



BRANDED CITIES

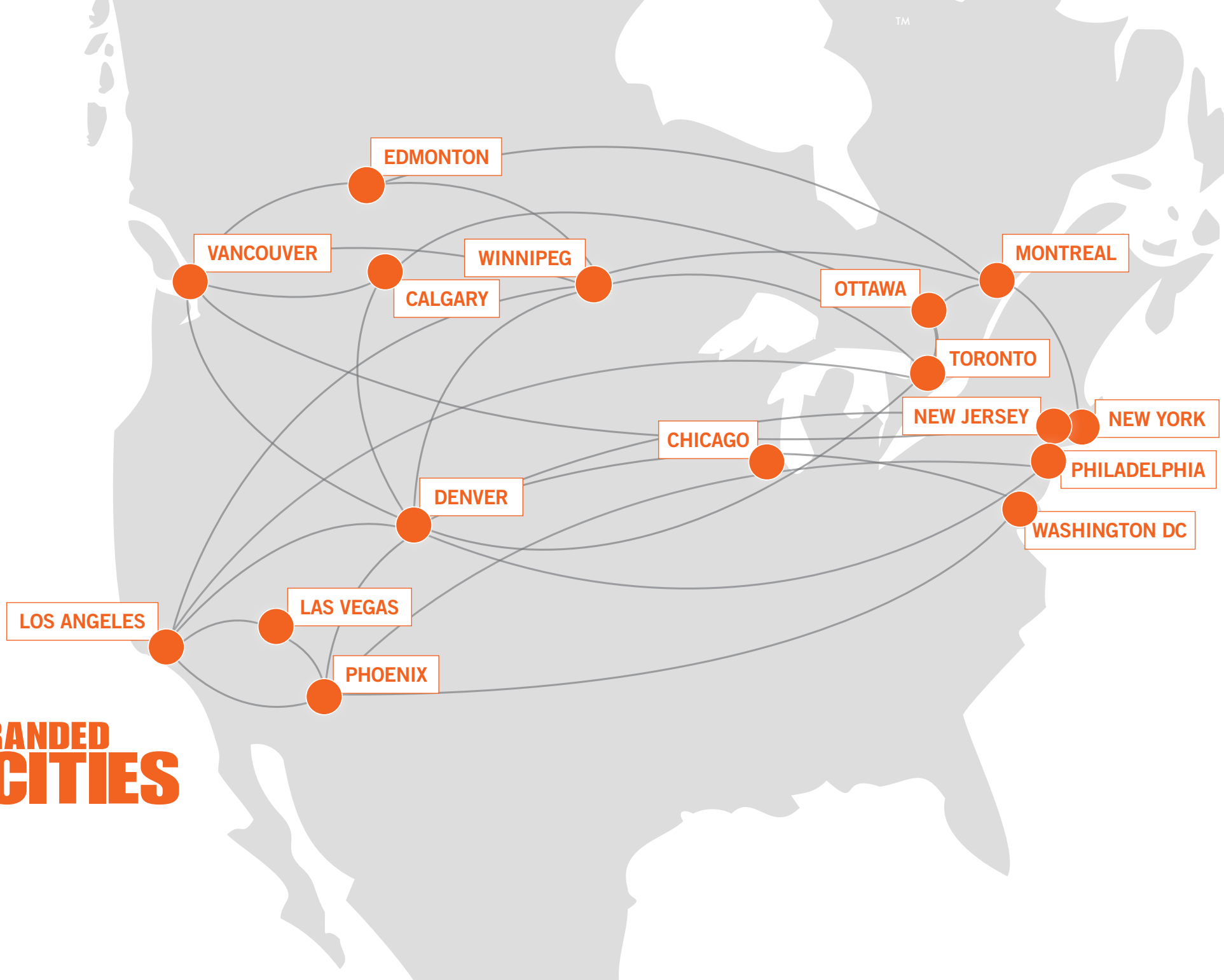
N O R T H A M E R I C A



ICONIC OUTDOOR MEDIA

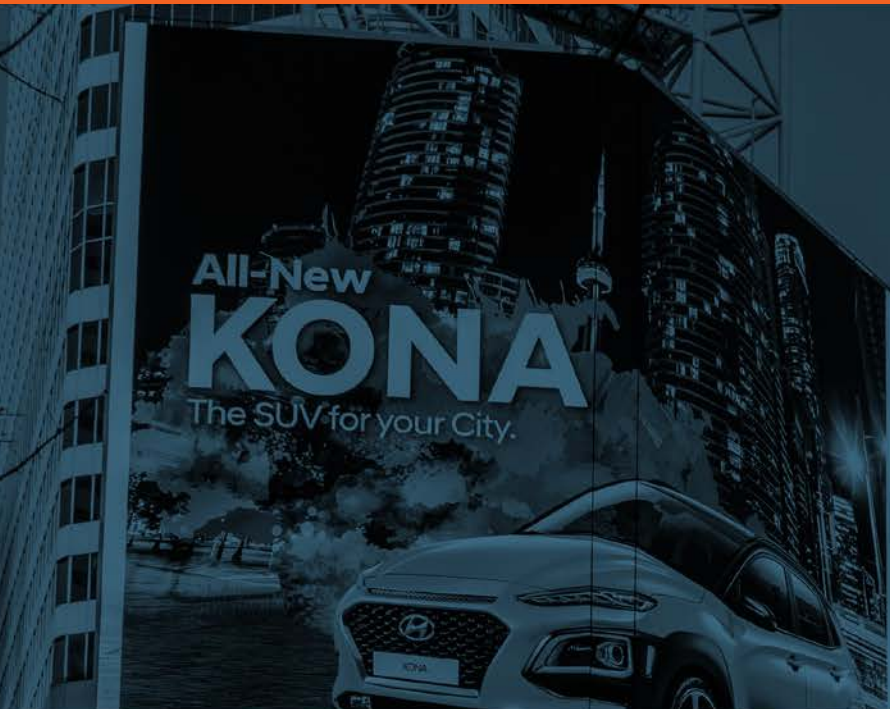
NEW YORK | LOS ANGELES | CHICAGO | WASHINGTON DC | PHILADELPHIA | PHOENIX | DENVER | LAS VEGAS
TORONTO | VANCOUVER | MONTREAL | CALGARY | OTTAWA | WINNIPEG | EDMONTON

