

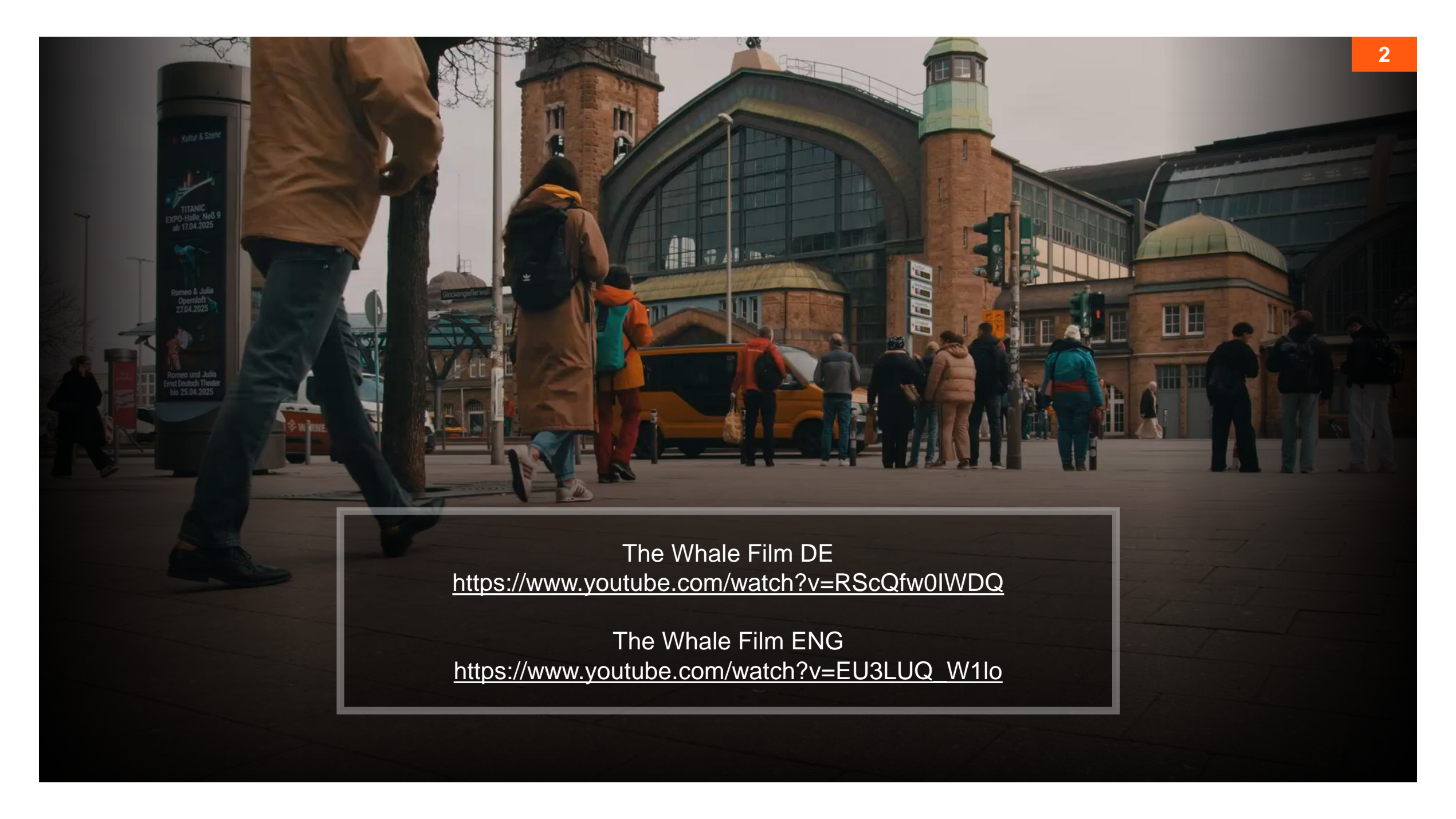


# the WHALE

Germany's largest DOOH screen is making big waves.

**STRÖER**





The Whale Film DE  
<https://www.youtube.com/watch?v=RScQfw0IWDQ>

The Whale Film ENG  
[https://www.youtube.com/watch?v=EU3LUQ\\_W1lo](https://www.youtube.com/watch?v=EU3LUQ_W1lo)



# BRAND MOMENTS.

The Whale.  
The Highlight.

- 342 m<sup>2</sup>.
- Full Motion & 3D.
- Hamburg central station.

