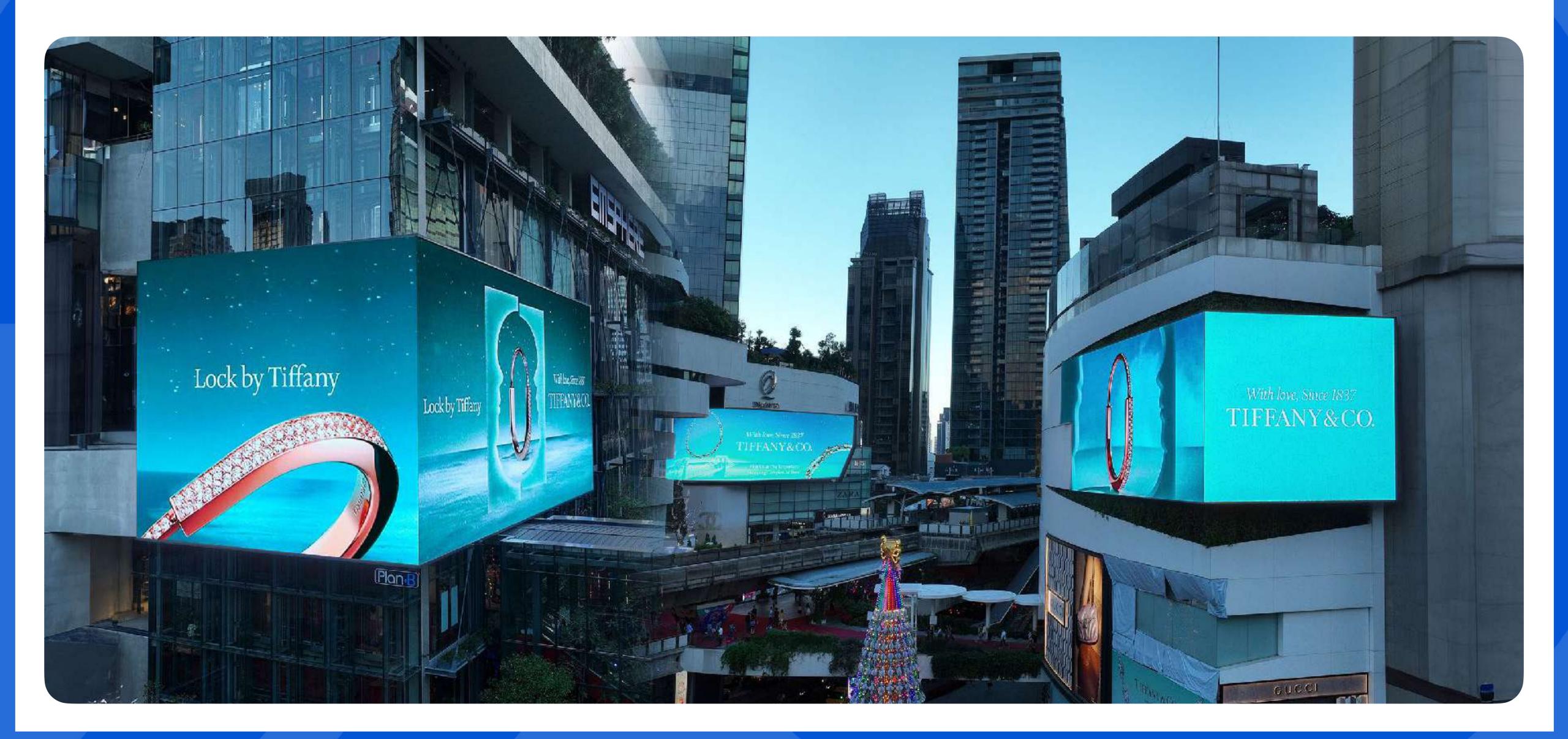




THE DISTRICT EM

Capture the attention of shoppers and tourists with epic media in Bangkok's world-class shopping district.







Prominent brand among high traffic by unique screen with 180° Panoramic view at the center of Siam Square.







LAPLANB

The gigantic digital screen on Plan B tower in downtown Bangkok reflects perspectives from every journey.













BRAVO BKK

The large signature screens located at rama 9-RCA : 3 panels of impactful displays.







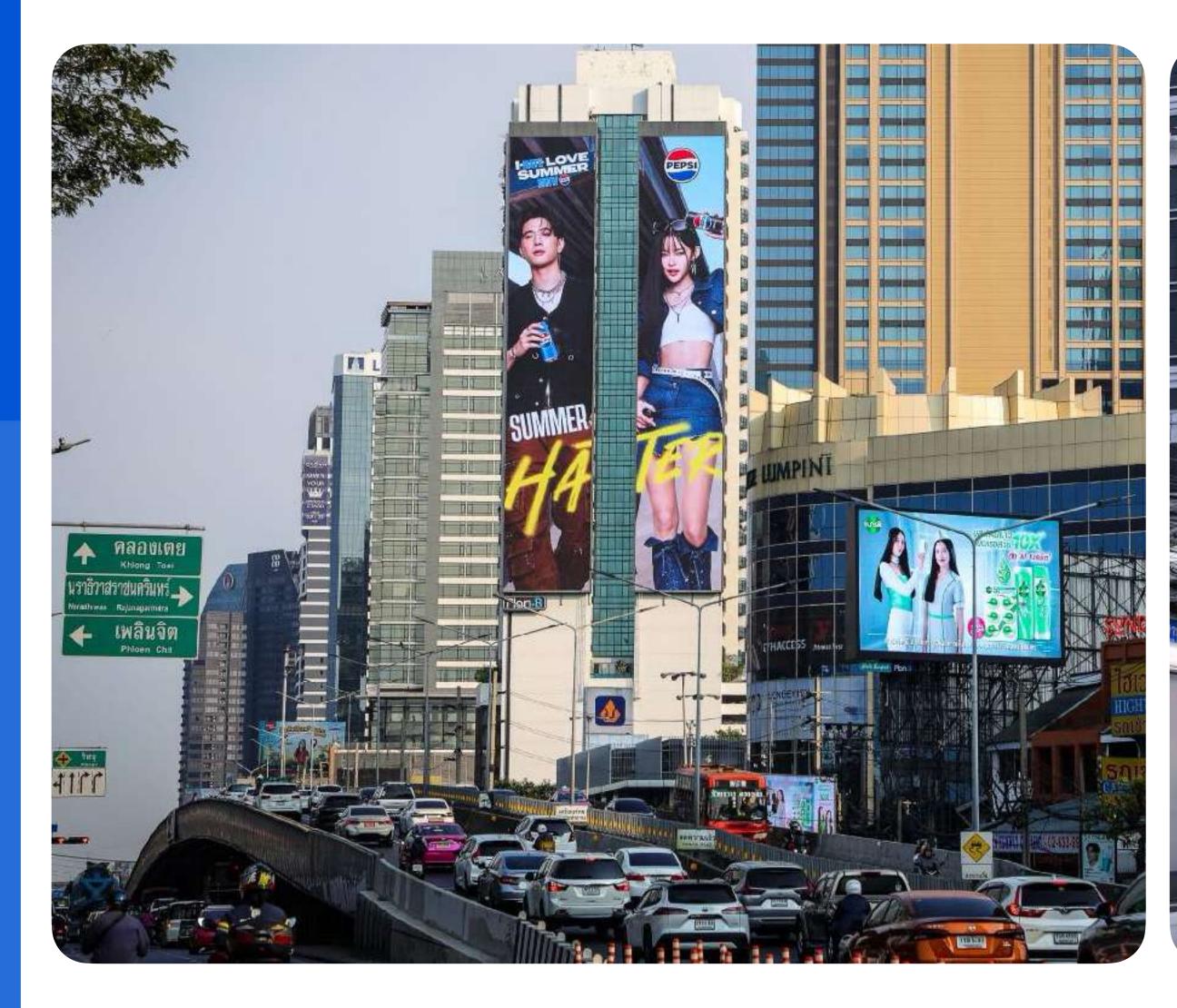




TWIN TUBE+

The iconic vertical screens standing tall as Bangkok's Landmark at Rama4 and Sathorn road.