**BRANDED
CITIES**



BRANDED CITIES CANADA

- Airports
- Malls
- Digitals
- Activation
- Transit



TORONTO | VANCOUVER | MONTREAL | CALGARY | OTTAWA | WINNIPEG | EDMONTON

DUNDAS SQUARE

- Over 1 million weekly impressions
- Busiest intersection in Canada
- Toronto's hub for transit & commerce
- 55 million annual visitors



MALLS

- 26 malls in Canada
- 251 million annual visitors
- Spectacular static & digital wallscapes as well as digital touch and activation



CF-SHERWAY-GARDENS



CF-PACIFIC CENTRE



CF-SHERWAY-GARDENS



COACH
NEW YORK

coach.com

SWAROVSKI.COM



Collection from \$89


SWAROVSKI

Miranda Ke



EATON CENTRE, TORONTO

TORONTO AIRPORT

- 2.5 million annual passengers
- 60% business flights
- Spectacular static & digital wallscapes





SPECTACULARS

- 2.9 million daily circulation
- 29 displays in 4 markets
- Oversized, unique freeway media



THE bread for toasting.

Villaggio
Artesano
style white bread

1095

BRANDED CITIES

GARDINER EXPRESSWAY

UNION STATION

- 65 million annual passengers
- Busiest transit station in Canada
- Digital and static spectaculars



