

# EXPERIENTAL



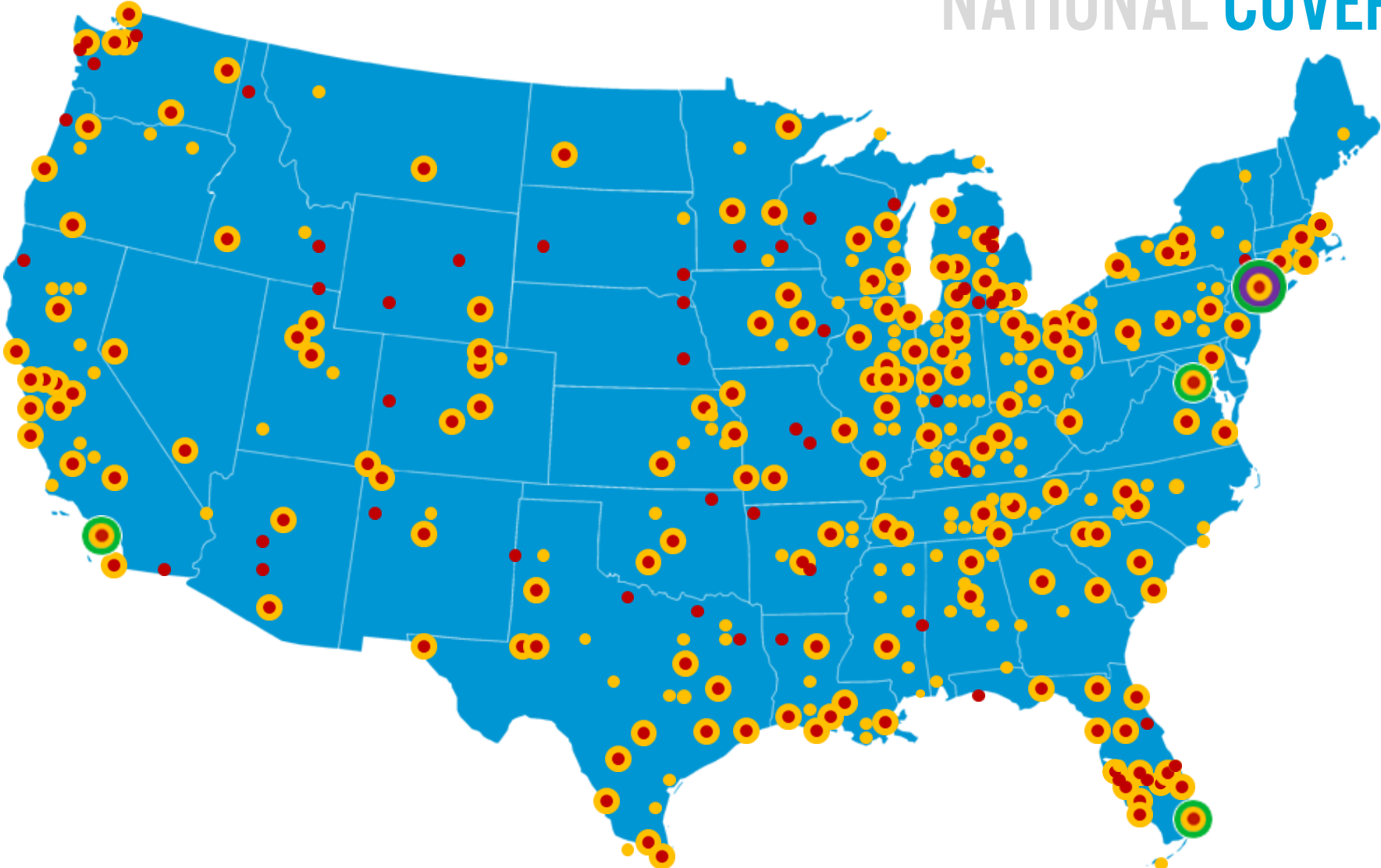
# Lookmedia

2014 media kit



# OUTDOOR

# NATIONAL COVERAGE



## Experiential



Nationwide  
(90+ cities executed)

- Staffing
- Sampling & Demos
- Wearable Media
- Unique Vehicles
- Mobile Tours

## Retail



2,400+ locations  
310 CBSAs

## Tabletop



580+ locations  
226 CBSAs

## Transit



3 cities  
13 routes



# DOMINATE

**POLE POSITION – THE MOST FAVORABLE SPOT  
AT THE START OF A RACE.**

Large vinyl banners at shopping center entranceways get your message in front of consumers just as they begin to shop.

