

STRÖER

General • 2026

statista 

asambeauty
DU BIST SCHÖN

t-online.

3 brands

data | e-commerce | media

OOH+

unique media model

2,05bn €

income in 2024

300k

advertising media
around the world

58%

shares of the
German OOH market

7k

roadside DOOH products



STRÖER Poland is one of the leaders in the advertising market in Poland. Our offering includes an extensive OOH media network with around 25,000 advertising spaces across the country, including over 10,000 digital screens, as well as the unique advertising environment of the Warszawa Metro, where we are the exclusive operator.

We provide comprehensive campaign services from planning and execution to reporting and performance analysis. By leveraging the expertise of specialists from various fields of outdoor advertising (D)OOH, we offer integrated campaigns that combine different communication channels, maximizing reach and effectiveness.

15k

OOH products
in Poland

36%

share of the advertising
market OOH

1,1b

contacts generated
monthly

10k

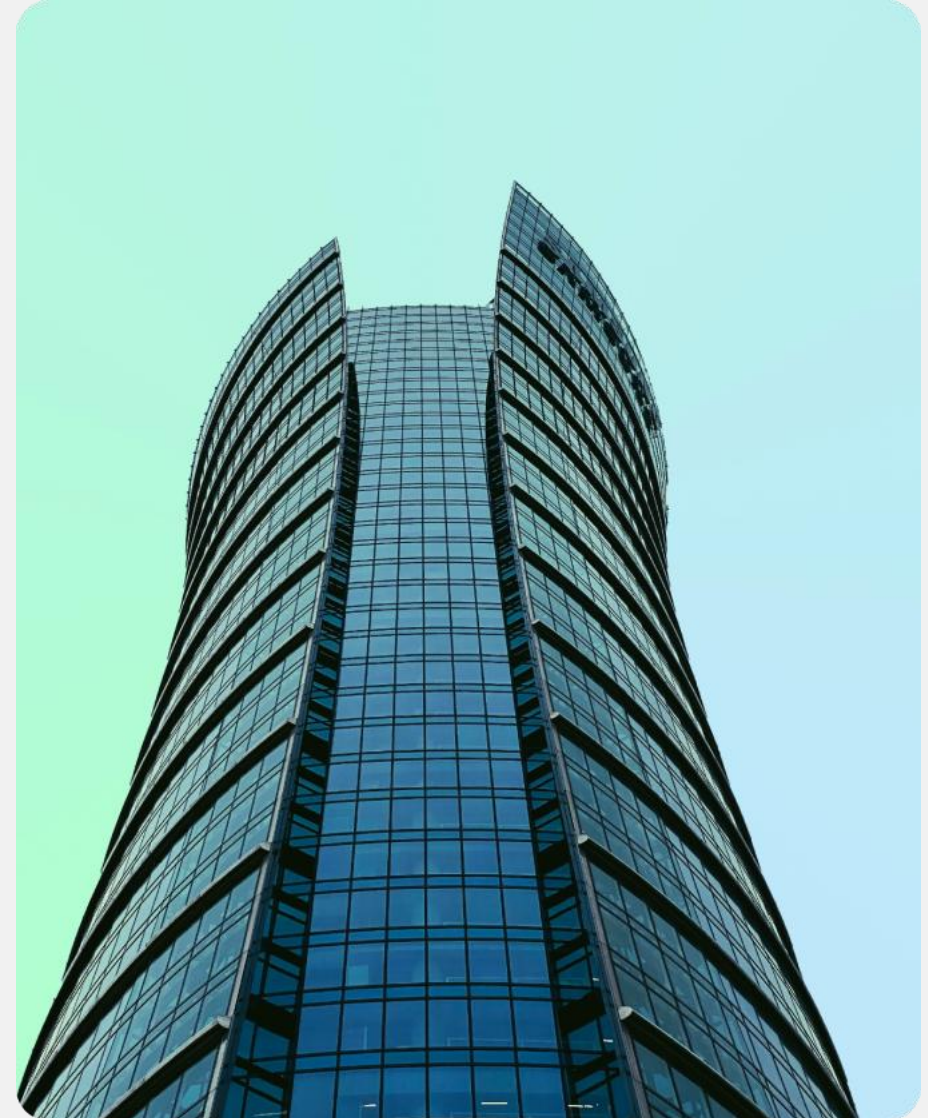
DOOH products
in Poland

4

regional offices

25yrs

exclusive operator
in the Warszawa Metro



We create **visibility**



Technology

Technology is our priority. With the right tools, campaigns are precisely targeted, enabling accurate measurement of their effectiveness and business outcomes. We utilize geospatial and mobile data, allowing us to reach audiences with messaging almost in real-time.