DOMINATION



ACTIVATION



STREET FURNITURE

- 1,775 shelters in Ottawa & Edmonton
- Covering busy downtown and suburb areas



MIDTOWN OTTAWA BUS SHELTER

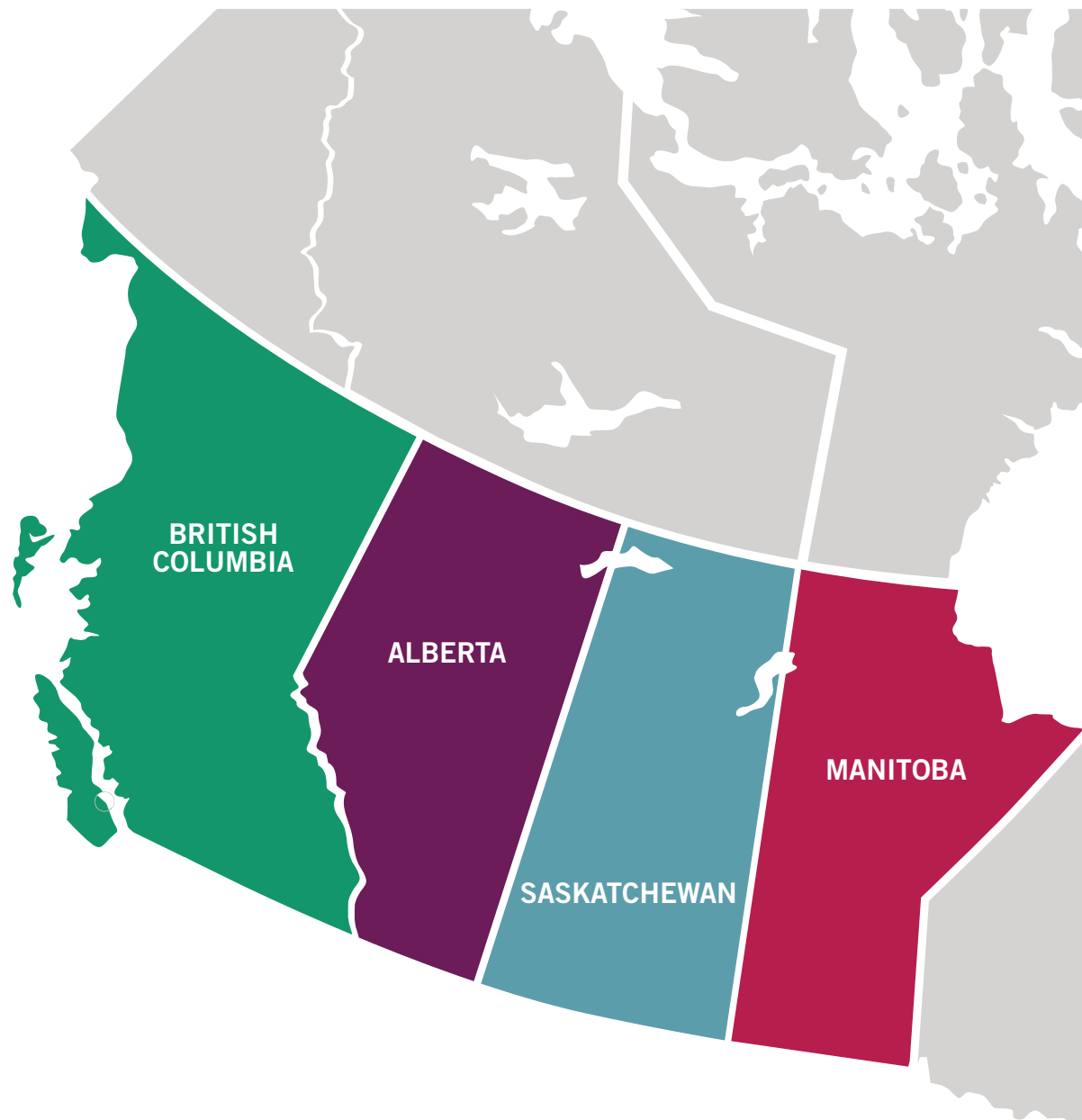


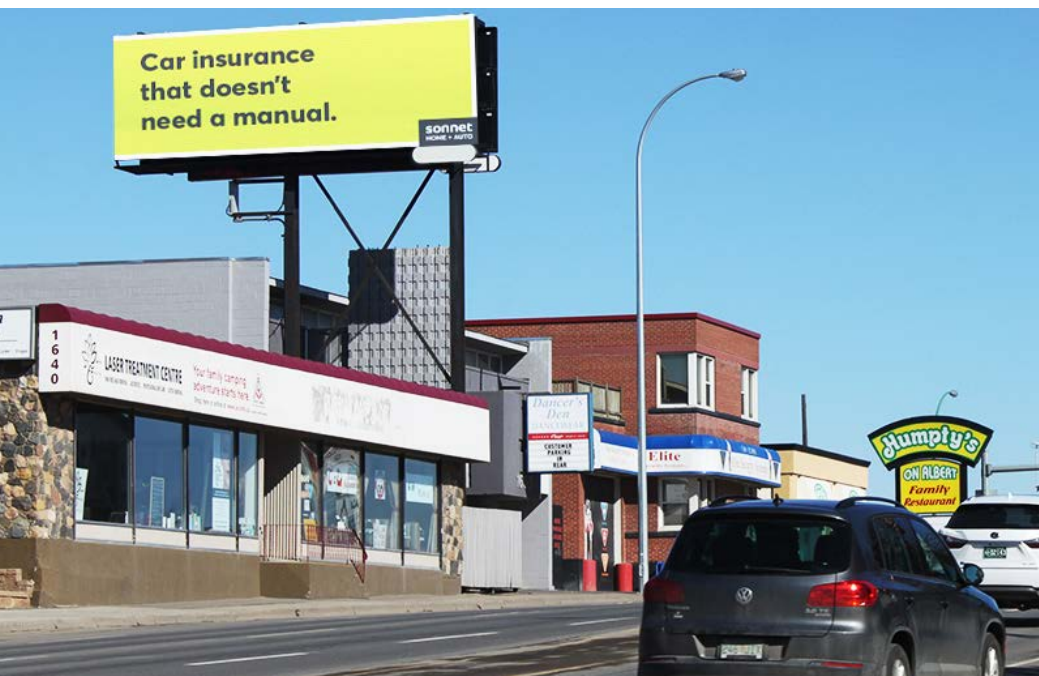
EDMONTON SUPER SHELTERS

A billboard for Krave Jerky is mounted on a building. The billboard features several bags of Krave Jerky and the text "DISCOVER KRAVE JERKY" and "EXPLORE THE TASTES".

WESTERN DIGITAL NETWORK

- Network spans across four provinces
- 2nd largest digital outdoor network in North America
- 116 display faces





WESTERN DIGITAL NETWORK

BRANDED CITIES US

- Iconic
- Digitals
- Wallscapes
- Activation



NEW YORK | LOS ANGELES | CHICAGO | WASHINGTON DC | PHILADELPHIA | PHOENIX | DENVER | LAS VEGAS

NEW YORK NEW YORK

- #1 DMA
- BC NY inventory generates 59MIL impressions weekly
- Times Square, Midtown Manhattan, NoMad, Lincoln Tunnel, Holland Tunnel
- NASDAQ TOWER: 10,080 Sq ft digital

Source: Geopath



THOMSON REUTERS

- 11 digital screens
- 22 stories tall
- 7,860 Sq ft digital



TS2 DOMINATION

- South Times Square bow tie domination
- Sync and animate content across all screens



7 TIMES SQUARE

- Directly behind NYE ball drop
- 1-billion worldwide impressions on New Year's Eve
- National and international televised and streaming exposure



2018
TOSHIBA



TOSHIBA

bring your b (vitamin) game

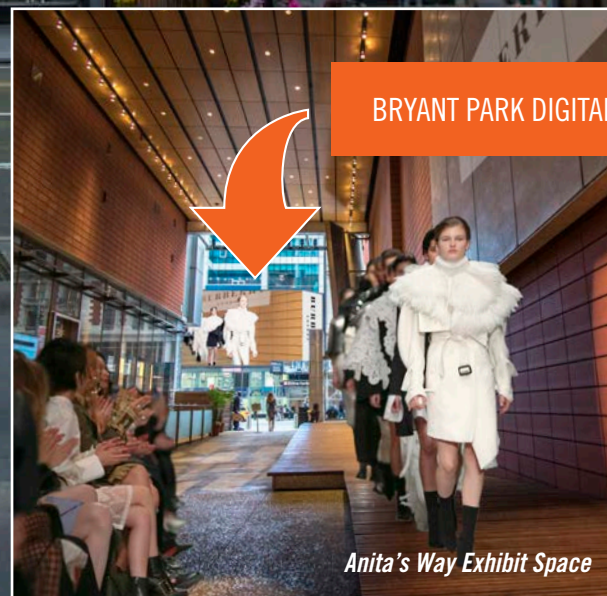
the sports drink for the rest of us



BRYANT PARK DIGITAL

- Targets major commuter corridor along 42nd Street
- 2,128 Sq ft digital
- Only large format full-motion digital east of Times Square

BRYANT PARK DIGITAL



Anita's Way Exhibit Space

MIDTOWN WEST

- Heart of Midtown Manhattan
(8th Ave & 42nd St)
- 2,400 Sq ft digital
- 225,000 daily commuters





