

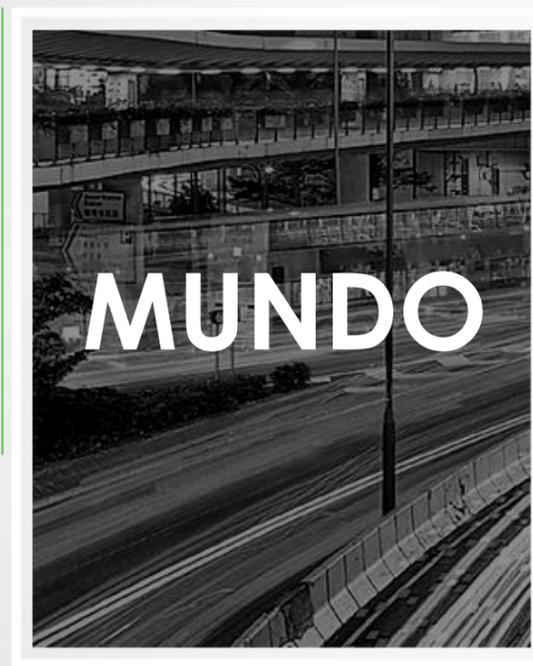


**otima**

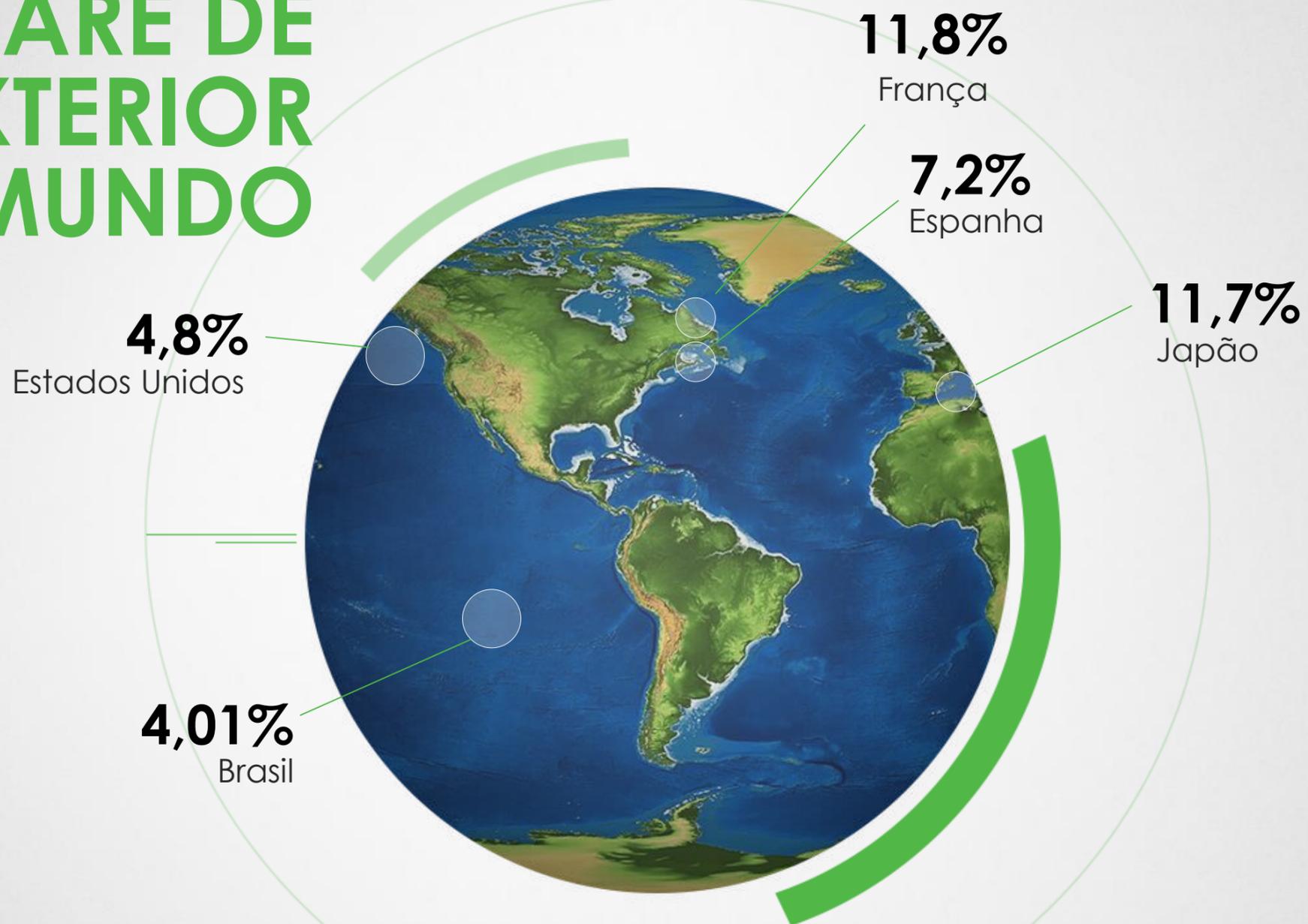
**Uma nova mídia  
para um novo público**



