

# LOOK OUTDOOR

CATCH - CAPTIVATE - CONVERT



[www.lookoutdoor.co.uk](http://www.lookoutdoor.co.uk)



# About Us.

At **Look Outdoor**, we specialise in delivering high-impact digital advertising solutions across key transport hubs. With premium screen placements at four major Stena Line ferry terminals—Belfast, Liverpool, and Cairnryan—we offer brands a unique opportunity to engage with a diverse and high-volume audience. Our portfolio includes **large-format outdoor screens** that command attention from both vehicle and foot traffic, as well as strategically placed indoor **D6 screens** that connect with passengers in high-dwell areas like foyers and baggage carousels.

Whether you're aiming to boost brand awareness or drive targeted messaging, our high-visibility locations are designed for maximum engagement. We combine strategic placement with cutting-edge display technology to help you deliver memorable campaigns where they matter most. At Look Outdoor, we don't just sell screen space—*we help your brand stand out!*

# Why Choose Look Outdoor?

When it comes to reaching a wide and diverse audience with impact, Look Outdoor offers a **standout solution**. Our premium digital advertising sites are strategically located at busy ferry terminals, ensuring your message connects with thousands of travellers every day. With high-quality screens, prime visibility, and expert placement, we provide the ideal platform to elevate your brand. Here's why businesses choose Look Outdoor for their advertising needs:



## Prime Locations

Take advantage of a unique advertising opportunity at Stena Line's Belfast and Cairnryan ports—prime locations on the busiest Irish Sea route, offering **high-traffic terminals** perfect for impactful digital advertising.



## High-Impact Advertising

A **large digital 48-sheet screen** is strategically positioned at the front of the car lanes, offering high visibility and impact.



## Extended Dwell Times

Passengers experience up to **90 minutes of dwell time**, providing a unique opportunity to engage a static, captive audience.



## Flexible Ad Duration

Multiple copy plays are possible with **flexible advertising durations** (10, 20, 30, or 60 seconds), allowing for customised messaging.





# Belfast VT4 Terminal

**Belfast VT4** is a key Stena Line terminal on the busy Cairnryan route. Look Outdoor offers impactful advertising with a striking 6.4m x 3.6m outdoor screen and multiple indoor D6 screens in high-traffic areas. These placements ensure strong visibility and engagement from both arriving passengers and passing traffic, maximising brand exposure.



## Outside Terminal



## Inside Terminal







# Belfast VT2 Terminal



**Belfast VT2** is a key terminal on the Liverpool-Belfast route, attracting a steady mix of leisure travellers, business professionals, and freight operators. Look Outdoor offers a strategically placed D6 digital screen in the arrivals area, delivering high-resolution content to an alert, engaged audience—making it a cost-effective, high-impact platform for brand messaging and regional visibility.

## Inside Terminal

VT2 Baggage Area - Arrivals from Liverpool







# Cairnryan

Lough Ryan Terminal



The **Cairnryan to Belfast route** is one of the busiest ferry crossings between Great Britain and Northern Ireland, serving a high volume of commercial and leisure travellers. At Cairnryan terminal, Look Outdoor offers a powerful mix of digital advertising: a striking 6m x 3m HD outdoor screen and multiple indoor displays, ensuring high visibility, extended dwell time, and sustained engagement across every stage of the passenger journey.

## Outside Terminal



## Inside Terminal





# Liverpool

Liverpool's **Stena Line terminal** is a vital link between Northern Ireland and northwest England, attracting tourists, business travellers, and freight operators. Look Outdoor provides impactful advertising through two strategically placed D6 digital screens in high-footfall areas of the terminal. These high-definition screens offer flexible, real-time content delivery—ensuring strong visibility and engagement with a diverse, mobile audience throughout their journey.



## Inside Terminal







## Get in Touch

Start your advertising  
journey with us today

---

✉ [info@lookoutdoor.co.uk](mailto:info@lookoutdoor.co.uk)

🌐 [www.lookoutdoor.co.uk](http://www.lookoutdoor.co.uk)

