



INNOV OCEAN  
Full Sales Deck 2026



# EXTERNAL SITES

## DIGITAL

|   |        |                                         |
|---|--------|-----------------------------------------|
| 1 | IND001 | The Arc                                 |
| 2 | IND002 | Dock Road Digital                       |
| 3 | IND003 | Vovo Telo Digital                       |
|   | IND004 | 4 External 85" Totems<br>(Map attached) |

## STATIC

|    |         |                        |
|----|---------|------------------------|
| 4  | IN001/2 | The Watershed Package  |
| 5  | IN004   | Portswood              |
|    | IN005   | Precinct flags         |
| 6  | IN008   | Dock Rd Junction       |
| 7  | IN017   | The Cape Wheel         |
| 8  | IN003   | Breakwater Boulevard   |
| 9  | IN018A  | Granger Bay Hoarding 1 |
| 10 | IN018B  | Granger Bay Hoarding 2 |



# THE ARC DIGITAL

This ICONIC, large format digital screen with Anamorphic capabilities is situated in the heart of the V&A, surrounding the Amphitheatre with the backdrop of Table Mountain. Visible from entrance and exit points between the mall, external restaurants and entertainment areas, you'll reach your audience in a beautiful and relaxed setting.

**Site Number**

IND001

**Location**

Amphitheatre

**Format**

Digital

**Size**

2,08m (h) x 21,66m (w)

**Duration**

15 second slot, 1/16 slots



**Average monthly Impressions**

10,5 Million per month



Click **here** for 360 view of site.



**\* Please kindly note,** we have extended the slots on this site.





# DOCK ROAD DIGITAL

The ICONIC Dock Road Digital is a large format road-side screen, situated on Dock Road, the main feeding route from Walter Sisulu Avenue and the CTICC into the V&A Waterfront. Highly impactful and visible to all patrons and traffic, entering the V&A Waterfront, targeting the starting point of the consumer journey to different locations including the One and Only Spa & Hotel, the Two Oceans Aquarium, City Sightseeing Visitors Centre, the Watershed's, locally designed goods and Time Out Market.

## Site Number

IND002

## Location

One &amp; Only Hotel

## Format

Static Digital

## Size

6m (h) x 4m (w)

## Duration

15 second slot, 1/12 slots



**Average monthly Impressions**  
1,5 Million per month



\* **Please note** during our peak season (Oct - Dec), we will be extending the slots on this site \*





# VOVO TELO DIGITAL

The Vovo Telo digital, situated outside the always popular Ferryman's and Mitchell's Pub. Not only will all patrons have you in their line of vision, but this is a busy thoroughfare in and out of the V&A precinct as well as the start location of the V&A 5km run route.

## Site Number

IND003

## Location

Opposite Ferrymans and Mitchell's

## Format

Digital

## Size

2,08m (h) x 8,66m (w)

## Duration

15 second slot, 1/12 slots



### Average monthly Impressions

7,8 Million per month



Click [here](#) for 360 view of site.



\* **Please note** during our peak season (Oct - Dec), we will be extending the slots on this site \*

## EXTERNAL SITES

### The Watershed's Single-sided



## EXTERNAL 85" TOTEMS

With two panels at the Silo, two at the Clock Tower, another two at the Quays, and one over at the Watersheds/Aquarium, get your brand seen no matter which path your audience takes on their journey at the V&A.

The external totem network consists of 4 panels (3 of which are double-side, resulting in 7 panels) that are strategically located throughout the main external thoroughfares. Offering advertisers, the opportunity to reach consumers at multiple touchpoints through the consumer journey.

### Site Number

IND004

### Location

Full ownership of the precinct exterior

### Format

OLED 85-inch portrait screen

### Size

1,872m (h) x 1,053m (w)

### Duration

15 second slot, 1/12 slots



**Average monthly Impressions**  
1,9 Million per month



## EXTERNAL SITES

### Africa Trade Port Double-Sided



### Cape Town Fish Market Double-Sided



### Silo District Double-Sided



# EXTERNAL TOTEMS

## Map Legend

- 1 Two Oceans Aquarium Single Sided
- 2 Africa Trade Port Double Sided
- 3 CTFM Double Sided
- 4 Silo District Double Sided

Total of 7 Portrait External Panels







## The Watersheds Package

The Watersheds Static Package is situated on Dock Road, the main feeding road from Cape Town City Bowl into the V&A Waterfront and a major thoroughfare to the Atlantic Seaboard (Sea Point, Green Point, Granger Bay).