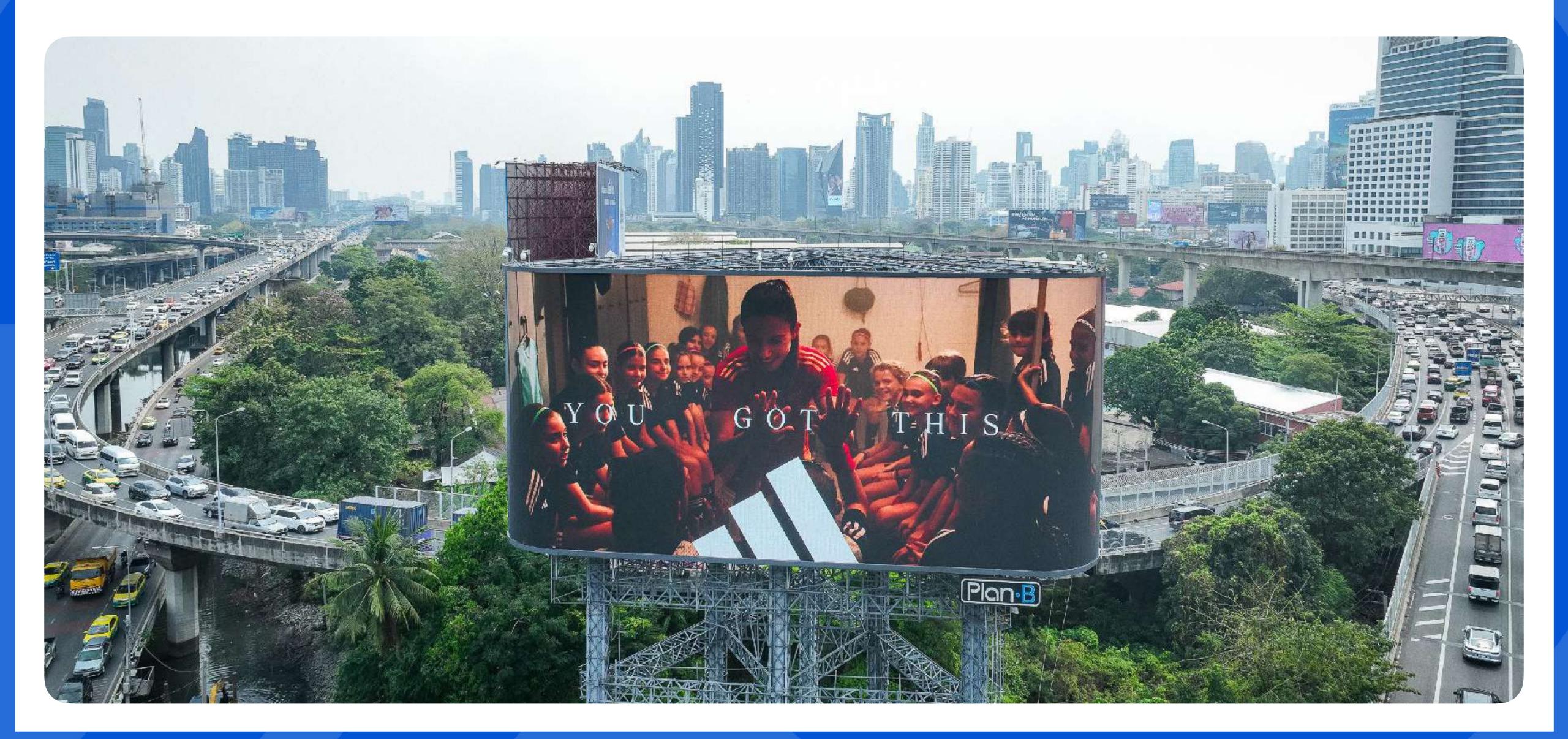




BASE

Iconic large triangular screens, visible from 6 major expressway exits.



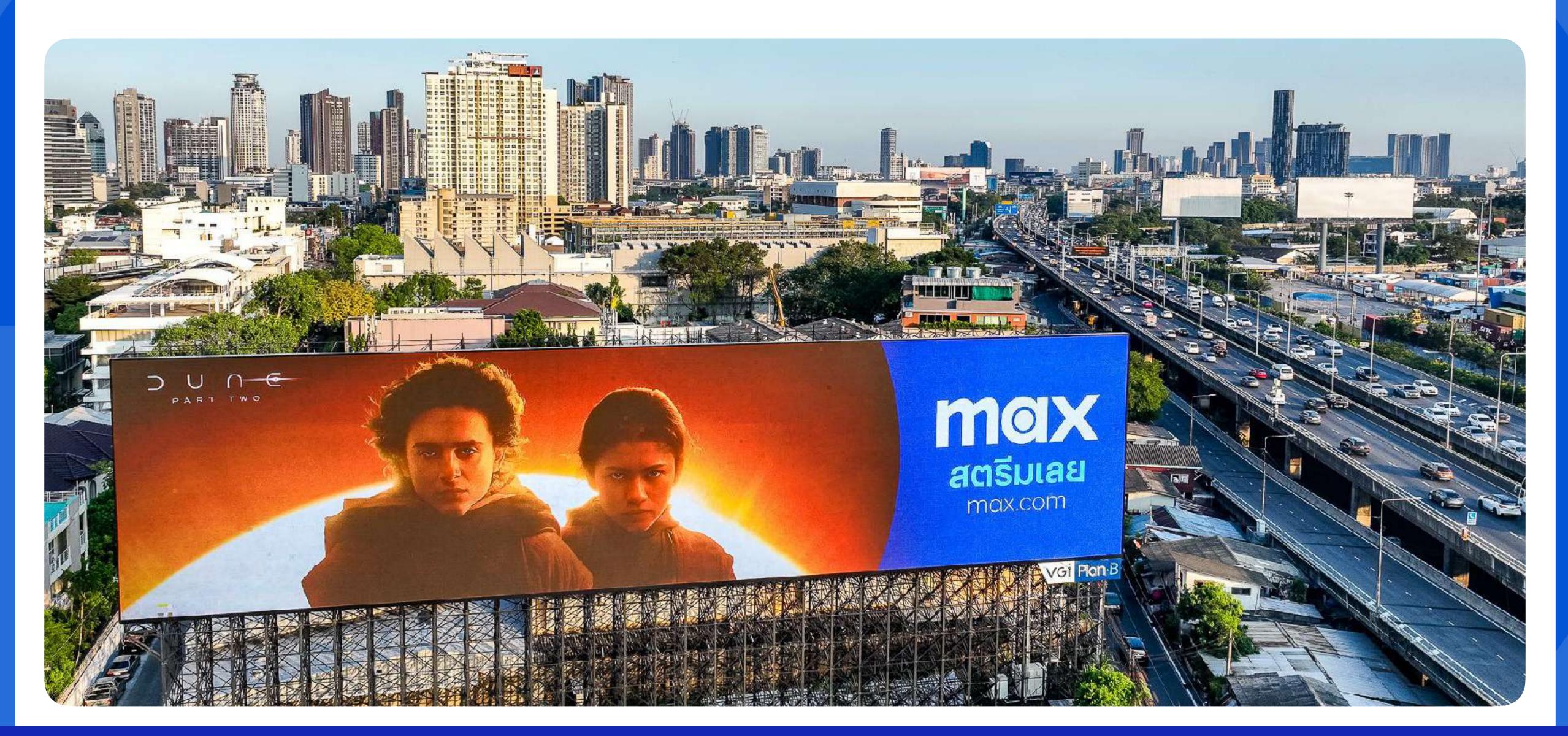




AT NARONG INTERCHANGE

The large, prominent DOOH screen on At Narong Road offers a commanding view for all riders heading to Bangna, Ramintra, and Atnarong.



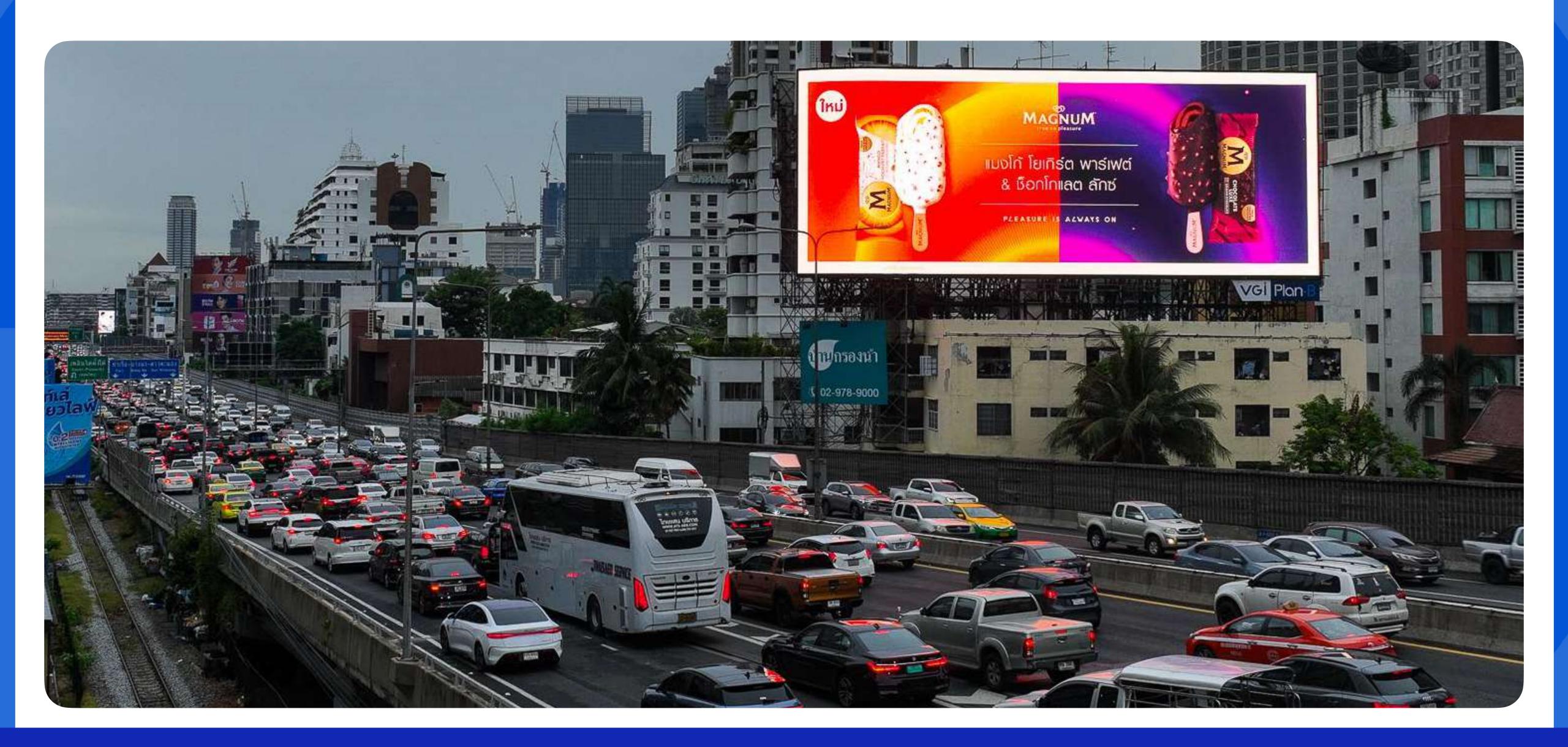




PLOENCHIT INTERCHANGE

A standout large-format DOOH screen on Bangkok's busiest expressway, linking Vibhavadi Road to Rama 4 Road.



