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Cream
MEDIA SOLUTIONS

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Cream OÜ



Cream OÜ is an ambient media agency that is committed to operating media spaces in shopping centres.

In addition to shopping centres, we offer different media spaces in retail chains, sports clubs, cafes and restaurants, spas, hotels, parks. We are on hand to find just the right space for your campaign.

We also help develop technical solutions for your campaign and offer production and installation services. With the help of our partners, we are also able to produce television and radio clips.

Shopping centres



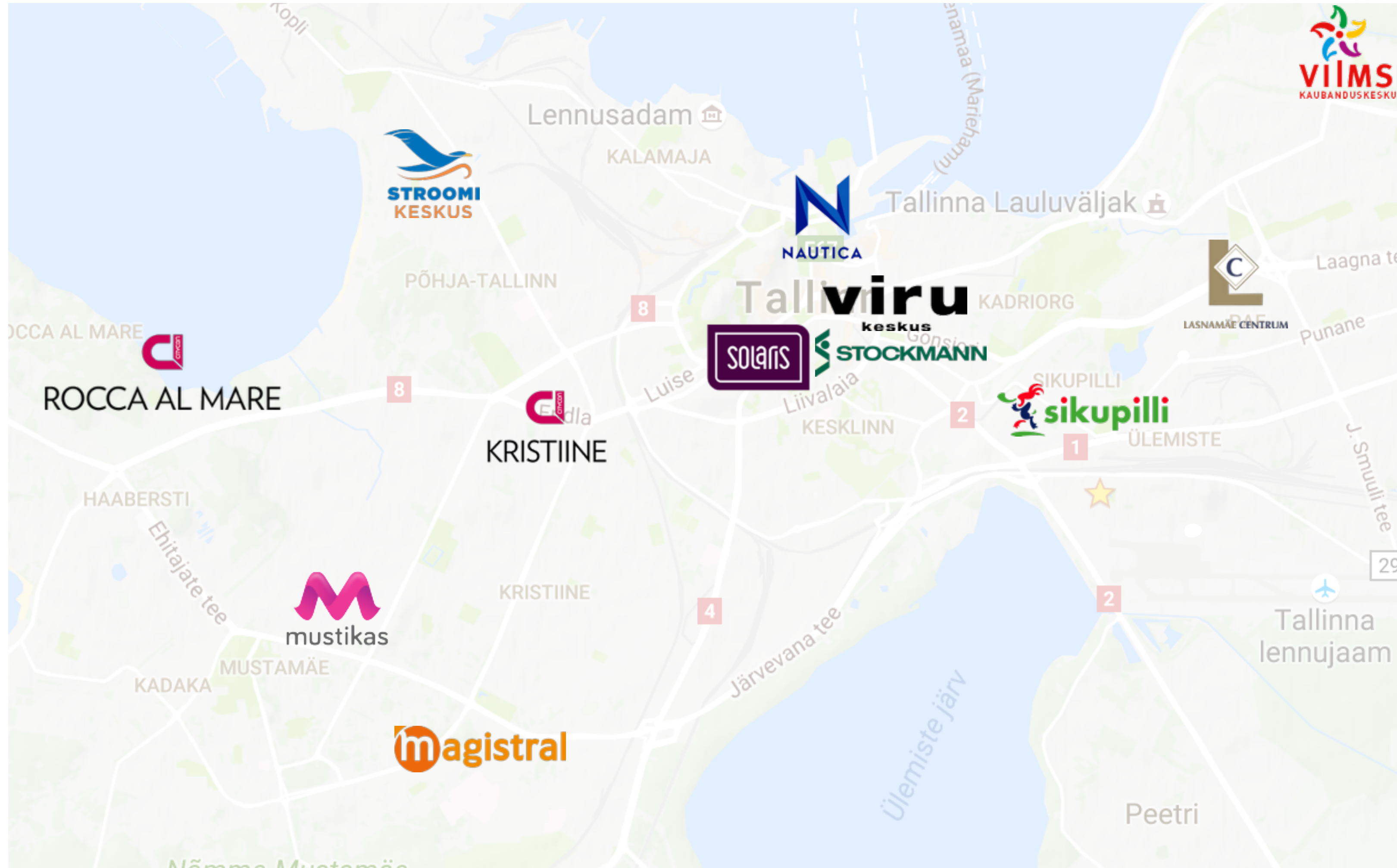
A great way to reach clients at the exact place buying decisions are made.

There are a lot of different media spaces and solutions that help plan campaigns with different goals. By combining different spaces, we are able to reach larger campaign coverage and visibility.



05. Shopping centres in Tallinn

Shopping Centres



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Number of visits in shopping centres managed by Cream:

Viru Keskus - **1 200 000**

Solaris Keskus - **700 000**

Rocca al Mare - **525 000**

Kristiine Keskus - **621 000**

Stockmann Kaubamaja - **360 000**

Lasnamäe Centrum - **360 000**

Norde Centrum - **300 000**

Magistral - **333 000**

Sikupilli - **123 000**

Viimsi kaubanduskeskus - **150 000**

Stroomi Keskus - **225 000**

It adds up to about **4.54 million** potential contacts per month.



Shopping centres mediated by Cream



Tartu Kaubamaja
Tartu Lõunakeskus
Tartu Tasku
Port Artur I & II
Pärnu Kaubamajakas

Pärnu Keskus
Rakvere Põhjakeskus
Jõhvi Jewe
Jõhvi Tsentraal
Kuressaare Auriga

Narva Fama
Narva Astri
Viljandi Centrum
Viljandi UKU
Viimsi Keskus

Door stickers

Visually dynamic and very visible advertising spaces that catch the eye of every shopper.

Both moving glass doors and standing door glass can be used.