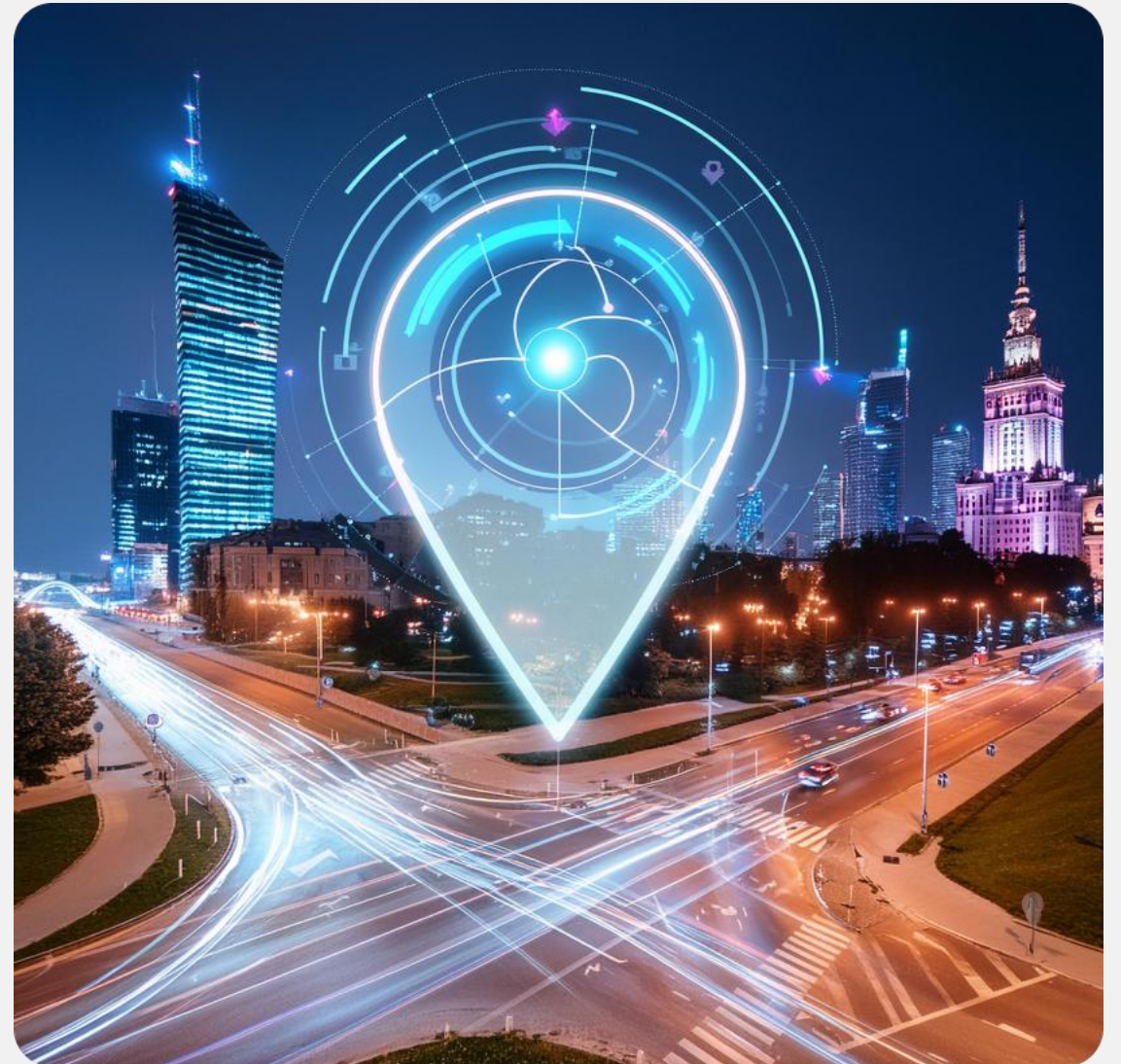
Location

(D)OOH is a location-based form of advertising. With our 25,000 advertising spaces strategically placed at busy metro stations and transit hubs, STRÖER provides nationwide coverage with a strong emphasis on local reach.



Creativity

A creative approach enhances advertising effectiveness, and (D)OOH is the most innovative medium on the market. STRÖER Design Studio is a team of creative professionals who combine human-centered design with outdoor media. Using the latest technologies in OOH, they create modern and engaging visualizations.



OOH drives success



Awareness

OOH significantly boosts awareness across all age groups and is the preferred format among Millennials and Gen Z. With its extensive reach, trustworthiness, and striking visuals, OOH achieves the best results in this area compared to other media.



Consideration

Outdoor advertisements drive actions both offline and online. OOH generates 5.3 times more searches and 5 times more website visits than other media. Often, OOH ads direct their audience to physical stores.



Conversion

OOH is highly effective in building awareness and achieves results similar to social media in terms of purchase consideration and conversion. With much lower costs than other forms of advertising, outdoor advertising offers a double benefit: it is cost-effective and has a wide reach.

AWARENESS

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION

23% OOH
24% TV
24% Social Media
21% Online Video

CONVERSION

18% OOH
18% TV
20% Social Media
13% Online Video

STRÖER

ROADSIDE

Fallout
Oryginalna rozrywka
Dołącz teraz za 49 zł rocznie. Masz to w amazon prime

i darmowa dostawa z Amazon.pl

The billboard is split into two sections. The left section features a scene from the Fallout Original Series with the text 'Fallout' in the top left, 'Oryginalna rozrywka' in the center, and 'Dołącz teraz za 49 zł rocznie. Masz to w amazon prime' at the bottom. The right section is blue and features an Amazon Prime logo with the text 'i darmowa dostawa z Amazon.pl'.

BILLBOARDS

Roadside

Billboard Digital



SIZE

9 | 18 | 36

MATERIAL TYPE

video

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

PURCHASE MODEL

package | **programmatic**

Billboard Premium



SIZE

9 | 18 | 32 | 36

MATERIAL TYPE

vinyl

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

Łódź

Poznań

Trójmiasto

Szczecin

Lublin

Wrocław

Śląsk

Kraków

PURCHASE MODEL

package | **tailor-made**

Roadside

Billboard Eco



SIZE
12 | 18 | 36

MATERIAL TYPE
eco vinyl

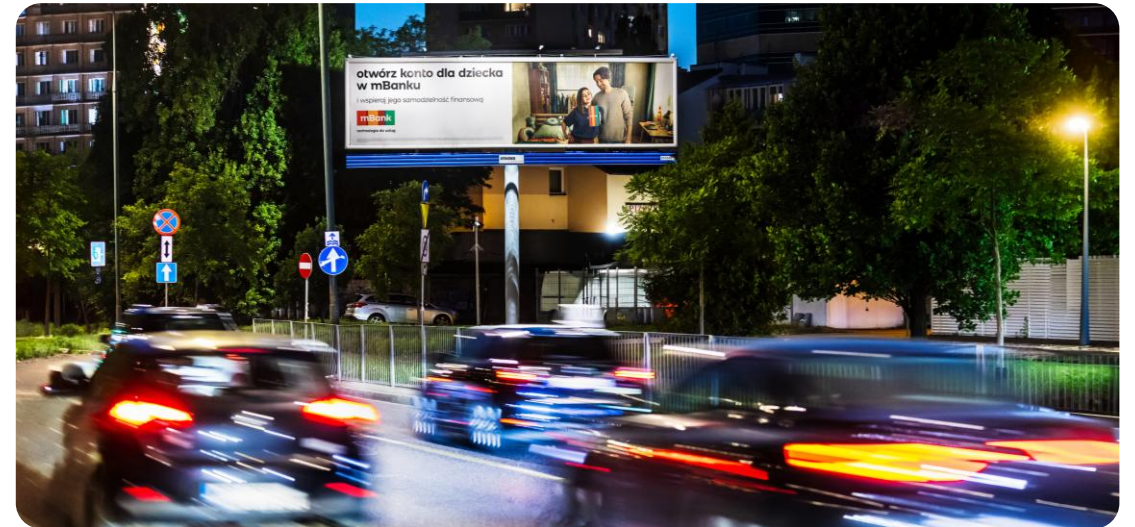
LIGHTING TYPE
frontlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa Łódź Poznań Trójmiasto Szczecin Lublin Wrocław
Śląsk Kraków

