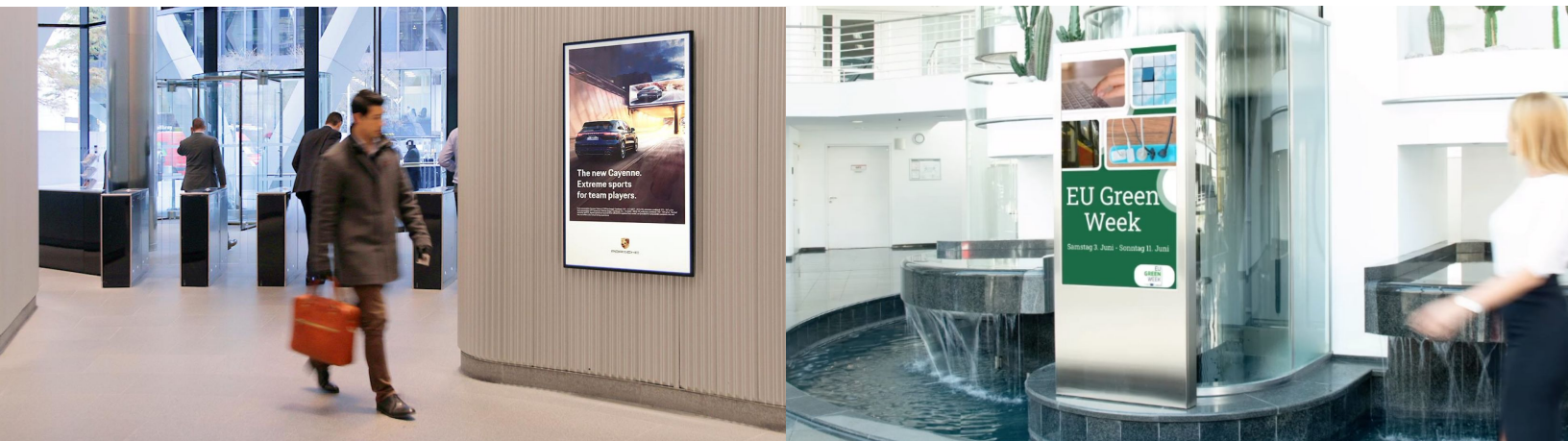


## Engage Back-to-Office Professionals with DOOH

Reach office workers and target specific companies at scale in brand-safe environments using premium DOOH screens that drive engagement and action. Place Exchange enables brands to deliver both B2C and B2B messaging to this audience of affluent professionals across Europe, reaching them in office foyers, office elevators, and throughout the workplace.



**£81  
thousand**

is the average yearly income of the office worker in Europe<sup>1</sup>

**36.4  
hours**

spent in offices on a weekly basis by business professionals in Europe<sup>2</sup>

**59%**

of office workers research consumer goods while in the office<sup>1</sup>

**90%**

attendance rate in offices across Europe and the Middle East<sup>3</sup>

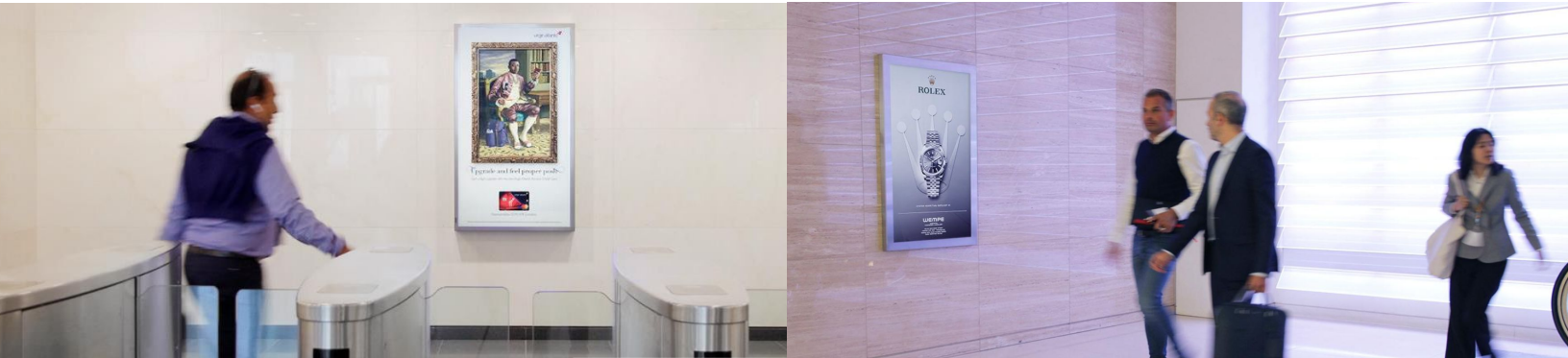
## Reach Europe's biggest earners & companies through DOOH

