



LAX / NFL ENTERTAINMENT COMPLEX

INTERACTIVE CAPABILITIES

www.wowmedianetwork.com

WOW MEDIA offers a suite of interactive possibilities for Digital Out-of-home advertising. Using our eye-catching full motion Digital Network as an interactive canvases, our offerings help connect brands and audiences in innovative and immersive ways.

WOW MEDIA's in-house content team is available to collaborate on all Interactive Content deployments.

For more information, please contact

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Live Countdowns

Display a live countdown on our Digital Billboards to generate awareness and excitement for upcoming events or store openings. Our Digital Billboards can count down to a specific day or time. The countdown updates automatically with every rotation of the board.

Amplify Message Relevance

The flexibility of our Digital Billboards allows you to change your message based on the time of day, traffic conditions and more. We can tap into the local forecast and trigger relevant designs to run when it's rainy vs. sunny. We can even play designs based on the pollen level or the outcome of a football game!

Mobile Integration

Complement and increase the impact of your mobile ad campaign with Digital Out-of-Home. Using geo-fencing capabilities, we can serve mobile ads to your target audience when they're in proximity to a billboard, event venue, retail location, etc. When people aren't looking at their mobile device, outdoor media reinforces your message and connects audiences with brands.

Social Media

Combine Digital Out-of-Home and Social Media to extend the conversation where people are making buying decisions. We can stream content from Facebook, Twitter, Instagram, FourSquare and Google+ to our Digital Billboards.

Dynamic Capabilities

Change your message weekly, daily, hourly or in real time – it's up to you. Anything that is live on a website can be streamed to our Digital Billboards in real time. This includes countdowns, time, temperature, live scores, news feeds, trending items and more.

User-Generated Content

Turn customers into copywriters with our digital technology. We can pull images or text from your website or social media accounts and display it on our Digital Billboards in real time. It's a great way to create a one to one relationship with consumers and establish brand ambassadors for your brand, business or service.
