

# ELISA ELAMUS

elisa

UUS  
MAAILMATASEMEL  
TV-TEENUS



Tõmba Elisa Elamuse äpp  
või telli elisa.ee

IGAS VÖRGUS,  
IGAS TELERIS JA  
NUTISEADMES

TÕMBA ELISA  
ELAMUSE ÄPP VÕI  
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# Innovate solutions. Why & where?

Generate emotion

Stand out

Longer attention on ad

Physical presence

Involve and activate the consumer



# Innovate solutions. What to keep in mind?

Budget

Longer preparation period

Restrictions for different cities and areas

The presence of a standard campaign needed

Measurement of results

Linking different media



# Innovate solutions. JCDecaux experience

Long-term partners

International experience

Location know-how

Access to international examples





## STANCED POSTER

Chosen elements on the poster are cut out, which makes the backlight more prominent and gives an effect of special lighting.

Produced on special material.

80 EUR\*

(1 poster, production and installation combined)

\*price depends somewhat on the shape and amount of cut out elements

The price shown does not include the cost of displaying the advertisement.



## DAY / NIGHT POSTER

Double-sided special print allows you to show a different design when the backlight is on.

### 60 EUR\*

(1 poster, production and installation combined)

\*price when ordering 5 posters. The price goes down when you order a larger amount.

The price does not include the display cost of the advertising campaign.



POSTER  
WITH ONE  
STICKER

-

„DOUBLE“

Poster in display case  
and sticker on the glass  
next to it.

Used primarily to address  
non-Estonian speakers.

127 EUR

(1 location, production and  
installation combined)

Price during winter

181 EUR

(1 location, production and  
installation combined)

The price does not include the  
display cost of the advertising  
campaign.



## BRANDED BUS SHELTER

Stickers on both sides of the three backside glasses.

**511 EUR**

(1 bus shelter, sticker production and installation combined)

The price does not include the display cost of the advertising campaign.

Price during winter

**700 EUR**

(1 bus shelter, production and installation combined)

The price does not include the display cost of the advertising campaign.





BRANDED BUS  
SHELTER

HOBUJAAMA  
TRAM

Stickers on both sides  
of the rear glass.

698 EUR

(1 bus shelter, sticker  
production and  
installation combined)

Price during winter  
941 EUR

(1 bus shelter,  
production and  
installation combined)

The price does not include the  
display cost of the advertising  
campaign.



## 2D LISAELEMENT REKLAAM- TAHVLIIL

Produced from  
corrugated plastic and  
covered with a sticker.

Exact price offer  
based on the  
design, depends  
on size and  
installation.

The price shown does not include  
the cost of displaying the  
advertisement.

Price consists of:

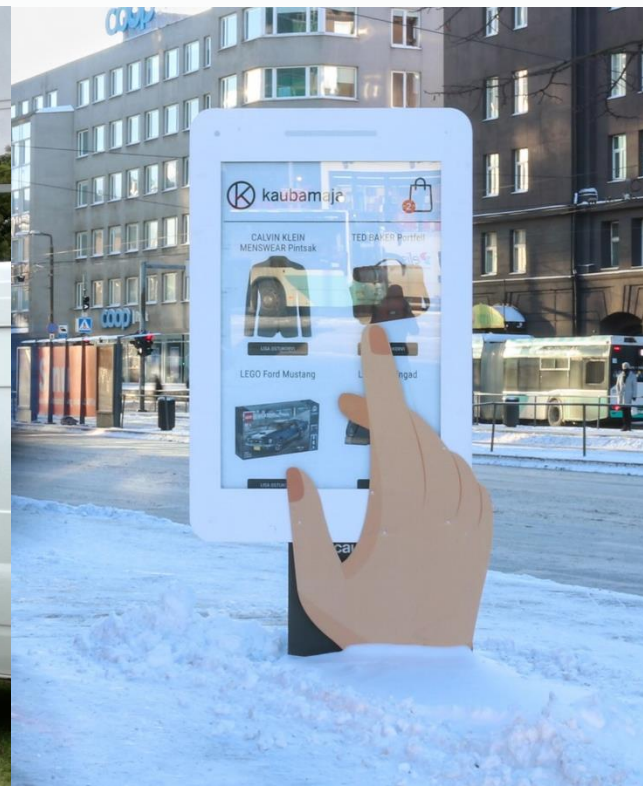
- Production  
38 EUR/m<sup>2</sup>
- Installation  
from 58 EUR
- Additional  
advertising tax  
3,85 EUR / m<sup>2</sup> week