Targetable companies include:

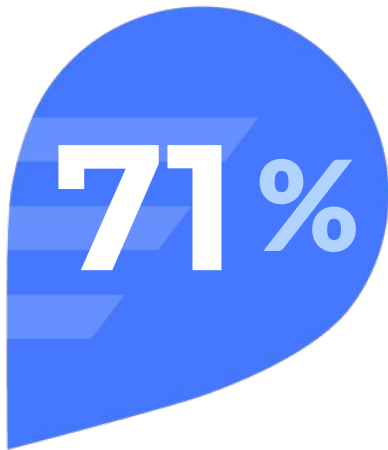
- **Travel and tourism:** Tripadvisor, Kayak, Trivago
- **Big Tech:** Google, Uber, Cisco
- **Consulting:** Accenture, Deloitte, Ernst & Young
- **Finance:** Deutsche Bank, Lloyds Banking

### PX Office Coverage in Europe

Digital Screens	850
4-Week Impressions	17.7 million
Unique Businesses Reached	4,932



## Engage frequently with DOOH in brand-safe office environments



of office employees pass through their lobby 5x a day

- guaranteed 18+ audience
- no client category restrictions
- reach the c-level suite and business decision makers

80%

of office workers are between the ages of 25-54

73%

of office workers have a graduate degree or higher

## Why Travel & Tourism brands leverage DOOH office inventory

**73%**

of consumers book flights while at their place of work

**56%**

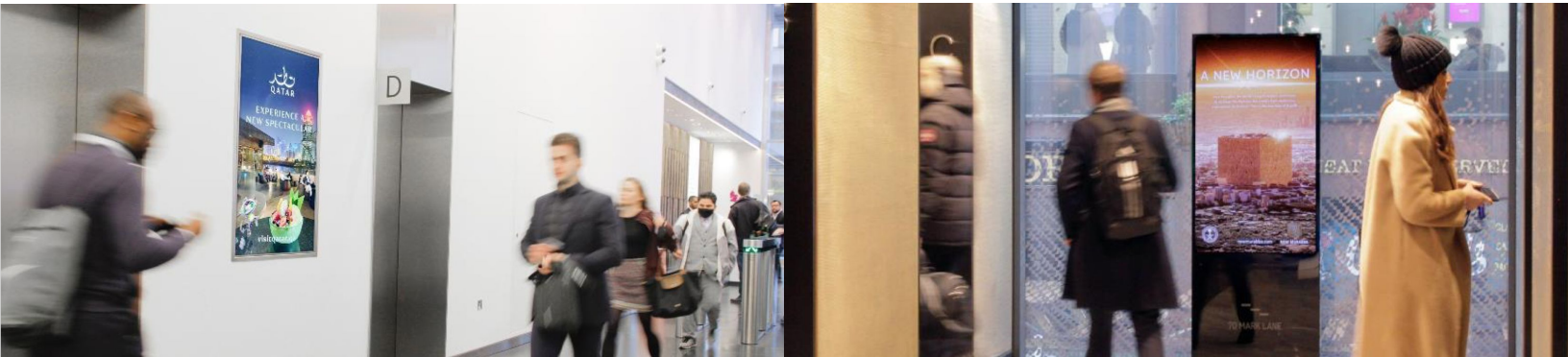
plan their next holiday during work hours

**77%**

share and discuss holiday experiences with coworkers

**62%**

have been influenced by a colleague's travel recommendation



## Brand discussion triples in-office compared to remote settings