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08. Door stickers

Shopping Centres



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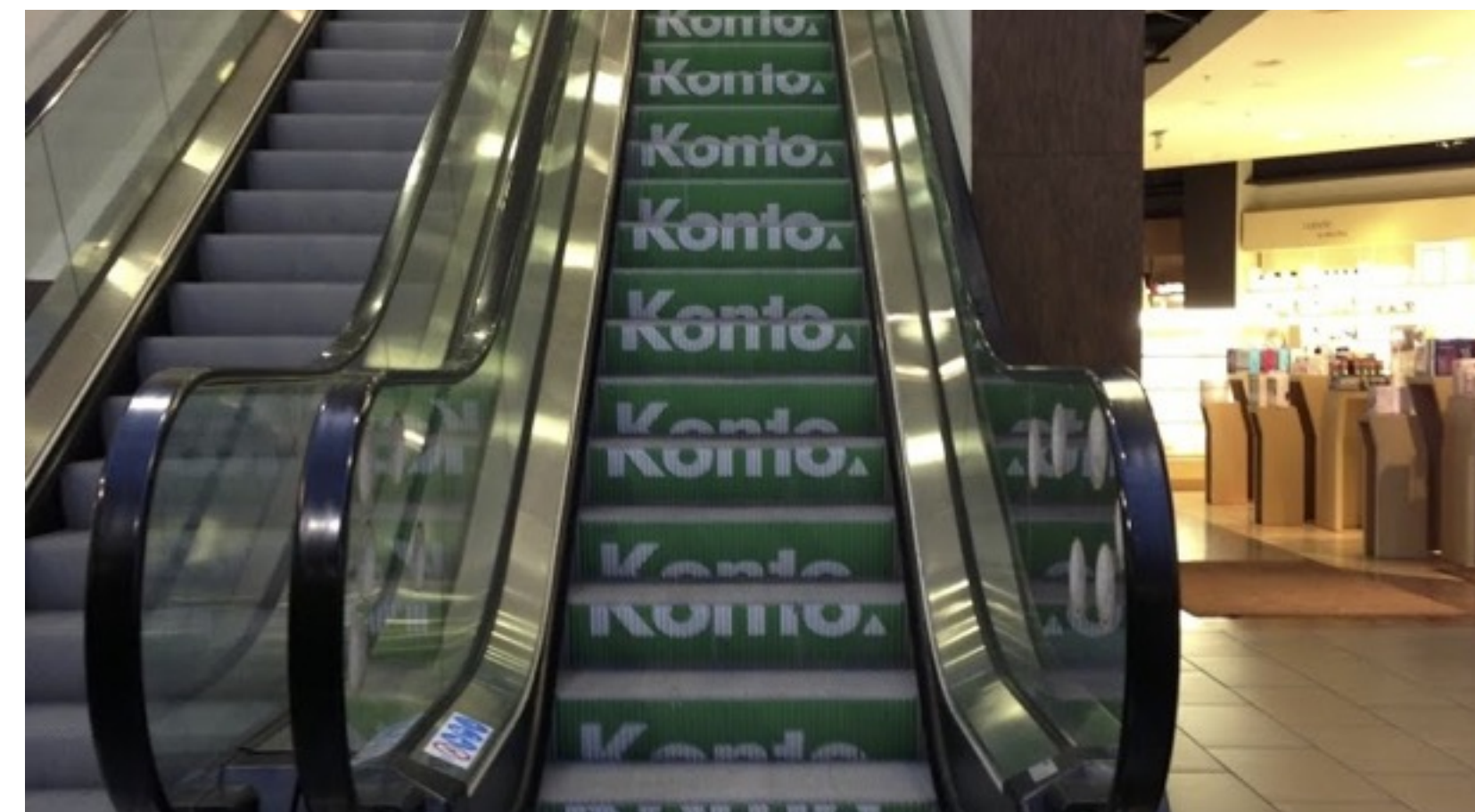
Escalators

A space with an eye-catching format on side glasses, metal frames and moving steps. A solution with wide visibility and creative potential.



10. Escalators

Shopping Centres



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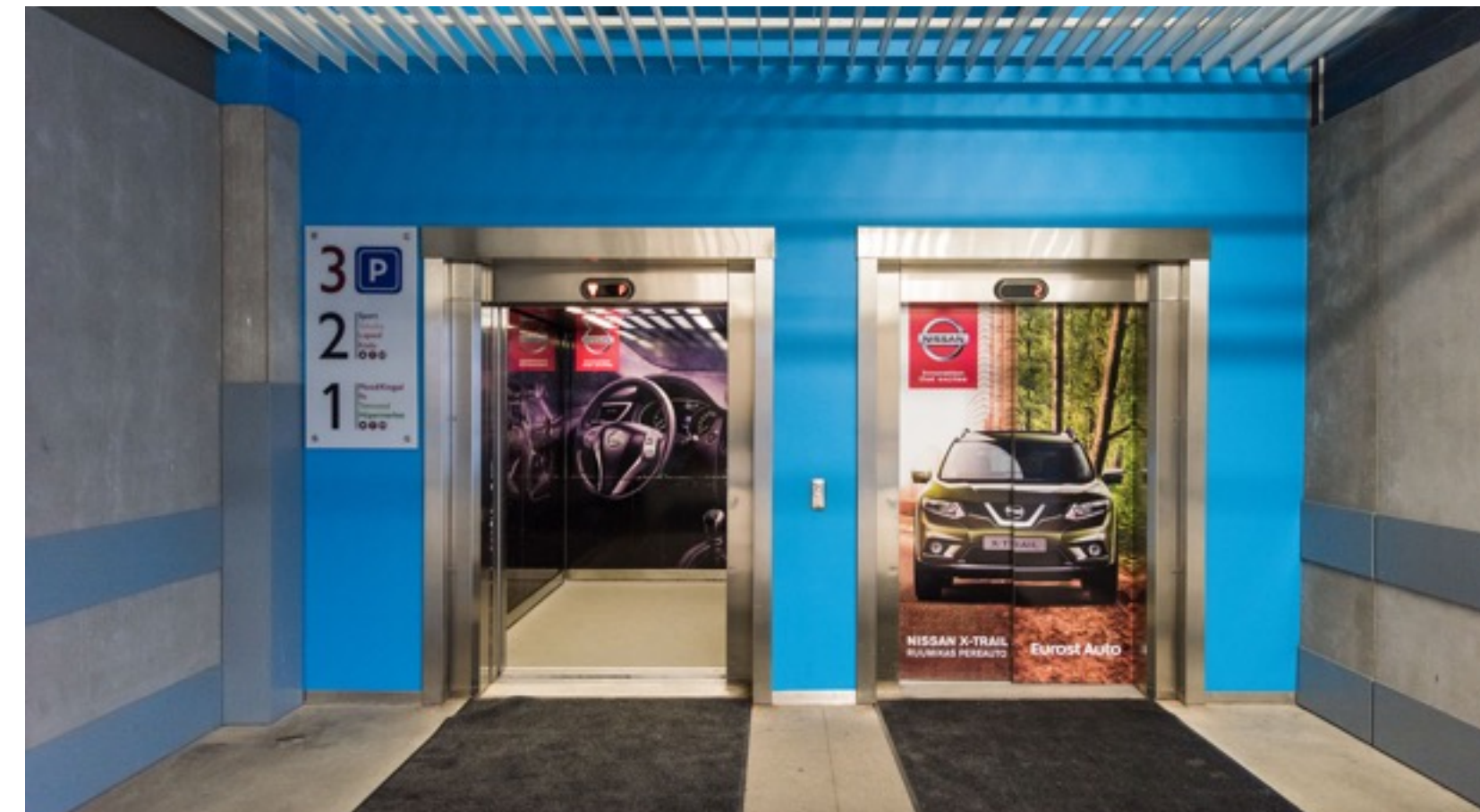
Elevators