2 static back lit lightboxes which offer advertisers high impact & reach through the dominance package of both faces on the Watershed's building.

\*15 Bit Limitation on artwork and custom element to be added to artwork.

### Site Number

IN001/002

### Location

Vehicles approaching the mall precinct

### Format

Static

### Size

4,3m (h) x 21,5m (w) RHS

4.3m (h) x 29,5m (w) LHS

### System

Backlit lightbox



## The Watersheds Package

The Watersheds Static Package is situated on Dock Road, the main feeding road from Cape Town City Bowl into the V&A Waterfront and a major thoroughfare to the Atlantic Seaboard (Sea Point, Green Point, Granger Bay).

2 static back lit lightboxes which offer advertisers high impact & reach through the dominance package of both faces on the Watershed's building.

\*15 Bit Limitation on artwork and custom element to be added to artwork.

### Site Number

IN001/002

### Location

Vehicles approaching the mall precinct

### Format

Static

### Size

4,3m (h) x 21,5m (w) RHS

4.3m (h) x 29,5m (w) LHS

### System

Backlit lightbox





## PORTSWOOD

This site is situated when exiting the V&A. Located adjacent to the Two Oceans Aquarium, Watershed and City Site seeing Tours Offices.

The site is in a high pedestrian zone, targeting pedestrians on route to Scratch Patch as well as indoor cave golf.

\*15 Bit Limitation on artwork and custom element to be added to artwork.

**Site Number**

IN004

**Location**

Facing exiting the V&A Waterfront

**Format**

Static

**Size**

4m (h) x 3m (w)

**System**

Backlit lightbox



# PRECINCT FLAGS PACKAGES

The precinct flags are located through out various districts of the V&A Waterfront, as well as entrance and exit roads.

Offering your brand high exposure and exclusive branding across the V&A Waterfront.

**Site Number**

IN005

**Location**

115 flag banners across the precinct

**Format**

Static

**Size**

2,25m (h) x 0,72m (w)

**System**

Flag Banners









# Dock Road Junction

With a bird's eye view of the city, this wall site offers you access to everyone who visits the precinct to shop, eat, drink, play, do business.

Dock Road Junction is the gateway district linking the City of Cape Town CBD with the V&A Waterfront. The district is an extension of the V&A's 84 000 m<sup>2</sup> (8,4 hectare) mixed-use Canal District.

**Site Number**

IN008

**Location**

Facing outbound traffic to Buitengracht St.

**Format**

Static

**Size**

9m (h) x 6m (w)

**System**

Backlit lightbox





# The Cape Wheel

The Cape Wheel is a giant observation wheel that offers a spectacular 360 panoramic view of Cape Town from the new location at the Breakwater Boulevard in the V&A Waterfront precinct. Your viewing experience across the Mother City includes Table Mountain, Robben Island, Cape Town City skyline, Paarl Mountains, and the Cape Town Stadium.

This package offers:

- 29 partially branded gondolas
- 2 external barrier walls
- 1 Photo wall opportunity
- And site IN003 (Breakwater Boulevard static lightbox)

**Site Number**

IN017

**Location**

Breakwater Boulevard

**Format**

Static

**Size**

Custom x4

**System**

Vinyl (Lead time: 3 weeks)

