



**PIMPAM**  
MEDIA



**OFERTA COMERCIAL**  
**PIMPAM MEDIA S.L.**

PANTALLA LED EN PLATJA D'ARO: UNA PLATAFORMA PREMIUM PARA SU MARCA.

# Amplify Your Brand on the Costa Brava

Reach millions of high-spending international tourists with the largest premium LED screen in the heart of the Costa Brava.



## Premium Location

Positioned at the main roundabout of Platja d'Aro — the busiest intersection with 6 roads and pedestrian crossings, 200–300 meters from the beach, capturing 100% of vehicle and pedestrian traffic.



## Massive Reach

Up to 70,000 daily visitors during peak season — drivers measured by ANPR cameras plus estimated pedestrian flow. Over 1.5 million monthly impressions from a premium international audience in holiday mode.



## International Audience

Over 7.5 million tourists choose Costa Brava annually — from France, Netherlands, Germany, UK, and Belgium. Verified average spend of €216/day per international tourist.



## Cinematic Impact

7.5 × 2 meter LED display at 6,000 nits brightness. Visible day and night with stunning clarity that commands attention even in direct sunlight.



## Proven Effectiveness

Audited Nielsen/OAAA studies: ~2 of 3 viewers take an online action after seeing DOOH. 57% visit the directional business and 93% of them make a purchase. Full data on page 4.



## Repeat Exposure

Average tourist stay of 3–5 nights means your message is seen multiple times. Up to 180 daily broadcast repetitions ensure deep brand imprinting.

# An Audience Counted, Not Estimated

The municipal ANPR cameras of Platja d'Aro count every vehicle entering the perimeter of the town. 365 days a year, no sampling, no extrapolation. Here's the actual 2025 season data.

**2.5 M+**

Vehicles recorded · Q1-Q3 2025

**+30.67%**

Growth Q2 2025 vs Q2 2024

**92.6%**

Aparthotel occupancy · August 2025 (+5.24% YoY)

**+47%**

Growth in Spanish visitors Q2 2025

## What is ANPR?

ANPR (Automatic Number Plate Recognition) is a system of fixed cameras installed at the entry points to the town that read, in real time, the plate of every vehicle. They do not identify the driver, do not keep personal photographs and do not chase traffic offences: their job is to count, classify and aggregate traffic flows. It's the same type of measurement European cities use for smart-traffic management, low-emission zones and urban tolling.

## Why this matters for your brand

These numbers act as a **verified floor** — not a ceiling. ANPR only counts vehicles: it does not include pedestrians, tourists arriving by bus or train, or the repeated exposures of the same person during their stay. Pedestrian flow, especially dense in **peak season (July–August)**, is additional and can multiply the measured audience by 3–5x at seasonal peaks, reaching the **~70,000 daily visitors** estimated municipally.

Source: Commercial Report of the Ajuntament de Castell-Platja d'Aro · Q1-Q3 2025

# Why DOOH Actually Converts

Audited studies from Nielsen/OAAA, IAB Spain and PwC prove that Digital Out-of-Home advertising isn't just seen — it's remembered, searched and bought. And in Spain, it's growing faster than ever.

## 🎯 What a Viewer Does After Seeing a DOOH Ad

**~2 of 3**

Take at least one online action

**57%**

Visit the directional business

**93%**

Of those visitors make a purchase

Source: Nielsen / OAAA — Digital Engagement Study, 2020.

## 📈 DOOH in Spain Is Exploding

**+22.4%**

DOOH growth Spain 2023 vs 2022

**€124.4 M**

Total DOOH investment Spain 2023

Source: IAB Spain + PwC — Digital Advertising Investment Study 2024.

## ✈️ A Quality Indicator for the Destination

Girona–Costa Brava airport handles **2.18 million passengers** annually and was recognised by **ACI Europe** as the **Best European Airport** in the sub-2M passenger category, in both 2023 and 2024. Two consecutive awards that validate the operational quality of the destination your target audience flies into.

