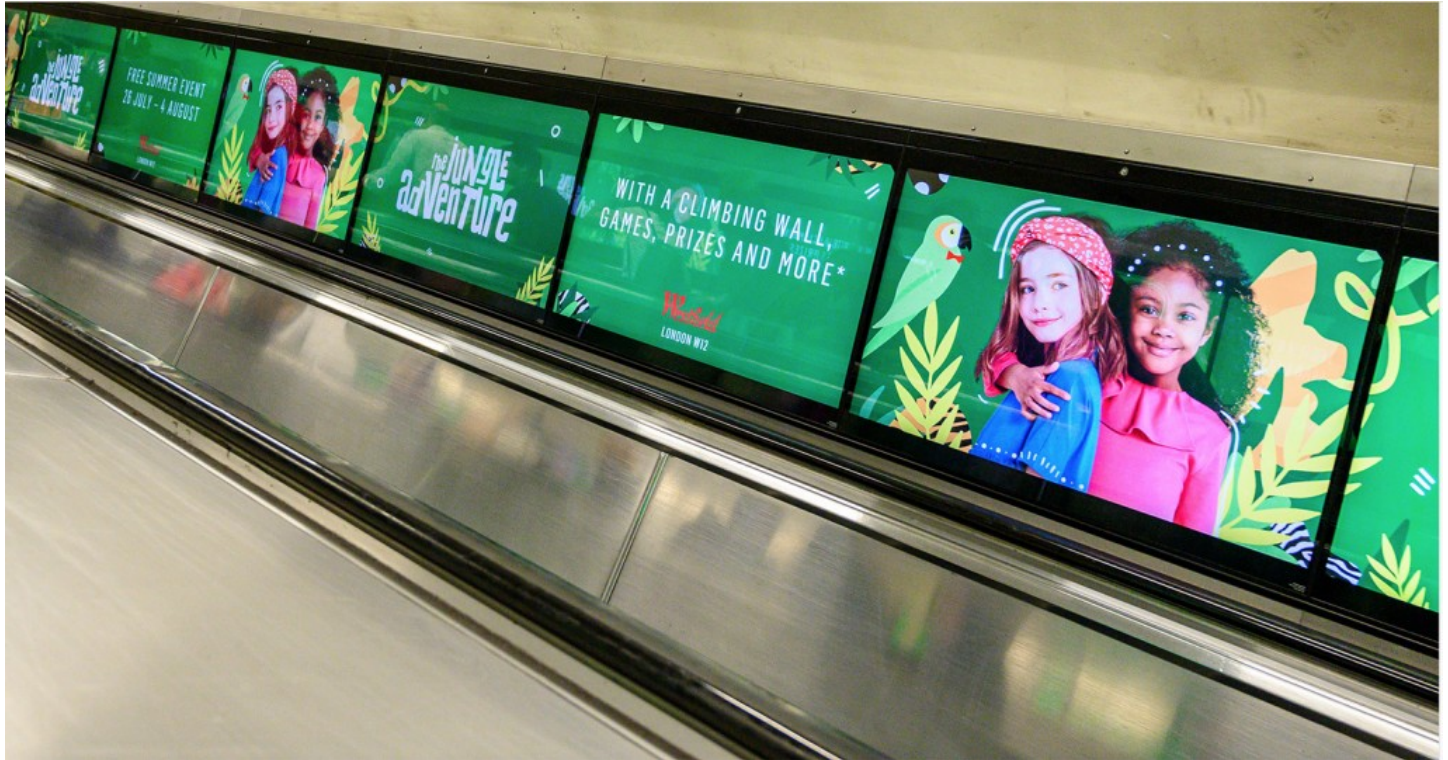


Escalator Ribbons Offer Seamless Creative Opportunities

It's the latest DOOH innovation to launch on the London Underground. Escalator Ribbons, installed in key stations, deliver outdoor advertising that cascades seamlessly up and down escalators, keeping perfect pace with their moving audience



Richmond, Oct 14, 2019 (Issuewire.com) - The brainchild of Global, one of the UK's leading outdoor media companies, the Ribbons consist of a series of multiple linked players, creating the visual effect of one continuous single screen stretching the length of the escalator. It offers a whole new world of creative opportunities, already picked up on by big brand advertisers including Lancome, Tom Ford, Tommy Hilfiger, Deliveroo and Westfield.

The Ribbons have been installed in eight London Underground stations including Waterloo, Oxford Circus and Tottenham Court Road. First introduced in December 2018, the final Ribbon went live at Bank station in September 2019.

voodoooh, the independent digital out-of-home company, were brought in to help ensure the screens worked flawlessly. Alongside their award-winning creative campaigns, voodoooh are highly respected for their impeccable, best in class technical, operations and network management capabilities.

The voodoooh team executed the Broadsign technical set up and validation of the Digital Escalator Panels (DEPs) and Ribbons at eight London Underground sites, working alongside Global to implement a testing process for the commissioning of these assets. "We provided a very proactive technical support and consultancy service," said Savvas Tombouloglou, voodoooh's Director of Delivery. "We kept up constant communication with Global's operations department and external suppliers to ensure all sites performed without error."

“It was a technically challenging project,” confirmed Keith Nilsen, voodoooh Founder. “There were between 60 and 144 digital screens making up each installation, and each needed to be precisely configured and synchronised for a consistently faultless delivery. We achieved 100% coverage with zero down-time, and we’re naturally delighted to have delivered the desired result for our client.”

About voodoooh:

voodoooh is a 100% independent digital out-of-home (Digital OOH) company producing innovative campaigns, project development and consultancy for media owners, and advertisers and their agencies, alongside providing specialist technical, digital operations and network management services to the global Outdoor Advertising industry.

About Global:

Global is one of the world’s leading Media & Entertainment groups. It is Europe’s largest radio company and one of the leading Outdoor companies in both the UK & Europe. Global is home to respected, national, market leading media brands including Capital, Heart, Classic FM, LBC, Global’s Newsroom, Smooth, Radio X, Capital XTRA, Gold and Global Player, which allows listeners to enjoy all of Global’s radio brands, award-winning podcasts, and expertly-curated playlists, in one place in app, on web and on smart speakers.

With an extensive and diverse portfolio, Global is also the leading Outdoor company in the UK & one of the largest in Europe with over 235,000 sites reaching 95% of the UK population.

On-air, on Global Player and with our outdoor platforms combined, Global reaches 51 million individuals across the UK every week, including 25 million on the radio alone.

Global created and operates DAX, the market leader in digital audio advertising. Through its proprietary technology, DAX connects advertisers with an audience of more than 130 million people worldwide, inserting targeted advertising into music streaming services, connected radio listening and podcasts in the UK, Europe, the USA and Canada. DAX is the largest digital audio advertising platform in the UK and one of the largest in the world.

The company headquarters is in London’s iconic Leicester Square. Ashley Tabor-King OBE is Founder & Executive President, Stephen Miron is Group CEO, Lord Allen is Chairman and James Rea is Director of Broadcasting. Ashley Tabor-King created Global in 2007.

www.global.com

@global

Media Contact

voodoooh

keith@voodoooh.com

02033030231

Marcar House, 13 Parkshot

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