



emc outdoor

We provide integrated, location-based marketing that allows brands to connect with, and engage highly targeted audiences.

Combining data innovations with 30 years of experience we provide insights into consumer behavior outside the home, and build efficient, targeted media plans to reach them.

### Traditional Out of Home

From billboards to buses, from airports to rail we have experience planning and placing every type of traditional OOH media. From local and regional campaigns to large national and international programs our team has executed thousands of OOH campaigns

### Lifestyle Media

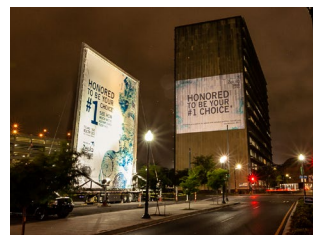
Lifestyle media reaches consumers where they shop. Including locations like gas stations, convenience and grocery stores, malls, salons and fitness centers, lifestyle supplies multiple touchpoints within consumers daily lives.

### Tradeshhow Marketing

Tradeshows, conventions, and professional meetings offer valuable opportunities to reach a normally widespread audience. Out of Home media and Experiential are highly effective tactics to reach this key audience and help drive booth traffic.

### Experiential Activations

Experiential activations serve to create unique, memorable, one-to-one brand engagement that builds loyalty and fuels social media. From creative concepts to operational logistics, we'll manage every step of the journey to bring your brand to life.



GoodPoint<sup>SM</sup>

GoodPoint is EMC's integrated approach to audience behavior, location data, market knowledge and attribution trends. This process allows advertisers to reach highly targeted audiences, efficiently, and at scale.