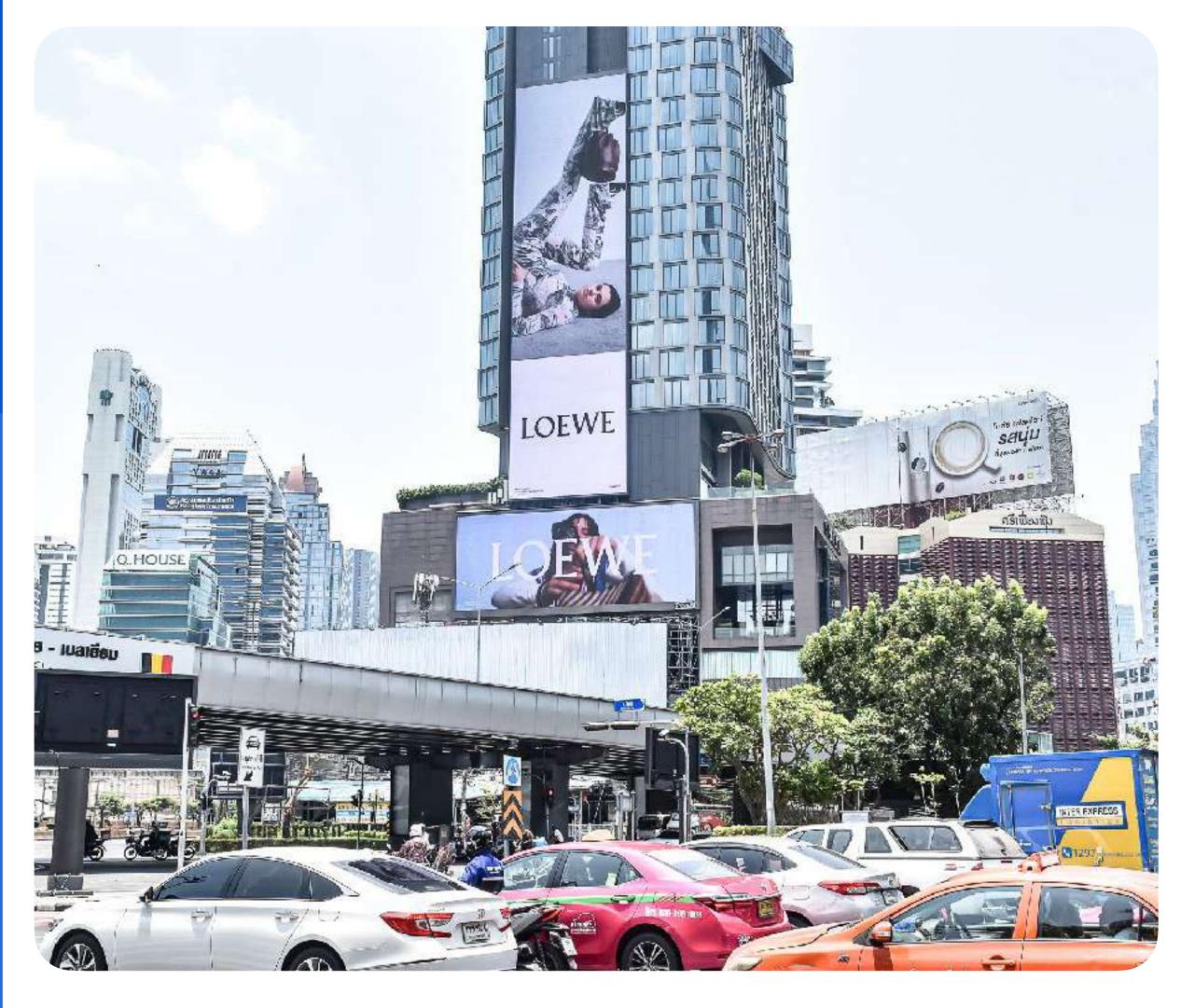


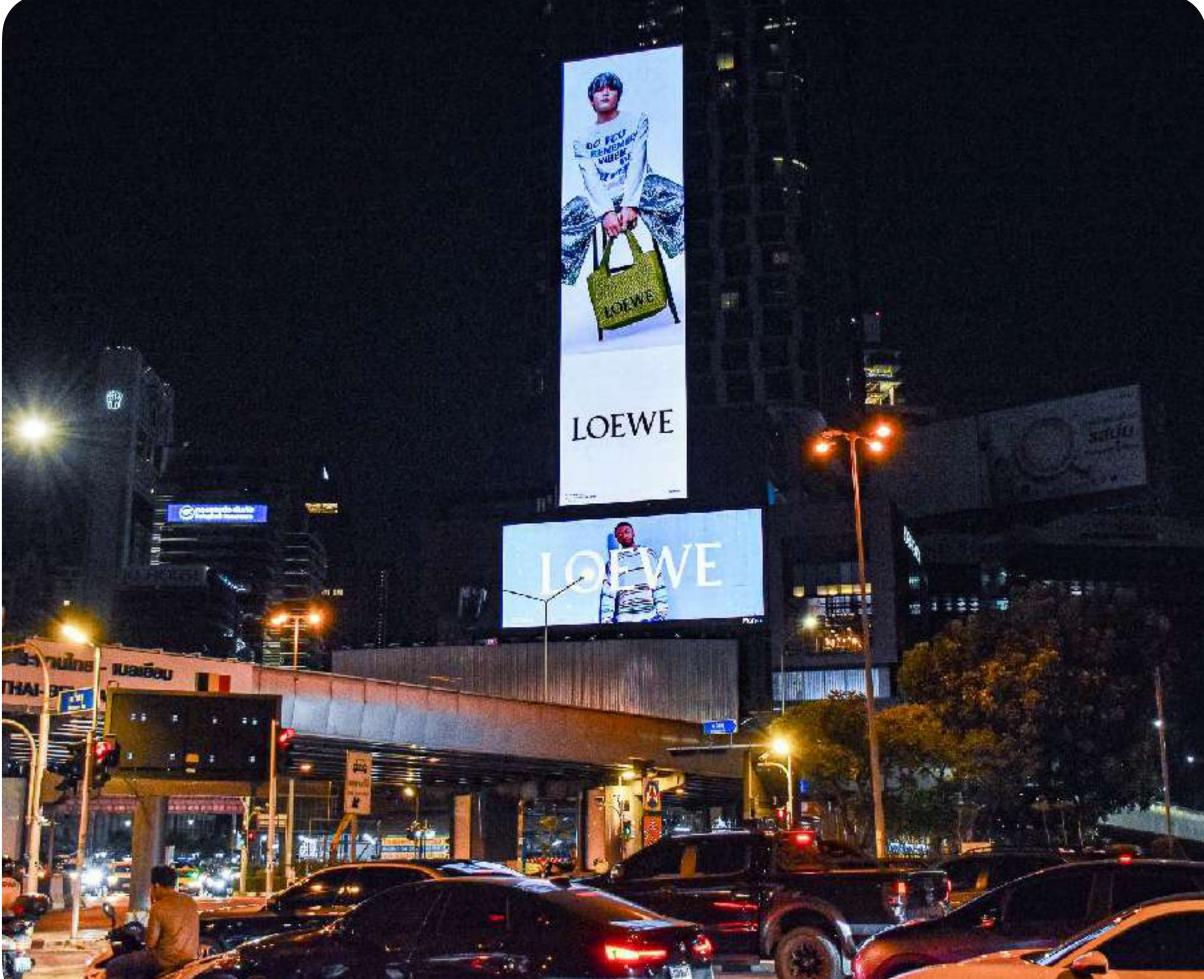


SO BANGKOK

A signature screen at Rama 4 intersection, featuring iconic vertical and horizontal displays. Located in a high purchasing power area near Sathon — where premium audiences move with purpose.