Ideal positioning and repetitive placement make for memorable, actionable ads at point-of-sale. Dominate the last 100 feet to the store and close the gap between traditional out-of-home media that may be miles away, and cluttered in-store promotions.

**18-20%**  
**\$Sales lift**

shown by independent studies attests to the value of parking lot media. An uncluttered environment, unexpected placement and at-store location makes this a powerful way to move the needle.

**9**  
**visits per month**

by the typical shopper to their neighborhood supermarket, provides great frequency in a hyper-local way.

**2,400+**  
**shopping centers**

nationwide provides broad coverage  
& flexibility

# RETAIL CENTERED

HIGH-FREQUENCY MEDIA

HYPER-LOCAL REACH

**CVS**  
**Publix.**



**Walmart**   
Save money. Live better.

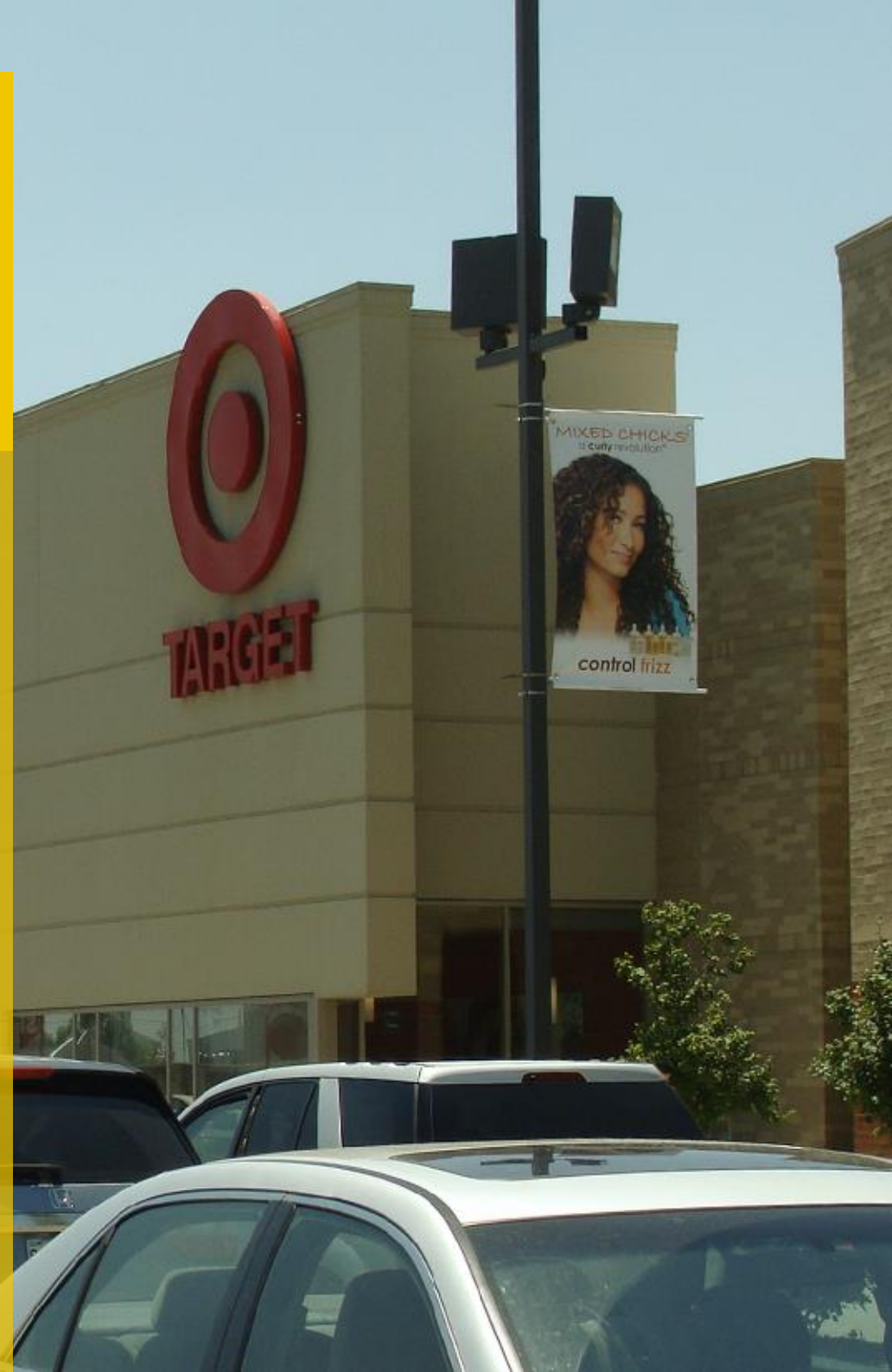


**TARGET**

and more...