Consolidated sources: Nielsen/OAAA, 2020 · IAB Spain + PwC, 2024 · Aena, 2025

# Premium LED Display Engineered for Impact

Our Unilumin USK3.9 LED screen delivers unmatched visual quality in the centre of Platja d'Aro — visible in full sunlight, weatherproof, and designed for 24/7 outdoor operation.

## Display Specifications

Screen Size	7.5m × 2m (15 m <sup>2</sup> )
Model	Unilumin USK3.9
Pixel Pitch	P3.9 (3.9mm)
Resolution	1920 × 512 px
Brightness	6,000 nits
Protection	IP65 (outdoor rated)

## Content Requirements

Format	MP4 / MOV / Image
Resolution	1920 × 512 px
Spot Duration	20 seconds
Daily Slots (M)	90 repetitions
Daily Slots (L)	180 repetitions
Content Changes	1 free / month

## Why LED Screens Outperform

### Daylight Visibility

At 6,000 nits, our screen is 4× brighter than standard outdoor displays. Crystal-clear visuals even under direct Mediterranean sunlight — your message never fades.

### Built to Last

IP65-rated weatherproofing handles rain, salt air, and coastal winds. Operating daily from early morning to midnight, 365 days a year — zero downtime for your brand.

### Cinematic Canvas

15 square meters of seamless LED at P3.9 pixel pitch delivers cinema-quality imagery. Motion graphics, video, and static content all shine on this ultra-wide panoramic format.

### Unmissable Position

Installed on the second floor of a building on the main street, our screen dominates the visual field from an elevated position — visible to all drivers and pedestrians at the busiest intersection of Platja d'Aro.

FOR WHICH BRANDS IT WORKS

# A Premium Canvas for Any Sector

The combination of exclusive location, cinematic format and a high-spending international audience makes the screen versatile. It works for any brand looking for visual impact on a premium audience in holiday mode.



## Fashion & Premium Retail

Your collection in a 15 m<sup>2</sup> cinematic format. Customers walking from the screen to your store in less than 5 minutes. Ideal for seasonal launches and drops.



## Hospitality & Resorts

Present yourself at the exact moment the tourist is deciding where to stay, eat or book an experience. Direct impact on in-destination purchase decisions.



## Gastronomy & F&B

From the screen to the table. The panoramic format shows ambience, plate and experience in 10 seconds — the audience right before deciding where to dine.



## Premium Automotive

Launches, premium dealerships and brand events with an unmissable visual format. Audience profile with high purchasing power and decision-making authority.



## Tech & SaaS

Premium brand awareness in a high-value European market. Your brand seen by founders, CEOs and early adopters in holiday mode — receptive to something new.



## Events & Entertainment

Festivals, concerts, launches, sports events. Build anticipation before the event and fill capacity. An audience willing to spend on experiences.

Your sector not in the list? **The screen adapts to any category** — finance, health, beauty, premium real estate, jewellery, professional services. The only constant is the visual impact and the premium international audience. Tell us about your use case.

WHY CHOOSE PIMPAM MEDIA

# Your Partner for Outdoor Advertising Excellence

We combine premium technology, a world-class location, and dedicated service to maximize your advertising ROI on the Costa Brava.



## Exclusive Location

The biggest premium LED screen in the centre of Platja d'Aro. No visual competition at the junction.



## Exceptional Value

Competitive CPM for premium DOOH in Spain. Detailed rates in our dedicated rate card.



## Full Transparency

Monthly reports, documented proof of broadcast and dedicated technical support.



## Flexible Plans

From weekly events to annual contracts. Time slots and coverage tailored to you.

## HOW YOUR CAMPAIGN WORKS

Brief (Day 0) → Proposal (1-3 days) → Creative review (4-7 days) → Go-Live (8-14 days) → Monthly report with documented impressions and payout. **Plan M** ≈ 1.5-3 M imp./month · **Plan L** ≈ 3-6 M imp./month (peak season).

## Get in Touch

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THANK YOU FOR YOUR INTEREST

## The Screen You Can't Avoid

Visit our website for the full spec sheet, verified audience data, and to request a tailored proposal.

SCAN FOR MORE INFORMATION



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