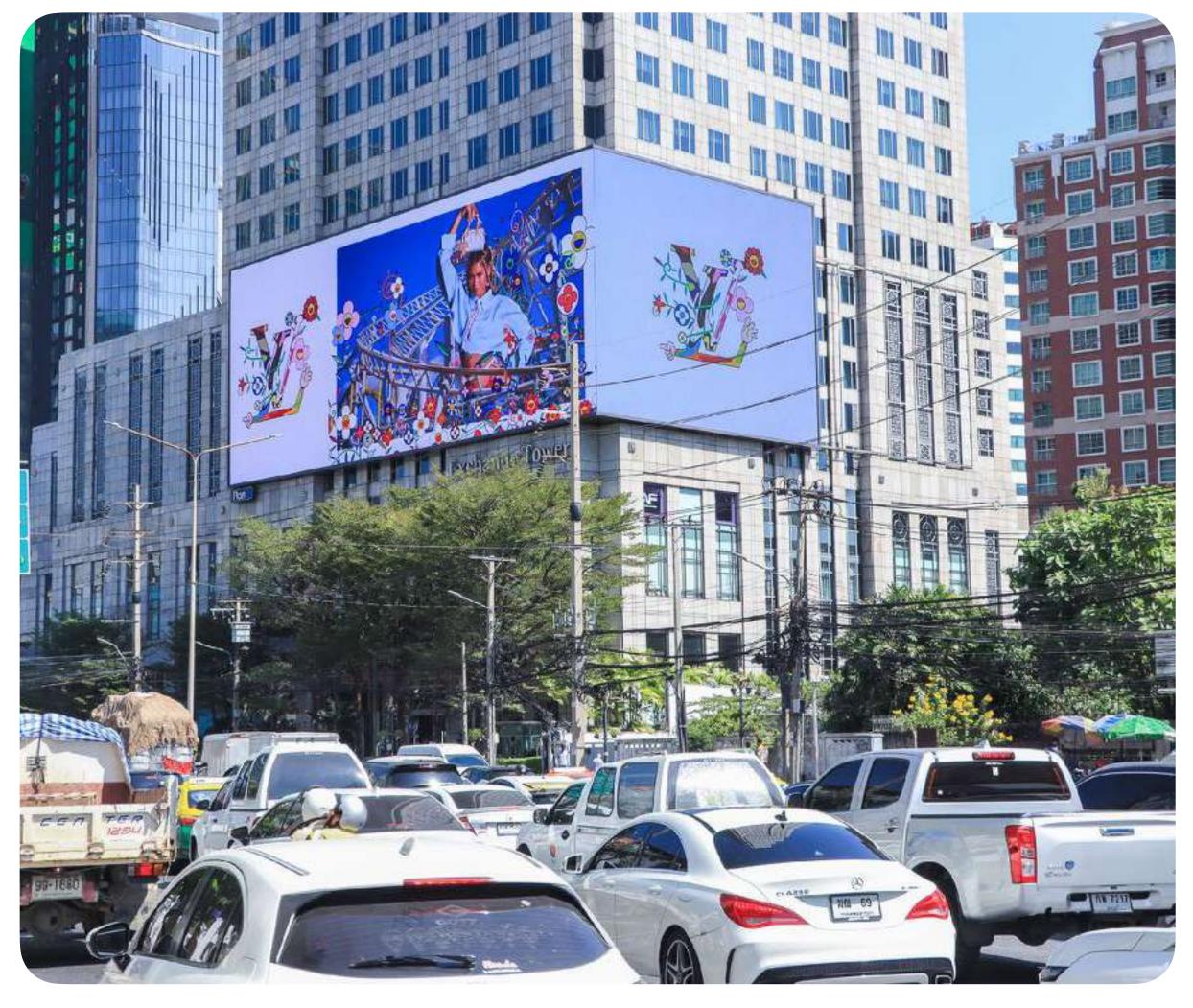




EXCHANGE TOWER

An impactful visual display, perfectly suited for 3D illusion, situated in Bangkok's premier commercial center.









AIR TRAVELLER GATEWAY

An outstanding screen in a prime spot before reaching Suvarnabhumi Airport attracts a premium audience, both local and international.









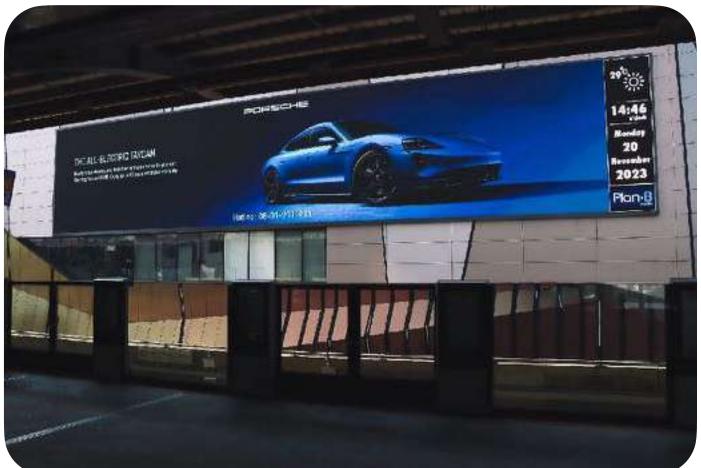
Maximum reach and frequency with 240 DOOH screens coverage Bangkok.





Iconic digital platform in premium location













Maximum reach and frequency with 240 DOOH screens coverage Bangkok.

Plan-B media



Oversized digital screens in arterial location with long viewing distance













Maximum reach and frequency with 240 DOOH screens coverage Bangkok.





High quality digital screen with broad coverage at major intersection













Asia's Largest Synchronized Digital OOH Network – 240 Screens, One Citywide Impact.















PLAN B TV NATIONWIDE

Reaching people nationwide effectively with strategic location selection.









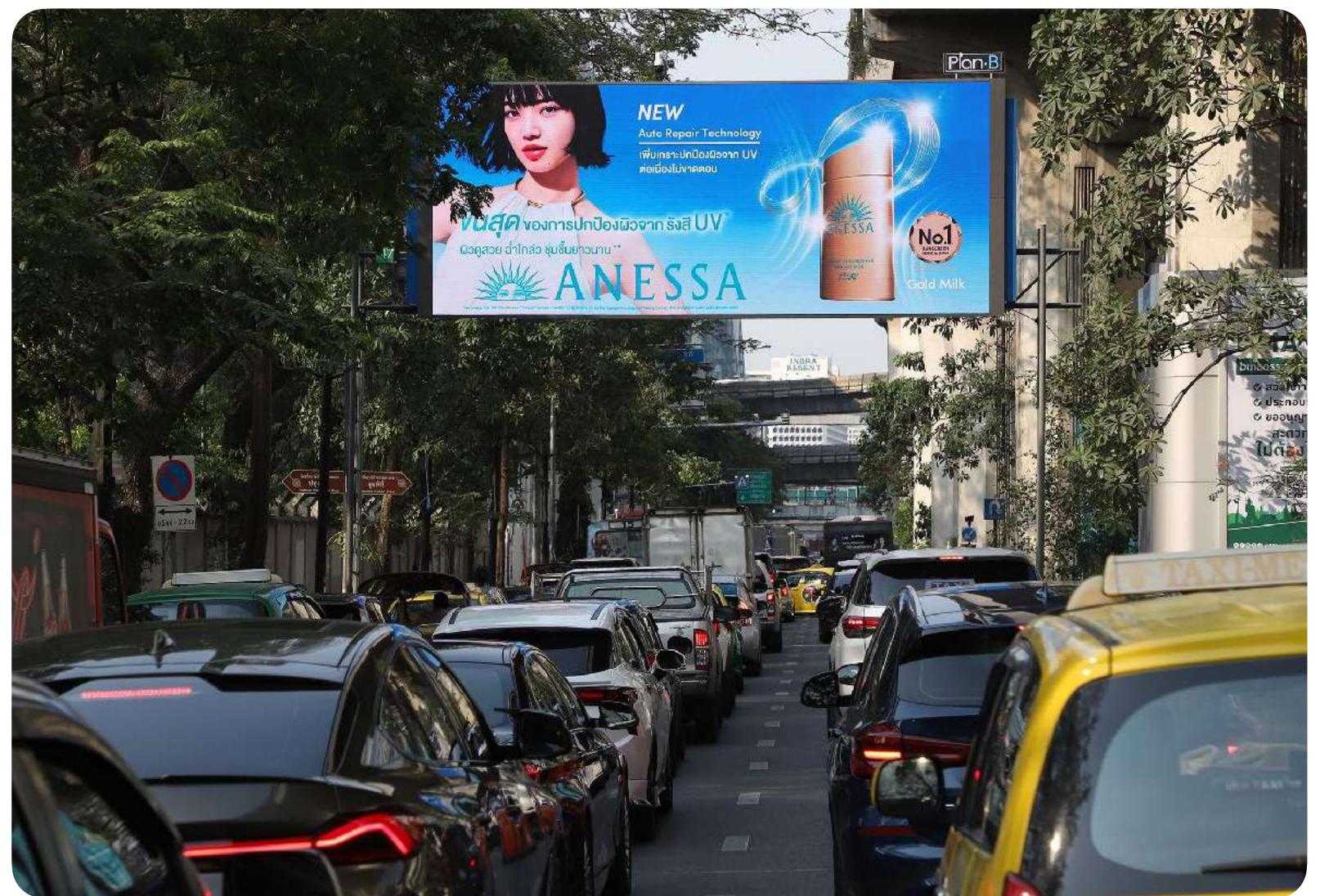




BANGKOK JAMS

DOOH Network coverage major roads in inner Bangkok with heavy traffic with 50 super prime locations.



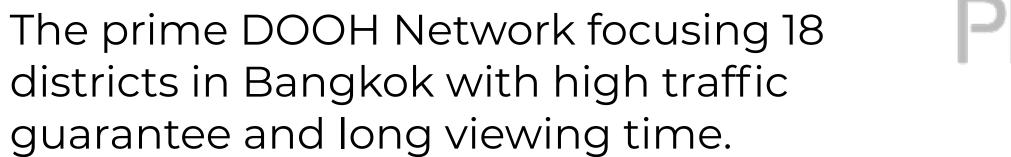








BANGKOK JAMS 2.0











DIGITAL GATEWAY X

The powerful displays at the gateways of 76 tollbooths.



