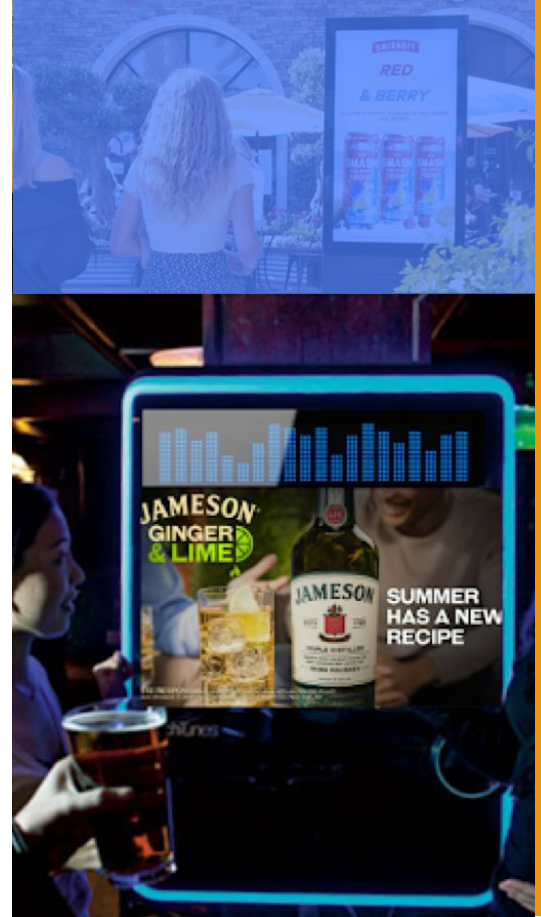


Alcohol Brands Tap Into OOH

The alcohol market in the US is expected to exceed \$284B in 2022 and grow by 7.5% every year up to 2025.¹ OOH provides alcohol marketers high-impact messaging in the physical world, with complete viewability, built-in brand safety, and no bots. In addition to boosting brand awareness, advancements in audience targeting, location targeting, and measurement solutions, have established OOH as a cost-effective performance marketing channel.

Source: ¹ Statista 2022



Why alcohol brands work with Place Exchange

- Ability to leverage first and third party audience data in aggregate for planning and buying
- Granular location targeting including inside and around key retailers, restaurants & bars, and other key points of interest, as well as takeovers of events
- Support for video and display formats, across 45+ LDA (legal drinking age) alcohol compliant publishers with venues limited to a 21+ audience (such as bars, casinos, and liquor stores); identify and activate on OOH displays not in proximity to schools, churches, and other specific locations
- Leverage Place Exchange's dynamic creative capabilities to increase ad awareness with personalized creative relevant to all manner of data triggers – time / place / context / weather, and more
- Seamless integration of QR codes for user interactivity
- Ability to measure desired outcomes, such as sales lift, foot traffic, and other key metrics

*The majority of Place Exchange's integrated publishers accept alcohol messaging – available inventory may vary based on state regulations, please reach out for an up-to-date list of alcohol compliant publishers and inventory.

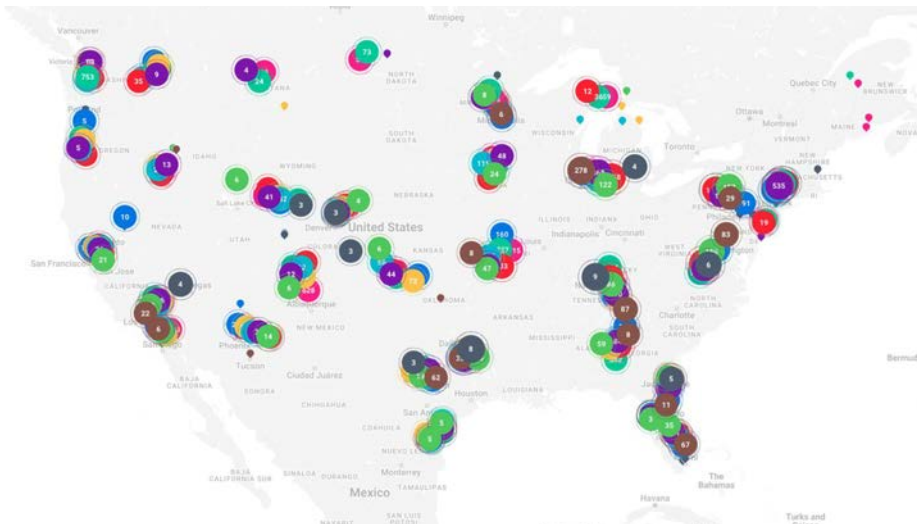
Contact sales@placeexchange.com to learn more.

