



# Amplifying the Olympics

## Place Exchange



# Promote your brand during the most watched global sporting event

All eyes are on Paris this summer from July 25th to August 11th for the most widely attended Olympics since 2018. With an all-star USA Basketball team likely featuring LeBron James and Stephen Curry, as well as the return of international icons such as gold-medalist Simone Biles and tennis star Naomi Osaka, the 2024 Olympics is poised to be the most watched sporting event in recent history.

**3+**  
**billion**

projected viewers will  
tune in for the 2024  
Olympics<sup>1</sup>

**\$3.1+**  
**billion**

projected spend on  
marketing & broadcasting  
for the 2024 Olympics<sup>3</sup>

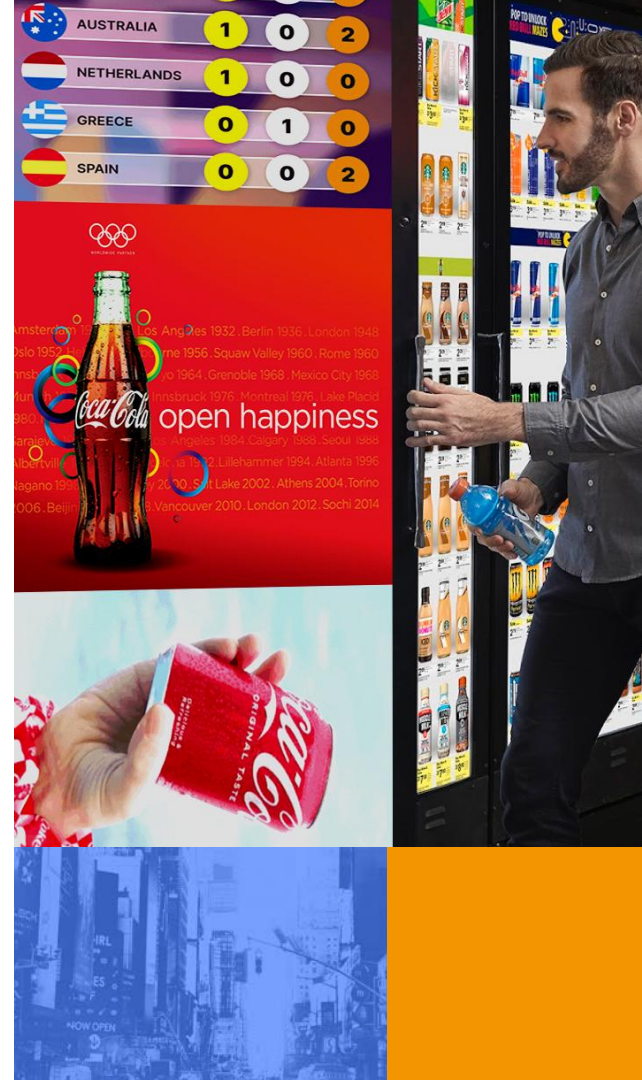
**15**  
**million**

expected visitors to Paris  
for the 2024 Olympics<sup>2</sup>

**60%**

increase in search for the  
2024 Olympics by  
consumers<sup>4</sup>

Source: <sup>1</sup>Cox Media, 2023, <sup>2</sup>New York Times, 2024, <sup>3</sup>Statista, 2022, <sup>4</sup>AdAge, 2023



