



**BROOKFIELD
PLACE**

NEW YORK, NY

Large Format Out-of-Home
Digital Out-of-Home
Experiential + Promotion
Sponsorship
Product Integration
Digital Integration

We leverage all of our creative and technical disciplines to provide an all encompassing 360 degree platform that enhances a real estate asset's persona, allowing brands to engage with consumers in meaningful ways where they work, shop, live and play through digital signage, experiential activation spaces and sponsorship opportunities.



Brookfield Place

An iconic location in Lower Manhattan, Brookfield Place New York is a 14-acre, 5-building complex home to modern office space populated by some of the world's most innovative top Fortune 100 companies and 35,000 employees. Brookfield Place New York is visited by 580,000 people weekly, which includes a diverse cross section of New Yorkers and tourists who come to enjoy a curated mix of dining, world class shopping and cultural events. Pearl Media has created an innovative brand platform including a 23 screen digital signage network, event sponsorships and experiential activation zones. Brands looking to engage this elusive demographic will find themselves at home with Brookfield Place.

Estimated Annual Visitors: 26+ Million



CLICK HERE TO PLAY VIDEO



Who's In...

Brookfield Place New York is home to some of the world's most innovative companies and 35,000 employees. These employees are highly compensated professionals in finance, media and technology, many of them young professionals who make up a growing residential community in Lower Manhattan. The shops of Brookfield Place represent some of the most elite and iconic luxury brands in the world.

OFFICE TENANTS

BROOKFIELD

























ELITE RETAILERS

FERRAGAMO

ZEGNA

BOTTEGA VENETA



GUCCI

Theory





BONOBOS

J.CREW









COS BAR
BEAUTY ELEVATED

CLUB MONACO

JANIE AND JACK



OLIVER PEOPLES
COVERED

WARBY PARKER

ADAM LIPPES

JO MALONE LONDON

Davidoff of Geneva
since 1911

ALLEN EDMONDS
PORT WASHINGTON

SUITSUPPLY

UNTUCKit

What's In...

Brookfield Place is Lower Manhattan’s lifestyle center, offering a curated mix of fine dining, cultural arts and services.

SERVICES



BAR & RESTAURANT





Hudson Eats...

Hudson East at Brookfield Place New York is an upscale dining experience featuring fast-casual concepts from 14 chef-driven eateries. The 30,000 square foot space provides seating for 600 and offers expansive views of the Hudson River and the Statue of Liberty.

GRAB & GO













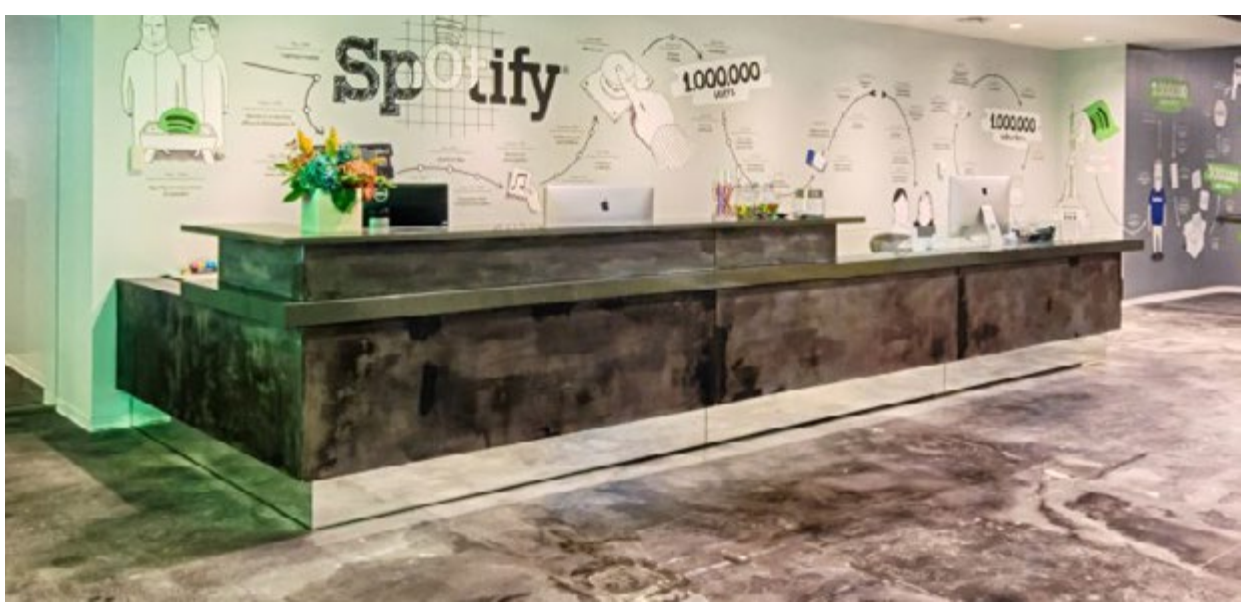






What's Around...

