





Retail

Best at-store media

- 1000+ shopping centers
- Large vinyl banners
- Target key tenants

The best at-store media – our ‘pole position’ ads put your brand in the leading position at shopping center entranceways.



Tabletop

Dedicated Service

- 500+ malls and Manhattan Plazas
- Full table wrap
- Dominate or target
- Fast turnaround

Available in hundreds of venues nationwide, tabletop ads offer unprecedented dwell time, recall and engagement.



Urban

Largest on the Street

- Clean, bold images
- Targeted networks in NYC & LA
- Reach nightlife and commuters

Several times bigger than bus shelters, these high-impact ads dominate the scene in busy urban centers.



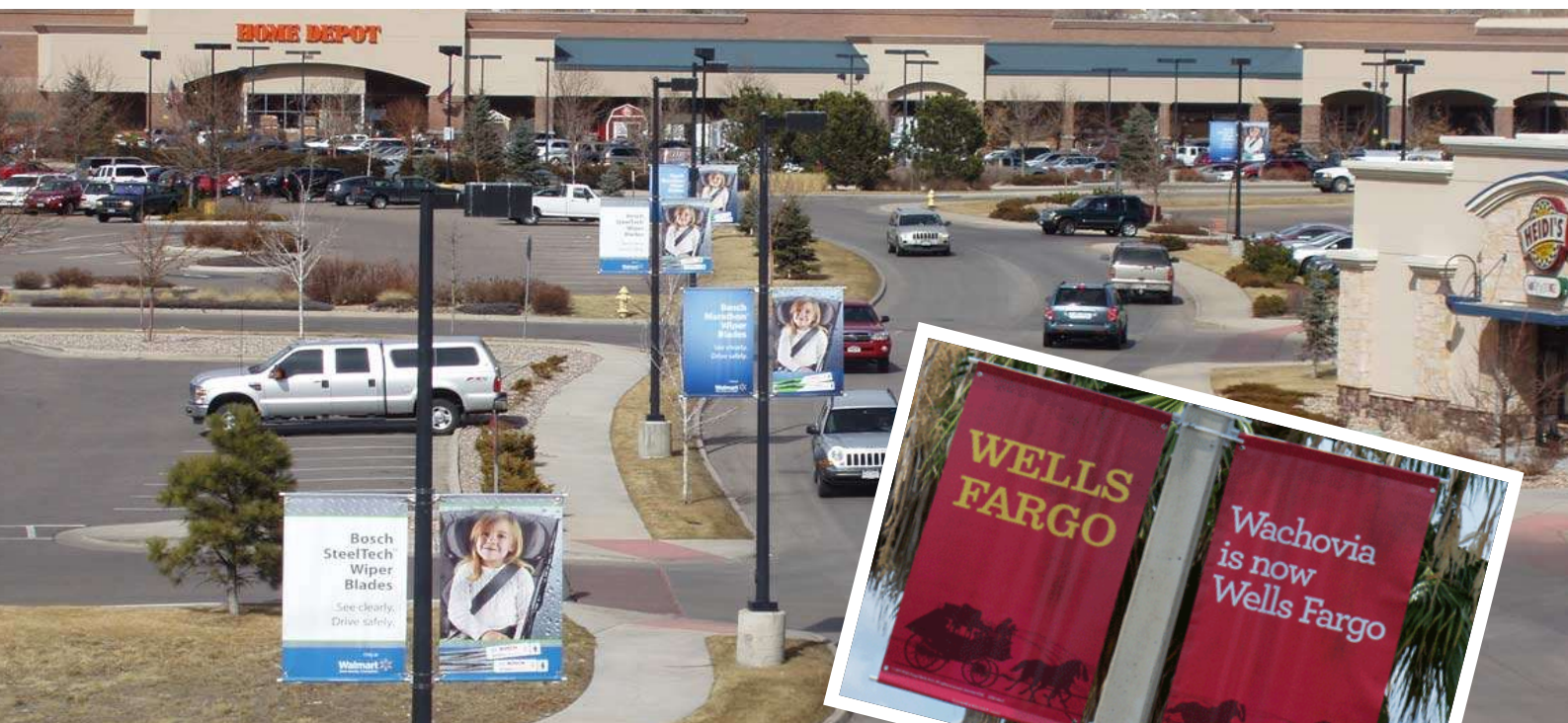
Experiential

Core Capabilities

- Staffing
- Sampling / Demos
- Wearable Media
- Unique Vehicles
- Special Events
- Mobile Tours
- Nationwide Service

Engage directly with consumers using a variety of eye-catching tactics - everything from custom vehicles to street teams with interactive displays.