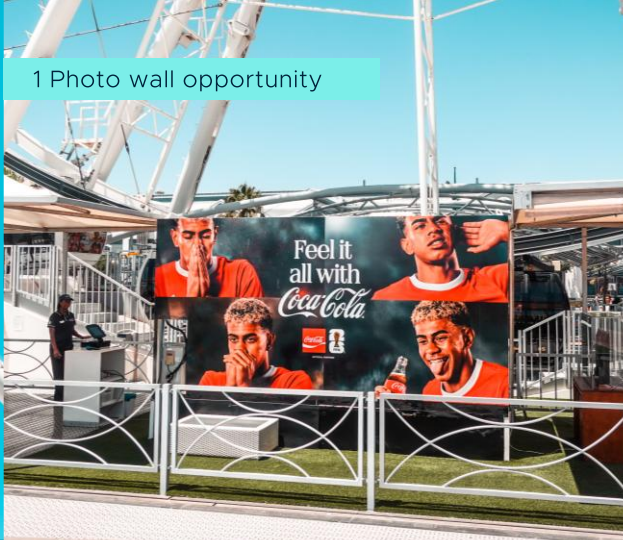


## EXTERNAL SITES

Partially branded gondolas



1 Photo wall opportunity



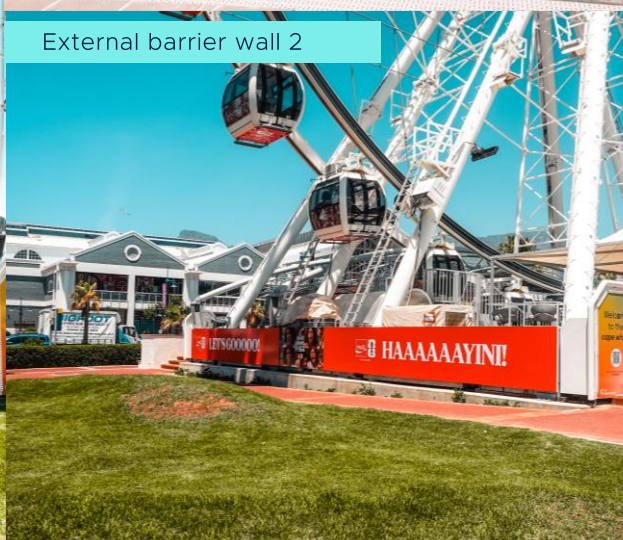
29 Gondola Cabins



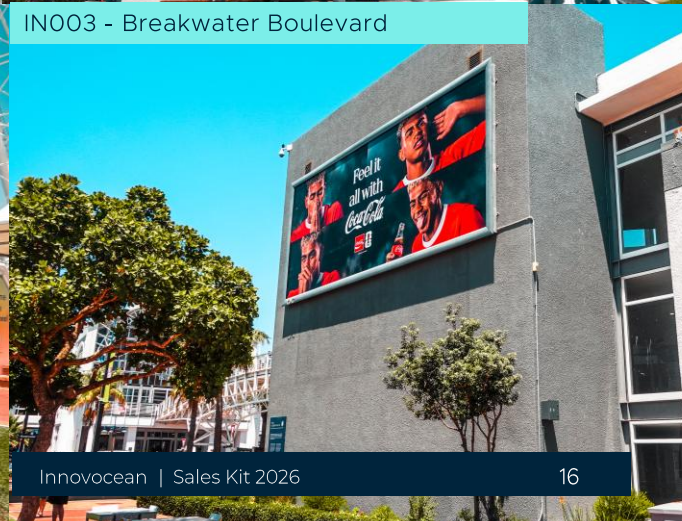
External barrier wall 1



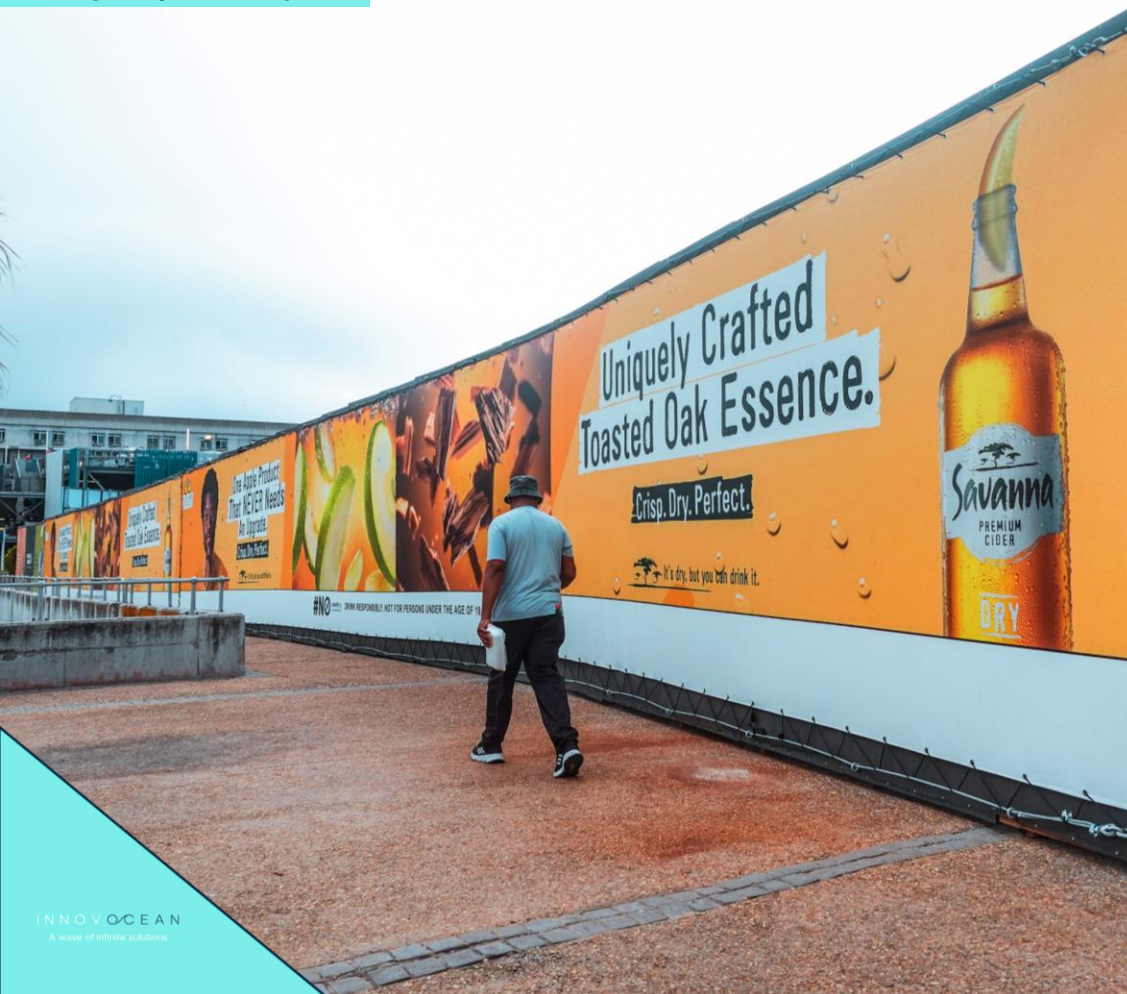
External barrier wall 2



IN003 - Breakwater Boulevard







## Granger Bay (Oranjezicht Market)

Capture the attention of thousands of daily passersby at one of Cape Town's busiest hotspots. This high-impact hoarding site offers

unparalleled visibility directly opposite the popular Oranjezicht Market. Designed for standout creative, the space supports bold, innovative visuals, like 3D cut-outs. With clear guidelines to optimise visual impact and maintain road safety, this is your opportunity to showcase your brand in a fresh, eye-catching way that truly connects with your audience.

\*15 Bit Limitation on artwork and custom element to be added to artwork.