Longer than a medium attention span and a good price. Both the elevator doors and inner walls and mirrors can be used.



12. Elevators

Shopping Centres



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13. Elevators

Shopping Centres



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Floor stickers

A solution with great visibility and flexible format.

Large scale stickers, smaller ones in certain spots, and instructional stickers all over the centre can be used.



15. Floor stickers

Shopping Centres



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Displays

Demonstrations help to make quick contacts and introduce the product in a very simple way. This can be done in a corridor with the largest traffic volume in the centre.



17. Displays

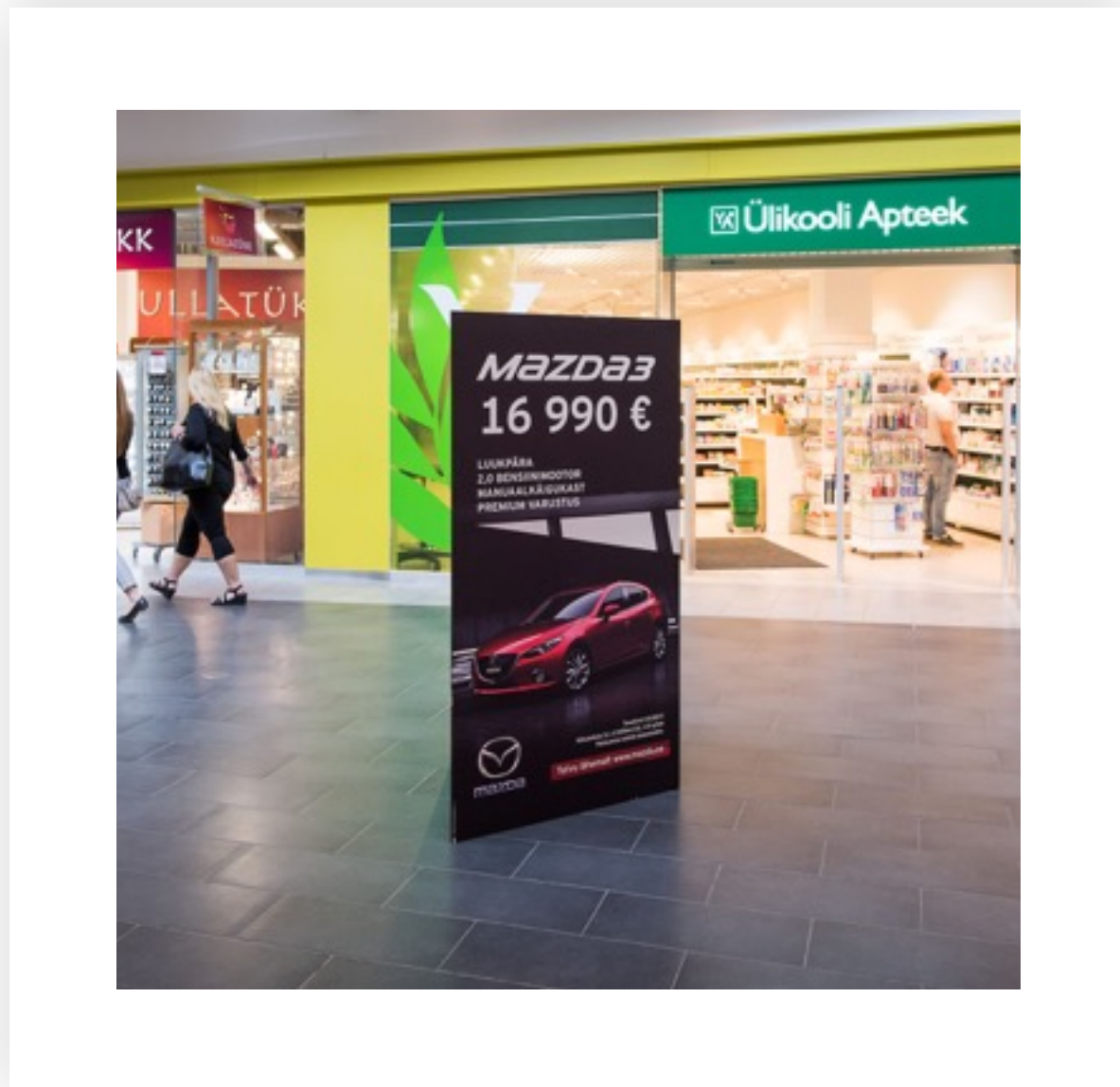
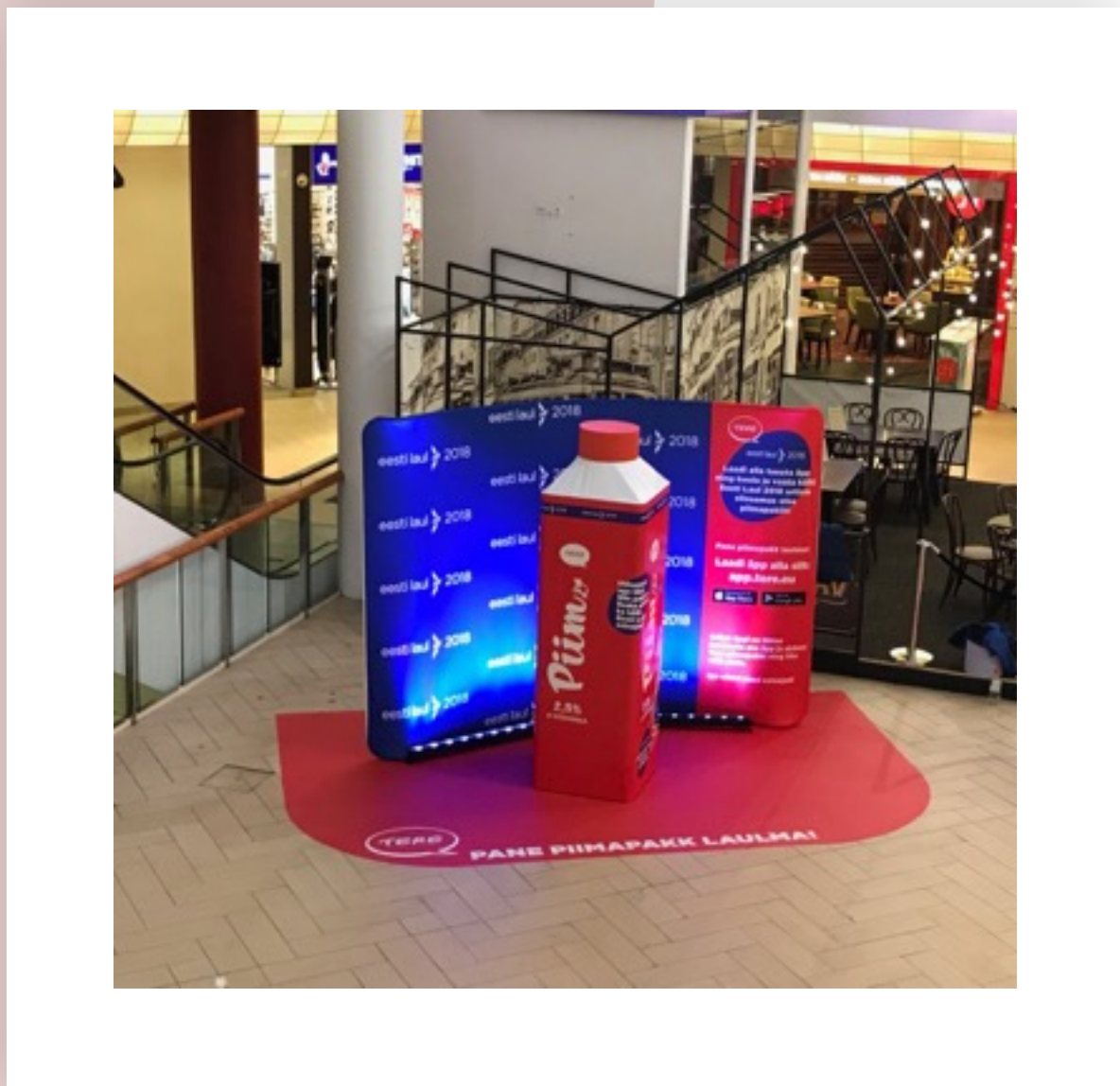
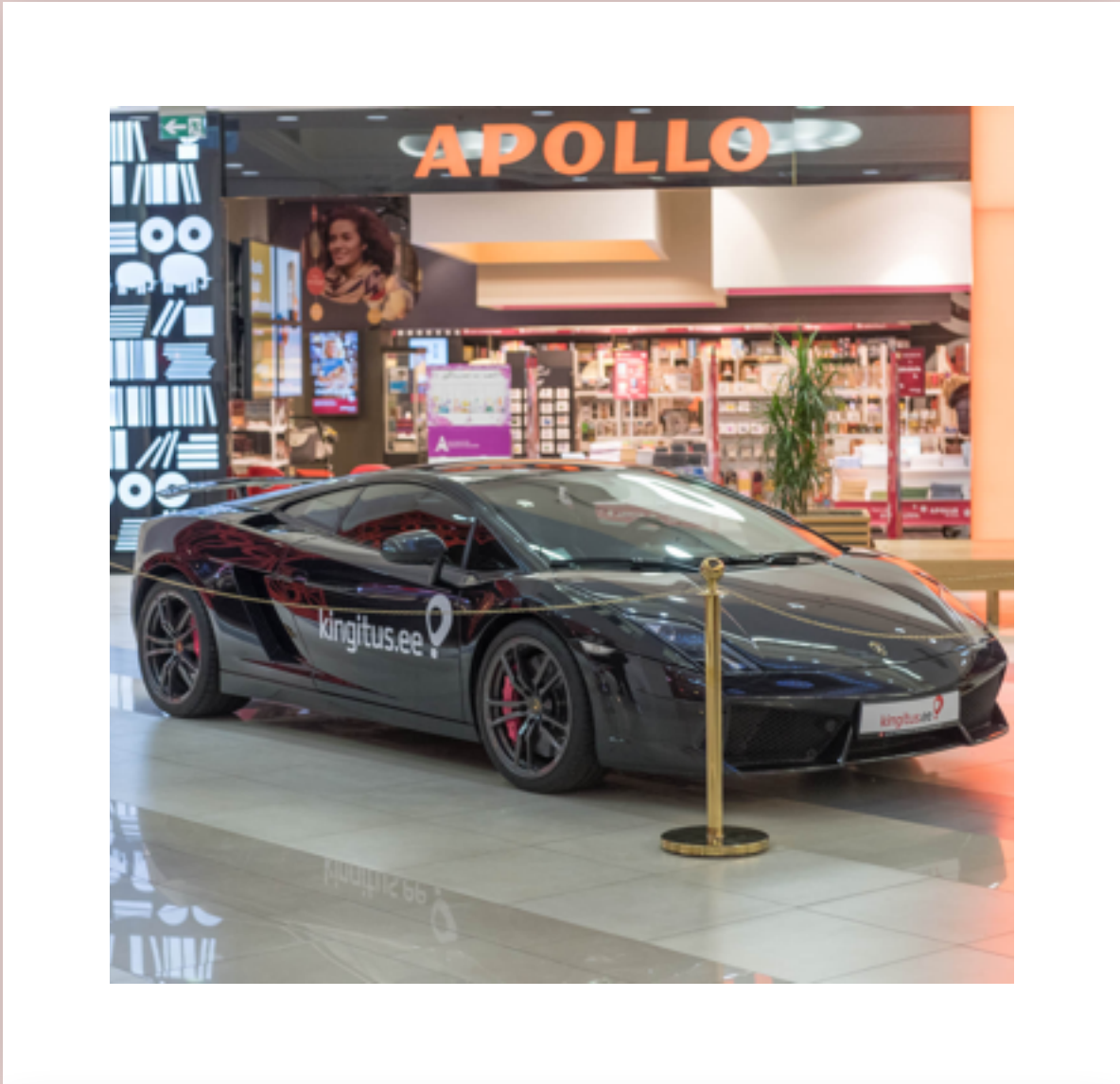
Shopping Centres



