OUTDOOR ADVERTISING

In 2020, despite the difficult situation in Poland and the industry, the **AMS** team prepared new attractive advertising solutions for clients. The AMS Passenger Information System awarded in the competition was made available to the residents of Poznań. On digital screens in bus shelters – Digital Citylight AMS – you can track in real time the location of all buses and trams that run to and from a given stop. Digital Citylights are AMS carriers that combine advertising with functional solutions on which original content is presented. Additionally, in mid-October the AMS portfolio was enriched with Traffic TV – a new, original video Out-of-home channel addressed to passengers of Warsaw public transport traveling by bus. An important change was also the introduction of AMS Flex, i.e. a flexible Out-of-Home offer. In response to the demand and the dynamic situation on the advertising market, AMS has created an innovative proposal, enabling the launch of a campaign combining advertising in the City Transport and Digital segments on any day. The AMS Flex offer includes Busback and Digital Indoor carriers, ATMs and screens in retail outlets, as well as Traffic TV. In addition, from December 2020, it is possible to conduct communication activities in the form of native advertising on AMS digital media. It is displayed on the city information bar on AMS Digital Citylights and Digital Cityscreens – alongside useful news such as weather forecasts, times and air quality ratings.

Throughout 2020, AMS carried out numerous social campaigns related to the ongoing COVID-19 pandemic and made its carriers available on preferential terms to customers who wanted to widely inform about their efforts to fight the spread of the virus. The company's special offer was available to cultural institutions and non-governmental organizations, as well as local entrepreneurs. At the end of the year, AMS continued activities supporting ecology and social projects, which can be found in the ***Social involvement*** and ***Concern for the environment*** section of this Report.