# MÉRCA DO

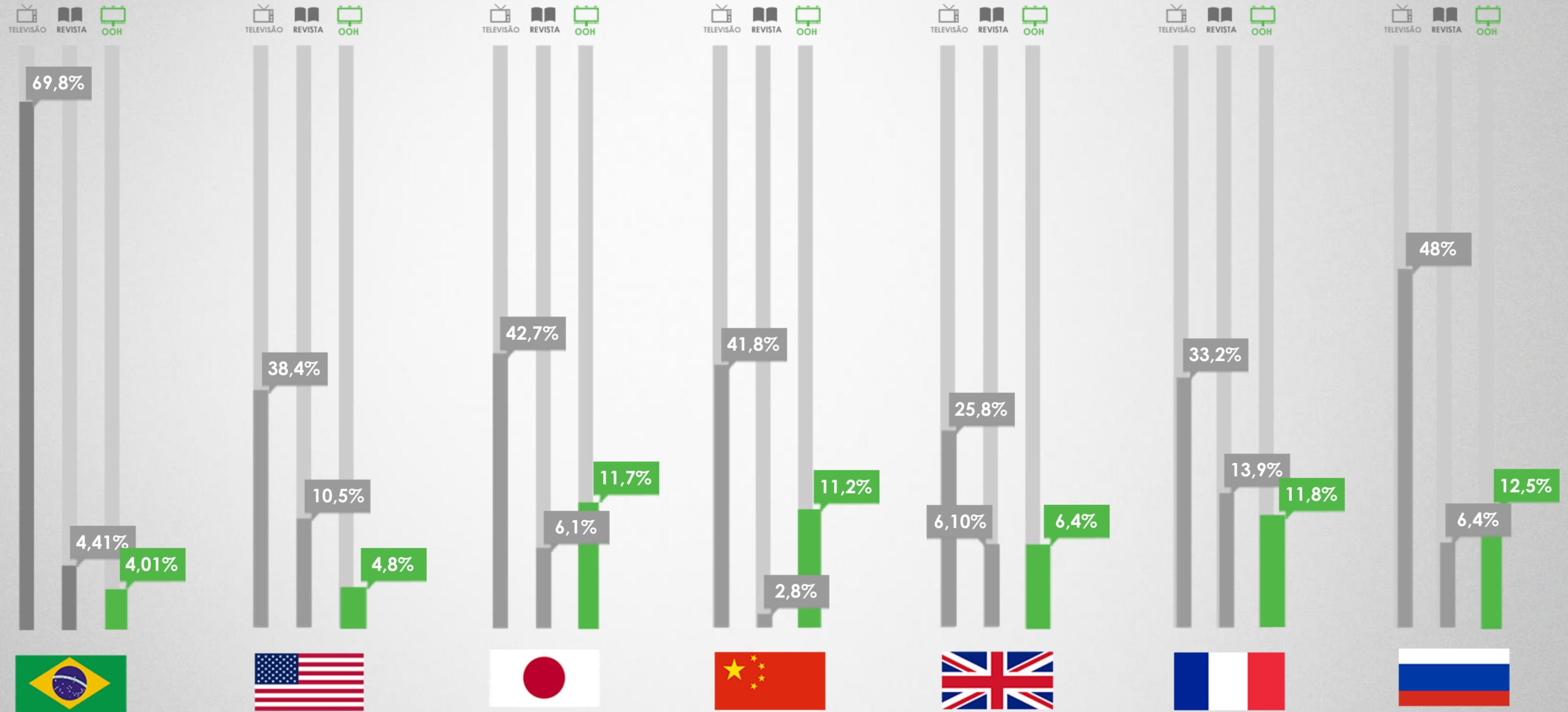


# O SHARE DE MÍDIA EXTERIOR NO MUNDO



● SHARE DE MÍDIA EXTERIOR DAS REGIÕES

# INVESTIMENTOS EM MÍDIA NO MUNDO





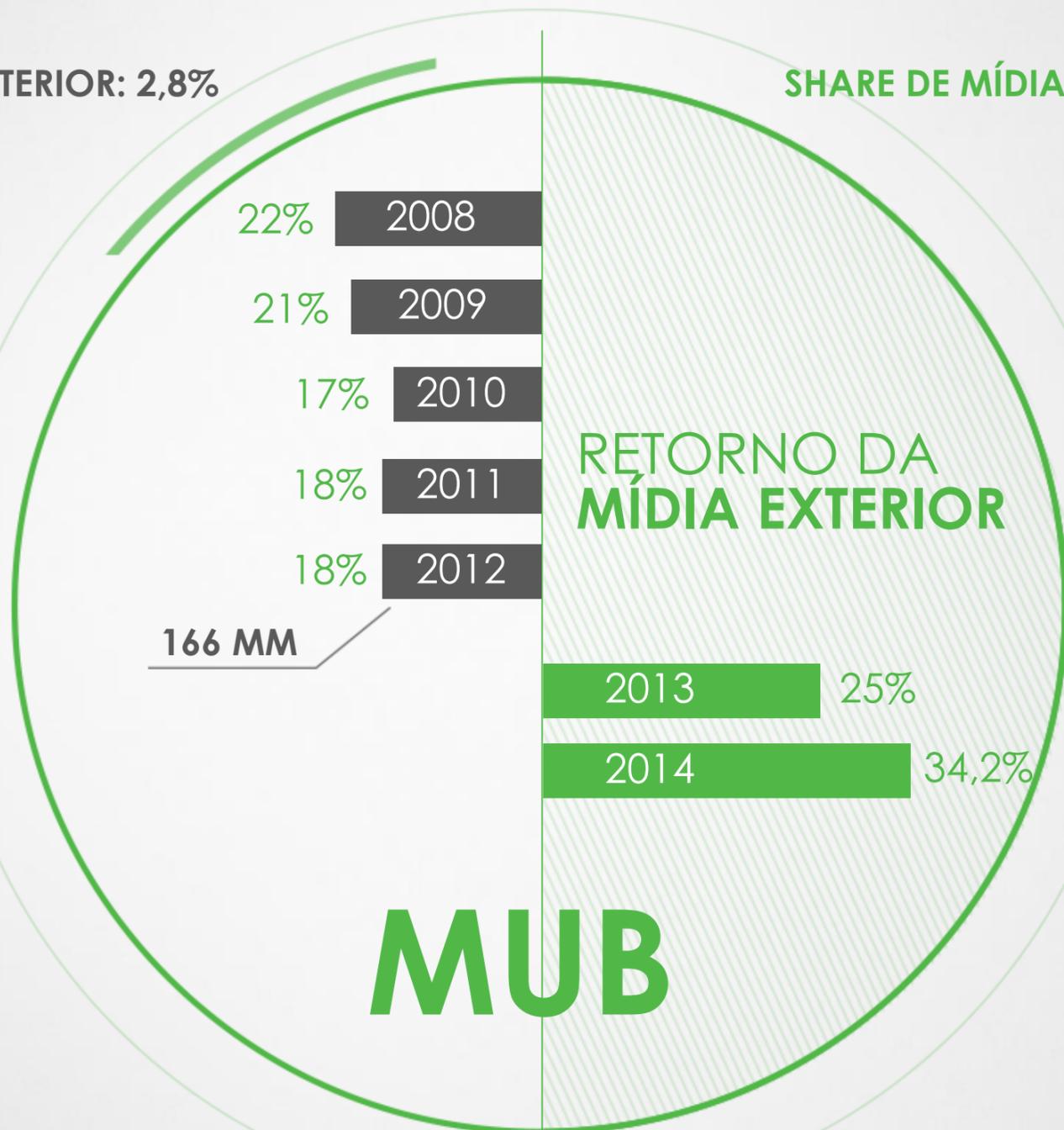
**otima**

**24%**

DE MUB

SHARE DE MÍDIA EXTERIOR: 2,8%

SHARE DE MÍDIA EXTERIOR: 4,01%



MERCADO  
MÍDIA EXTERIOR  
1.4 BI 2014

TOTAL DE MUB  