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18. Displays

Shopping Centres





Banners

The advertising space can direct clients towards the store and distinguish the store from its competition. Large and attractive indoor and outdoor spaces work well for both image and sales campaigns.



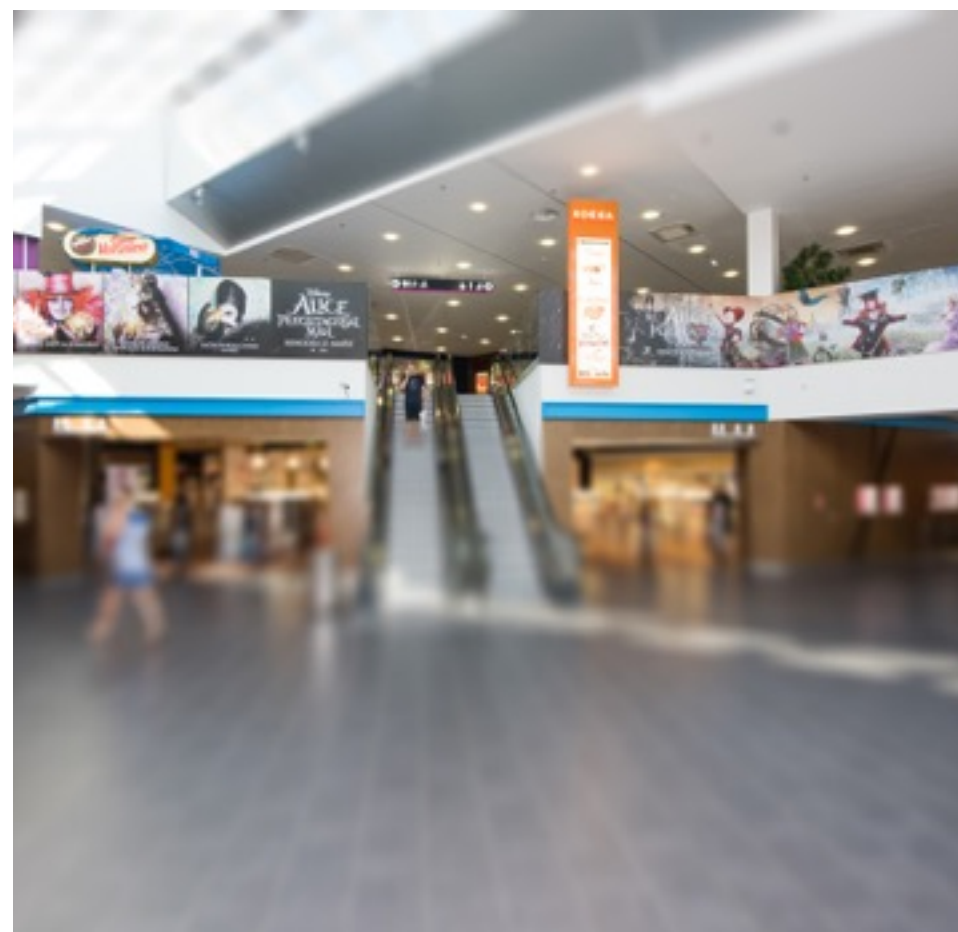
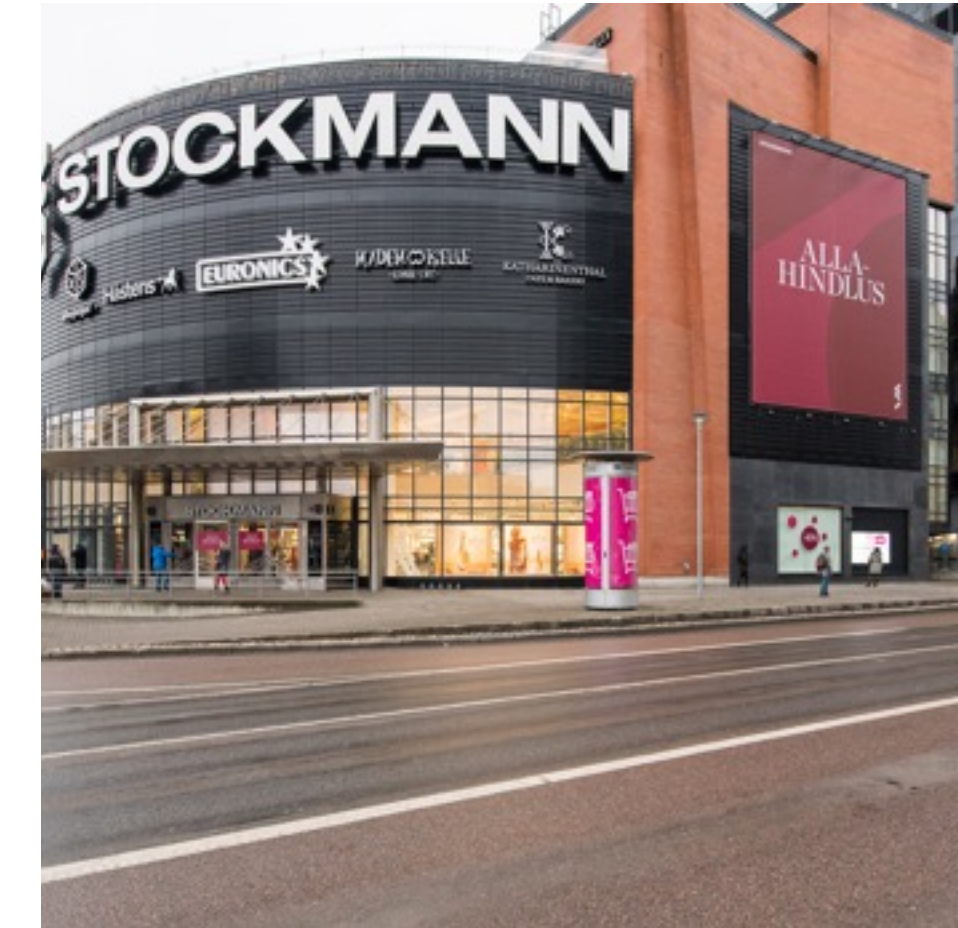
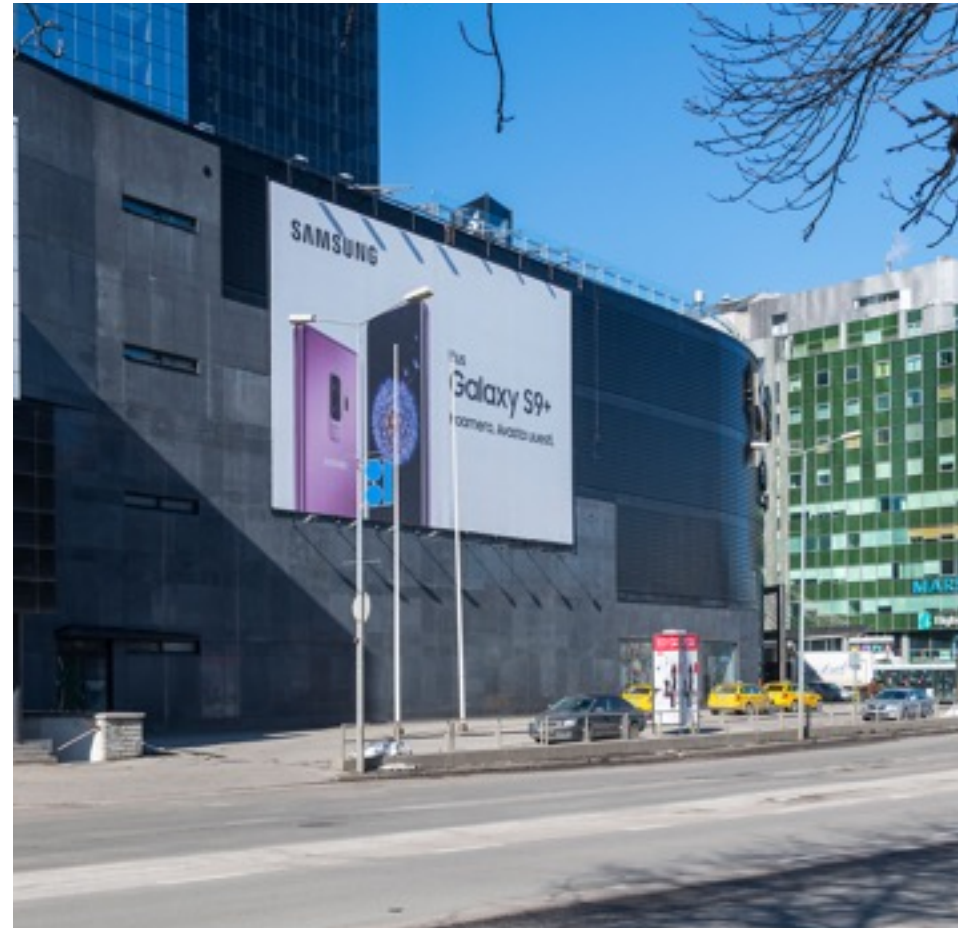
20. Banners