USED BY  
CPG  
Financial  
Telecom  
Cosmetic  
Beverage  
Medical  
Education

FOR DOMINANT  
BRANDING  
& POS PUSH



# ABOUT POLE BANNERS

Pole banners put your brand at the entrance of shopping centers nationwide. Utilizing light poles in the parking lots, we hang banners in a way that dominates the scene in an uncluttered environment, visible to all shoppers before they enter the store.

The positioning – about 8 feet off the ground – and the repetitive images on every pole make a strong impression, and allow for very flexible creative executions

Our centers are anchored by supermarkets, big box, pharmacy and specialty retailers. No matter your audience, reach them directly by placing ads exactly where you want - by mall, by market, by store anchor, by category or by a variety of demographic criteria, giving you great coverage and flexibility.

## Size

5' x 3'  
7' x 3'

>>

Available in **310 CBSAs**, reaching all major retailers including supermarkets, big box, pharmacy and specialty retailers



# ENGAGE

22 MINUTES



average dwell time in the food court means tabletop ads are like a magazine page you never turn. Hands-free, relaxed diners are more likely to opt in to offers via mobile devices.

89%  
read the ad

60%  
unaided recall



# ABOUT TABLETOP ADS

**Advertise in busy areas where people shop and eat – you're sure to make lots of impressions.** But with everybody rushing about, how many will last? Better your audience is taking a break, relaxed and open. Start a dialogue one-on-one, and let the tables do the talking.

Break through shopping mall clutter with clear bright colors and crisp images.

Look Table ads and your message are hard to miss.

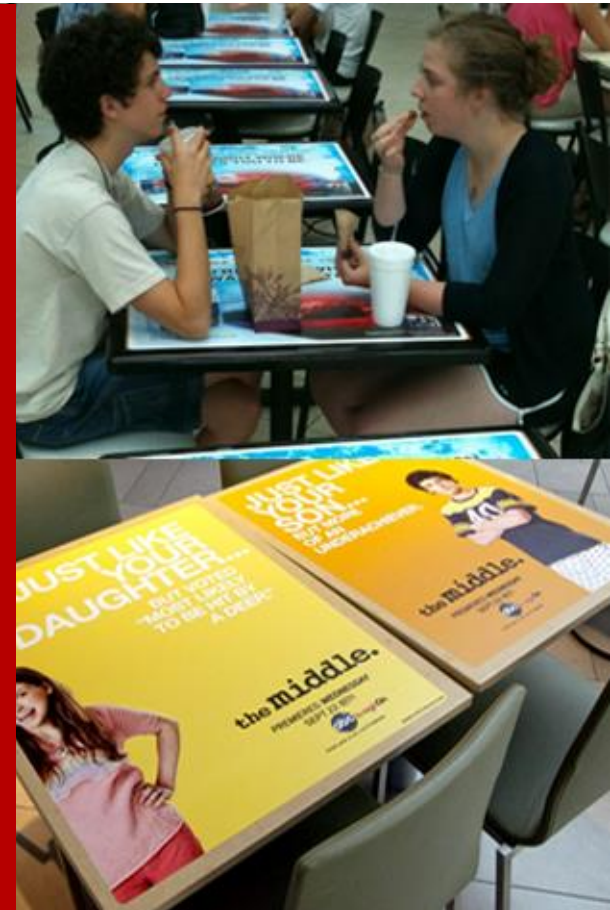
We work with all major developers to give you the largest number of malls to choose from while consolidating this niche media into a single insertion order. We also ensure that the full table is wrapped for maximum impact.

## Size

19" x 25"  
22" x 28"  
28" round  
All custom sizes'



>>  
Tabletop ads  
are available in  
580 food courts  
nationwide,  
reaching 328  
million visitors  
per month



# ABOUT MANHATTAN PLAZAS

**Herald Square is a retail hub at a transportation crossroads.** Stretching from 36th to 32nd Streets along Broadway & 6th Ave, this urban park sits in front of Macy's, Manhattan Mall, Koreatown and multiple subway & PATH stations. Penn Station and the Empire State Building are nearby. The area is teeming with commuters, tourists and shoppers.