PURCHASE MODEL
package

Billboard Standard



SIZE
12 | 18 | 36 | 48

MATERIAL TYPE
paper

LIGHTING TYPE
frontlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa Łódź Poznań Trójmiasto Szczecin Lublin Wrocław Katowice
Śląsk Kraków cities > 200k (3) cities > 100k (13) cities > 50k (16) cities > 20k (22)
other towns (42) (.) - number of towns

PURCHASE MODEL
package | tailor-made

SAMSUNG

Galaxy S24 Ultra

Nadeszła era Galaxy AI



Obraz symulowany. W celu korzystania z niektórych funkcji AI wymagane jest zalogowanie do konta Samsung.

Napędzany Internetem 5G od Plusa

plus

- Stara Ochota ↑
- Filtry ←
- Plac A. Zawiszy ↑
- Plac G. Narutowicza ↑
- Szpital WUM ←

BLOWUP

Roadside

BlowUp Premium



SIZE

29 – 845 m²

MATERIAL TYPE

vinyl | mesh

LIGHTING TYPE

frontlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

Łódź

Szczecin

Wrocław

PURCHASE MODEL

tailor-made

BlowUp Mural



SIZE

85 – 377 m²

MATERIAL TYPE

paint

LIGHTING TYPE

frontlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

PURCHASE MODEL

tailor-made

STRÖER

**STREET
FURNITURE**



BAKALLAND

BY E. Wedel

KIEDY OWOCE
WPADAJĄ



W CZEKOLADĘ

ZBIEG PRZYJEMNOŚCI

CITYLIGHTS

Street furniture

Citylight Premium

DESCRIPTION

Illuminated advertising displays located at public transport stops and along main pedestrian routes. Available in both classic and digital versions, ensuring good visibility of the advertisement even after dark.

SIZE

~2 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Gdańsk

Poznań

Wrocław

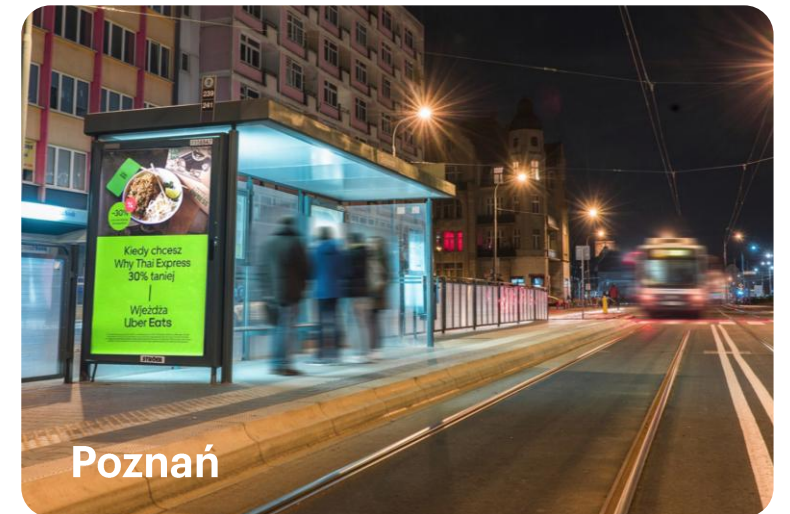
Szczecin

PURCHASE MODEL

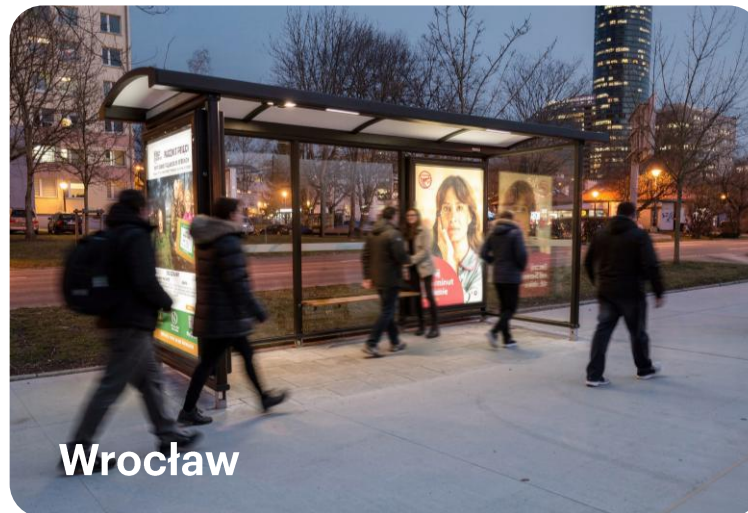
package



Gdańsk



Poznań



Wrocław



Szczecin

Street furniture

Citylight Premium



SIZE

2 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Łódź

Kraków

PURCHASE MODEL

tailor-made

Citylight Digital



SIZE

75"

MATERIAL TYPE

video

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Wrocław

Kraków

PURCHASE MODEL

package | programmatic



STRÖER

Wolt
100 zł
niższej na pierwsze
zamówienia
Kod 100PLN



CITY TOWERS

Street furniture

City Tower Premium

DESCRIPTION

Freestanding advertising displays placed along major streets and at intersections. Their size and multi-sided exposure make them clearly visible in urban traffic and from a distance.