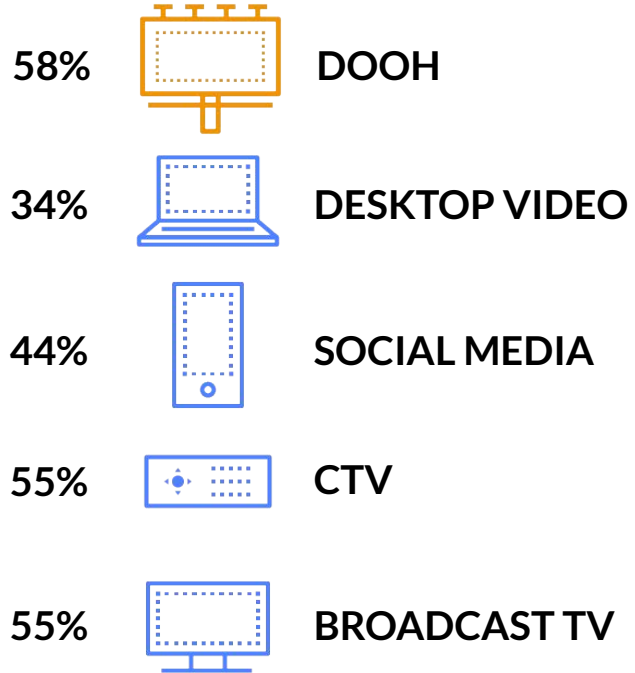
# Amplify your brand with OOH

- **OOH offers Olympic sponsors and other advertisers an unbeatable way to amplify their messaging leading up to and during the events.** Keep consumers engaged and up to date on the games as they go about their daily journeys.
- **OOH adds tremendous cost effective reach.** While broadcast TV, print, and online digital channels suffer from diminishing and fragmented audiences, OOH is the only mass media channel with the power to reach everyone, at lower cost than other channels.
- **OOH delivers high-impact creative with unlimited dynamic creative capabilities** that can incorporate timely updates - from countdowns to big events, to live scores, to the latest medal counts, dynamic creative can integrate brands into the Olympics narrative with relevant messaging.
- **OOH can be seamlessly activated in your DSP of choice.** Unify OOH planning, execution, reporting, and attribution as part of your omnichannel campaigns.



