



 PLACE EXCHANGE  
by  BroadSign

# Place Exchange Dynamic Creative



# Agenda

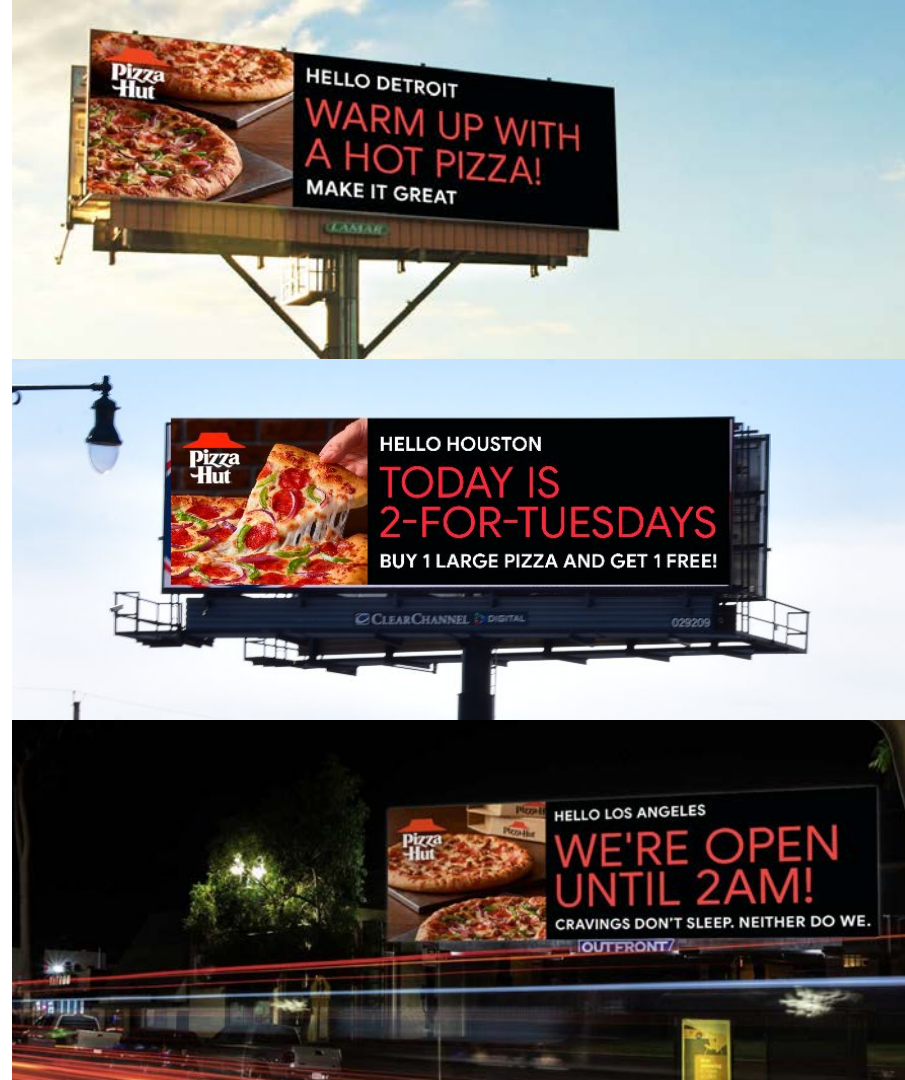
1. Benefits
2. Dynamic Creative Examples
3. How to Get Started



# Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (DOOH) creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through any preferred DSP



# Contextual campaigns boost consumer engagement

Across the marketing funnel, contextually relevant OOH messaging drive lift in performance metrics.

Uplift from contextually-relevant OOH messaging:



**Brand & Ad  
Awareness**



**Store &  
Website Visits**



**Purchases**



# Dynamic Creative Example: Showcasing Local Offerings

Customizations can include local data, such as a local agent, town name, nearest store location, and more.



# Dynamic Creative Example: Scheduled Product Promotion

Dynamic creative allows for variation of products/offers by market, day of week and time of day.