**Site Number**

IN018A

**Location**

Facing the new Oranjezicht Market

**Format**

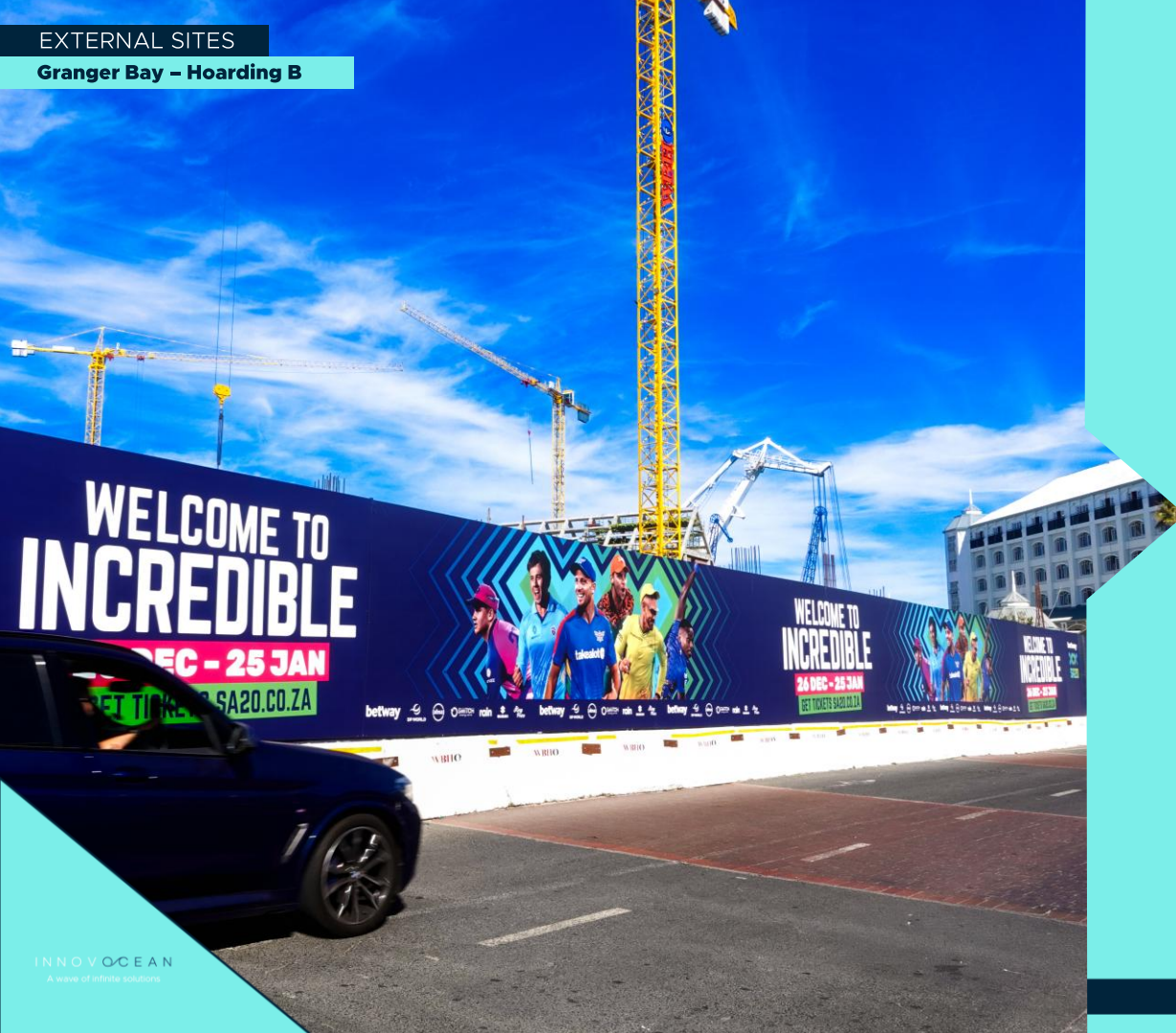
Static

**Size**

3,1m (h) x 80m (w)

**System**

PVC / Cable System



## Granger Bay (WW Entrance Parking)

Capture the attention of thousands of daily passersby at one of Cape Town's busiest hotspots. This high-impact hoarding site offers

unparalleled visibility, facing the Woolworths parking. Designed for standout creative, the space supports bold, innovative visuals, like 3D cut-outs. With clear guidelines to optimise visual impact and maintain road safety, this is your opportunity to showcase your brand in a fresh, eye-catching way that truly connects with your audience.

\*15 Bit Limitation on artwork and custom element to be added to artwork.

**Site Number**

IN018B

**Location**

Facing the WW entrance parking

**Format**

Static

**Size**

2,5m (h) x 43m (w)

**System**

PVC / Cable System



# INTERNAL SITES

## DIGITAL

- |   |        |                                                           |
|---|--------|-----------------------------------------------------------|
| 1 | IND005 | Centre Court                                              |
| 2 | IND006 | Woolworths Court<br>Pillars (Both Lower<br>& Upper level) |
|   | IND007 | 5 Internal 85" Totems<br>(Map attached)                   |
| 3 | IND008 | Amphitheatre Entrance                                     |
| 4 | IND009 | Lux Mall Digitals Pack                                    |

## STATIC

- |   |       |                                     |
|---|-------|-------------------------------------|
| 5 | IN010 | Centre Aisle Pack 5                 |
| 6 | IN014 | Upper Centre Aisle<br>flags package |
| 7 | IN016 | Fragrance Package                   |
| 8 | IN011 | Fashion Package 2                   |





## CENTRE COURT DIGITAL

The ICONIC Digital screen is situated in the main center court, offering advertisers the opportunity to target all consumers within the V&A, linking external to the internal via the most used walkway between the Amphitheatre and Centre Court.

### Site Number

IND005

### Location

Located in the Centre Court

### Format

Digital

### Size

5,25m (h) x 9,25m (w)

### Rotation

15 second slot, 1/16 slots

### System

P3.9mm SMD LED screen



### Average monthly Impressions

6,5 Million per month



Click **here** for 360 view of site.



**\* Please kindly note,** we have extended the slots on this site.





## WOOLWORTHS COURT DIGITAL PILLARS

Take full ownership of the Woolworths Court entrance and exit., on both levels. Targeting some of the best restaurants in Cape Town and many of the international retailers within the V&A. High pedestrian foot count on the Eastern wing of the V&A.

**Site Number**

IND006

**Location**

8 LED pillars in the Woolworths Court

**Format**

Digital

**Size**

2,72m (h) x 5,12m (w) – Upper

1,92m (h) x 5,12m (w) – Lower

**Rotation**

15 second slot, 1/12 slots



**Average monthly Impressions**

3,5 Million per month



Click [here](#) for 360 view of site.