BRYANT PARK WALL

- 2,727 Sq ft wallscape
- Stands alone as the only large-format presence east of Times Square



BRYANT PARK WALLSCAPE



NOMAD WALL

- 2,660 Sq ft wallscape
- Iconic wallscape located in upscale Midtown Manhattan neighborhood
- Long-approach views down 6th Ave

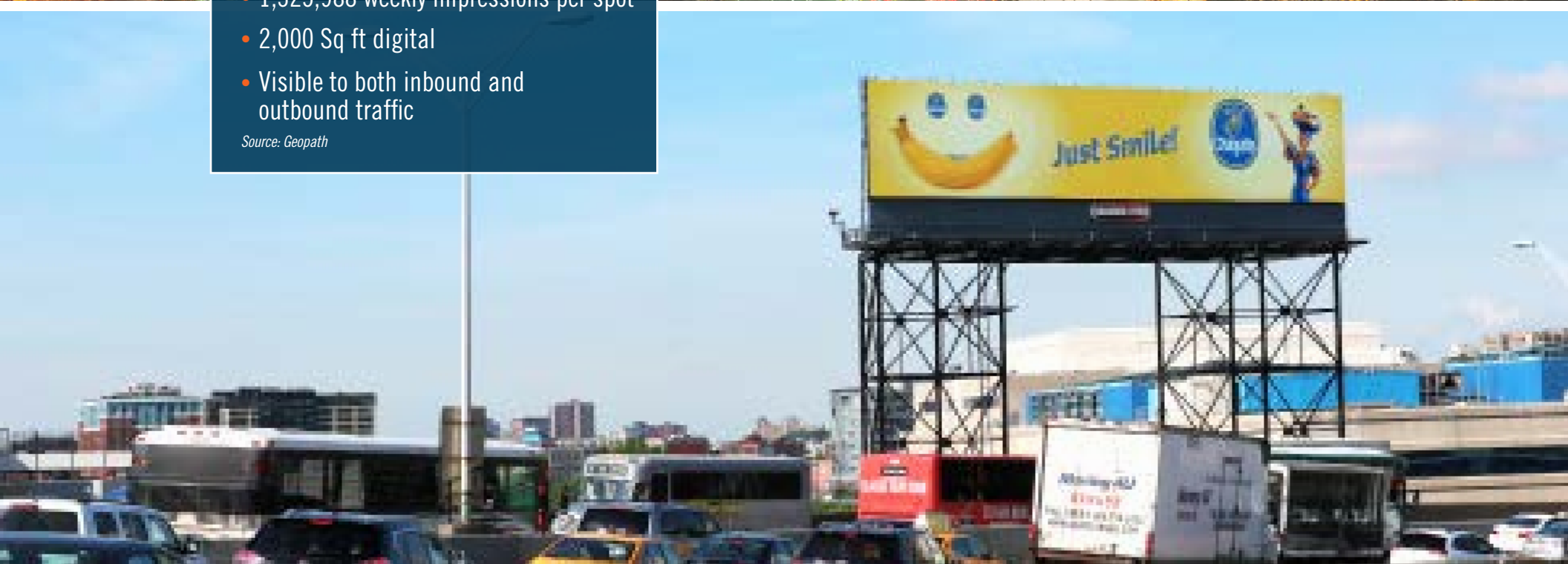


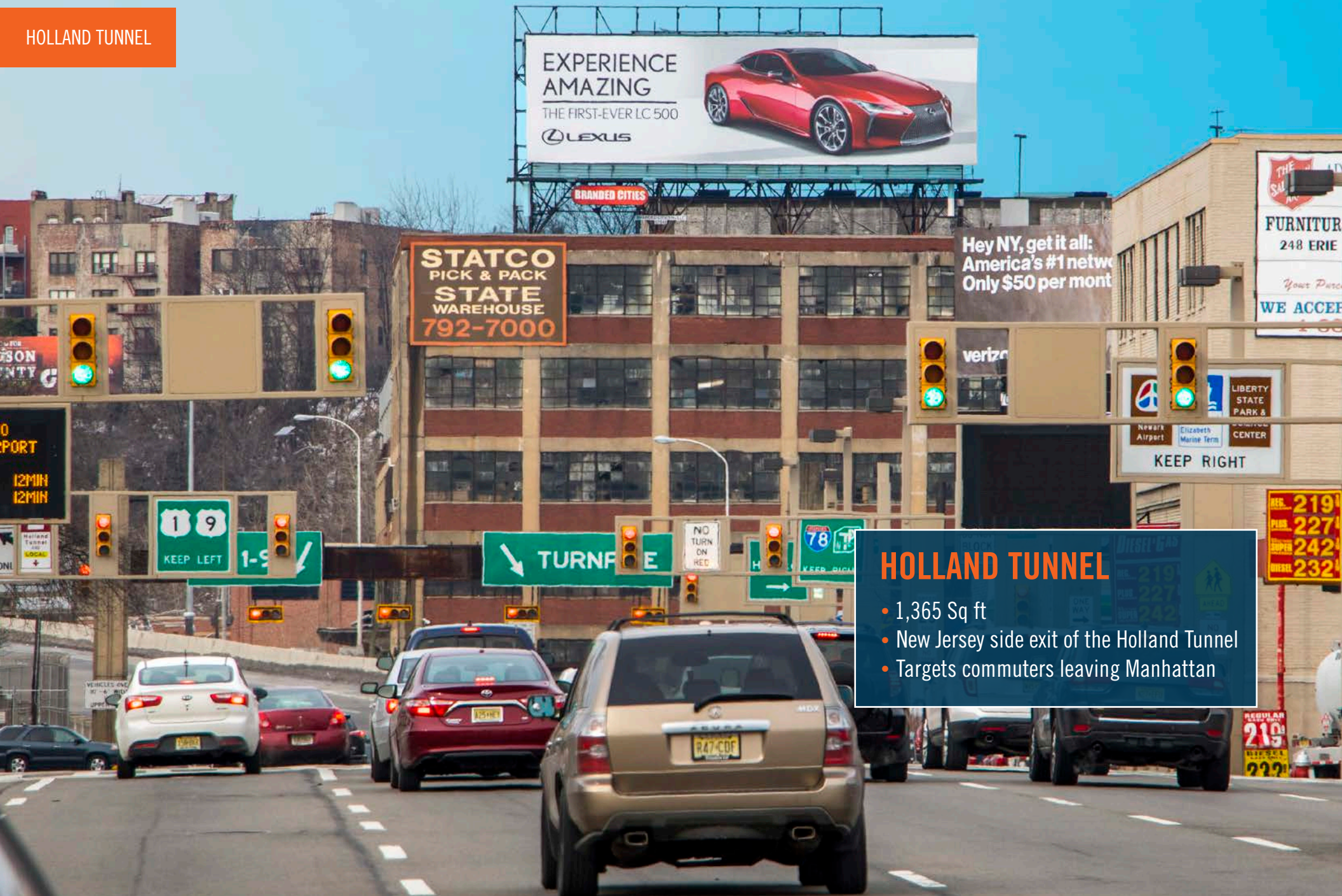
LINCOLN TUNNEL

LINCOLN TUNNEL

- Busiest vehicle tunnel in the US
- 1,325,988 weekly impressions per spot
- 2,000 Sq ft digital
- Visible to both inbound and outbound traffic

Source: Geopath

