Utrecht | Hoog Catharijne

The Emerald

A uniquely shaped LED object for multi-product advertising.

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A four-sided **DOOH art sculpture**

Reach over 30 million existing and prospective customers in an innovative way.

An immersive brand experience
in Utrecht

- A **uniquely shaped eyecatcher** of almost **60m²** is installed on the beautifully scaly wavy roof in the Stijlkamer area of Hoog Catharijne.

- This **four-sided DOOH art sculpture** comes down from the ceiling and has in total six playful twisted elements for extra attention.

- The Styleroom **consists out of two levels** and hosts various luxury stores like Zara Home, Sacha, Søstrene Grene, Claudia Sträter and Swarovski. The Stijlkamer area forms the **connection between the North Mile and South Mile area.**

- The four-sided LED displays allow brands to **showcase endless creative DOOH campaigns.** Ideal for multi-product advertising.

- Several **other digital impactful screens of blowUP media** and **brand activation spots** are nearby in Hoog Catharijne, for extra awareness and the ultimate brand enforcement.

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Hoog Catharijne
The Emerald map

A uniquely shaped eyecatcher of almost 60m2 is installed on the beautifully scaly wavy roof in the Stijlkamer area of Hoog Catharijne. Due to the four sides it is an ideal object for multi-product advertising.

With 30 million visitors a year, the recently renovated Hoog Catharijne shopping center is the busiest shopping area in the Netherlands.

It is the busiest hub in the Netherlands, after Schiphol. It is built next to Utrecht Central Station and is the most important access to the center of Utrecht.

With over 140 stores, the indoor shopping center is also one of the largest in The Netherlands.

We also have other DOOH locations at Hoog Catharijne. See map.

Stores

01	Douglas	09	Nike	16	Levi's
02	G-Star	10	H&M	17	Monki
03	Media Markt	11	Vodafone Ziggo	18	Pandora
04	C&A	12	JD Sports	19	Action
05	Sissy-Boy	13	Calzedonia	20	Etos
06	Intimissimi	14	Samsung	21	Kruidvat
07	Timberland		Experience Store		
08	Primark	15	Nelson		

Food

A	The Seafood Bar
B	Five Guys
C	wagamama
D	Vapiano
E	Dunkin'Donuts
F	McDonald's
G	Sla
H	Starbucks
I	Subway
J	Madame Cocos
K	Albert Heijn

Legend:
- The Emerald location
- Other blowUP media locations
- Streets and places
- 24 hour zone (The North Mile area)

P5 Car Park
Stadskamer
Catharijnesingel
Styleroom
Gildenkwartier
Vredenburg
Utrecht Innercity
Entrance North
The Emerald
North Mile
Pillars North Mile
South Mile
Pillars South Mile
NEO
Main Entrance
Clarenburg
Stationsplein
Utrecht Central Station

