



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 5.



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.

LOCATION & AUDIENCE

Costa Brava — Europe's Premier Tourist Destination

Platja d'Aro sits at the heart of the Costa Brava, 30 minutes from Girona Airport (~2M passengers/year), attracting affluent international visitors year-round.

7.5M+

Annual tourists, Costa Brava

70,000

Daily peak visitors, Platja d'Aro

€216

Average daily tourist spending

1.5M

Monthly impressions (peak)

Top Visitor Origins



France
~4.5 million



Netherlands
~2.2 million



Germany
~1.6 million



United Kingdom
~800,000



Belgium
~450,000



Spain (domestic)
Major market

DOOH Market Opportunity

\$22.5B

Global DOOH market 2026

12%

Annual growth rate

90%

Urban weekly reach

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 ²)
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 m² 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.

HOW YOUR CAMPAIGN WORKS

From Brief to Report, in 5 Clear Steps

Transparent, documented process with no surprises. Predictable timeline, verifiable metrics, dedicated support throughout the campaign.



Day 0 · Brief

30-min call. We understand your brand goal, budget, dates and sector. No commitment required.



Day 1–3 · Proposal

Detailed plan with calendar, time slots, estimated impressions and full financial breakdown. You review.



Day 4–7 · Creative

Technical and visual review of your content. Creative consultancy if you need it. Spot optimization for the 15 m² panoramic format.



Day 8–14 · Go-Live

Scheduled launch per calendar. 24/7 monitoring of the broadcast system. 99% uptime target. Automated alerts on any incident.



Day 44 · Monthly Report

Complete report with **estimated impressions**, documented actual playout, broadcast captures and frequency metrics. You know exactly what you got. Free content changes once a month — adapt your message to what's working.



How We Calculate Your Impact

Monthly impressions = (ANPR vehicles + estimated pedestrian flow) × daily spot repetitions × 30 days

Plan M (90 spots/day) → ~1.5–3 M impressions/month in peak season **Plan L** (180 spots/day) → ~3–6 M impressions/month in peak season

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. A single point every vehicle and pedestrian has to pass through, with no visual competition at the junction.



Exceptional Value

Competitive CPM for premium DOOH in Spain. Superior reach and engagement vs traditional media at the same cost. Detailed rates by slot and season in our dedicated rate card.



Full Transparency

Monthly impression reports, proof of broadcast documentation, and dedicated technical support. You always know exactly what you're getting.



Flexible Plans

From weekly events to annual contracts. Multiple time slots and coverage options tailored to your campaign objectives and budget.

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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