



LIQUID I.V. • LAS VEGAS • PHOTOGRAPHED IN MARKET

FROM THE SCREEN PLAN TO THE FINAL FRAME.

Unboring is an independent Los Angeles studio that does one thing: digital out-of-home. We plan and buy the screens, then design, animate and deliver the work that runs on them.

CREATIVE

Design, motion and 3D for booked screens

PLANNING & BUYING

The right screens, booked directly

FULL CAMPAIGNS

Creative and media as one plan

CREATIVE, MEDIA, OR BOTH.

Bring us in at any stage. We make the work for screens you've booked, find and buy the screens for work you have, or run the whole campaign as one team.

01

CREATIVE

Screens booked? We make the work.

For brands and agencies with placements and specs in hand.

- ✓ Creative direction
- ✓ Design, motion and 3D
- ✓ Adaptations for every placement
- ✓ Final files checked against each spec

02

PLANNING & BUYING

Creative ready? We find and buy the screens.

We plan and buy DOOH media directly for your campaign.

- ✓ Screen shortlist with costs
- ✓ Schedule and media plan
- ✓ Booking and trafficking
- ✓ Delivery reporting agreed up front

03

FULL CAMPAIGNS

Need both? One team, one plan.

From a focused local run to a city-wide launch.

- ✓ Media plan and creative together
- ✓ Production and adaptations
- ✓ Booking and trafficking
- ✓ One point of contact throughout

HOW A PROJECT RUNS

01

BRIEF

Your goal, audience, markets, dates and budget.

02

PLAN

Screen options, costs, schedule and creative specs in one proposal.

03

MAKE

Design, motion and 3D built for each placement and checked against every spec.

04

RUN

We book and traffic the approved plan, confirm delivery and share the agreed reporting.

PRICING

QUOTED TO THE JOB.

Every project is priced to its scope. Your proposal itemizes media, creative production and any optional work, so you can see what each part costs before anything is booked.

Media costs depend on the screens, markets, dates and inventory available at the time of booking.

PICK THE MOMENT. THEN PICK THE BUY.

Spectacle and Local are about where people see you. Programmatic is a way of buying screen time. Use one, or combine them in a single plan.



ILLUSTRATIVE • LANDMARK SCREENS

SPECTACLE

Make the launch impossible to overlook.

Landmark billboards, anamorphic 3D, wraparound and architectural screens. For launches and brand moments where the place is part of the idea.

USUALLY BOOKED DIRECT FOR SET DATES



ILLUSTRATIVE • STREET-LEVEL SCREENS

LOCAL

Be the brand around the corner.

Roadside billboards, bus shelters, street and station screens, gyms and grocery stores near your customers. For openings, events and regional brands.

BOOKED DIRECT OR PROGRAMMATICALLY



ILLUSTRATIVE • ROADSIDE SCREENS

PROGRAMMATIC

Reach the right people across many screens.

Software places your ad across networks of digital screens, targeted by location, venue type, time of day and audience data. Budgets can scale up or down.

BOUGHT THROUGH PROGRAMMATIC PLATFORMS

BUYING METHOD 01

DIRECT

We book specific screens and dates with the media owner. Best when the exact location matters, such as a landmark or the screen outside your store.

BUYING METHOD 02

PROGRAMMATIC

We buy plays across many screens through software, using the targeting each platform offers. Best for reach, flexibility and testing.

Most campaigns mix approaches: a landmark moment, local screens around it and a programmatic layer to carry it further. Screens, targeting and reporting vary by market and media owner, so we confirm what's available in your proposal.



LEFT: TIMES SQUARE, RECORDED ON SITE • RIGHT: MOXY LOS ANGELES, FILMED SCREEN PLAYBACK AND RECORDED ON SITE

LIQUID I.V.

MOTION DESIGN • MIKE SMITH
2024

IN MARKET

3D and motion at the scale of the city. Campaign motion for wraparound and architectural displays at Moxy Los Angeles, in Times Square and in Las Vegas.



NEX PLAYGROUND

BRING BACK FAMILY TIME • 2026

MOTION DESIGN • MIKE SMITH • AGENCY • ZAMBEZI

Motion design for the campaign, built for wide and portrait digital screens.

CAMPAIGN CREATIVE • LOS ANGELES

INDEPENDENT SPEC

SELF-INITIATED CONCEPTS THAT SHOW WHAT A FORMAT CAN DO. NOT COMMISSIONED OR RUN BY THE BRANDS.



NIKE AIR MAX DN • ANAMORPHIC • COEX, SEOUL



NEX CUBE • ANAMORPHIC • TIMES SQUARE



DIRECTV • BUS SHELTER • LONDON

BRANDS MIKE SMITH HAS CREATED WORK FOR INCLUDE

MICROSOFT / DIRECTV / HULU / LIQUID I.V. / TAYLORMADE / NEX PLAYGROUND / DANNON / OATS OVERNIGHT



MIKE SMITH.

Founder & creative director

Mike Smith is a Los Angeles motion designer specializing in digital out-of-home. Since 2011, he has created work for brands including Microsoft, DIRECTV, Hulu, Liquid I.V. and TaylorMade. His work has appeared on billboards around the world, including Times Square, the Las Vegas Strip and Downtown LA, as well as stadium takeovers. He has worked agency-side and in-house, so he knows what a brief needs from both sides of the table. At Unboring, you work with him directly, from creative direction through design, 3D and motion to the final screen-ready files.

HOW WE WORK

FEWER HANDOFFS. BETTER SCREENS.

01

YOU WORK WITH THE MAKER.

Mike leads every project, from the first call to the final file. When the scope needs more hands, we bring in specialists we trust and agree it with you first.

02

MEDIA AND CREATIVE IN ONE PLAN.

The screens shape the idea, and the idea shapes which screens are worth buying. One proposal shows the placements, the creative and every cost, line by line.

03

MADE FOR THE STREET.

Every frame is built for a real screen: its shape, viewing distance, how long people look and how long the loop runs. We check each file against the media owner's specs before it ships.

GOOD TO KNOW

Agencies welcome.

We work as a DOOH production partner on agency briefs, with scope and responsibilities agreed up front.

Screens already booked?

We design, animate and adapt the creative for your placements and their delivery specs.

Every shape of screen.

Landscape, portrait, curved and wraparound displays, plus anamorphic 3D where the screen suits it.

START A PROJECT

TELL US ABOUT THE CAMPAIGN.

Share the goal, market, dates and budget. We'll come back with screen options, timing and an itemized quote.

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