**Chelsea / Meatpacking Triangle sits amid a hip neighborhood with an active nightlife.** Located on the west side of Manhattan, Chelsea offers a mixture of trendy residences and retail outlets. Situated at the entrance of the Meatpacking District's swanky nightspots, and the Apple store right across the street from the triangle shaped park, engage the young, hip, and affluent crowds of NYC.

## Size

25" tables  
6 – 12' umbrellas



>>  
Tabletop ads,  
branded  
umbrellas,  
barricades and  
other media are  
available in multiple  
plazas – ask us  
about the latest  
opportunities.





# CRUISE

## THE HEART OF THE CITY

Transit Ads on Tourist & Commuter Buses are available in multiple formats in Los Angeles, Miami & Washington DC.



# ABOUT CITY BUSES

Featuring both Commuter and Tourist bus routes we deliver eye-popping impressions in high-profile areas.

## Los Angeles

Routes through Hollywood & Beverly Hills passing key landmarks - Grauman's Chinese Theatre, Hollywood & Vine, Rodeo Drive, and Farmer's Market.

## Miami

Primarily tourist routes from MIA & FLL airports to the cruise ship ports & South Beach.

## Washington DC

Covers major commuter routes into DC as well as the historical center – The Capitol, The White House, Federal Triangle, The Smithsonian Museums, National Archives and many others.

## Sizes

King:	30" x 144"
Kong:	30" x 240"
King Kong:	100" x 240"
Tail:	21" x 70"
Full Back:	(varies)
Full Wrap:	(varies)



>>  
Transit ads  
cruise the  
busiest and most  
visible parts of  
LA, Miami and  
Washington DC.





# EXPERIENCE!

## AS YOUR CREATIVE CONSULTANTS

We start with some of the coolest ideas drawn from our global network of Look Media companies, and apply them to the parameters of your campaign. From single events to multi-city tours, our professional staff and systematic execution ensure great results. Check out some of our media options on the following pages...

Interactive, wearable, mobile, flexible, customized, targeted, guerilla – **all the things you're looking for in an experiential media vendor.**

# ABOUT STAFFING

Look Media has been vetting, training and managing special event staff since 2006 nationwide. Whether a simple flyering campaign or a multi-city tour, we know what it takes to do a great job.

We'll help you identify a campaign's concept & purpose while suggesting branded attire, props, premium samples and media integrations.

Then we'll assemble the best possible team, considering your budget, program length, locations and the type of engagement and reporting required.

We provide paid back-up staff, real-time check-in, and offer custom proof-of-performance including photo, video, written reports and GPS tracks.

## Options

- Brand Ambassadors
- Street Teams
- Promotional Models
- Product Specialists
- Event Staff



>>  
The face of  
your brand  
should be the  
most **skilled,**  
**experienced**  
**and highly**  
trained people.



# ABOUT WALKERS & JET PACKS

**Look Walker backpack signs put your street team on steroids.**

Additional messaging & impressions from wearable signage far exceeds that of a plain vanilla street team. The bright backlit signs are highly visible & attractive. These dual-sided boards can be seen from virtually any angle and grab attention. We recommend teams of 4 - 8 members for ideal impact.

**Beverage Jet Packs provide an amenity that resonates.**

Who doesn't like getting a free drink? Distribute hot or cold beverages in branded paper cups to get your message and sentiment into your audience's hands while ingratiating them to your brand.

## Size

Walkers: 51" x 19"  
Jet Packs 28" x 17"



>> Illuminated backpack signs, coffee jetpacks & iPad surveys **draw people in and greatly increase** acceptance & interaction rates



# ABOUT SCOOTER CONVOYS

## Custom Campaigns

Our scooter drivers double as brand ambassadors for highly-customized sampling & promotional campaigns. The teams run custom routes & times, trailers are backlit and can be outfitted with audio & interactive displays. Great for conventions, special events & weekend-only promotions.

## Media Only

For about the same cost as one billboard truck, we provide a convoy of 3 scooters on regular advertising routes at 4-week rates. Reach the best locations at peak times in the most eye-catching way possible. Includes GPS tracking & daily photo PoP.

## Size

56" x 36"



>>  
When our stylish & unique **scooters towing 3-sided** trailers cruise by, people don't just look – they watch.