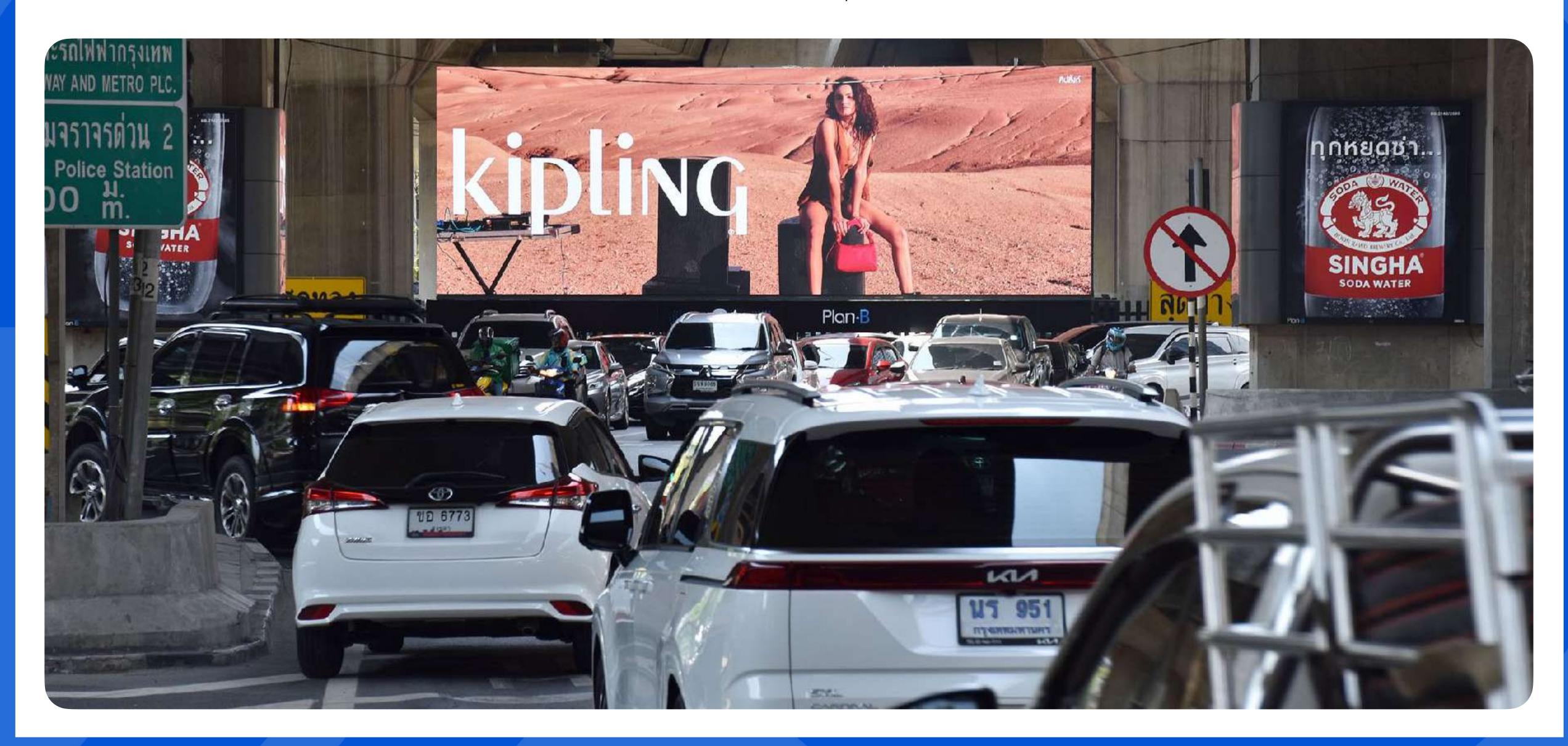




RAMA9 CONNECTED

A large screen at the prime intersection of Bangkok's New CBD, Rama 9.