SIZE

6 – 13 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

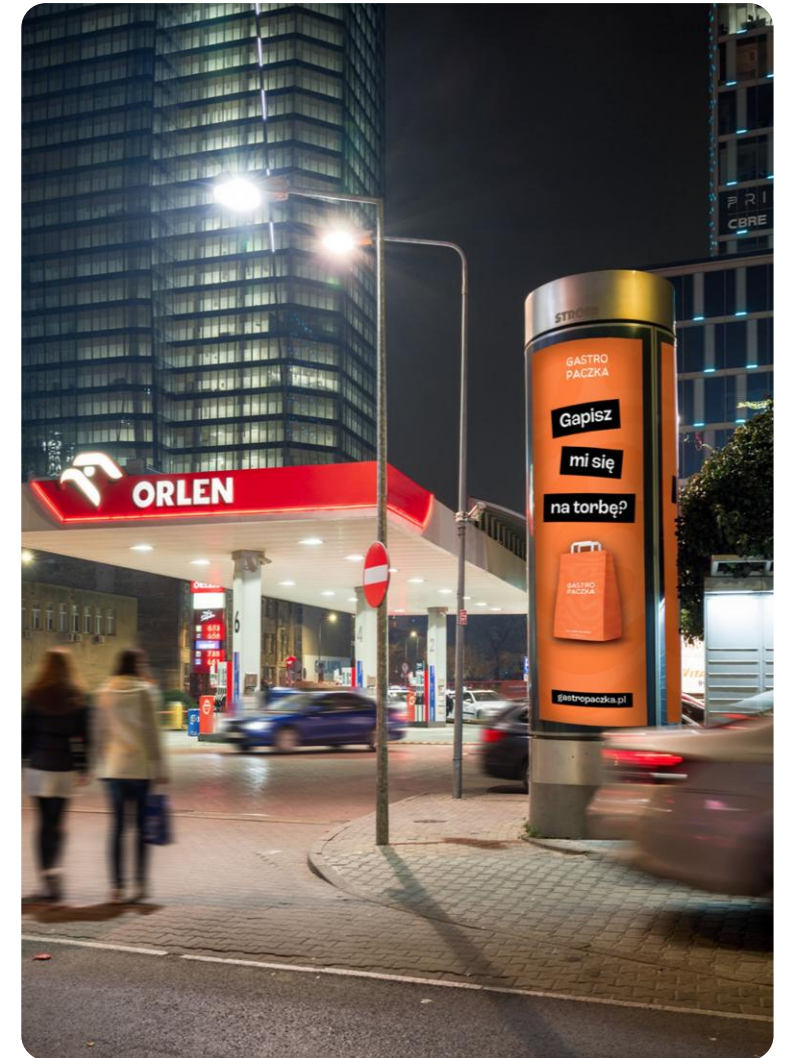
PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warszawa

Szczecin

PURCHASE MODEL

package



STRÖER

METRO

METRO WALL



VICHY
LABORATOIRES

Wzmacnia kolageny⁽¹⁾
Redukuje 16 oznak
starzenia⁽²⁾



REWOLUCYJNA TECHNOLOGIA
CO-BONDING
WZMACNIA I WIAŻE RÓŻNE TYPY KOLAGENÓW*

ZDROWIE TO PODSTAWA. ZACZNIJ OD SKÓRY.

(1) Test in vitro na kolagenie typu I i III. (2) Wynik badań klinicznych, instrumentalnych i samooceny. (3) Test in vitro substancji aktywnych na kolagenie typu I i III.

METRO BILLBOARD

METRO CITYLIGHT



Imielin

4557867, 68, 69

TEZENIS
swimwear

STRÖER

Metro | platforms | passages

Metro Wall Premium



SIZE

40 – 70 m²

MATERIAL TYPE

vinyl

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

PURCHASE MODEL

package | tailor-made⁽¹⁾

⁽¹⁾ Applies to stations: Centrum, Świętokrzyska, Politechnika i Plac Wilsona.

Metro Billboard Premium



SIZE

9 – 18 m²

MATERIAL TYPE

vinyl

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN LOCATIONS

II Metro Line (M2)

PURCHASE MODEL

package

Metro Citylight Premium



SIZE

2 m²

MATERIAL TYPE

paper | plate

LIGHTING TYPE

backlight

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL

package

8
Marszałkowska →
tram >>> Mokotów →

WYBIERZ
SPRÓBUJ
OKUSOWANIE POTRWA OD 03.02.2025 r.

SWOJĄ
SKANUJ
DO 06.04.2025 r. SZCZEGÓŁY NA PŁATFO RMIE JCY

PACZKĘ
GŁOSUJ
WWW.JOY-PEPSICO.EU/PL

TRIPLAY



METROBOARD

Ok, Google.
Wyznacz trasę do nowej siedziby Porsche.

APLIKACJA NA
PORSCHE.PL/KARERA

STRÖER

Metro | platforms | passages

TriPlay Digital



SIZE

3 x 75"

MATERIAL TYPE

video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

PURCHASE MODEL

package | tailor-made

Metroboard Digital



SIZE

135"

MATERIAL TYPE

video

PRODUCT AVAILABLE IN LOCATIONS

II Metro Line (M2)

PURCHASE MODEL

package | tailor-made



Tego po Rydze
się nie
spodziewałeś?

Przyjedź zobaczyć, żeby
się przekonać

liveriga.com



STRÖER TV



LIVELINE

Bezpieczeństwo bez kompromisów
Chronimy Twoje pieniądze przez całą dobę.
Revolut Banking & Beyond



Bezpieczeństwo bez kompromisów
Chronimy Twoje pieniądze przez całą dobę.
Revolut Banking & Beyond





ARSENAL

TOP 79,99 PLN

HOLIDAY H&M

TOP 79,99 PLN

HOLIDAY H&M

TOP 79,99 PLN

HOLIDAY H&M

TOP 79,99 PLN

HOLIDAY H&M

TOP 79,99 PLN

HOLIDAY H&M

METRO MAX

Metro | trains

STRÖER TV Digital



SIZE
24"

MATERIAL TYPE
video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL
package

LiveLine Digital



SIZE
37"

MATERIAL TYPE
video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL
package