# Leverage the most trusted medium with the lowest avg. CPM

Consumer  
trust



CPM

\$5



\$12

\$9



\$13

\$7



\$10

\$25



\$40

\$16



\$45



# Activate the full-funnel impact of DOOH

## Top of the funnel

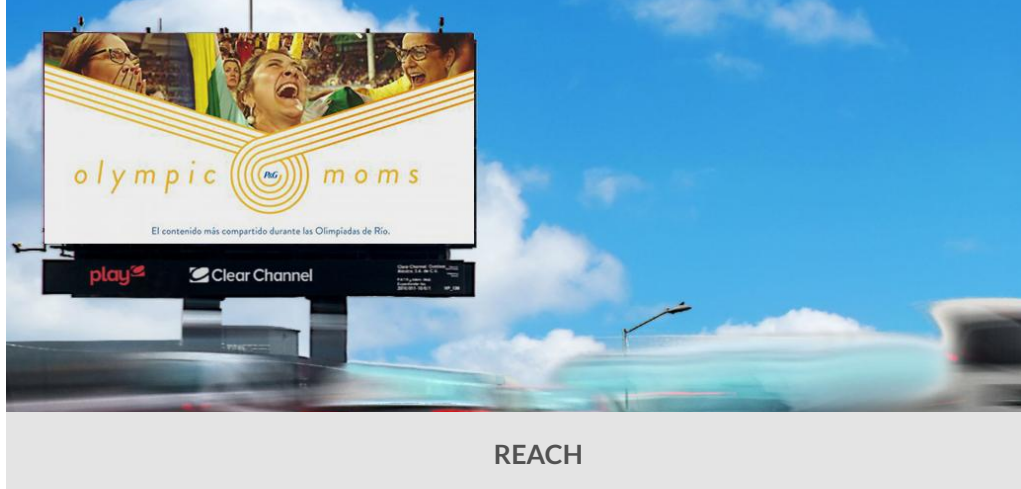
Brand awareness, Brand affinity

## Middle of the funnel

Purchase intent

## Bottom of the funnel

QR Scans, Purchases, Foot traffic



REACH



ACT



CONVERT

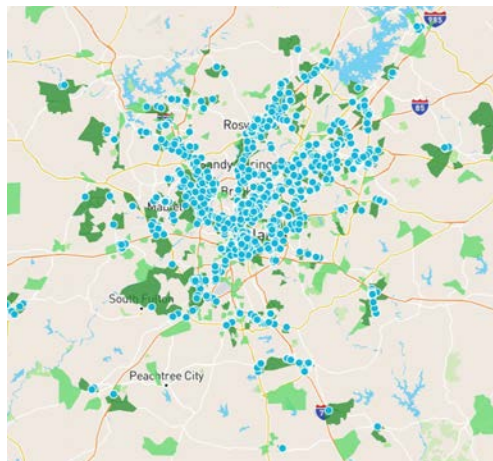




# Audience Targeting Capabilities

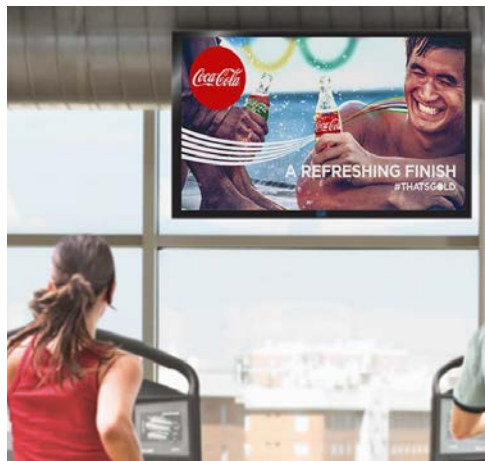
## Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.



## Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



## Location

PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, zips, or DMAs.



# Reach Consumers in Contexts Where They are Most Receptive to Messaging

Engage consumers during and leading up to key events with creative messaging placed inside or geofenced around entertainment venues, gyms, restaurants and bars, and more. Reach Olympics viewers at grocery and convenience stores as they stock up on snacks and beverages to watch the excitement from home.

## Grocery & Convenience

Digital Screens: **220K+**  
4-Week Impressions: **30B+**

## Health Clubs

Digital Screens: **43K+**  
4-Week Impressions: **6B+**

## Restaurants & Bars

Digital Screens: **174K+**  
4-Week Impressions: **26B+**

## Entertainment & Leisure

Digital Screens: **80K+**  
4-Week Impressions: **3.9B+**



# Access the Most Iconic Digital Large Format Screens Around the World

Connect with Olympic enthusiasts through unmissable spectacles and billboards. Place Exchange unlocks programmatic access to the most recognized and eye-popping digital screens in major cities across the world.