Shopping Centres



21. Banners

Shopping Centres



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Toilets

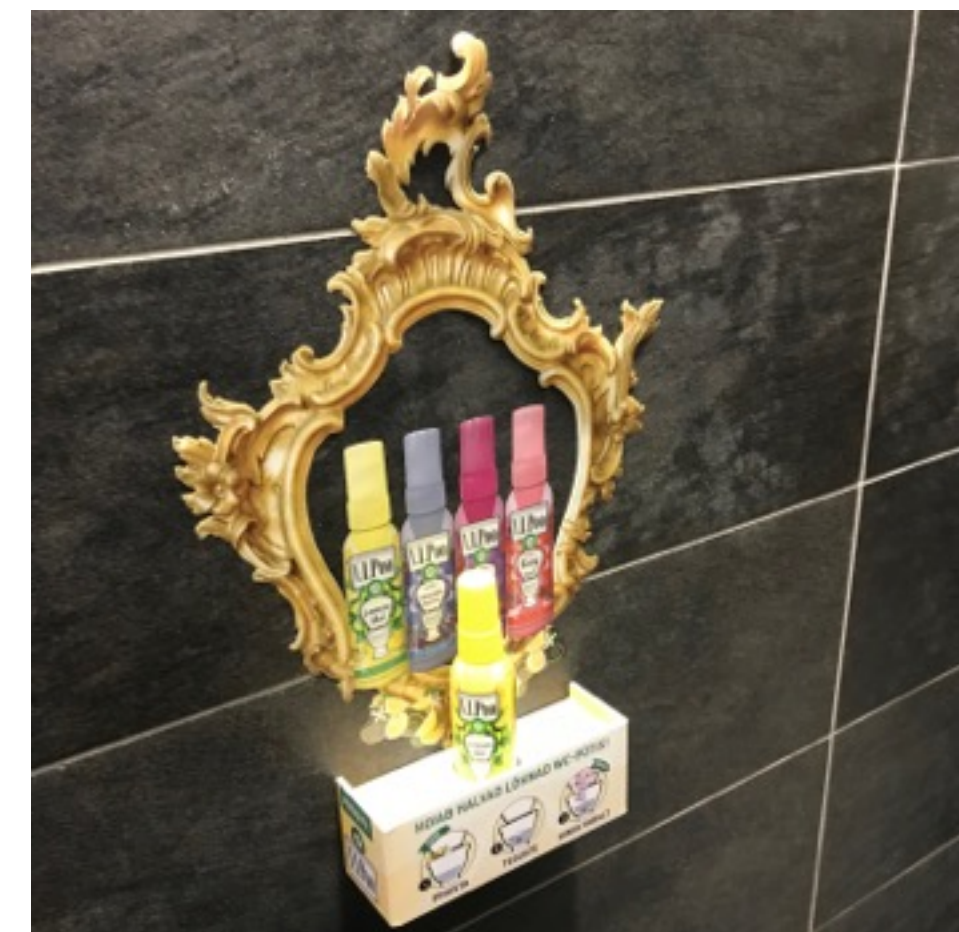
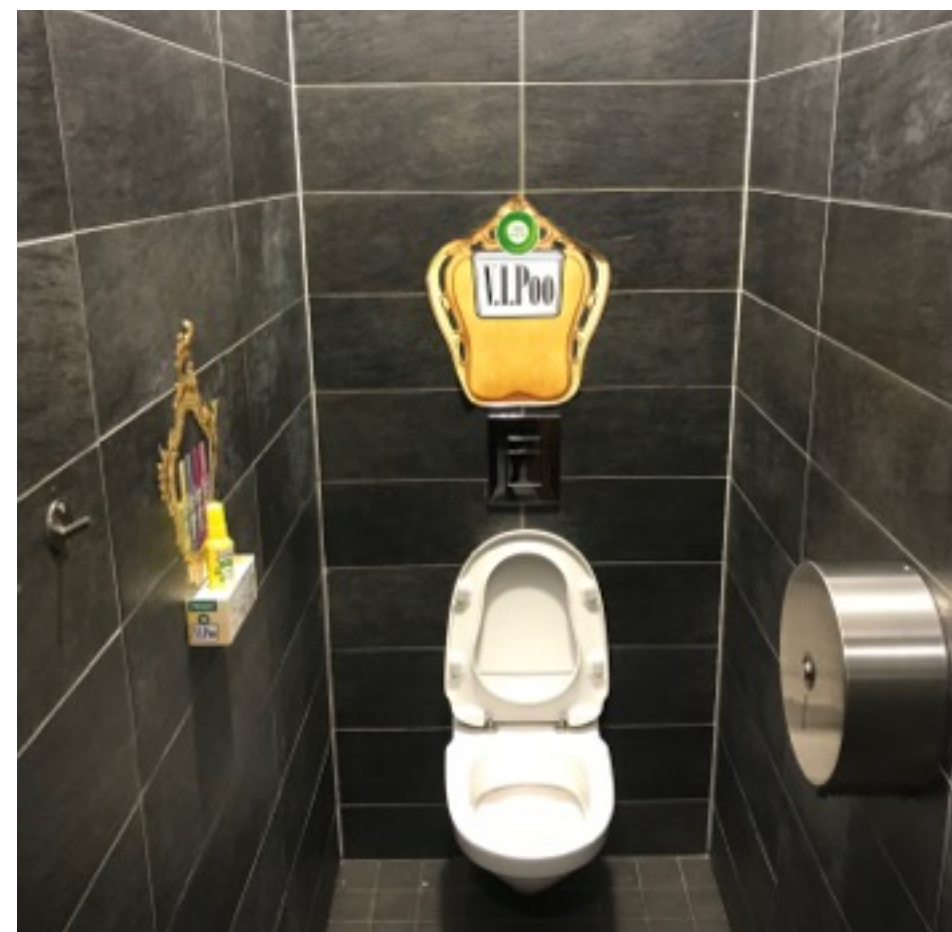
Mirrors, sinks, soap dispensers, urinals, doors – the possibilities are endless. A great advertising space for hygiene or home cleaning supplies.,



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23. Restrooms

Shopping Centres



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Advertising spaces in car parks

The option of using different advertising spaces with great visibility, such as the big lawn area next to Paldiski mnt, little islands at the end of parking areas, lamp-posts, shopping trolley shelters or advertising trailers.



