



LOCATE

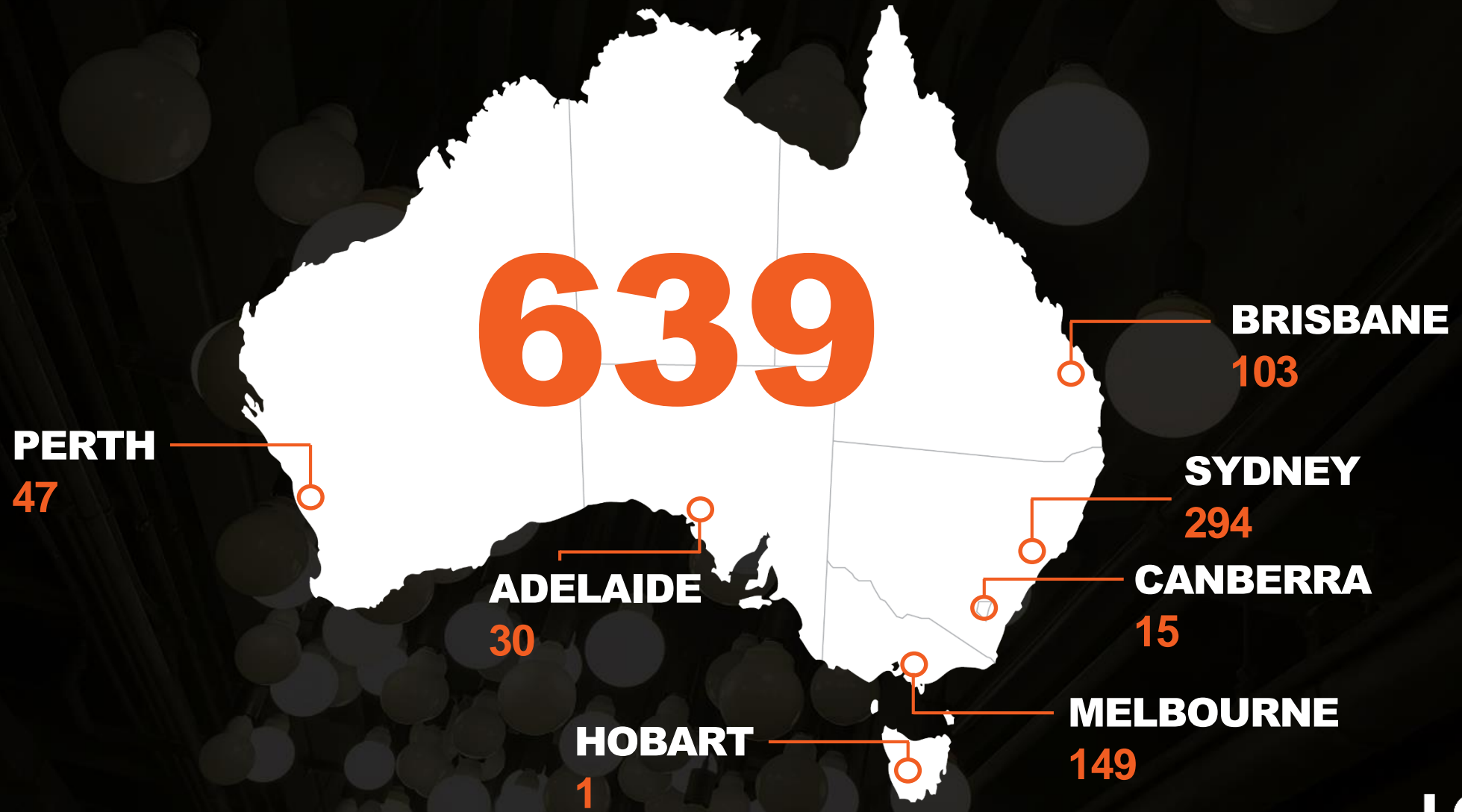
by **ooh!**[®]

**OFFICE TOWER
OVERVIEW**

A woman with long dark hair, wearing a dark blazer, is shown in profile from the waist up, looking down at a smartphone she is holding. She is sitting in a modern office lounge with beige armchairs. In the background, other people are walking through a bright, open-plan office space with large windows and modern architecture.

