THE NEW DIGITAL BEAST

TIMES SQUARE’S NEWEST DIGITAL TAKES OVER THE CROSSROADS OF THE WORLD
HUGE OPPORTUNITY

73’x125’...half a block long, 7 stories tall and 14X the size of a standard billboard

Latest Tech...Brightest 4K with streaming capabilities

Enormous Audience...with over 375,000 people daily in Times Square

One Ad At A Time...No screen sharing

Click Here For Video
AMERICA’S CROSSROADS

// 1.3 million impressions weekly

// This screen is in the heart of Times Square where Broadway meets 7th Ave
VS MARRIOTT MARQUIS

- Less expensive
- Less clutter - one advertiser at a time
- Larger screen than some marquee options
- Both at bow tie center where Broadway meets 7th
- Both have same tech capability
The Crossroads are the marketing center of the consumer world and financial industry.

Amazon built a model Alexa on The Beast. The prop had a 24 foot circumference, weighed over seven tons, was seven stories high, and broke the record for largest Times Square ad ever built by Pepsi.

Results: 1,500,000,000 Published press impressions from public relations plus The Beast media impressions.
The Beast is a showpiece at the center of Times Square. It’s the perfect place to launch a brand or a personality.

The NY Jets unveiled the first new Jets uniform in 20 years on The Beast.

Results:
575,000 Instagram post impressions from the three players featured in ad, 1,100,000 published press impressions from PR, plus The Beast media impressions
The Beast is a showpiece at the center of Times Square. It’s the perfect place to launch a brand or a personality.

Hot band BlackPink became the first K-pop girl group to play Coachella. YouTube streamed the concert live on The Beast.

Results:
2,800,000 Social Media Impressions, 1,600,000 Retweet media impressions, plus The Beast media impressions.
PLAN THE BEAST

// Eight :15’s per two minute loop
// Full motion video or still image
// Buy weekly or one hour roadblock
// Sync with Trio across the Square