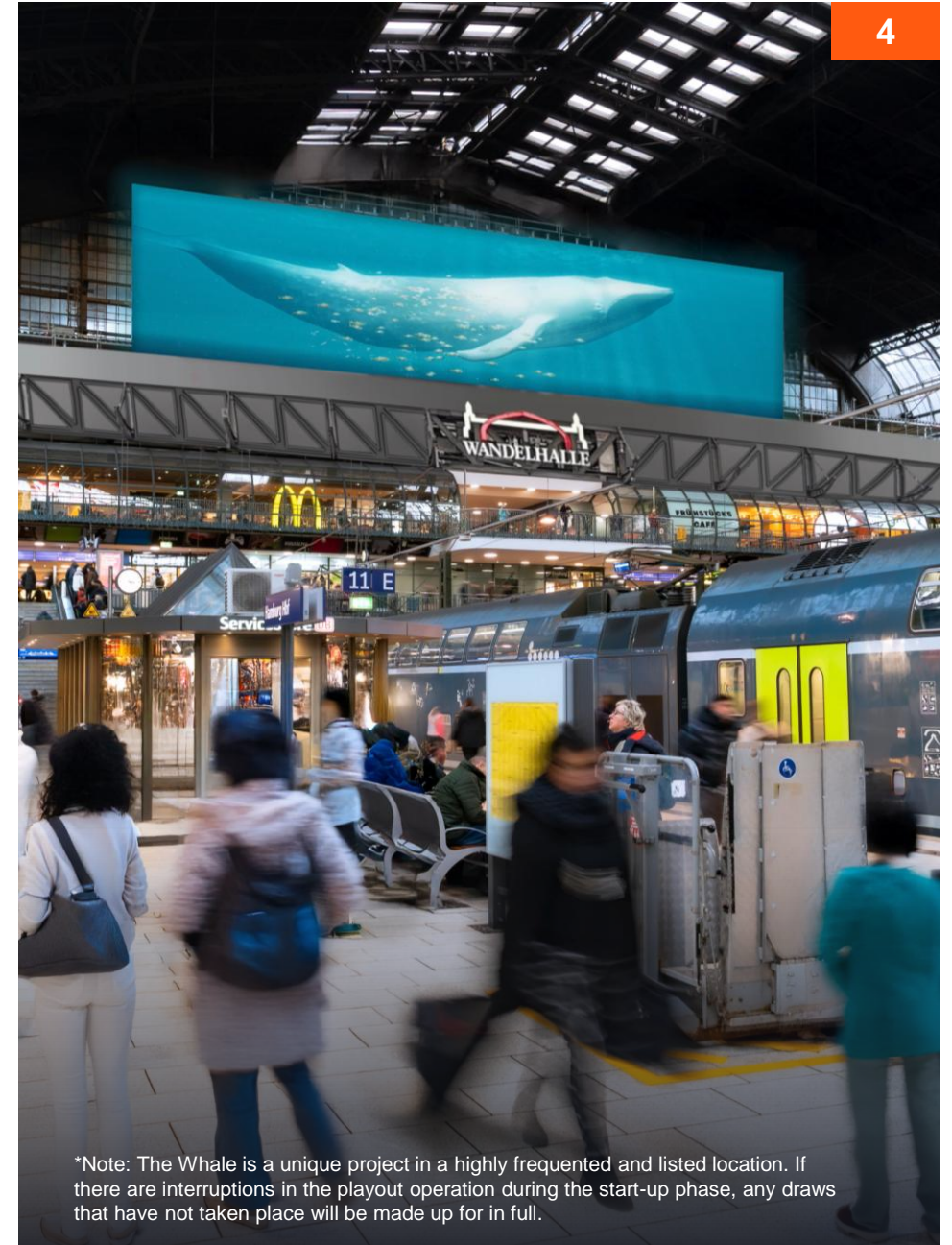




# FACTS. 7

Gigantic presence at the DOOH touchpoint with the widest reach in Germany.

- Start: 15.12.2025.\*
- > 500.000 persons/day.
- 342 m<sup>2</sup> LED screen (38m x 9m).
- 3D & Full Motion.
- 1.4 million contacts/week (Premium).
- Daily 6:00 - 24:00 h.



\*Note: The Whale is a unique project in a highly frequented and listed location. If there are interruptions in the playout operation during the start-up phase, any draws that have not taken place will be made up for in full.

SOFT LAUNCH  
FROM 15.12.2025\*

Occupancy (10 sec. spot)	Runtime	Frequency	Spots/Day		Media
Basic	1 Week	1 Spot	360		22.500 €
<b>PREMIUM</b>	<b>1 Week</b>	<b>3 Spots</b>	<b>1.080</b>	RECOMMENDATION	<b>67.500 €</b>
Dominance	1 Week	6 Spots	2.160		135.000 €
Takeover 50	1 Week	9 Spots	3.240		199.000 €
Takeover 100	1 Week	18 Spots	6.480		399.000 €

# L OPPORTUNITIES.

All prices plus VAT. In Q4, a 10% surcharge will be added to the media price. No Q4 surcharge in 2025. The General Terms and Conditions Campaign Advertising ([stroeer.de/agb](https://stroeer.de/agb)) apply. Note: The Whale is a unique project in a highly frequented and listed location. If there are interruptions in the playout operation during the start-up phase, any draws that did not take place will be made up for in full.





# LET'S CREATE STORIES TOGETHER.

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