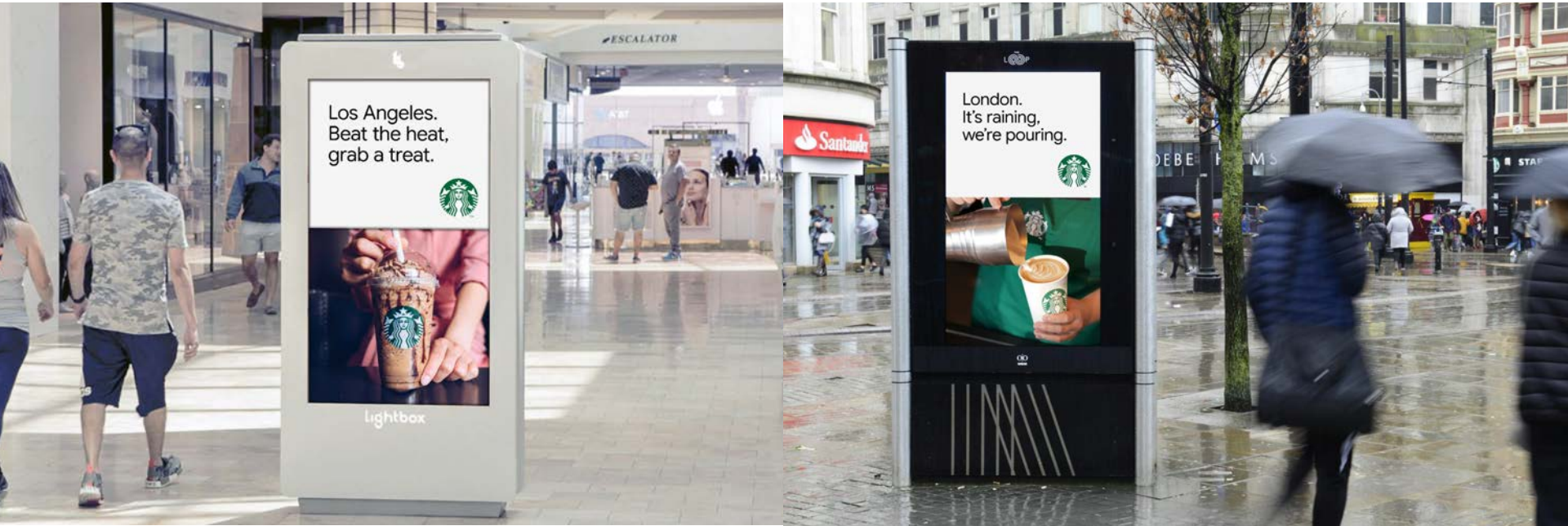
# Dynamic Creative Example: Daily Countdowns

Countdowns can create buzz and anticipation around movie/TV premieres, sporting events, cultural events, and more.



# Dynamic Creative Example: Weather-Based Messaging

Messaging can be adapted based on data feeds such as the weather at the screen location.



# Dynamic Creative Example: Custom Data-Driven Feeds

Brand messaging can be combined with other data such as the times of major sporting events or other cultural events.



# Dynamic Creative Example: Mapping Directions

Add driving or walking directions and mapped routes to the closest retail location, or other points of interest.



# 2 steps to activate a dynamic creative campaign

## 1. Share campaign details with PX

Reach out to [sales@placeexchange.com](mailto:sales@placeexchange.com) with the dynamic creative campaign details below. Place Exchange will evaluate the opportunity and develop a media proposal for your approval.

- Objectives/KPIs
- Budget
- Flight dates/length
- Geography (States, DMAs, Zips, POI/Radius)
- Additional Targeting Parameters (Audience, Custom Routes, etc.)
- Inventory Preferences (Publishers, Venue/Format Types)
- Deadline

## 2. Set up the creative with 3p creative partner

Reach out to your preferred 3p dynamic creative partner\* with the **subject line “PX Dynamic Creatives Request”** to set up your dynamic creative template and creative assets.

- What does your ad look like?

Creative Assets

Mockups

Files

- What elements will change dynamically within the ad?
  - Describe logic for changes based on location, date/time, weather, custom signals, etc.

\*Here are some PX certified 3p dynamic creative companies. Let us know if you have a company you would like us to add.



# Dynamic Certified Publishers



# Assembling your dynamic creative concept



## Visual components

e.g., product images, background images, logos, etc.

## Text components

e.g., headline ad copy, CTAs, disclaimers, etc.

## Describe the dynamic creative logic

e.g., “based on the location of the DOOH screen, change the following elements to promote the local agent”

- Photo of agent
- Name of agent
- City of agent

# Unlock the power of dynamic creative OOH.

[sales@placeexchange.com](mailto:sales@placeexchange.com)