463.8MM - 2014

LEI CIDADE LIMPA

VOLTA DA MÍDIA EXTERIOR

**MUB**

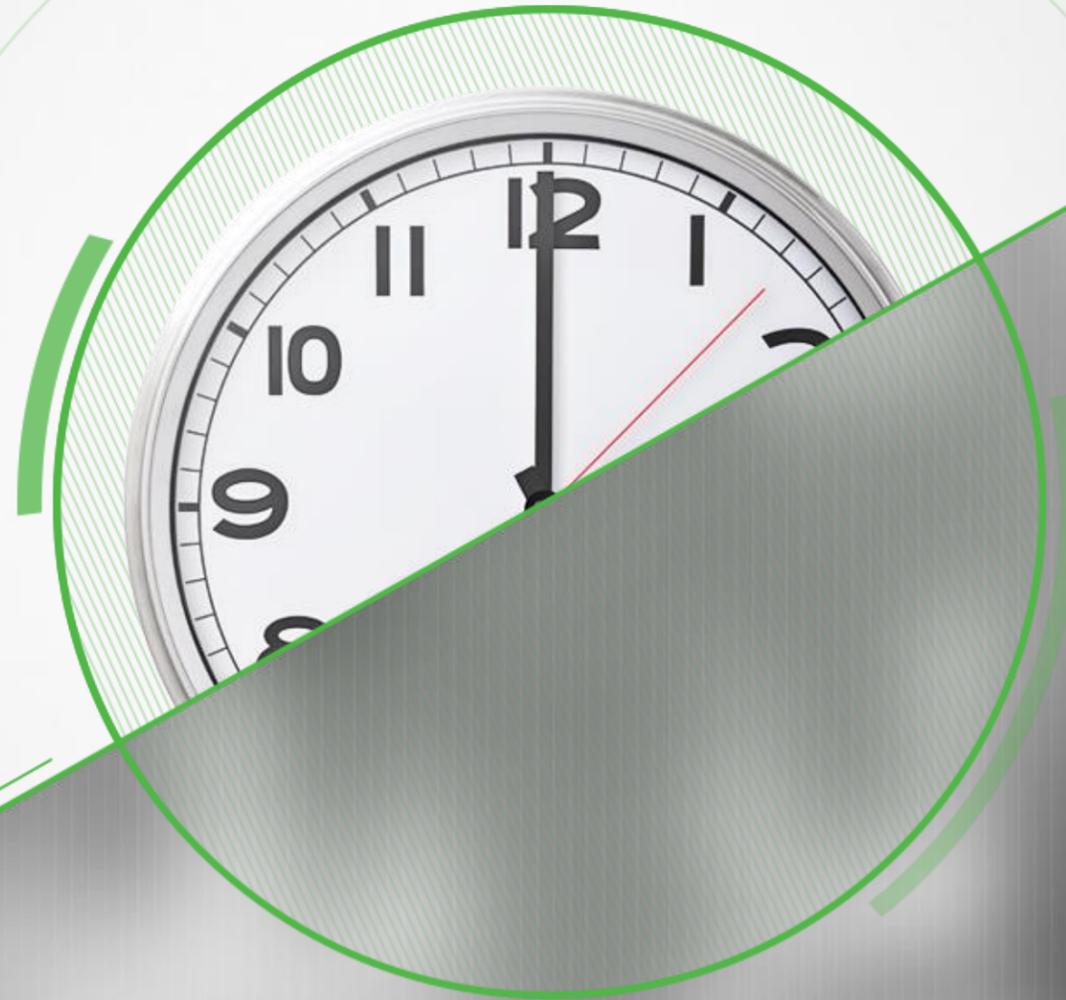
# COMPORTAMENTO



# DO CONSUMIDOR



**12 A 14  
HORAS**



**FORA  
DE CASA**



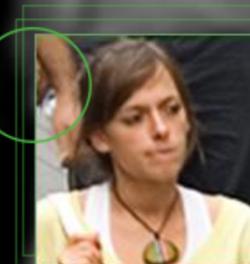
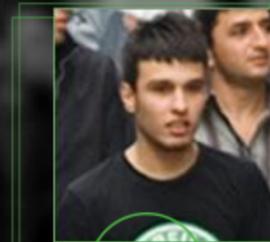
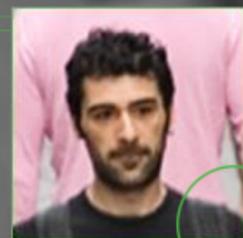
**7 HORAS**  
EM DESLOCAMENTO



**NA  
RUA**

**TUDO  
CHAMA  