**\* Please note** during our peak season (Oct - Dec), we will be extending the slots on this site \*

INTERNAL SITES

Kid's Mall Double-Sided



INTERNAL 85" TOTEMS

Located at various positions ranging from the food court, luxury mall and Woolworths Centre court. Get your brand seen no matter which path your audience takes on their journey at the V&A.

The internal totem network consists of 5 panels (3 of which are doubles-sided, resulting in 8 panels) that are strategically located throughout the main internal thoroughfares. Offering advertisers, the opportunity to reach consumers at multiple touchpoints through the consumer journey.

|              |                                         |
|--------------|-----------------------------------------|
| Site Number  | IND007                                  |
| Location     | Full ownership of the precinct interior |
| Format       | OLED Digital                            |
| Size         | 85-inch portrait screen                 |
| Display Size | 1,872m (h) x 1,053m (w)                 |
| Rotation     | 15 second slot, 1/12 slots              |



**Average monthly Impressions**  
8,5 Million per month



## INTERNAL SITES

### Total Sports Single-Sided



### Sunglass Hut Double-Sided



### Chanel Double-Sided



### Gucci Single-Sided



# INTERNAL TOTEMS

## Map Legend

- 1 Entrance 3 Kid's Mall Double Sided
- 2 Entrance 4 Total Sports Single Sided
- 3 Entrance 2 Sunglass Hut Double Sided
- 4 Gucci Single sided
- 5 Chanel Double Sided

Total of 8 Portrait Internal Panels





# AMPHITHEATRE ENTRANCE DIGITALS

The fully synchronized digital Amphitheatre Entrance Digitals will allow your brand to dominate entrance 3 with the advertising power of these four screens.

Located on either side of this entrance (2 x right and 2 x left), at the busiest entrance to the V&A situated between Centre Court and Amphitheatre. Heading out to the wharfs, restaurants and heading into V&A main shopping area, banking mall, Movie theater.

Grab the attention of hundreds and thousands of visitors entering the V&A and amplify your brand with our food court Digitals.

**Site Number**

IND008

**Location**

Entrance 3 – Amphitheatre

**Format**

Digital

**Size**

4 Screens: 2,56m (h) x 1,92m (w)

**Rotation**

15 Seconds. 1/12 Clients



**Average monthly Impressions**

2,5 Million per month



Click **here** for 360 view of site.



## LUX MALL DIGITAL PACKAGE

Positioned in the main arch way of the LUX Mall wing, this brand-new digital landmark transforms the space with a dominant roof-level canvas, making it the largest in-mall digital screen on the continent! Commanding attention from multiple sightlines, including the WW Pillars approach, the site delivers unrivalled scale, impact and dwell time in the new beautiful wing of V&A Waterfront.

### Site Number

IND009

### Location

Located in the new LUX Mall alley

### Format

Digital

### Size

160SQM

### Rotation

15 second slot, 1/12 slots

### System

P3.9mm SMD LED screen



### Average monthly Impressions

6,5 Million per month



### Click here to view geo location:

Latitude: 33.903570532233296

Longitude: 18.421218753294347



**\* Site set to sail – Mid-Year 2026**



**Click here for video of location**





## INTERNAL SITES

### Entrance 2 L1 - Escalator

## Centre Aisle Pack 5

You'll have the perfect platform to let your brand tell a story with this CENTRE AISLE package.

Take advantage of the central points of the mall and get your brand flowing on all three floors of the V&A. Whether they're arriving and heading to Sunglass hut, going down to Pick 'n Pay or even leaving via the basement parking, YOUR brand will be seen. Tell a story and make it flow. Take your customers on a brand journey.

### Site Number

IN010

### Location

Entrance 2 (Ground floor, level 1 and 2) - Centre aisle

### Format

Static

### Size

80,48 sqm

### System

Self Adhesive Vinyl

## Size Chart:

**1st Floor Left Escalator :** (3 units) X 0,6m (h) X 12m(w)

**1st Floor Right Escalator:** (3 units) X 0,6m (h) X 12m (w)

**2nd Floor Left Escalator :** (3 units) x 0,7m (h) X 12,7m (w)

**2nd Floor Right Escalator :** (3 units) x 0,7m (h) X 12,7m (w)

**Basement Elevator :** 2,1m (h) X 3,3m (w)

**1st Floor Elevator :** 3,1m (h) X 3,3m (w)

**2nd Floor Elevator :** 4,3m (h) X 3,3m (w)



INTERNAL SITES

Entrance 2 L1 - Elevator



L0 - PnP Escalator









## INTERNAL SITES

### Hanging Banners x4



## FASHION PACKAGE 2

Whether your brand is suspended above Baia Seafood Restaurant, Armani, and Hugo Boss, or catching eyes along the escalators heading to Willoughby & Co, up to Foschini, or past Tasha's, your message travels with the audience on their journey through the V&A Waterfront.