# ABOUT CYCLES

Cycles with trailer-signs provide excellent street-level exposure and can access public plazas, walkways and other areas barred to motorized vehicles. They also lend an aura of healthy, eco-friendly fashion-forward thinking.

We offer several cycle options including racing cycles (with riders decked out in custom-branded lycra outfits), European-style delivery bikes for carrying samples, and several sizes of trailers, including an extra large 6' x 8' version.

## Size

Standard Portrait:  
70" x 45"

Xtra-Large Landscape:  
70" x 90"

Delivery Box Cycles:  
2.5' cube box



>>  
Create **positive associations** with your brand – eco-conscious, sleek and forward thinking.



# ABOUT SEGWAYS

Segway scooters are a time-tested medium for pedestrian thoroughfares. The highly visible brand ambassadors stand slightly higher than everyone else, while the attractive curved shield and cute vehicle design attract attention and get a strong reaction from the public.

Typically sold in teams of 4 units., this is a perfect sampling platform, now backlit for night campaigns.

## Size

48" x 68"



>>  
This **classic sampling platform** puts your team head and shoulders above the crowd.





# ABOUT PEDICABS

## Chauffeured Special Events

For conventions, up-fronts, sporting and other special events, provide a great branded amenity – free rides! Drivers can be supplied with samples, outfits and talking points. Meanwhile, the pedicabs can be fully wrapped, and outfitted with custom canopies and extensions. Custom routes & times, of course, available in most major cities.

## Media only

At a more affordable price point, utilize pedicab branding as the vehicles go on their regular routes. The media is available in 4-week blocks - full wraps or back panels only.

## Size

Full wrap  
38" x 97"



>>  
Provide  
**chauffeured  
rides** with  
custom routes,  
special  
extensions &  
sampling, or  
straight media  
only.



# ABOUT WRAPPED VEHICLES

Whether a single ice cream truck distributing branded samples or a convoy of Smart Cars turned into mini airplanes, this is a great way to send a customized brand experience on tour.

We can wrap any vehicle imaginable, add exterior augmentations or custom interior builds for interactive brand experiences. Add video, sound, interior dioramas, product demonstration stations – you name it.

## Vehicles

- Food Trucks
- Glass Box Trucks
- Tankers
- Smart Cars
- Mini Coopers
- Cargo Vans
- Hummers
- Any Other...



>> Ideal for multi-faceted **custom brand** experience tours, demos & sampling campaigns.



# ABOUT POP-UP EVENTS

When special things suddenly appear in ordinary places, people take notice. Custom builds, oversized messaging, interactive touch screens, bi-lingual staff. These elements combine for encompassing brand experiences, sparking curiosity. Combined with some amenity, free sample, product demo or other benefit that creates goodwill and makes people want to reciprocate, spreading enthusiasm for the brand.

Professional staff can run contests, registrations & lead generation efforts as part of an event.

Contact us for ideas and capabilities for an activation that matches your strategic goals.

## Venues

Conventions  
Malls  
Retail Parking Lots  
Parks & Plazas  
Urban Centers  
Boardwalks  
Any Other...



>>  
Pop-up events  
are **sudden,  
memorable  
and impactful**  
encompassing  
brand  
experiences



# ABOUT URBAN LOOK SCAPES

## Size-Matters

Typically 2 – 8 times bigger than bus shelters, these high-impact ads dominate the scene in busy urban centers and aren't cluttered like 'wild posting' boards.

## Street-Level Media

Occupying storefronts in hot locations, these high-impact ads come to life only when your target demographic is around. When the mom

& pop shops close, the partyers come out. When our bar locations sleep late, the commuter

## Heart of the City

With over 120 sites and counting, we reach every urban slice from Harlem to Melrose, and will secure new locations to match your campaign objectives. ers are buzzing.

## Size

Typical range:  
4 – 20' wide  
7 – 10' high



>>  
Clean, bold  
images reach  
**nightlife &  
commuters** in  
New York and  
Los Angeles



# LOOK MEDIA, THE INVENTOR OF SCOOTER ADVERTISING, **BEGAN IN 1999 WITH JUST 4 SCOOTERS** AND TRAILERS IN SYDNEY, AUSTRALIA.

Since then, we have expanded internationally and launched a variety of innovative marketing services. We build on the idea that “it’s not what you see, but how you see it!”



- + Cost effective
- + Nationwide
- + Highly targeted
- + Reliable execution
- + Fast turnaround

**Look**media

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