## LIGHT-ELEMENTS ON BILLBOARD

Special build based on the creative concept

The exact price depends on the size and placement



## ADDITIONAL 2D ELEMENT ON CITYLIGHT

Produced from  
corrugated plastic and  
covered with a sticker.

Double-sided solutions  
only.

Exact price offer based  
on the design,  
depends on size and  
installation.

Price consists of:

- Production 38 EUR/m<sup>2</sup>
- Installation from 58 EUR
- Additional cost of  
advertising tax  
3,85 EUR / m<sup>2</sup> week

The price shown does not  
include the cost of displaying  
the advertisement.



## ADDITIONAL 2D ELEMENT ON BUS SHELTER ROOF

Produced from  
corrugated plastic and  
covered with a sticker,  
double-sided.

Exact price offer  
based on the design,  
depends on size and  
installation.

The price shown does not  
include the cost of displaying the  
advertisement.

Price consists of:

- Production  
38 EUR/m<sup>2</sup>  
(Production average 300 EUR)
- Installation  
starting from 167 EUR
- Additional lighting  
200 EUR



## SHOWCASE

Regular citylight internal space used for showcase exhibit, surrounded by stickers on both sides, normal lights taken out.

Price 332 EUR

Includes installation, stickers, light in upper part.

Winter cost: 532 EUR

The cost of the inside exhibit will be added to the price, also extra lighting and construction of shelves if needed.

The price shown does not include the cost of displaying the advertisement.



## PACKAGING OVER CITYLIGHT

Citylight is covered with a PVC-material packaging and supported by a frame.

Price 450 EUR  
Includes production,  
installation, advertising  
tax

The price shown does not include  
the cost of displaying the  
advertisement.

Price more expensive for  
special packaging, e.g.  
Tallegg



## AUDIO-SOLUTION

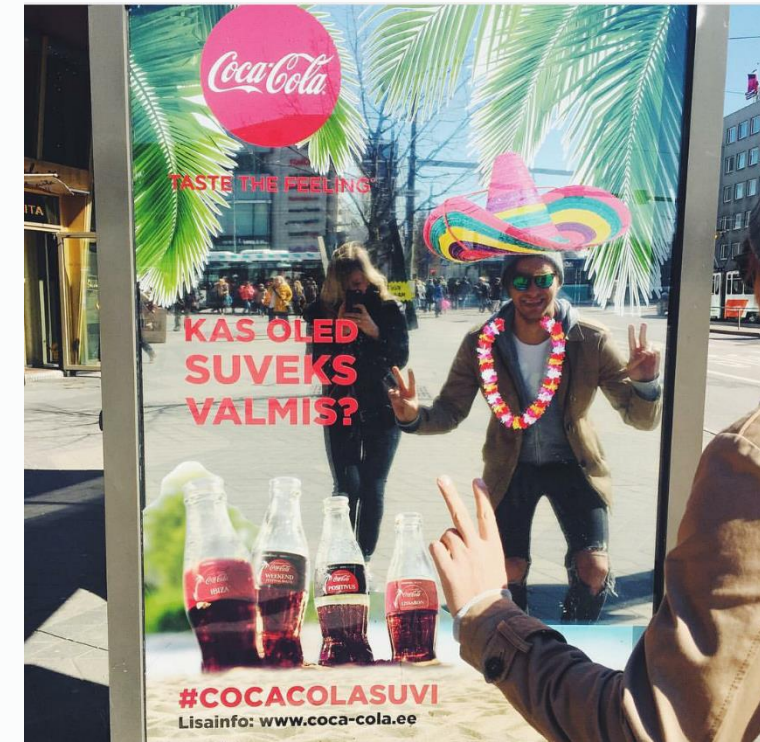
Speaker installed behind glass with a touch sensitive sensor.