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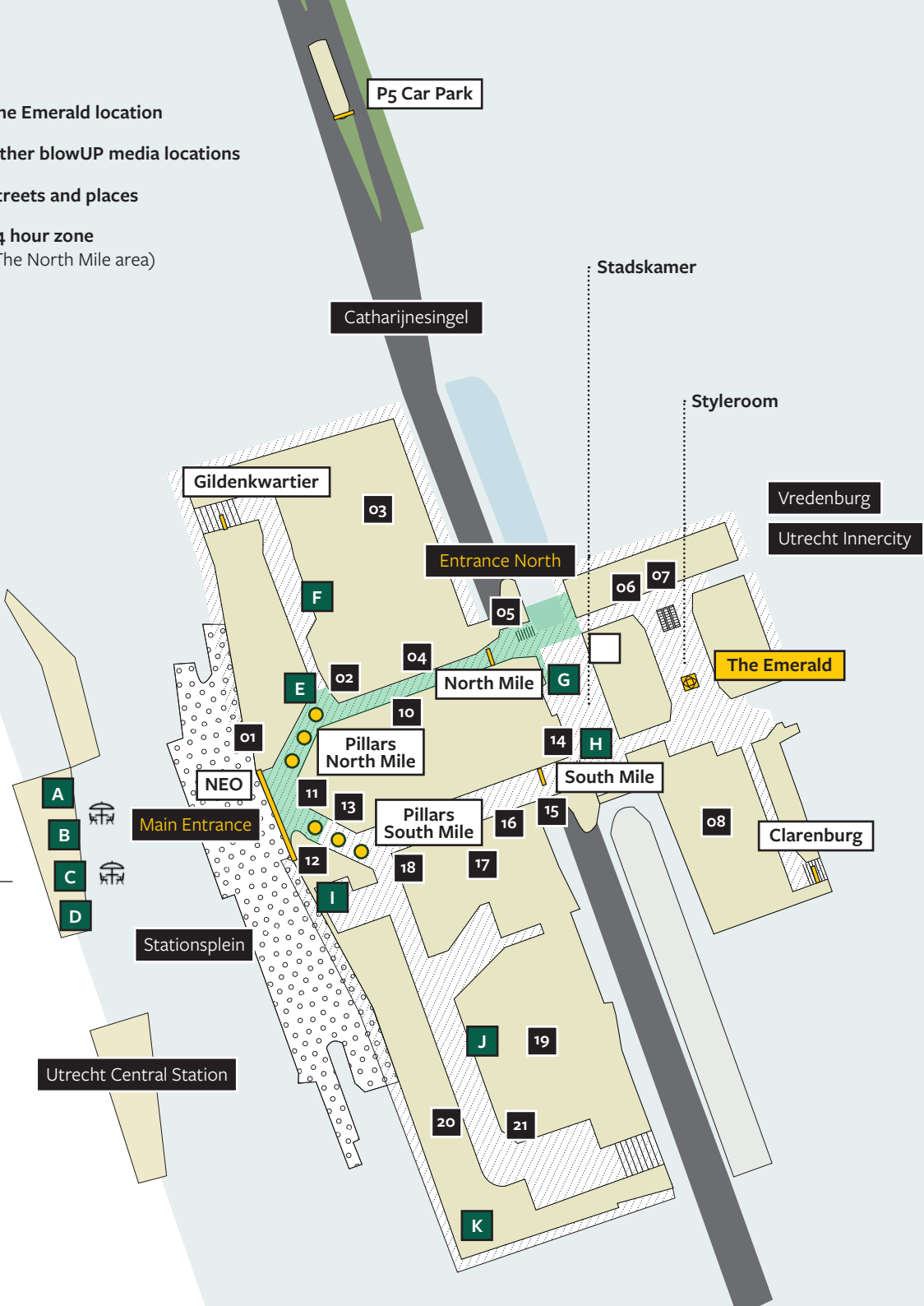
Showcase endless creative DOOH campaigns with these content tips from blowUP LAB

- The four-sided screen presents a unique opportunity within Digital OOH formats to feature multiple features of a product at the same time – helping to broaden the messaging and creative potential.

- Showcase a different product angle, or colour, or feature. And these screens can be tied together with transitions and graphical elements that encircle the 360° of the unit, as well as the ribbons above and below.

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Get in touch if you need help, inspiration or just a quick answer on your artwork question:

**blowUP LAB
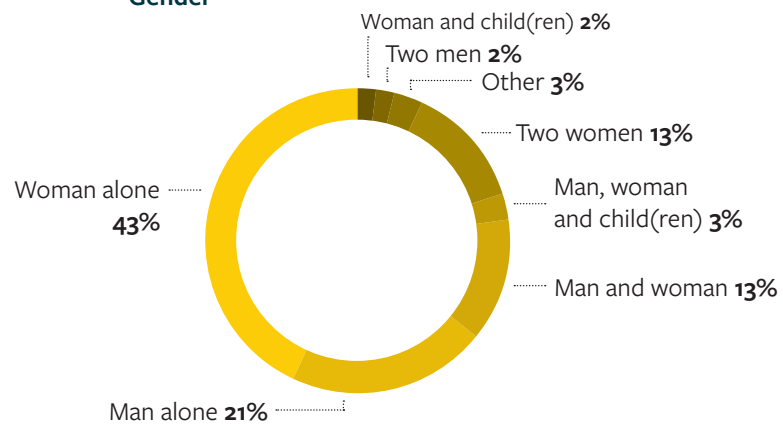Roel Geboers**
+31 20 67 64 164
graphic@blowup-media.de
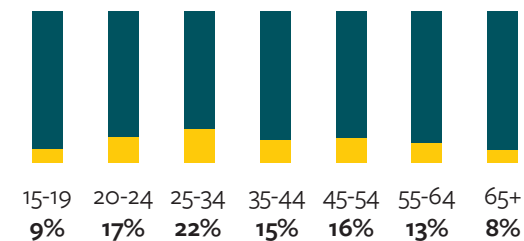
Your
target group