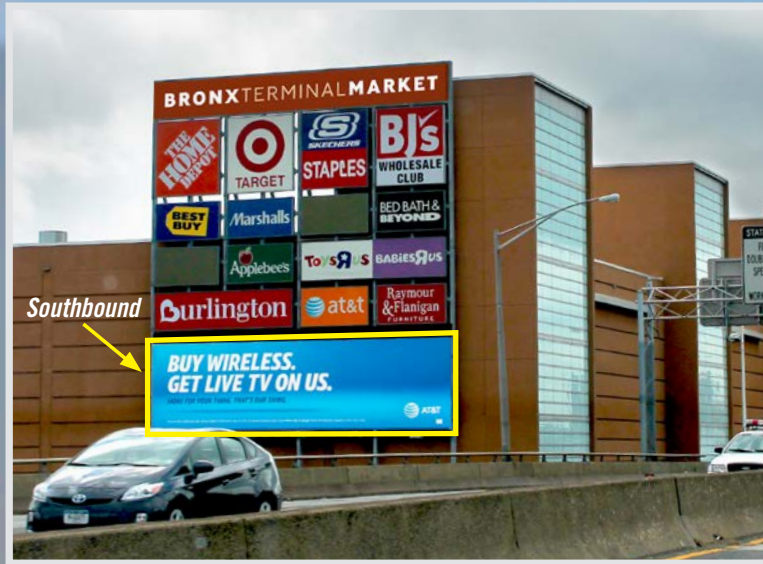




HOLLAND TUNNEL

- 1,365 Sq ft
- New Jersey side exit of the Holland Tunnel
- Targets commuters leaving Manhattan

BRONX MAJOR DEEGAN



BRONX MAJOR DEEGAN

- 2 displays: 1,344 Sq ft
- Targeting heavily trafficked Bronx Major Deegan Freeway
- In proximity to Yankee Stadium





Less a glass, more
a display cabinet.

LOS ANGELES CALIFORNIA

- #2 DMA
- BC inventory generates 6.8MIL impressions weekly
- West Hollywood, Sunset Strip, Orange County and upscale beach communities
- Mondrian Hotel Wallscape: 6,344 Sq ft