Metro MAX Digital



2 IN 1
STRÖER TV Digital + LiveLine Digital

MATERIAL TYPE
video

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL
package

STRÖER

Special projects



AMBIENT

Metro | platforms | passages

Stickers AW



SIZE

~13,5 m²

MATERIAL TYPE

foil

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

PURCHASE MODEL

tailor-made⁽¹⁾

⁽¹⁾ Applies to station: Centrum

Stickers S20



SIZE

18 m²

MATERIAL TYPE

foil

PRODUCT AVAILABLE IN LOCATIONS

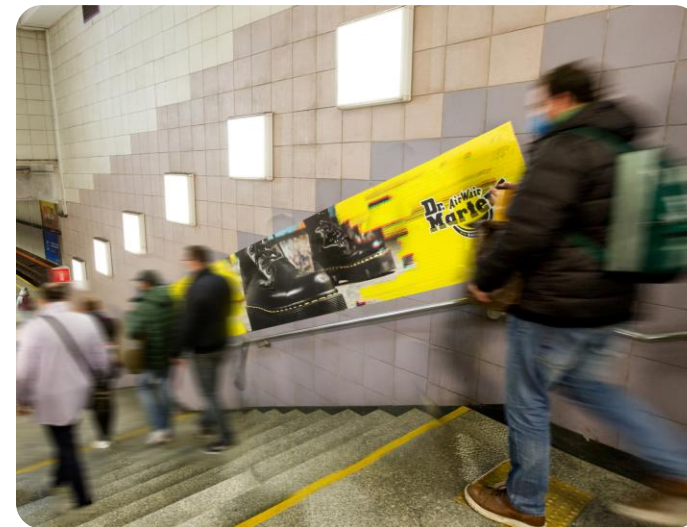
I Metro Line (M1)

PURCHASE MODEL

tailor-made⁽¹⁾

⁽¹⁾ Applies to station: Centrum

Stickers S5



SIZE

4,5 m²

MATERIAL TYPE

foil

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

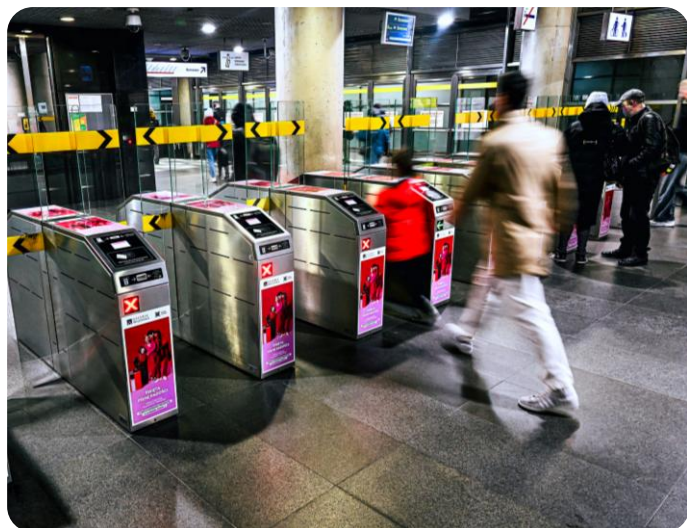
PURCHASE MODEL

tailor-made⁽¹⁾

⁽¹⁾ Applies to station: Centrum

Metro | platforms | passages

Validators KG/KC



SIZE

0,25 m²

MATERIAL TYPE

foil

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL

tailor-made

Metro Tower MT



SIZE

~9,4 m²

MATERIAL TYPE

foil

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

PURCHASE MODEL

tailor-made⁽¹⁾

⁽¹⁾ Applies to station: Centrum

Trains⁽²⁾ MW



SIZE

~600 m²

MATERIAL TYPE

foil

PRODUCT AVAILABLE IN LOCATIONS

I Metro Line (M1)

II Metro Line (M2)

PURCHASE MODEL

tailor-made

⁽²⁾ Applies to train type: Inspiro



STRÖER

HBO ORIGINAL
TO WITAJCIE W
DERRY



NOWY SERIAL
27 PAŹDZIERNIKA
HBO
max

NONSTANDARD

Roadside

3D Elements



SIZE

~3,6 m²

MATERIAL TYPE

PVC | other

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw Łódź Poznań Trójmiasto Szczecin Lublin Wrocław Silesia Kraków

PURCHASE MODEL

tailor-made

2D Elements



SIZE

~3,6 m²

MATERIAL TYPE

PVC | other

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw Łódź Poznań Trójmiasto Szczecin Lublin Wrocław Silesia Kraków

PURCHASE MODEL

tailor-made

Roadside | Street Furniture

Multisensoric Elements



SIZE

~3,6 m²

MATERIAL TYPE

LED | neon | controllers | other

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw Łódź Poznań Trójmiasto Szczecin Lublin Wrocław Silesia Kraków

PURCHASE MODEL

tailor-made

City Tower



SIZE

~3 m²

MATERIAL TYPE

PVC | other

PRODUCT AVAILABLE IN CITIES / AGGLOMERATIONS

Warsaw Szczecin

PURCHASE MODEL

tailor-made

STRÖER

**Feel free to
get in touch!**

 biuro@stroer.pl

 stroer.pl

STRÖER

Annex

additional information

STRÖER

DATA

Data matters



Traffic

It defines your campaign, affecting its effectiveness and reach. The more traffic you generate, the greater the chance to reach a wide range of advertising audiences.



Contacts

An innovative approach and a wide range of products with a rich advertising offer allow to create unique campaigns that attract the attention and engage millions of audiences.



Reach

Building reach in advertising campaigns is crucial as it ensures access to broad audience groups. Our products provide effective coverage, potentially translating to higher sales results.



Frequency

The frequency of advertising campaigns is important for building brand awareness and maintaining it in the memory of the recipients. In order for the marketing message to be remembered, the campaign should be conducted with the appropriate frequency.



Outdoor Track | IBO

Outdoor Track Project

The Outdoor Track project is implemented according to a methodology based on the license of the UK outdoor advertising research Route.

The study is based on the following data:

- Intensity of individual traffic, public transport and pedestrians based on the Traffic Master prepared by the Bureau of Transport Engineering
- data on movements and communication habits of residents based on GPS technologies carried out by Kantar Millward Brown and IPSOS advertising media
- database that takes into account all the physical characteristics of the panels (position of the panel, dimensions, height, distance from the traffic stream, clutter)

The methodology allows you to calculate key media indicators and effectively plan your OOH campaign.

The survey covers the 10 largest agglomerations in Poland: Warsaw, Silesian, Kraków, Gdańsk, Łódź, Poznań, Wrocław, Szczecin, Bydgoszcz and Lublin - in total 148 municipalities within 10 agglomerations.