Gender

Woman and child(ren) **2%**
Two men **2%**
Other **3%**
Two women **13%**
Man, woman and child(ren) **3%**
Man and woman **13%**
Woman alone **43%**
Man alone **21%**

Target groups

Shopping   Trendy   Students

Tourism   Business

Ages

15-19	20-24	25-34	35-44	45-54	55-64	65+
9%	**17%**	**22%**	**15%**	**16%**	**13%**	**8%**

Visitors

576,923 per week
(30,000,000 per year)

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source: Klépierre

Rates
and specs

CPM 40 €
474.781 impressions per slot D-OTS (7 days)

Size
58 sqm
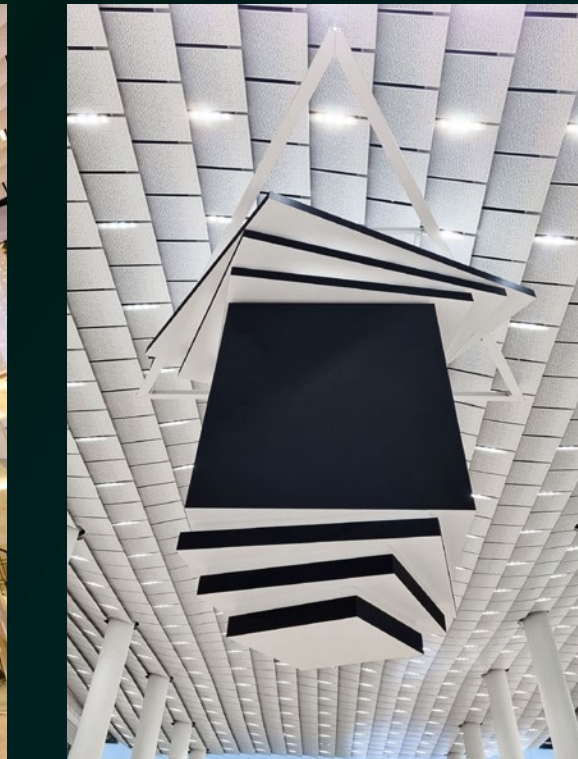
28 screens

1024px
64px
1472px
1088px
64px
640px

This technical visual shows one side of the four-sided object

Technical
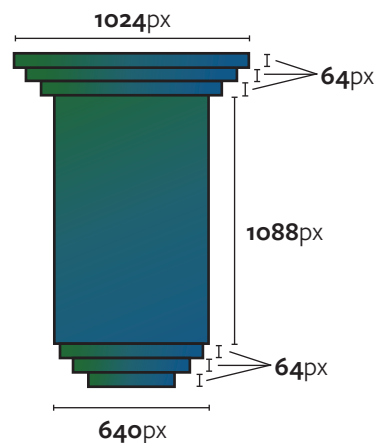
Format	Landscape
Media display	Full Motion, Part Motion, Static
Screen resolution	1472 x 1024
Dynamic / Live content	Yes
Accepted file types	All standards

Template available upon request

Trading model

10 second slots
6,300 spots per week

60 spots per hour

Visibility location

07:00 - 22:00

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Information can change, contact us for updates.
Photo: Marco de Groot - @marcorama

The Collective®

BUILD A BRAND THAT PEOPLE LOVE

The Emerald
Utrecht, Hoog Catharijne

Let's keep in touch

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