Source: Geopath



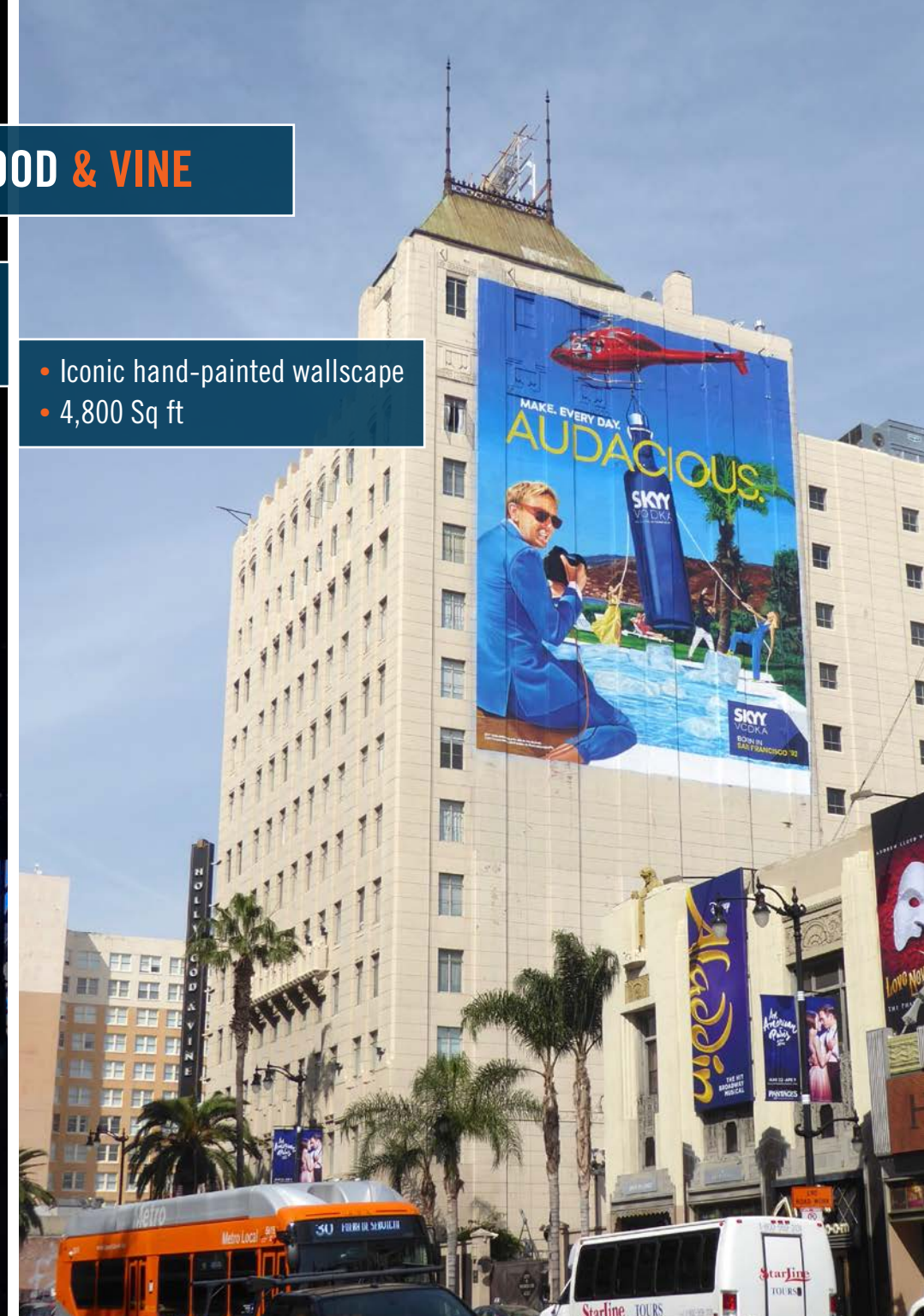
MONDRIAN WALLSCAPE

HOLLYWOOD & VINE

- Landmark rooftop neon sign
- Built in 1928
- Oldest signage in Hollywood



- Iconic hand-painted wallscape
- 4,800 Sq ft



405 A NORTH

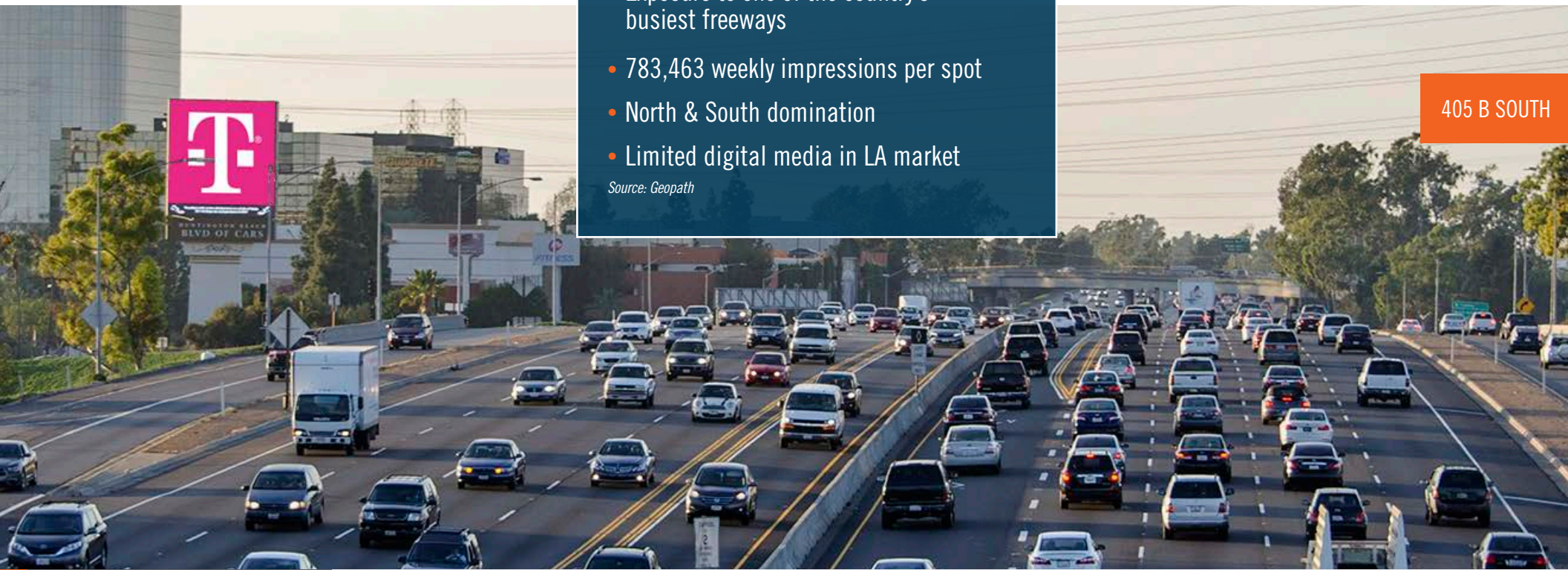


405 DIGITAL

- Exposure to one of the country's busiest freeways
- 783,463 weekly impressions per spot
- North & South domination
- Limited digital media in LA market