With 4 striking hanging banners and branding opportunities on 3 high-traffic escalators, this space offers premium exposure in a bustling, upscale environment. What's not to love?

### Site Number

IN011

### Location

Willoughby's escalator

### Format

Static

### Size

Banners: 4 x 2m (h) x 3,5m (w)

Escalator: 3 x custom escalators





## FASHION PACKAGE 2

Whether your brand is suspended above Baia Seafood Restaurant, Armani, and Hugo Boss, or catching eyes along the escalators heading to Willoughby & Co, up to Foschini, or past Tasha's, your message travels with the audience on their journey through the V&A Waterfront.

With 4 striking hanging banners and branding opportunities on 3 high-traffic escalators, this space offers premium exposure in a bustling, upscale environment. What's not to love?

**Site Number**

IN011

**Location**

Willoughby's escalator

**Format**

Static

**Size**

Banners: 4 x 2m (h) x 3,5m (w)

Escalator: 3 x custom escalators



## FASHION PACKAGE 2

Whether your brand is suspended above Baia Seafood Restaurant, Armani, and Hugo Boss, or catching eyes along the escalators heading to Willoughby & Co, up to Foschini, or past Tasha's, your message travels with the audience on their journey through the V&A Waterfront.

With 4 striking hanging banners and branding opportunities on 3 high-traffic escalators, this space offers premium exposure in a bustling, upscale environment. What's not to love?

**Site Number**

IN011

**Location**

Willoughby's escalator

**Format**

Static

**Size**

Banners: 4 x 2m (h) x 3,5m (w)

Escalator: 3 x custom escalators





## FASHION PACKAGE 2

Whether your brand is suspended above Baia Seafood Restaurant, Armani, and Hugo Boss, or catching eyes along the escalators heading to Willoughby & Co, up to Foschini, or past Tasha's, your message travels with the audience on their journey through the V&A Waterfront.

With 4 striking hanging banners and branding opportunities on 3 high-traffic escalators, this space offers premium exposure in a bustling, upscale environment. What's not to love?

**Site Number**

IN011

**Location**

Willoughby's escalator

**Format**

Static

**Size**

Banners: 4 x 2m (h) x 3,5m (w)

Escalator: 3 x custom escalators





## UPPER CENTRE AISLE FLAGS PACKAGE 4

A great opportunity for your voice to be heard throughout the centre aisle. You have 12 opportunities to incorporate alternating creatives and showoff all corners of your brand on these perfectly placed flags.

Situated on level 1 connecting the shoppers of Superdry, YDE, Guess, Seafolly, Mr Cobbs, Vans and Adidas.

Tell a story and make it flow. Take your customers on a brand journey.

**Site Number**

IN014A

**Location**

Level 1 central aisle

**Format**

Static x12

**Size**

Custom Template





## UPPER CENTRE AISLE FLAGS PACKAGE 4

A great opportunity for your voice to be heard throughout the centre aisle. You have 12 opportunities to incorporate alternating creatives and showoff all corners of your brand on these perfectly placed flags.

Situated on level 1 connecting the shoppers of Superdry, YDE, Guess, Seafoolly, Mr Cobbs, Vans and Adidas.

Tell a story and make it flow. Take your customers on a brand journey.