Drive purchases with the power of physical retail media

Place Exchange has the largest network of in-store-retail media in the US, enabling brands and marketers to accurately target on a national scale in and around any point of purchase – whether that is a liquor store, grocery store, bar, club, etc. – allowing alcohol brands to deliver creative throughout the consumer journey right up to the moment of sale.

Target by venue category on a national scale: Sample map showing the top venue categories in a 5 mile radius around retail locations that sell target alcohol brand (excluding inventory in a 500 ft. radius around schools and churches).

- Total Screens: 192K
- Impressions (4-week): 36B



Publishers	Screens	
Retail	87,200	●
Entertainment	32,490	●
Transit	34,726	●
Outdoor	12,801	●
Point_Care	15,135	●
Health_Beauty	5,902	●
Office_buildings	3,042	●
Residential	1,036	●
Financial	53	●
Retail locations that sell target alcohol brand		●



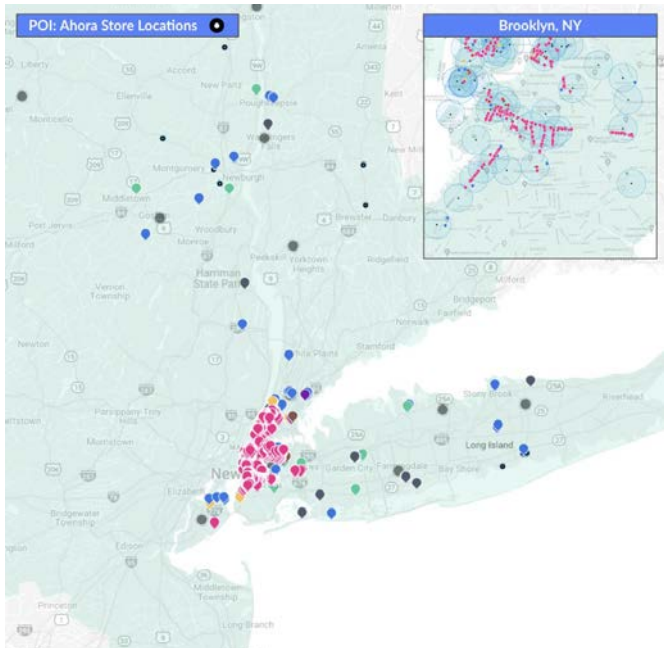
Leverage Advanced Targeting Capabilities

- Location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

The Daily Consumer Journey

Engage consumers throughout their daily journey with creative messaging placed within a geo-fenced radius of physical locations where your brand is sold. Deliver your brand message when consumers are commuting, at the office, shopping, in and around a bars & restaurant, and more.

Target by city & geofence: Map showing inventory in NYC within a 5 mile radius of store locations selling "Ahora Tequila".



- Total Screens: 2,944
- Impressions (4-week): 482M

Publishers

Intersection LinkNYC	📍
TouchTunes	📍
Atmosphere TV	📍
Screenverse	📍
TVM	📍
Simon Malls	📍
Outfront	📍
Intersection Cities & Transit	📍
Captivate	📍
Other	📍
Not Pictured: Firefly	📍

