



UCOB Services

We provide a new value chain using the best technologies and the leading advertising agencies to meet the demands of contemporary digital advertising.

UCOB Strategy

We have the data and the analysts to invent successful campaigns.



Our strategy division includes data generation and advisory to provide you with the full range of strategic analysis and the subsequent evaluation. We accompany you from the development to the implementation precisely aimed on your campaign's success.

Data Services:

To be able to create an effective campaign, at first differentiated analysis of any involved field is required. We provide analytical services pre and post campaign, segmentation and evaluation criteria. The analysis of information can have a broad reach throughout your organization as it tells you about your customers. A campaign or initiative will succeed or fail dependent on a number of factors: the message, the medium, the timing, the offer and the frequency. Success occurs when these factors are harmonized, and fail when they are out of sync. The simple beauty of Digital Out of Home, Online and Mobile devices is that these factors are fluid and can be refined instantaneously and without significant costs to garner the end goal to your business. Whether it is a network analysis or a recommendation of loop length based on the average dwell time of a customer to your business, we have the hard data and the analysts to interpret it to provide you with the information you need to have a successful campaign.



Advisory:

We are a company that strongly believes in creating experts inhouse, the reality is that is not always possible and outsourcing becomes necessary on the quantum. If a strategy is needed, we can help to put it in place. We are the experts in evaluating exactly what is required to achieve the task at hand, be it a single ad or a comprehensive multi media campaign. We get you started and can help you along the way. Our philosophy is to teach you what works, and then to support you as needed to keep the returns coming.

Our Advisory Services Include:

- Growth objectives, identifying the opportunities that exist within your organization.
- Managing the costs associated with your communication initiatives.
- Managing Risk
- Managing Compliance Obligations
- Engaging Stakeholders
- Mapping the Route to the best ROI



UCOB Technology

We reliably distribute and play back media files across unlimited number of locations.



The technology division is the engine of our DOOH service. We feature the latest developments in digital signage and advertising. There is a lot of horsepower here, why not harness it for your business?

You have the screens, love the idea of DOOH, but don't know where to start? You have your business to run, and you see this as a fantastic means to communicate with your customers, and as a secondary revenue source. Leave it with us we execute it for you.

Our technology is plugged into the largest ad buyers and sellers around the globe, allowing you to develop and realize an additional revenue stream from any audience that can see your screens. You have the ability to restrict or allow anyone from buying ad time on your screens, and shape the messaging in any way you see fit over a number of different interfaces: Digital Screen, Online or on Mobile device. The most compelling value is that you are able to continue to communicate your own message to your clients and audience as they spend time on your premises.

We ensure that the network is properly maintained and is more than capable of handling whatever content you desire to have displayed. The interface is simple and allows you to manage messaging instantly. In fact, if you simply want to see the result of the content on the screens, and wish to have no interfaces to deal with, we can completely manage the service for you from creation to loading and scheduling of the content onto your network.



Technology

Our Network operators set up and manage the digital signage networks and distribute and play back media files across unlimited number of locations reliably.

The advanced architecture and media placement workflow allows automating numerous redundant tasks and simplifies to plan, negotiate and execute massive campaigns with multiple targeted ad versions. Real-time campaign performance reports provide rich data for measuring the ROI of your advertising.

We have access to multiple business sectors, from interactive kiosks, digital billboards and public transit to hospitality, food service, retail, entertainment and other public venues.

Strategic thinking, innovation and profound expertise in digital signage, modern software development, information technology and media make our approach unique. This combination ensures that our product reflects the latest developments in digital signage and advertising.



UCOB Production

We have an award winning inhouse creative team and cooperate with agencies worldwide to provide campaigns across web, mobile and digital out of home customized to your needs.



With our award winning in-house team as well as through designers, content developers and creative firms from around the world we design and coordinate content production and develop customized campaigns across web, mobile and digital out of home platforms with the ambition to increase your perception and to optimize your return on investment. Our goal is to provide you with comprehensive and sustainable digital marketing strategies. We create digital tools to reach your customers through any device and platform (Apps, Social Media, Loyalty Programs etc.).

According to the requirements – whether you need a fully comprehensive campaign across web, mobile and digital out of home platforms, or simply some assistance with elements your in-house team has started – we help our customers to realize and complete unique and customized content, the creation of the message that you want to have conveyed. From AD production to establishing an in-house TV channel we are your competent and fitting partner and have the capabilities to get you to the finish line.

We provide and produce:

- Video ads
- TV-Spots
- Documentations
- Video interviews
- Animations
- Visuals
- Radio Spots
- Sound design
- Websites
- Banner Campaigns
- Text production
- etc.



UCOB Media

We link major brands as well as leading advertising agencies with our clients – creating meaningful connections.



Through our contacts and long lasting international relationships with major brands and leading advertising and media sales agencies we provide our clients access to marketing and advertising spending covering the entire media spectrum. As media specialists, we offer a full range of services including media planning & buying, market research, efficiency measurement and strategic communications development.

With our expertise, we ensure the right synergy for both parties – the advertiser as well as our client.



UCOB Capital

We bring 20 years of investment banking and corporate financing experience to the table.



Bringing along 20 years of investment banking and corporate financing experience, UCOB Capital has the ability to fund technology roll outs, and in some cases invest in the business and become a partner in its overall success.

This division specializes in technology companies, but will consider investments or financing of other industries. We show our entrepreneurial spirit not only by taking executive risks but also by bearing the financial risk on selected opportunities.