## Spectaculars

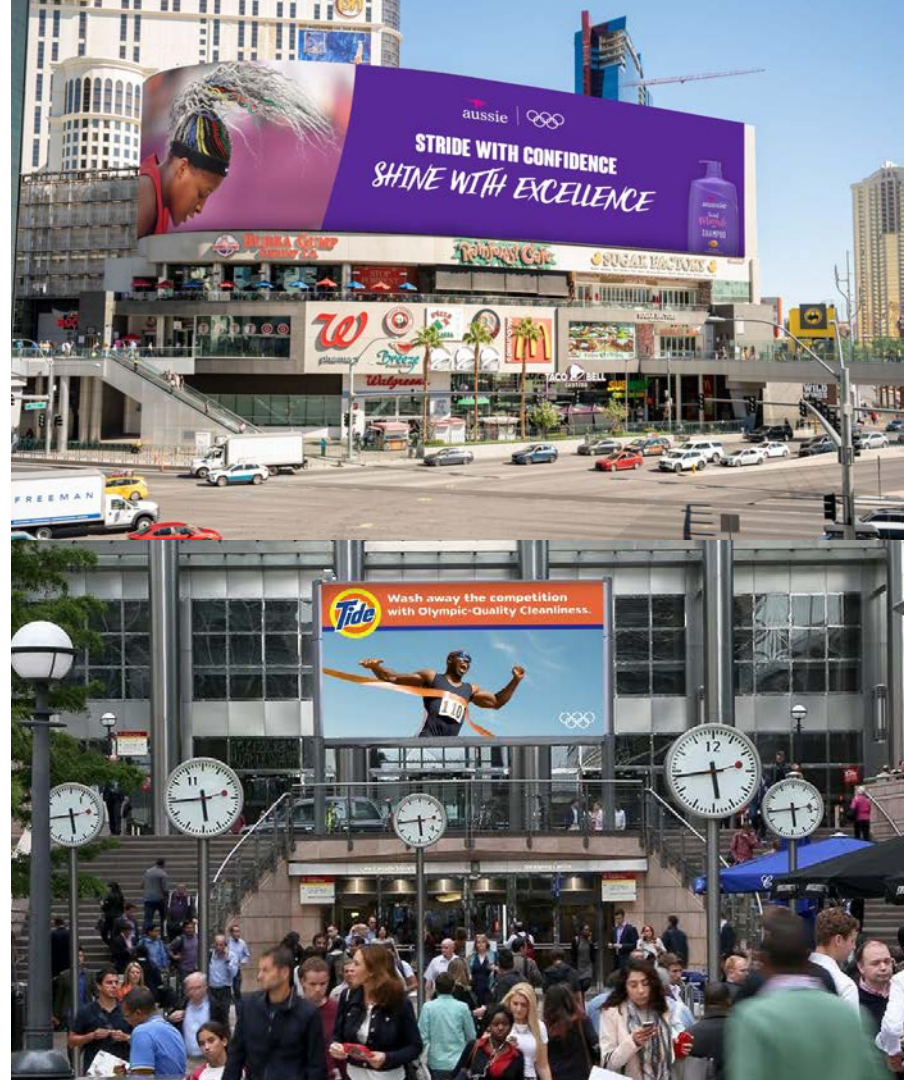
Digital Screens: **578**

4-Week Impressions: **12.6B+**

## Billboards

Digital Screens: **19k+**

4-Week Impressions: **47B+**

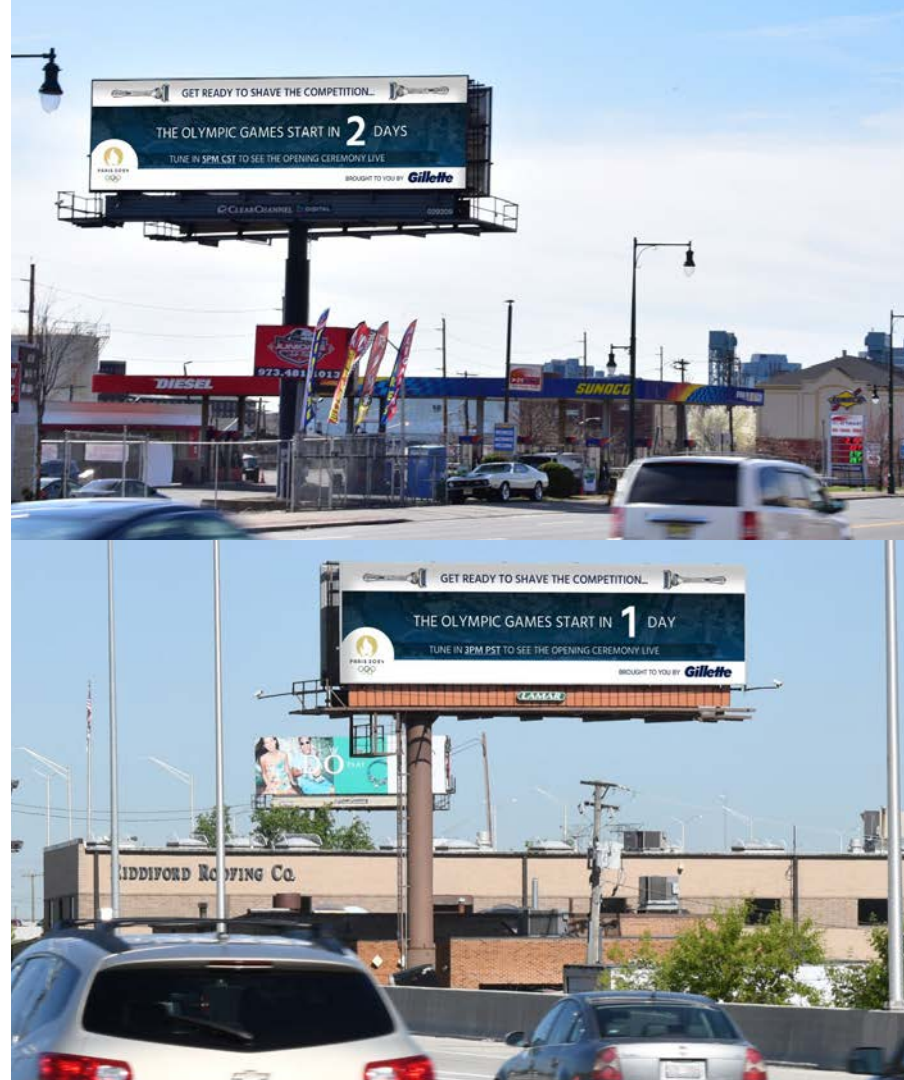




# Place Exchange's Dynamic Creative Solution

Deliver contextually relevant messaging on a national and global scale. Work with the Place Exchange team to develop fully a unified global creative experience or choose from our library of templates for an off-the-shelf solution that incorporates dynamic elements.

Drive customer relevance with ad elements that change according to game times, live scores, or feature countdowns, sports betting odds, and more.