OFFICE PROVIDES BRANDS ACCESS TO REACH HIGH INCOME PROFESSIONALS WITHIN PREMIUM BUSINESS ENVIRONMENTS

OFFICE TOWER COVERAGE



THE OFFICE TOWER AUDIENCE

REACHING
2.2M+

**CBD PROFESSIONALS
FORTNIGHTLY**

CORE AUDIENCE
25-54

**AND NATIONAL
METRO COVERAGE**

3,396
TOUCHPOINTS
ACROSS OUR
NETWORK

92%
MORE LIKELY TO
EARN OVER
\$100K

*Source: Nielsen CMV, Survey 1 2016, Who the Consumer Is, The Consumer & Media / Locate Management Sydney 2016

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THE OFFICE ENVIRONMENT - LIFT

LIFT DISPLAYS
ACHIEVE AN
ENGAGEMENT OF
98%

CAPTURING
TRAFFIC UP,
DOWN AND INTER
FLOOR, WITH AN
AVERAGE OF

7X

LIFT RIDES
PER DAY

LAST MESSAGE SEEN
BEFORE AUDIENCE
STEPS OUT INTO THE
BUSY CBD STREETS,
**SUPPORTING DESK
TO DOOR STRATEGY**

*Source: Access Testing: Locate Engagement Study, 2011
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THE OFFICE ENVIRONMENT - LOBBY



LOBBY SCREENS
ACHIEVE AN
ENGAGEMENT OF
64%

CAPTURING **ALL**
IN-BOUND TRAFFIC
WAITING FOR
THE LIFT

CAPTURING THE
AUDIENCE AS
THEY **HEAD IN** TO
THEIR OFFICE /
DESK

SCREEN CONTENT
IS THE **LAST**
MESSAGE THEY
SEE BEFORE PC
ACCESS



**THE LOCATE LIFT AND LOBBY
NETWORK ACHIEVES AN
ENGAGEMENT LEVEL OF 91%***

*Source: Access Testing: Inlink Engagement Study, 2011

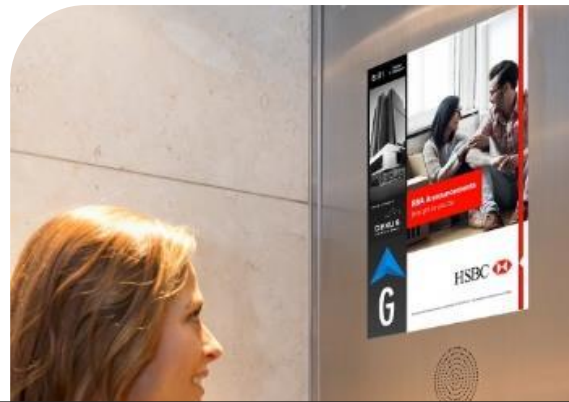
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THE ROLE OF OFFICE MEDIA



Your Office
Community of 1.5 Million



Car Park, Lift & Lobby Screens



ONLINE ACCESSIBILITY

96% go directly from the lift to their desk.



PUSH TO RETAIL

65% shop on their lunch breaks.



WATER COOLER

85.3% ask for recommendations on purchasing.



REACH THE C-SUITE AUDIENCE

Over 62% drive to and from work each weekday.



DELIVER THE HARD TO REACH

63% are light-nil commercial TV viewers and 54% are light-nil newspaper readers.



BIG DECISION MAKERS

More than 82% make significant purchases for their workplace.

*Source: Nielsen Consumer & Media View, Survey 1 2016, Who the Consumer Is, The Consumer & Media/Shopping/Their Day. Ppl 18+ metro.

Locate Measurement System 2016

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SCREENS IN LANDMARK CBD LOCATIONS



Locate has **80% share** of the premium Office Tower category*



*Source: Australian Property Council/JLL
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