Source: Geopath

405 B SOUTH





CHICAGO ILLINOIS

- #3 DMA
- BC inventory generates approximately 2 million impressions weekly
- Inventory concentrated throughout the heart of the downtown core
- Bucktown, Wicker Park, Lincoln Park, Wrigleyville, River North, Oak Street Shopping, Michigan Ave/ Magnificent Mile & The Loop Business District

308

Häagen-Dazs

5 INGREDIENTS
ONE INCREDIBLE
INDULGENCE

ääh



Häagen-Dazs

BRANDED CITIES

delicious
312.787.8200

303

Häagen-Dazs

57 YEARS
IN THE MAKING

ääh



BRANDED CITIES



PHILADELPHIA PENNSYLVANIA

- #4 DMA
- Only digitals on Market Street
- 687,176 weekly impressions per spot
- Screens are synced to run content seamlessly across all

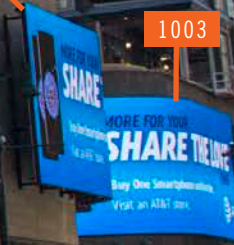
Source: Geopath

1001

1002

1003

1004



Spectacular digital signage in Center City provides advertisers with unrivaled voice in this important area of Philadelphia.

WEST PODIUM



PHOENIX ARIZONA

- #12 DMA
- BC inventory generates 4MIL impressions weekly
- 36 spectacular displays on Westgate property
- Home of the Arizona Cardinals (NFL) & Arizona Coyotes (NHL)

Source: Geopath





WG1002-04

DENVER CONVENTION CENTER



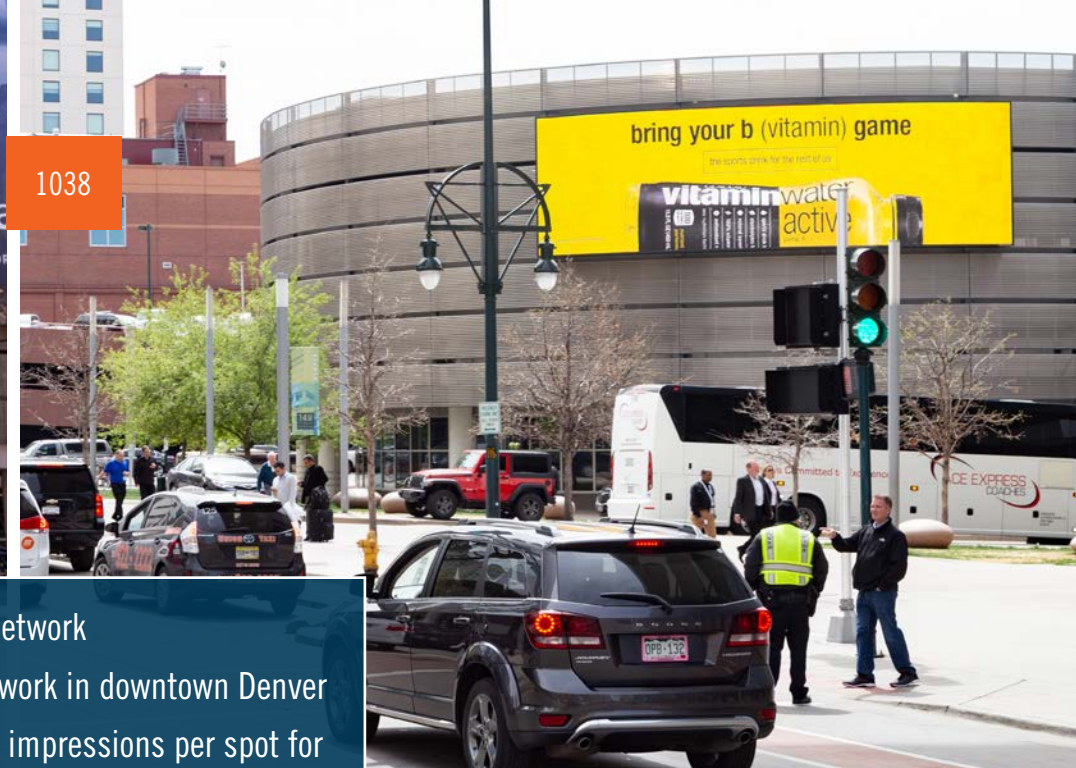
DENVER COLORADO

- #17 DMA
- BC inventory generates 6 MIL impressions weekly
- 25 spectacular displays in downtown Denver