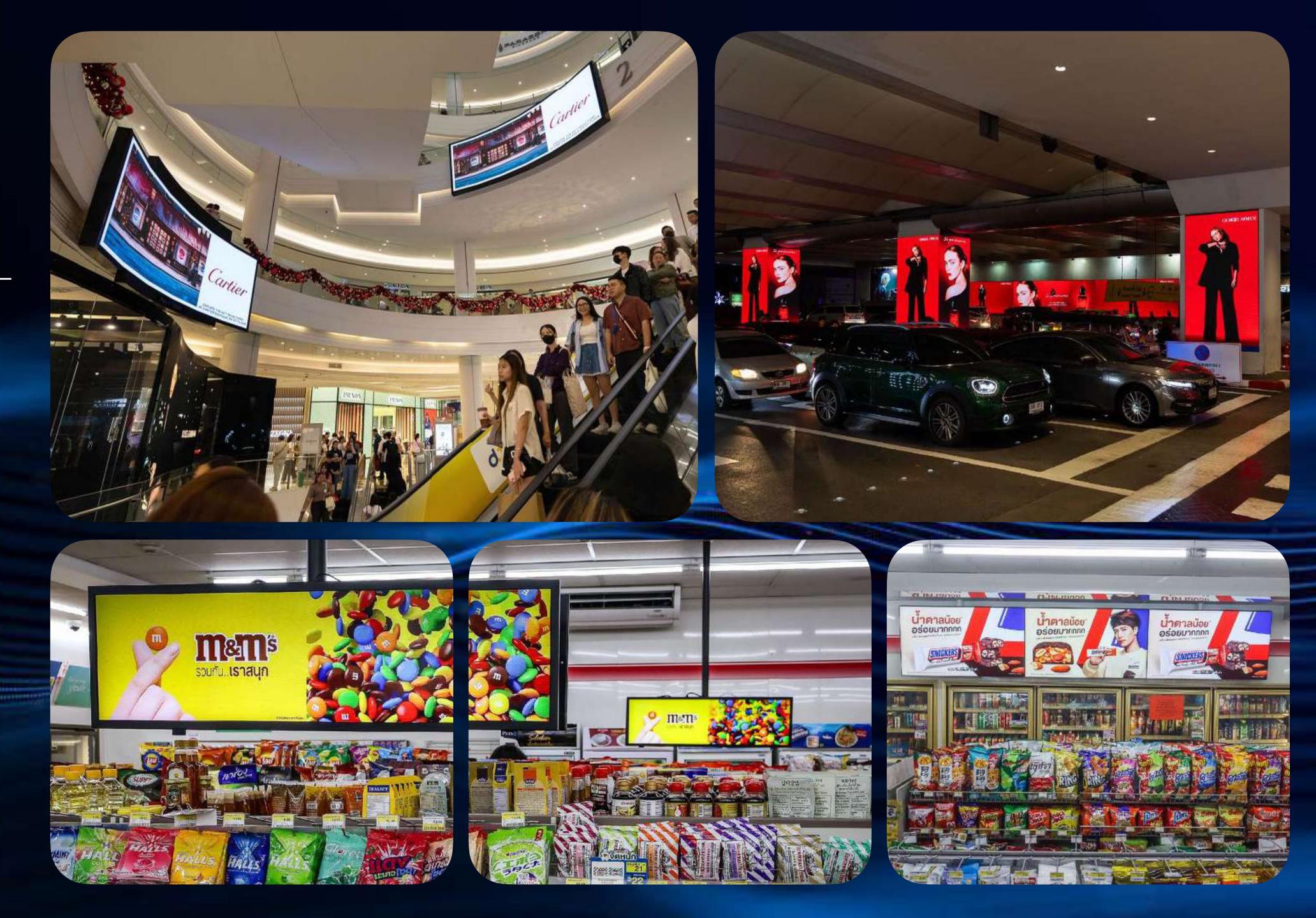




- · Paragon Motion Block
- · Siam Paragon in Mall
- Central Network

Instore

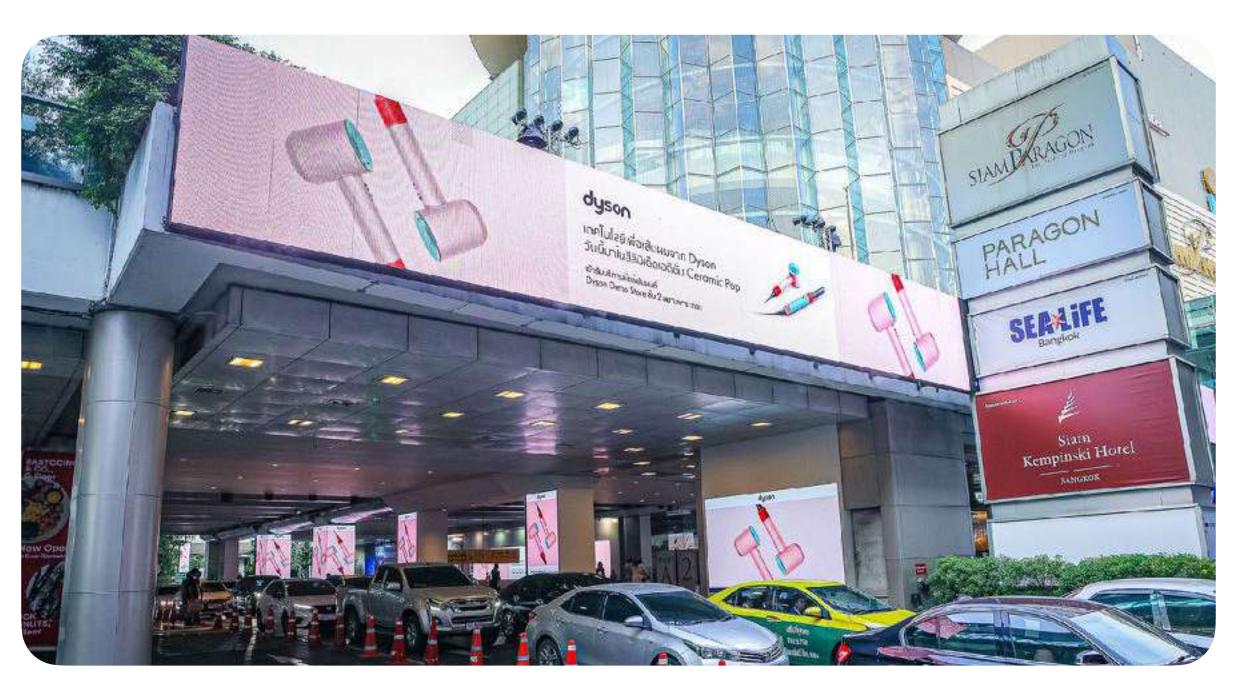
· 7-Eleven Plus

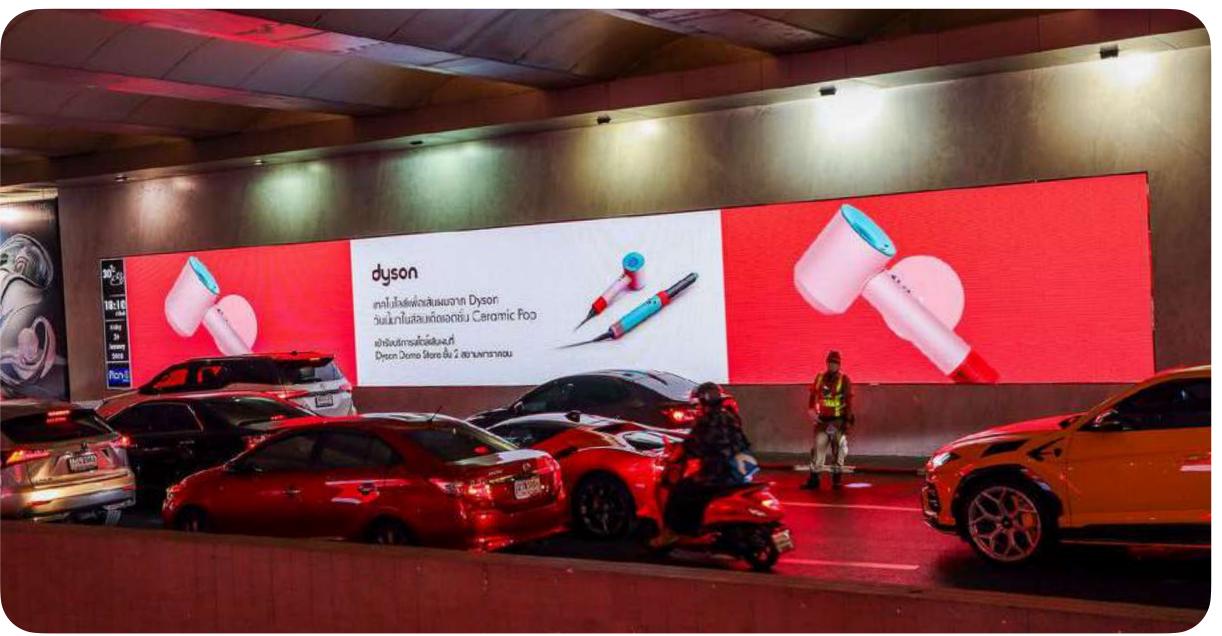


PARAGON MOTION BLOCK

Endless creative opportunities to engage audiences at premium shopping center.

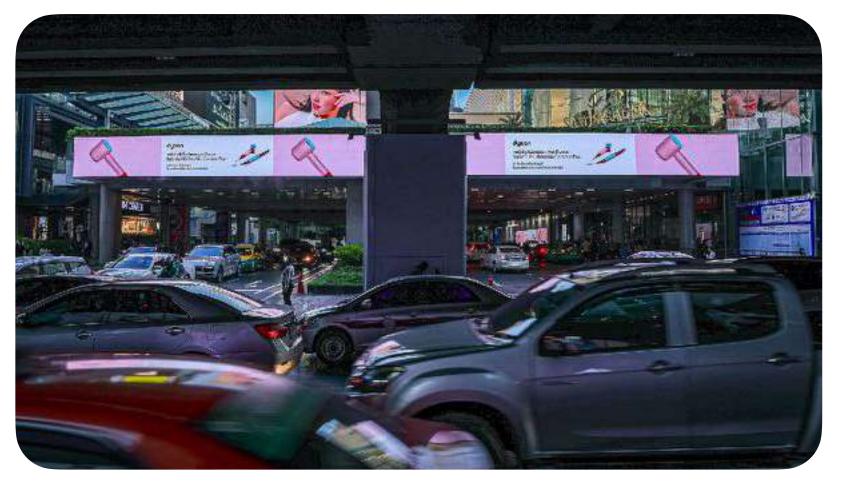












SIAM PARAGON IN MALL

Engage the trend setter audiences with digital screen network coverage the ultimate & premium shopping destination.









CENTRAL NETWORK

A powerful digital media network spanning 283 screens across 14 Central Department Stores in 6 major cities. Seamlessly connect with high-spending consumers in premium retail environments.













Instore

7-ELEVEN **PLUS**

Reach a mass audience from outdoor to in-store with Reach a mass audience from outdoor to in-store with street-level and in-store DOOH screens, driving purchasing decisions—whether or not your products are sold in-store.













TRANSIT

RAILED

- · Digital@MRT
- · PID@MRT

meve

- · Bus media
- NCA Bus
- Muv Ad



RALES DIGITAL@MRT

Capturing audiences on-the-go.
Massive impact with all synchronised
112 digital screens covering 18 MRT stations.













PIDS@MRT

Connecting with an audience in captive environment with 1,191 digital screens covering all areas of 38 MRT stations.















Massive brand exposure with moving billboard penetrating through all major roads in Bangkok.











Reach your target audiences in specific areas with environmental friendly media.







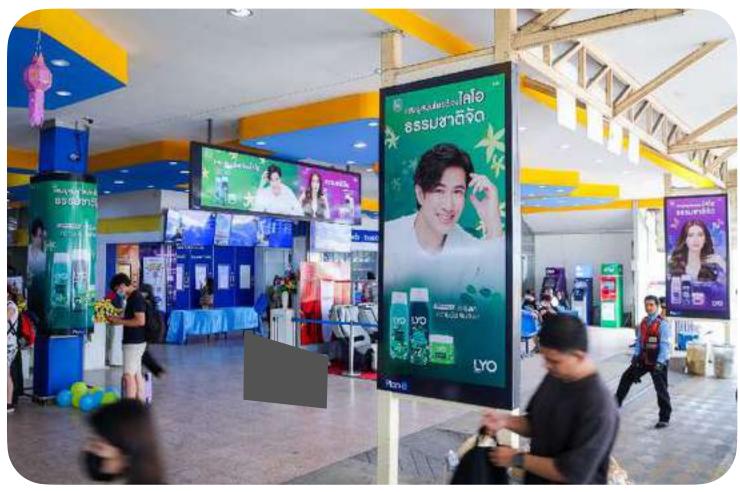




Moving advertisements throughout Thailand to penetrate the mass market.















AIRPORT



- Air Traveller Series
- · The Skyline
- Air Traveller Supreme
- · Air Traveller 2.0
- · Thai Airways
- Don Mueang Digital Network

THAIFLIGHT

Airport Digital NetworkAirport Static Media







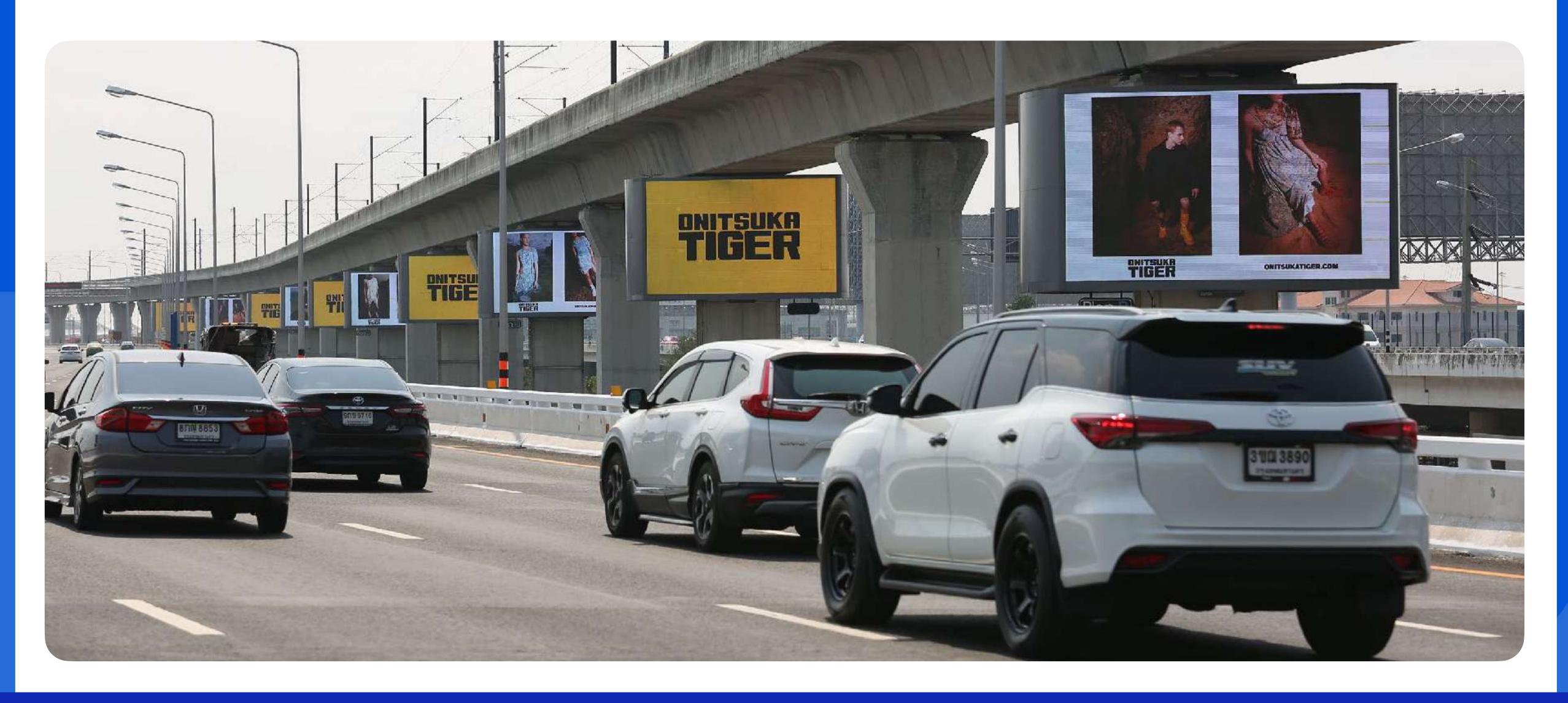




AIR TRAVELLER SERIES

Series of digital billboards connect with travelers, covering both inbound and outbound routes to Suvarnabhumi Airport







THE SKYLINE



A striking pair of billboards on the road to Suvarnabhumi Airport - capturing every eye before takeoff. This premium touchpoint delivers high-impact visibility and leaves a lasting impression on global travelers.