A  
SUA  
ATENÇÃO**

**MÍDIA  
EXTERIOR**



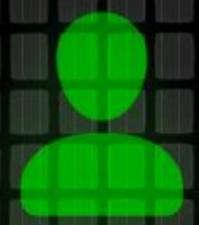
Contato direto com  
o consumidor



LOREM IPSUM DOLOR AMET  
12345 67  
89012 3



REDES  
SOCIAIS

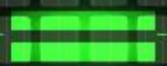


NOVO  
PERFIL DE  
CONSUMIDOR



CAMPANHAS  
INOVADORAS

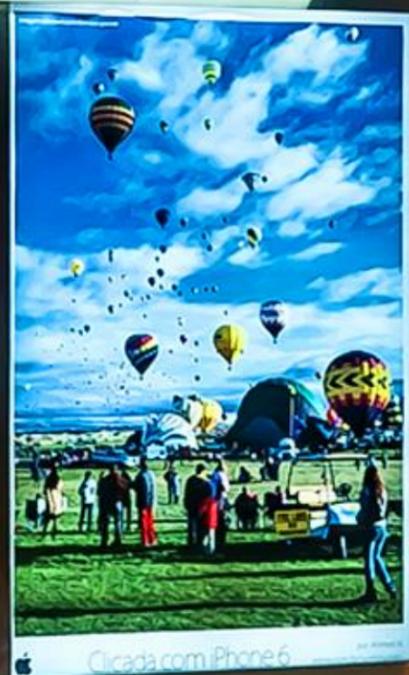
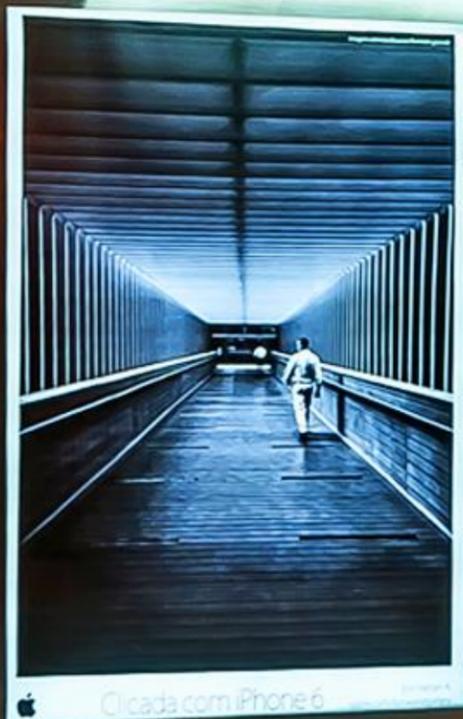
LOREM IPSUM DOLOR AMET  
12345 67  
89012 3



INFINITAS POSSIBILIDADES  
DE GERAR IMPACTO

LOREM IPSUM DOLOR AMET  
12345 67  
89012 3

UMA  
MÍDIA  
EM TRANSFORMAÇÃO  
EM TODO  
O MUNDO



# PROJETOS ESPECIAIS



# NO MUNDO



# PROJETOS ESPECIAIS



# NO BRASIL



# DESAFIO OTIMA

i

EXPLORE  
O PODER



DAS  
RUAS



**ot***i***ma**

*Tá na Rua, Tá Aqui.*