Key information

PERIOD

2024 Q1

NUMBER OF NEW PANELS

4025

PROJECT MEMBERS

STRÖER

ams

 **Clear Channel**



STRÖER

CASE STUDIES

Case Study | AdReport

DESCRIPTION

AdReport is a system for monitoring display advertising on the Polish Internet, operating on the market since 2003. The survey covers all known forms of display advertising, mobile, video, mailing, displayed on over 5,000 of the largest and most important Polish websites and portals and content marketing activities on the most popular websites and portals on the Polish Internet.

CAMPAIGN ASSUMPTIONS

The main assumptions were to raise the awareness of the AdReport brand, in addition, the client had need to increase visits to the website. Conversion was not the premise of this campaign.

DURATION OF THE CAMPAIGN

30 days

CAMPAIGN DATE

February 2023

PRODUCT

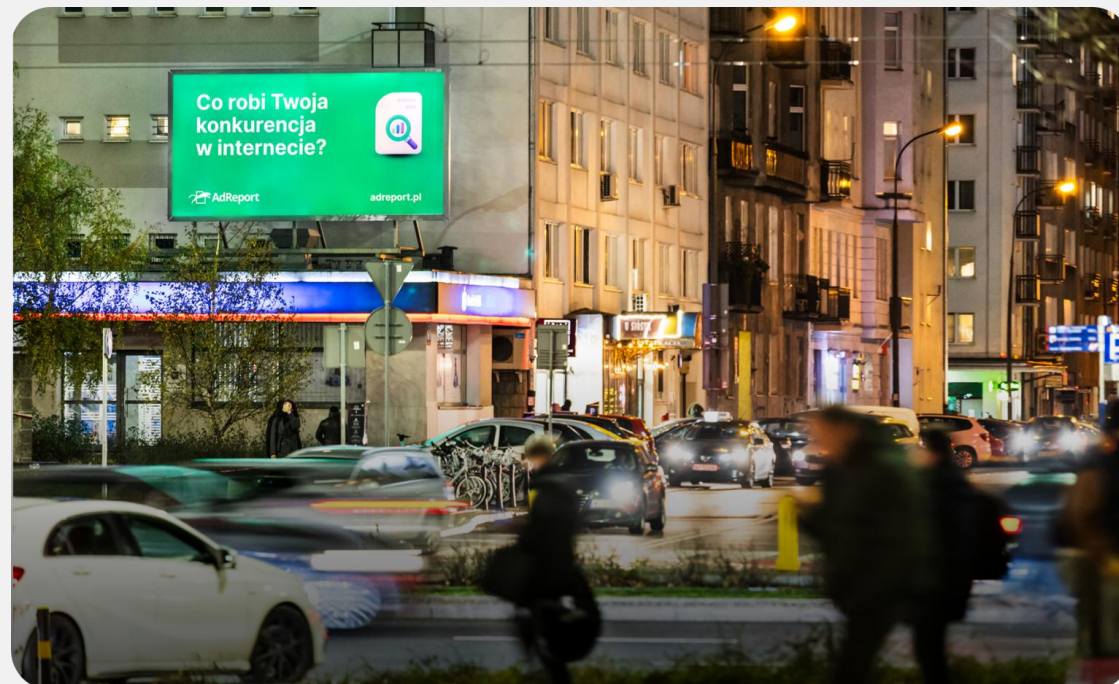
Billboard 18 Premium

NUMBER OF PANELS

x30

Citylight Premium

x50



9%
increase in sales

33%
increase in website visits

Case Study | BOLEK

DESCRIPTION

BOLEK is a place that not only serves delicious food but also organizes attractive events such as live concerts that add atmosphere to meetings with friends. The menu offers a wide selection of dishes that will delight many visitors. BOLEK is the ideal place for unforgettable evenings, where taste, atmosphere and entertainment meet in one place, providing unique dining and entertainment experiences.

CAMPAIGN ASSUMPTIONS

The main objective of the campaign was to increase the number of visits to the premises and the website by effectively promoting the unique offer. The campaign aimed to attract new customers and maintain the loyalty of existing ones.

DURATION OF THE CAMPAIGN

30 days

CAMPAIGN DATE

February 2023

PRODUCT

Billboard 18 Premium

NUMBER OF PANELS

x5

Citylight Premium

x150



17%
increase in sales

163%
increase in website visits

STRÖER

Metro

in numbers

M1 (I Metro line)

21 stations
North - South

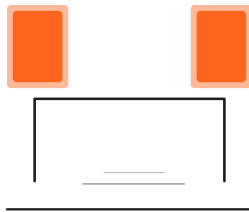
M2 (II Metro line)

18 stations
East - West

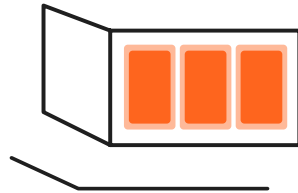
Metro trains

90 trains
3 types

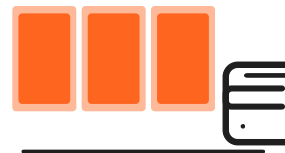
Where are our products?



Entry/Exit
(#1 touch-point)



Passages/Ticket zones
(#2 touch-point)



Platforms
(#3 touch-point)



Trains
(#4 touch-point)

Metro Users

Traffic

Percentage of passengers by Metro line:

M1: 55% | **M2: 45%**

25M+

passengers / monthly

650K

unique recipients / daily

220M+

passengers / per year

2.4M

unique recipients / monthly

810 000

daily / before pandemic

994 000

daily / October 2022

1 000 000+

daily / currently 2025



39%

of passengers believe that their salary is sufficient for all their expenses



78%

of passengers speak a foreign language



60%

of passengers went on vacation at least once in the past year



93%

of passengers use the internet



68%

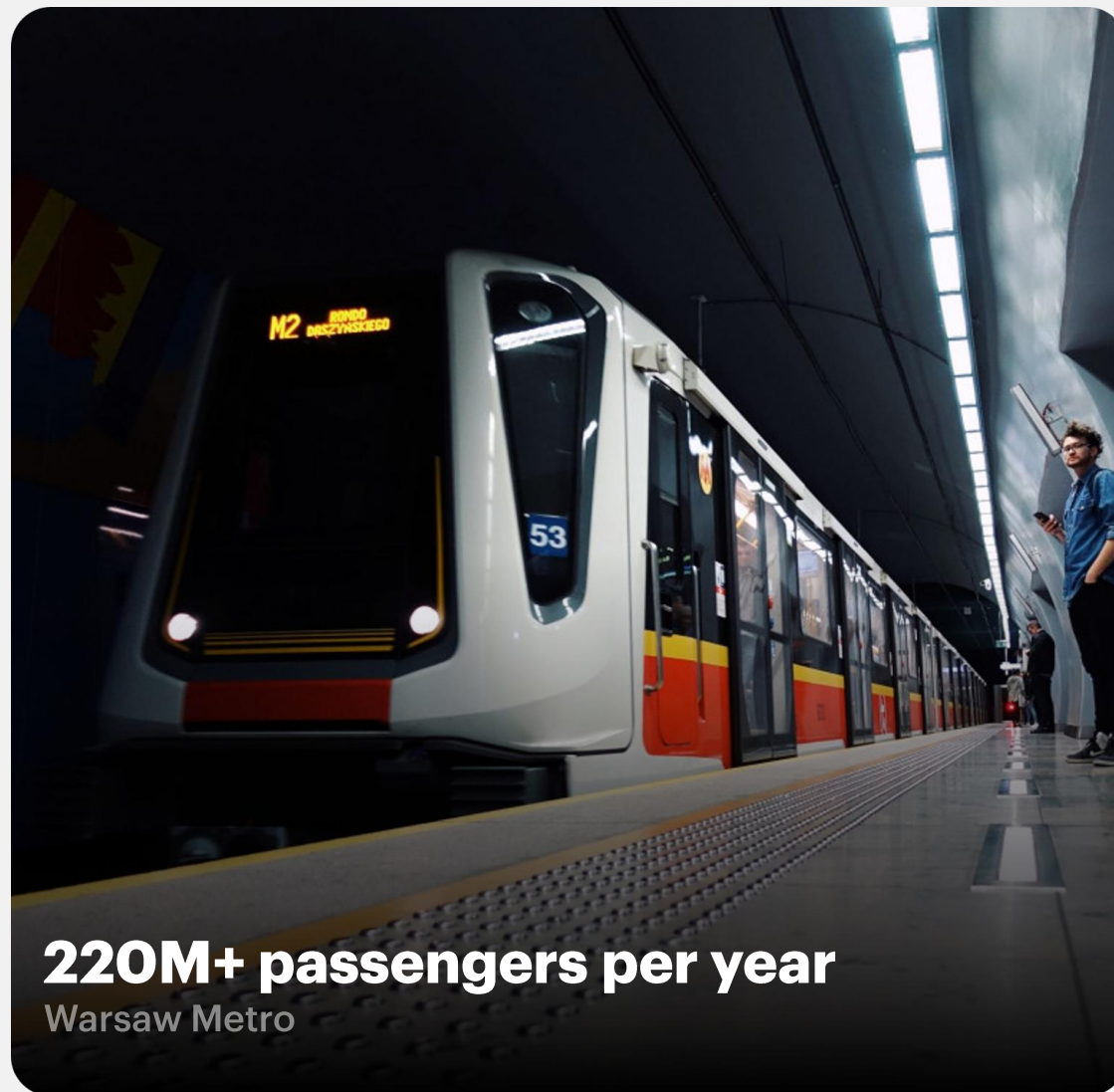
of passengers have a driver's license



67%

of passengers own at least one car

Annually traffic comparison



Metro Users

Demographics

Potential of Metro Users:
young & active

55%

women

45%

men

< 18

16%

19-25

30%

26-35

24%

36-45

13%

46-55

8%

56+

9%



87%

lives in Warsaw



60%

works professionally



32%

studying

Subways around the world

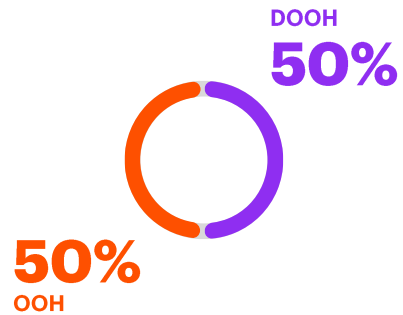


Passages/Platforms

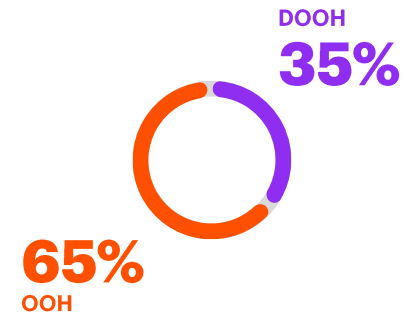


Metro trains

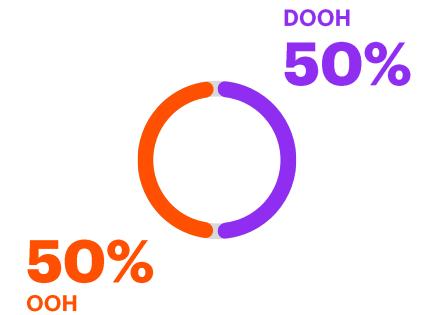
New York



London



Warsaw



DOOH
25%

75%
OOH

DOOH
15%

85%
OOH

DOOH
99%

1%
OOH
(Ambient)

STRÖER

ECO

In everyday operations

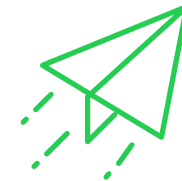
Ecological Transformation | GO ECO!



We use energy that also comes from renewable sources.



We plan service routes to reduce unnecessary travel.



We limit paper use and circulation wherever possible.



Upcycling — we give selected materials a second life.



Energy-efficient lighting helps reduce energy consumption.



We use materials with a share of recovered raw materials.