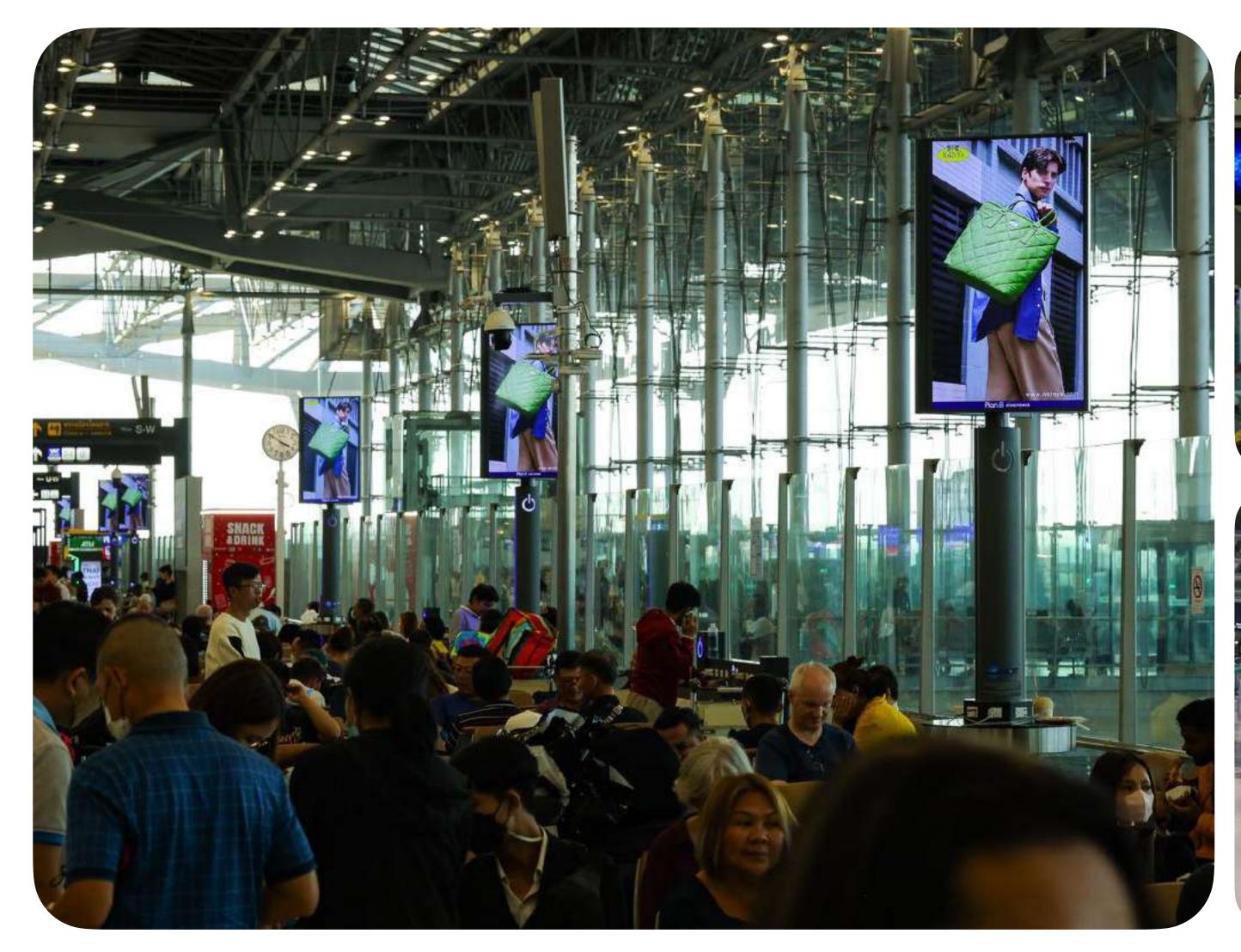




AIR TRAVELLER SUPREME

A series of digital screens in Suvarnabhumi Airport offer high-frequency exposure and draw attention with added utility for travelers, including free charging ports.











AIR TRAVELLER 2.0

Gateway opportunities at arrivals. Strategically positioned to directly reach target at immigration area and baggage carousel of Suvarnabhumi airport











Thai Airways IN-FLIGHT MEDIA (International)

Elevate your brand globally with in-flight screen entertainment, capturing a focused, captive audience.











Thai Airways IN-FLIGHT MEDIA (Domestic&CLMV)

Increasing brand visibility throughout the journey on A320 aircraft by reaching domestic and CLMV routes through in-flight advertising.









Thai Airways MEDIA KIT

Connect your brand with exclusive audiences through travel experiences with advertising on sampling & boarding passes.











No. of product sampling / flight	Avg. 300 Pieces
Total routes availble	50 routes

Print quantities available	250K copies or 500K copies
Total routes availble	50 routes

Remark: The routes may be subject to change. Please check the latest information with the sales team.



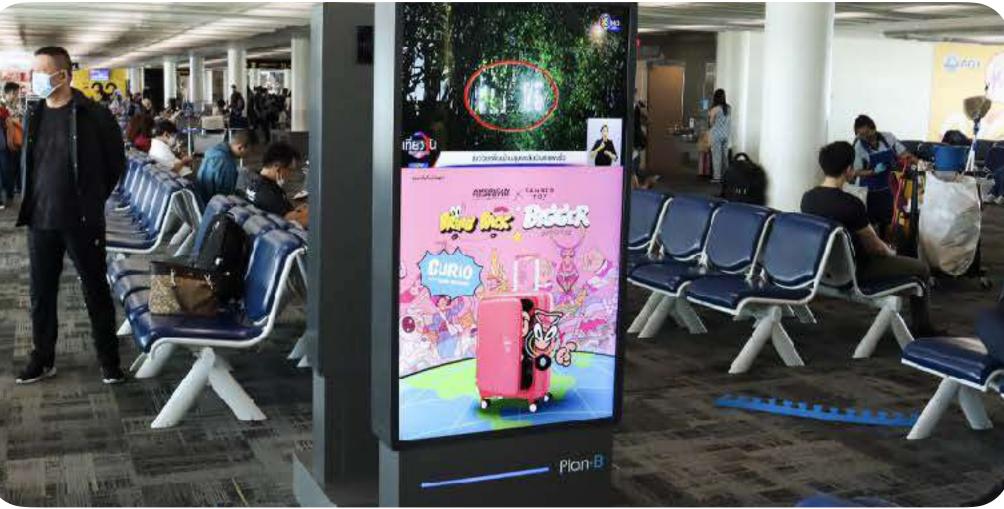
DON MUEANG **DIGITAL NETWORK**

Beyond digital signage with interactive solutions on departure terminal of Don Mueang airport; the world's largest low cost airlines hub











AIRPORT STATIC MEDIA

Bring your brand close to traveler in captive environment of high traffic airports nationwide







