

TO BOLDLY GO WHERE NO MEDIA GROUP HAS GONE BEFORE...



ENABLING PRECISE MARKETING

At Moving Walls, we believe that the disruption of real world with digital provides tremendous opportunities for media innovation and leadership.

Our business units are designed to enable precise marketing. We optimize profitable customer interactions by effectively influencing their path to purchase behavior via:

- Data analysis to drive insights
- The right mix of media channels
- Personalized, relevant and timely content
- Delivered to the right target audience.





Moving Insights

MOVING INSIGHTS

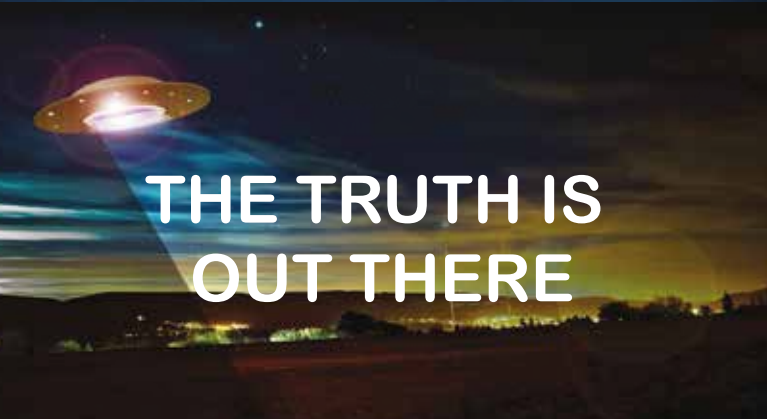


Despite the advent of digital technology, Out-of-Home advertising remains very much of a guess work in terms of the impact it creates. Results are based on historical data and there is no real science behind it.

Now, with geo-location tags increasingly left in digital conversations, we are able to track and measure the effectiveness of these media channels in real time.

Moving Insights brings together Public, Private and On-Site data to address Geo-Spatial Business Solutions.

With real-time data and insights, we have the answers for you.



**THE TRUTH IS
OUT THERE**



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MOVING AUDIENCES



with real time insights and data.
Map out consumers' path-to-purchase to reach them
at several touch points.
Plan, book and track flexible, time-belted airtime from
anywhere, at anytime.
The force is strong with over than 500 programmable
OOH screens to choose from and book within seconds.
Escape the dark side and empower your campaigns
with real time insights and data.
Map out consumers' path-to-purchase to reach them
at several touch points.
Plan, book and track flexible, time-belted airtime from
anywhere, at anytime

**NOW, THE REACH
IS WITH YOU**

Data and technology have completely changed how ads are planned and delivered.

Just as online serves up programmatic ads, the Moving Audiences Digital-Out-Of-Home ad exchange automates ad buying.

It gives advertisers and marketers access to the largest network of more than 1000 digital screens across the country.

Plan, book and track flexible, time-belted airtime from anywhere, at anytime.



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MOVING EXPERIENCES



CLOSE ENCOUNTERS OF DIGITAL KIND



Consumers have to deal with an avalanche of brand messages, many of which fail to have an impact. To cut through this clutter, your brand message Needs to be personal, engaging, and immersive.

Moving Experiences spearheads immersive campaign experiences using Immersion and Gamification using a real + digital approach: Engaging on-site activation amplified by online engagement using Websites, social media, and user-generated content.