Our media services reach people in unique and memorable ways that get a **positive reaction**.



Now 1. pole position - the most favorable position at the start of a race



NATIONWIDE COVERAGE

Available in over 1,000 shopping centers around the country, get your message in front of consumers just as they begin to shop. You can place media by mall, by market, by store anchor, by category or by a variety of demographic criteria, giving you just the coverage and flexibility you're looking for.

Banner Size: 60" x 36" or 84" x 36"

STRATEGIC PLACEMENT

Pole Position Media places your brand at the entrance of shopping centers nationwide. Utilizing light poles in the parking lots, we hang panels and banners on every pole to dominate the scene in an uncluttered environment, visible to all shoppers just before they enter the store.

DOMINANT, REPETITIVE, MEMORABLE

The positioning – about 10 feet off the ground - and the repetitive images on every pole make a strong impression, and allow for very flexible creative executions.

BROAD APPEAL

Our centers are anchored by supermarkets, pharmacies, discount stores, big box and specialty retailers. No matter your audience, reach them directly by placing ads only in front of venues you select.

CONTACT US

P (305) 940-4949 info@lookpoles.com





NATIONWIDE & AFFORDABLE

Top DMAs to regional markets
Reach 133mn shoppers/mo
30,000+ tables
\$ 2 CPMs

MOST ENGAGING OOH MEDIA

Avg. 32 minutes dining
89% read the ad
60% unaided recall
Opt-in via mobile media



1. Dominate

Break through the mall clutter

With clear, bright colors and crisp images, Look Tables and your message are hard to miss.

2. Dwell

Like a magazine page you never turn

Long dwell time with a receptive audience means high recall and the opportunity to go beyond a brief slogan.



3. Engage

Drive interaction

Use call-to-action messaging to track your results.

CONTACT US

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Prime Locations

Herald Square

Retail Hub & Transportation Crossroads

Located in the heart of Manhattan, Herald Square stretches from 36th to 32nd Streets along Broadway & 6th Ave. The urban park is located directly in front of Macy's, Manhattan Mall, Koreatown and multiple subway & PATH stations. Blocks away are Penn Station and the Empire State Building. This high energy crossroads teems with commuters, tourists and shoppers.

Flatiron Plaza

Lively Retail & Business Neighborhood

One of New York's most dynamic and lively neighborhoods, Flatiron offers a vibrant combination of retail establishments, assorted eateries, and historical landmarks. Lining the streets of 23rd and Broadway, tabletops in this area offer a high degree of engagement for your target demographic, nestled between Madison Square Park, Eataly and the historic Flatiron Building.

Chelsea / Meatpacking

Hip Neighborhood & 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, these tabletops will easily engage the young, hip, and affluent crowds of NYC.

MEDIA & SPECS

25" diameter
Umbrella branding also possible
Opt-in via mobile media + free QR code

Inventory

Herald Square: 200
Flatiron Plaza: 54
Chelsea/Meatpacking: 20

Sponsorship Package supports parks

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Street-Level AdSpace Network in Key Urban Markets



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 commuters are buzzing.

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.

VISIBILITY NETWORKS

after-hours – at the heart of nightlife areas, frequented by young trendsetters

morning rush – near subway stations in and office areas, the best way to reach morning commuters

24-7 – closed retail locations that enable around-the-clock exposure

SIZE MATTERS

The biggest thing on the street – typically 2-8 times larger than bus shelters, and not cluttered like ‘wild posting’ boards, UrbanLookScapes dominate the scene in unexpected places.

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urban

LOOK

scapes
media



Your Creative Consultants

Interactive, wearable, mobile, flexible, customized, targeted, guerilla—all the things you're looking for in an alternative out-of-home vendor.

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...

Models



Custom Outfits



Multi-Lingual



Product Demos



Cold Sampling



Street Teams



STAFFING

Backpack Signs



Beverage Jet Packs



Ad Balloons



Interactive Displays



STAFF + WEARABLE MEDIA

Scooters



Cycles



Food Trucks



Segways



Delivery Bikes



Pedicabs



Wraps



VEHICLES

Conventions



Free Rides



Conferences



Mall Stations



Stadium



Pop-Up / Tours



EVENTS

Projections



Street Decals



Clean Stencils

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