Upcycling | Billboard Premium



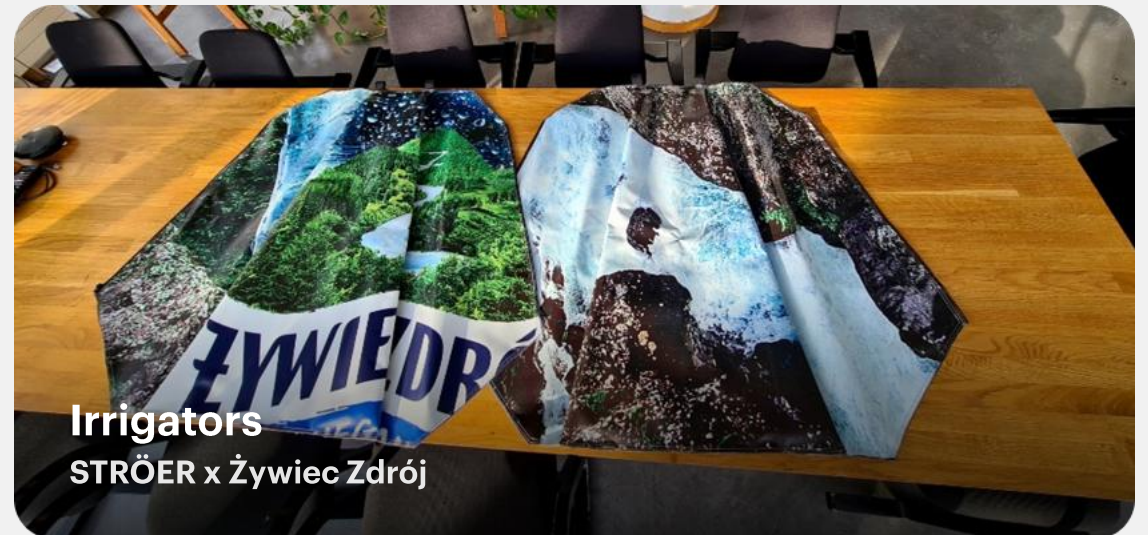
Project "Upcycling"
Adaptation of Billboards Premium



Tree Wraps
STRÖER x CHANEL



BAGlight
STRÖER x HBO MAX



Irrigators
STRÖER x Żywiec Zdrój

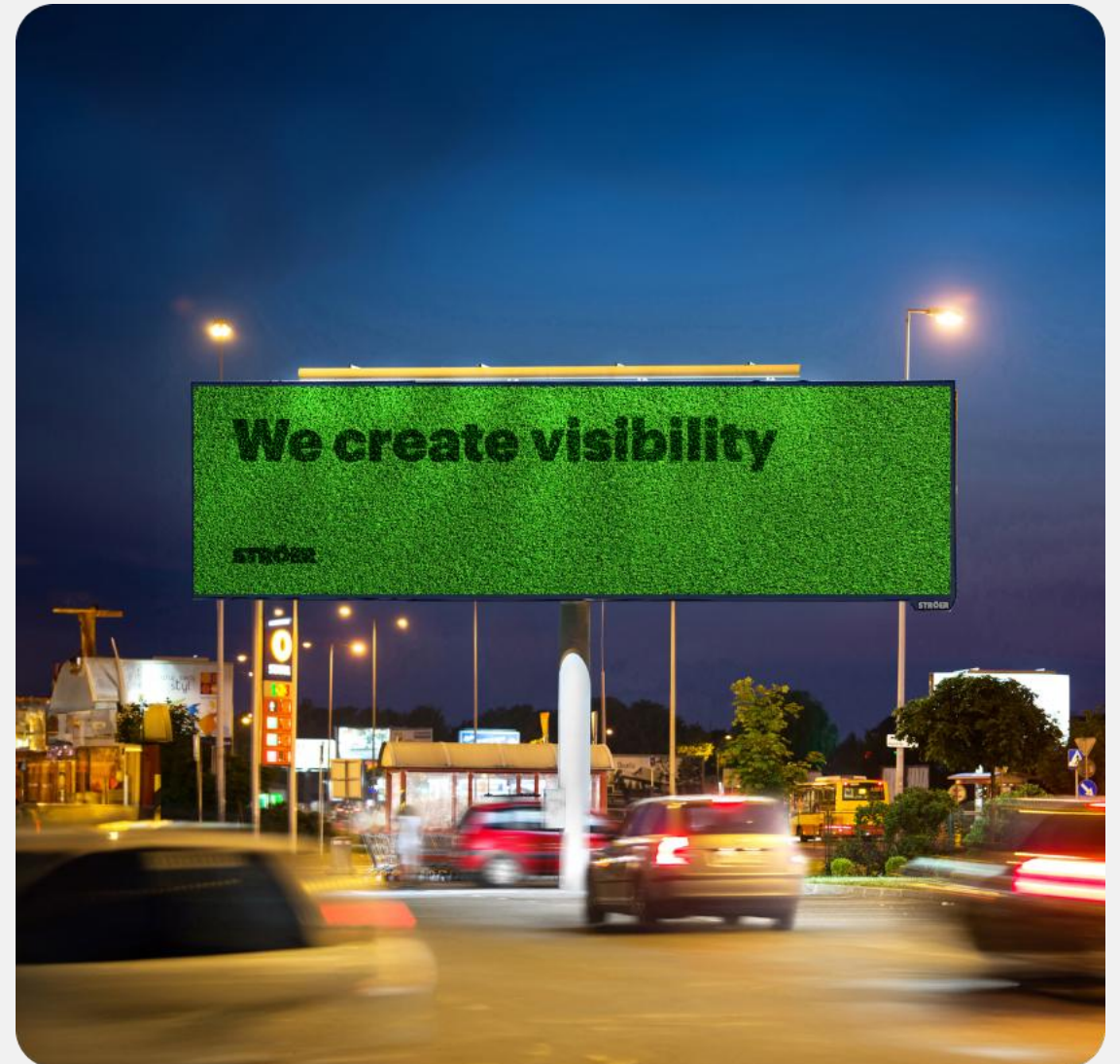
Recycling | Billboard **Eco**

We are going Eco

Billboards Eco is revolutionizing outdoor advertising by using billboards made entirely from recycled bottles and caps.

After the campaign ends, we recover the posters to convert them back into new bottles and caps, creating a continuous cycle of reuse and minimizing environmental impact.

Join us in promoting your brand while protecting the planet with Billboards Eco's eco-friendly solutions.



STRÖER

WE GET YOU POLISH AUDIENCE

stroer.pl

Plac Europejski 2 | 00-844 Warszawa

[LinkedIn](#)