**Site Number**

IN014B

**Location**

Level 1 central aisle

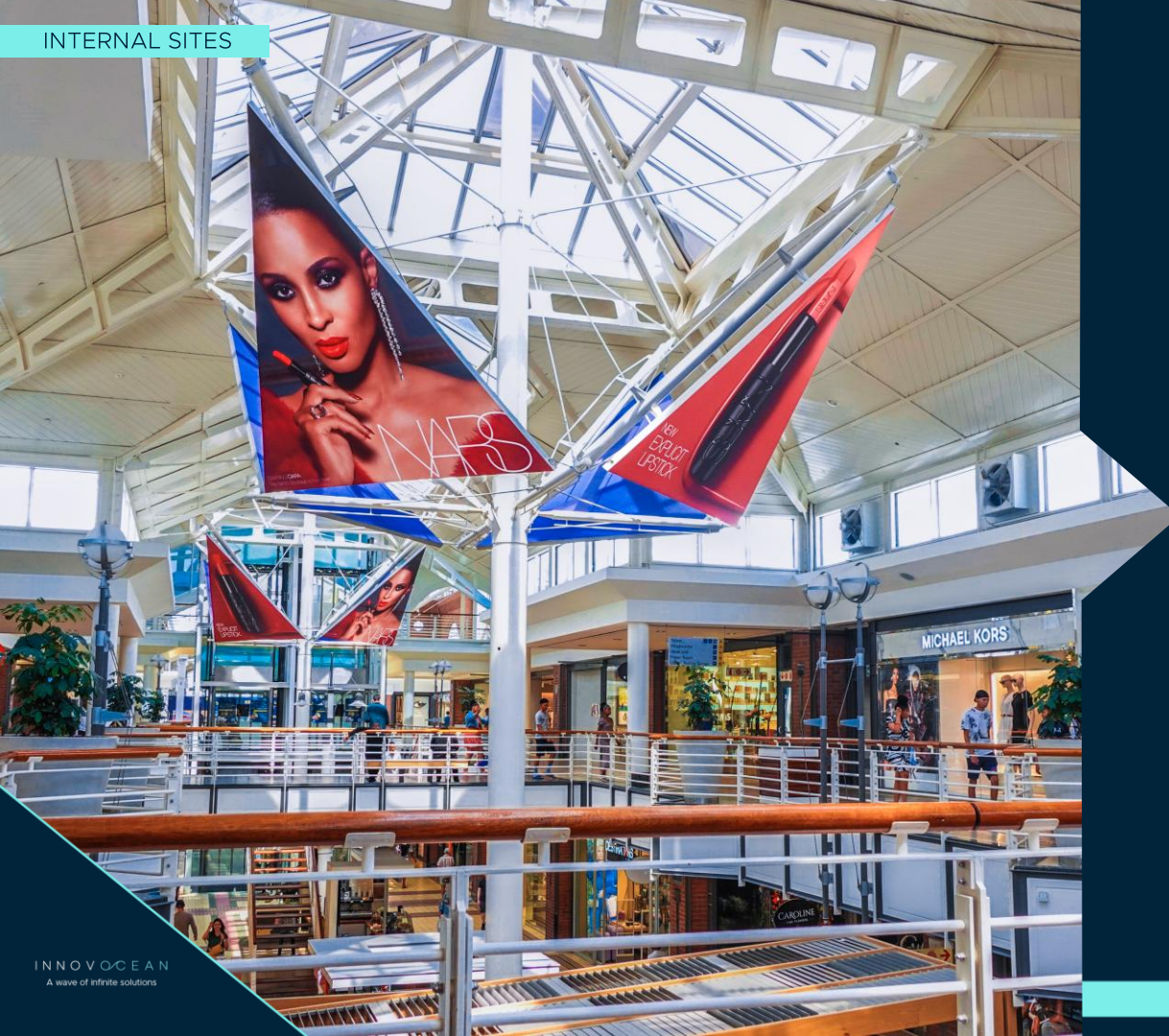
**Format**

Static x12

**Size**

Custom Template





## FRAGRANCE PACKAGE 2 (HOTEL LINK)

What's not to love about our fragrance package, your brand can be sailing between the likes of Michael Kors, Louis Vuitton, Tommy Hilfiger, Tom Ford and Burberry.

Positioning your brand on the sails allows you to be seen from a distance across the mall, so no matter where your ideal client is coming from, your brand will be first to mind.

**Site Number**

IN016

**Location**

4 x Sails – Above bridge (Michael Kors)

4 x Sails – Next to the lift

**Format**

Static

**Size**

8 x 4m (h) x 3.6m (w)





# Cape Town Cruise Terminal full Ownership Package

Take full ownership and be the first brand exclusively seen by our local and international cruise visitors with 5 advertising opportunities throughout the V&A Cape Town Cruise Terminal.

**Site Number**

INCT001

**Location**

V&A CPT Cruise Terminal

**Format**

Static

**Size**

Fabric Frames: 4 x 2m (h) x 3m (w)

Lightboxes: 4 x 1,5m (h) x 1,25m (w)

## INTERNAL SITES

### Fabric Frame 2



### Fabric Frame 3



### Fabric Frame 4



### Vinyl lightboxes







# THANK YOU

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