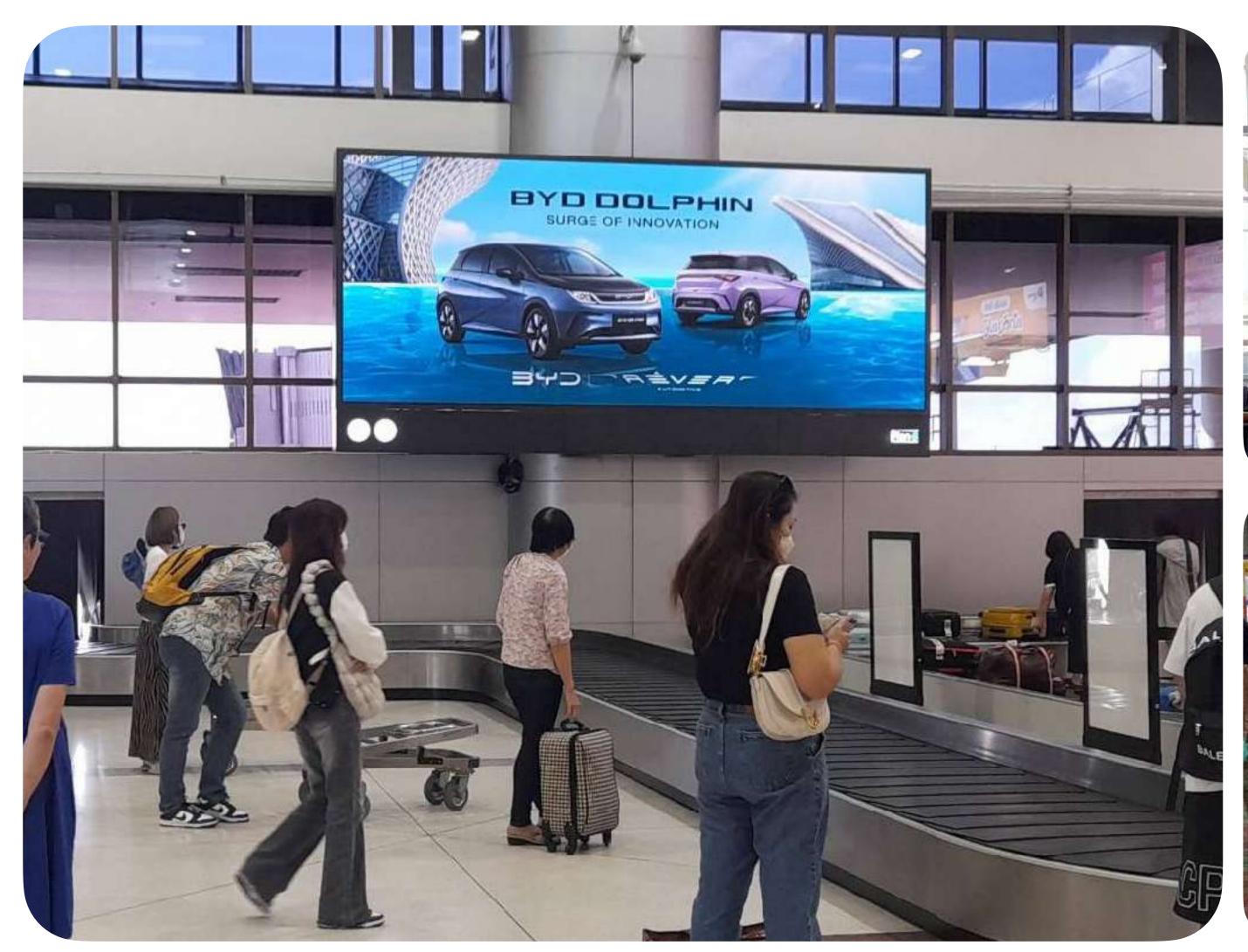




AIRPORT DIGITAL NETWORK

Largest network of digital media in airport nationwide to dominate high-impact areas with 25 airports coverage











INTERNATIONAL

- · USA
- Singapore
- Malaysia
- · Laos



USA

2 Times Square, One of the most iconic advertising assets in the world's busiest landmark, synchronized trio-screens multiply impressions





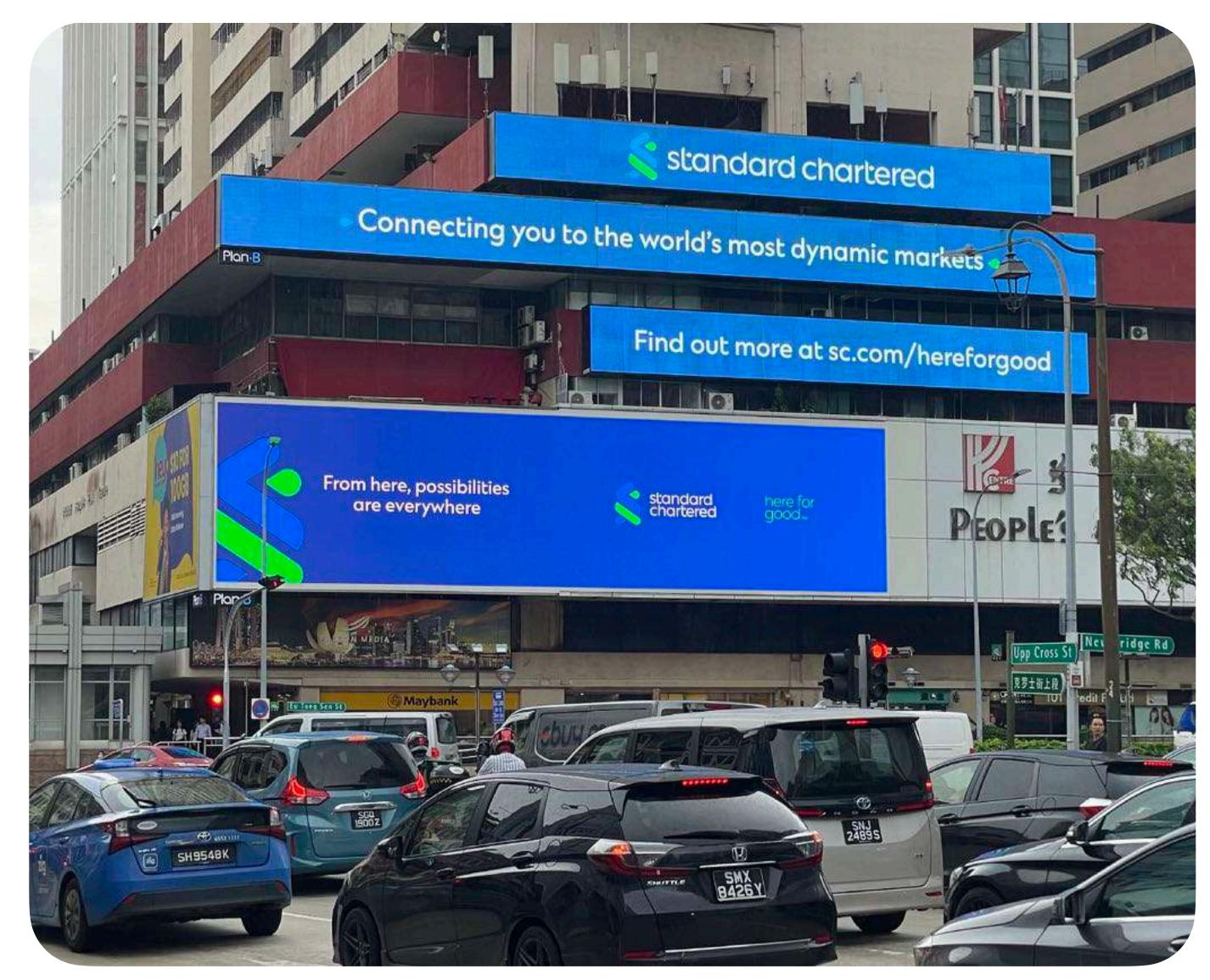




SINGAPORE

Situated in the heart of downtown Singapore, our versatile displays cover every consumer journey: static, digital and retail









MALAYSIA

In the heart of Malaysia's city center, boasting impactful, large-sized displays





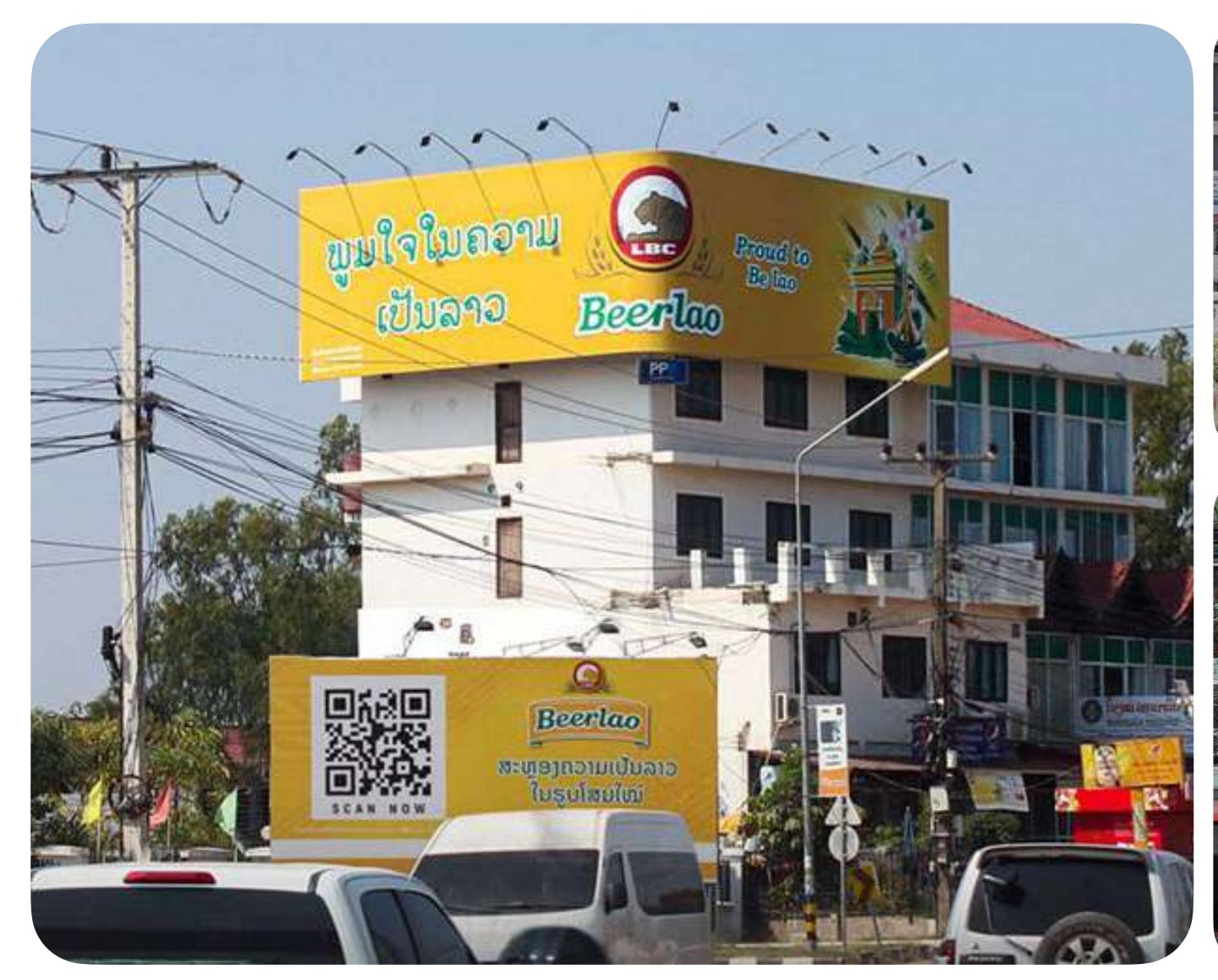




LAOS

Offering diverse billboard, digital, and airport media formats, covering every stage of the consumer journey in Laos











A JOURNEY OF MOVING EXPERIENCES

THANKYOU