25. Advertising spaces in car parks

Shopping Centres



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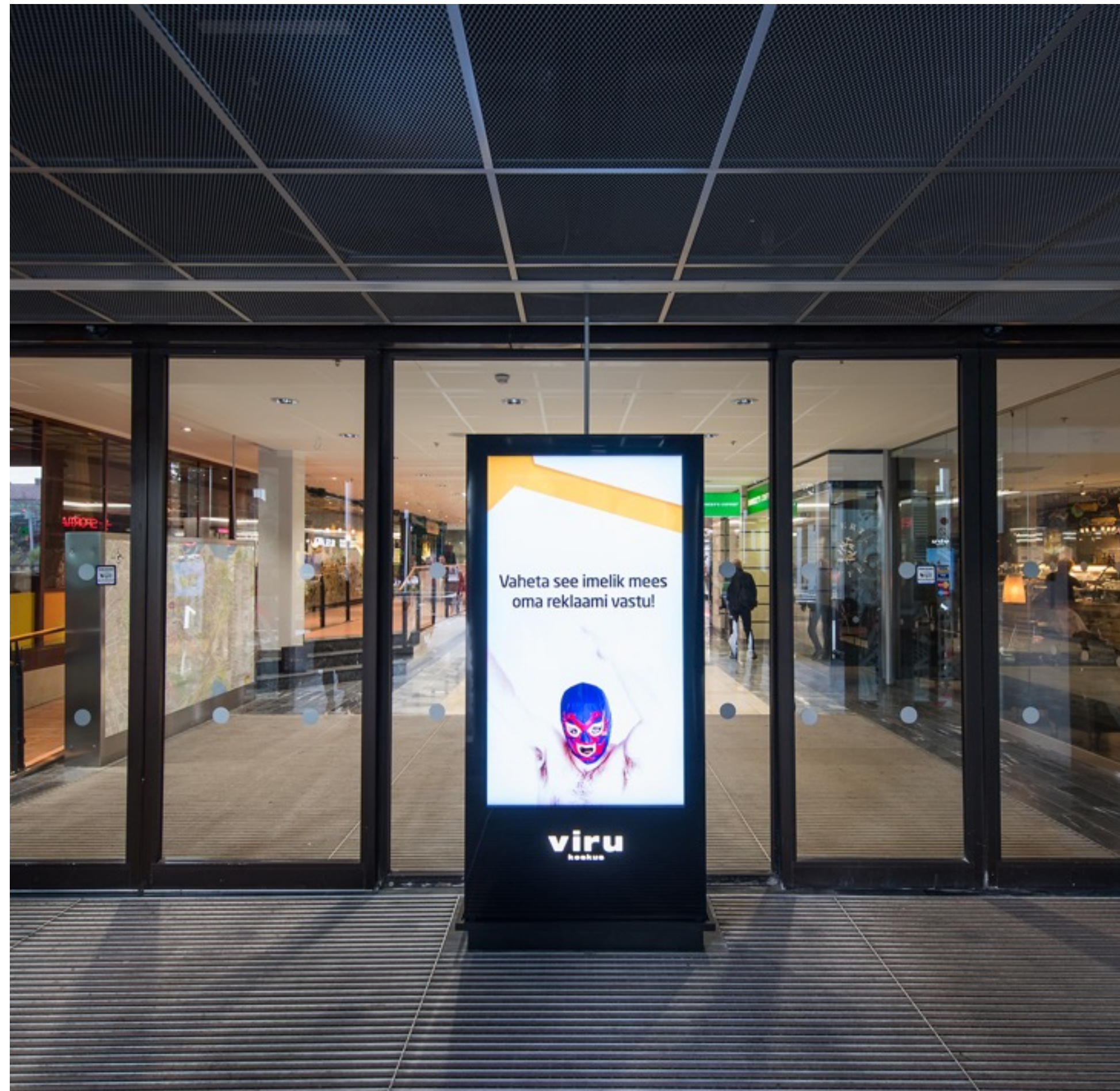
Digital screens

Very visible screens are placed in the most visited parts of the centre, at eye level. It enables great visibility and a high number of contacts. The clips are presented in 180-second blocks, from 8 am to 11 pm, a minimum of 300 times a day, 2 100 times per week.



27. Digital screens

Shopping Centres



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28. Digital screens

Shopping Centres



Stockmann Kaubamaja has 13 digital screens (one screen is 55 inches).

Very visible screens are placed in the most visited parts of the centre, in the main corridor, in the food department, the alcohol department and at the info desk.

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Outdoor LED screens

Large outdoor screens that broadcast ads in picture and sound and reach a great number of visitors. The clips are presented in 180-second blocks, from 7 am to 11 pm, a minimum of 320 times a day, 2 240 times per week.



Indoor LED screens

LED displays on the elevator walls with dimensions of 4.5 x 13 meters. Clips are displayed in 90-second blocks between 8:00 and 21:00.





Pop-up shops

Viru Keskuse main atrium allows you to open your own pop-up store without worrying about the production of furniture. The versatile pop-up shops allow you to assemble a display area suitable for your products, and the mobile construction makes it possible to place the sales area as needed.

The entire atrium can be filled with several compound pop-up stores.



Radio

A great way to support sales. The advertising message reaches a lot of customers up to 4 times per hour. The created emotion helps distinguish the advertised product and help the shopper make a positive shopping decision.





Trailers

Trailers are a great way to support sales because they can be set up very fast and easy in a desired location. The advantage of Cream trailers is the liftable banner that helps the advertisement stand out better.



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Sports clubs

In sports clubs, advertisements can be placed on lockers, mirrors or in special solutions. The main advantage of the sports club as an advertising channel is a very specific target group and cheap price.



35. Sports clubs

Media Solutions



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Universities and Courthouse

19" HD touch-screens with sound in
Health Care College, Tallinn University,
2pcs in Tallinna Tehnikakõrgkool,
School of Economics, Police Academy
and Liivalaia Courthouse.



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Restaurants and cafes

The main advantage of this advertising channel is the opportunity to forward the message to the client in a longer time span than in other channels. It also gives the opportunity to have the client try the product or encourage them to share their contact information.







41. Health tracks

Media Solutions



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