# Measure the full-funnel impact of DOOH

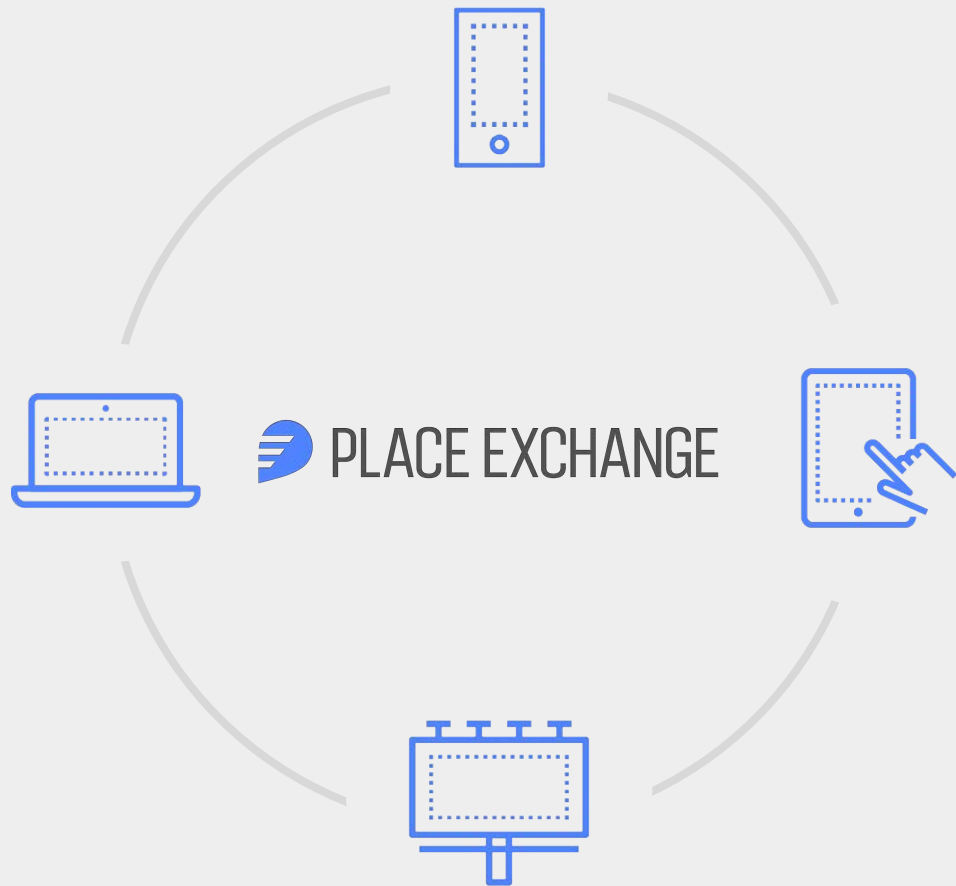
Place Exchange's unique patent to capture and pass **mobile IDs** means marketers can re-target exposed users and perform digital attribution to decisively measure impact.

More importantly, this is at **no cost** to you



# Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points
- **Single source** for all DOOH media with massive scale
- **Dynamic creative** capabilities
- **Full-funnel** applications
- **Strategic targeting** with precision
- **Flexibility and control** over media owner, location, days, times
- **Advanced measurement** capabilities



# Unlock the real power of OOH.

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