Brookfield Place New York is situated across from One World Trade Center, 9/11 Memorial, and the 9/11 Museum. Recent investments have transformed Lower Manhattan into a diverse and vibrant mix of businesses. More than 800 advertising, media, information and technology services firms call Lower Manhattan home as do a growing number of non-profits, design and fashion firms. It is also home to a growing residential population of families and young professionals who makeup more than 40-percent of the population.*



*SOURCE: DOWNTOWN ALLIANCE

Digital Network

The digital network at Brookfield Place New York provides a brilliant, dynamic canvas for brands to engage office workers and visitors with creative campaigns and messaging as they explore the shops and restaurants of this iconic destination.

23

Digital Signage Placements

- Pavilion Displays
- Monolith Displays (Kiosks)
- Retail Displays
- Hudson Eats Displays
- Courtyard Displays







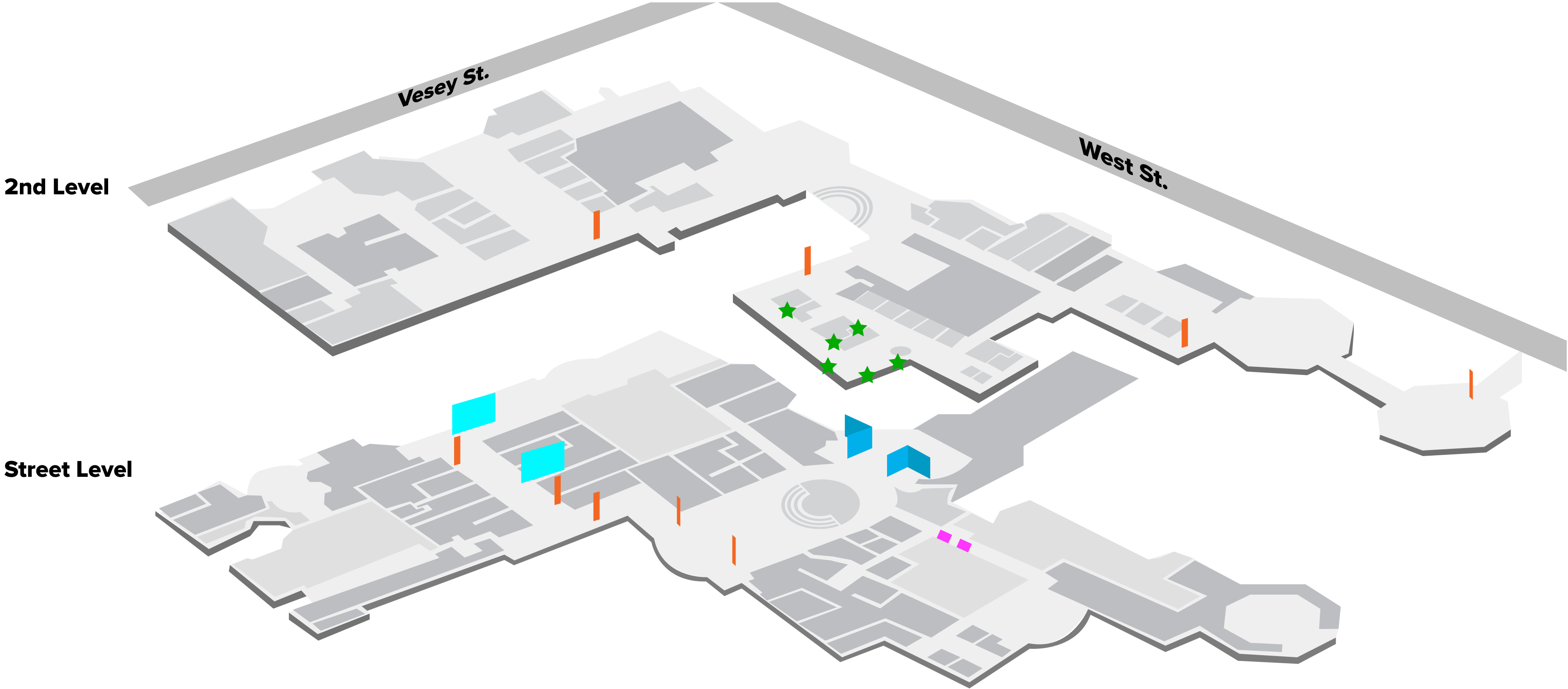
COURTYARD DISPLAY(S)



MONOLITH DISPLAY(S) (KIOSKS)



Digital Placements: *Location Map*



- 9 Monolith Displays
- 4 Pavillion Displays
- 2 Retail Displays
- 2 Courtyard Displays
- 6 Hudson Eats Displays

Brand Activation

Engage and interact with consumers at designated brand activation locations strategically placed within Brookfield Place.

Activation Locations:

- Hudson Eats Entrance
- Waterfront Plaza
- Winter Garden
- Retail Corridor

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