Price  
900 EUR  
(1 sensor, 2 weeks)

The price shown does not include the cost of displaying the advertisement.

Possibility to implement solution with multiple sensors and add special lighting.





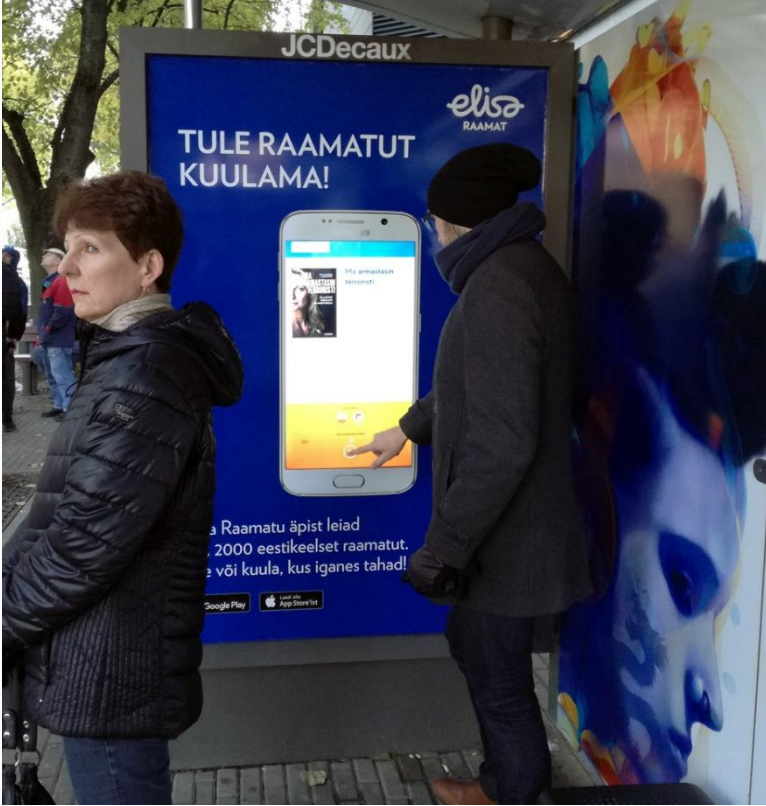
## MIRROR

Mirror installed behind the glass and partly covered by stickers.

Price 350 EUR

The price shown does not include the cost of displaying the advertisement.

Price includes production (260 EUR) and installation (90 EUR).



## INNOVATE SOLUTIONS WITH A SCREEN

A screen is installed behind the glass, a sticker around it.

Price depends on technical solution:

- Screen size
- Touch sensitivity
- Content creation
- ...

Requires constant current, can be done near Solaris centre and in front of the Forum centre in Hobujaama.



## SEAT

Seating produced for innovate is installed on top of the regular bench.

Installation price  
100-250 EUR

The price shown does not include the cost of displaying the advertisement.

Production price depends on specific solution,  
e.g. 3 plastic chairs  
~300 EUR



## HOLOGRAMM-SHOWCASE

There is a two-sided hologram inside the citylight, stickers cover glass edges on both sides.

Requires constant current, can be done near Solaris centre and in front of the Forum centre in Hobujaama.

The price per one location for two weeks is € 1400, which includes:

- double-sided hologram rotors and a frame;
- installation, maintenance, removal;
- showcase stickers.

The price of creating the visuals is not included in the price. This price depends on the complexity of the creative idea.

The price shown does not include the cost of displaying the advertisement.



## INNOVATE SOLUTIONS IN JCDECAUX DIGITAL SCREENS

1

No additional cost:  
Dynamically changing  
designs according to pre-  
set conditions:

- Weather
- Time
- Location

2

Countdown

3

Dynamic Data feed:  
Data from an external  
data source shown on the  
design



... AND MORE 😊

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