Source: Geopath, Downtown Denver Partnership



1001

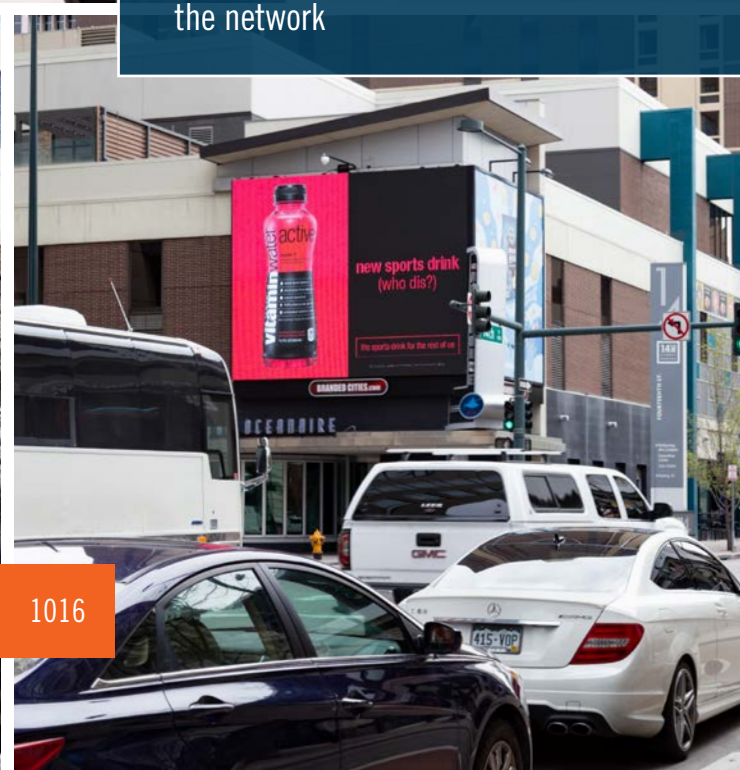


1038

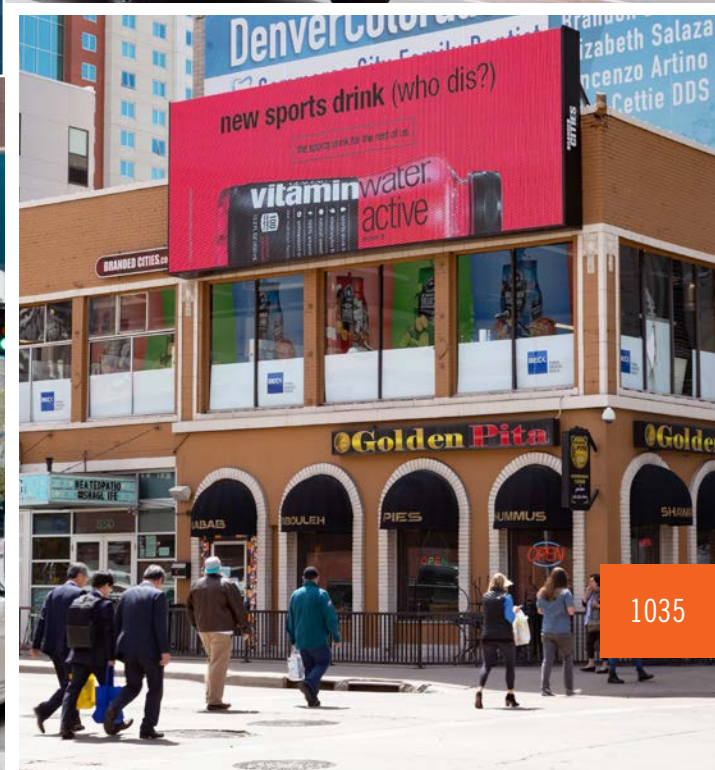
- 5-face digital network
- Only digital network in downtown Denver
- 297,175 weekly impressions per spot for the network



1025



1016



1035

1009-1010





LAS VEGAS NEVADA

- Las Vegas: 41.1MIL visitors yearly
- Harmon Corner: 2.72MIL weekly impressions
- Center point on the world famous Las Vegas Strip
- 306' x 60' / 18,360 Sq ft digital
- Size of 27 standard 14'x48' billboards

Source: Geopath, Las Vegas Convention and Visitors Authority

LAS VEGAS ICONIC SPECTACULAR



ollywood

HARMON CORNER



My
BURBERRY

BURBERRY.COM



BUBBA GUMP
SHRIMP CO.

STOP
PEACE
STOP

NOW WITH EXTRA
HOPS

HOPS

TWIN PEAKS

SCENIC VIEWS



Walgreens



Walgreens

SIN CITY

Planet Hollywood
NEW YORK
PIZZERIA-RESTAURANT-BAR

SUBWAY
OPEN 24 HRS

McDonald's

McDonald's



BRANDED CITIES ACTIVATE



PRADA

LIVE FROM THE RUNWAY

Prada made a big splash in Times Square by broadcasting LIVE one of their recent fashion shows on Branded Cities' digital screens. Streaming the show in real time was a great way to bring exclusive content to both a private audience and the general public.



DYNAMIC EXECUTION

Merging digital signage with the Internet of Things allowed Mazda to trigger content changes based on current weather conditions. These dynamic triggers, as well as many others developed by BC's tech team, provide advertisers with the freedom to deliver tailored and relevant info to their consumers. Throughout the United States.

7 CREATIVES | 6 TRIGGERS | 72,900 NETWORK CALLS





MEGA SELFIES

To promote the US Open, the United States Tennis Association used BC's Nasdaq and Thomson Reuters screens to deliver hundreds of massive selfies to the streets on Manhattan. Photos were taken by a hired street team, customized by a creative team stationed at the BC office, then delivered to the screens in near real time.

2 HOURS 210 PEOPLE



SOCIAL WALL

Consumer generated content encourages passers-by to become part of the brand conversation through social platforms such as Instagram, Facebook and Twitter.





A GIANT TASK

HBO hired the Branded Cities in-house creative department to storyboard and produce a promotional advertisement for their Andre the Giant WWE documentary. The team's experience in designing creative that syncs between both Nasdaq and Thomson Reuters locations was key in being selected for this project.



MIXING IT UP IN TIMES SQUARE

Combining a large street event in Times Square and OBIE Award-nominated creative designed by BC's very own team, helped Pepsico and Quaker promote their nationwide "Bring Your Best Bowl" oatmeal contest.

\$250,000 CASH PRIZE
3,000 ATTENDEES
2,900 OATMEAL BOWLS CREATED
1,000 ON-SITE SUBMISSIONS





PHOENIX

2850 EAST CAMELBACK ROAD
PHOENIX, AZ 85016
PH 602.840.3000

NEW YORK

130 W. 42ND STREET
11TH FLOOR
NEW YORK, NY 10036
PH 646.650.2650

TORONTO

250 YONGE STREET
SUITE 1901
TORONTO, ON M5B 2L7
PH 416.408.0800

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WASHINGTON DC
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CALGARY
OTTAWA
WINNIPEG
EDMONTON

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