

where
attention
works

The Place for European Luxury



Welcome to the Place for European Luxury

In Europe's most iconic business districts, ECN places luxury brands inside the buildings that shape decisions, cultures and markets. Embedded within architectural landmarks in London, Paris and Germany, our screens sit where influence flows every hour of every day - quiet, elegant and impossible to ignore. This is luxury presented with the dignity it deserves: in places worthy of the world's most refined brands.

where
attention
works



100 Liverpool Street offers a flagship presence within Broadgate's reimagined luxury business district, combining award-winning architecture with a daily flow of London's most affluent professionals.



Places of Power.
Moments of luxury.

PREMIUM ENVIRONMENT

Iconic office locations with architectural distinction and global brand presence.

PREMIUM AUDIENCE

C-Suite executives, partners, directors, and high-net-worth professionals.

HIGH ATTENTION SCREENS

Blending full-motion video, contextually integrated screens into reception and lift foyers, where dwell times are longer and attention is undistracted.

The City's Pinnacle of Power and Style

The Broadgate Collection

Home to global occupiers across almost 5 million sq.ft. of premium office space, Broadgate Estate is one of Central London's most iconic commercial destinations. With a projected retail spend of £450 million, it offers luxury brands unrivalled access to an affluent, style-conscious professional audience. As the estate evolves into a true lifestyle and fashion hub, Broadgate stands at the intersection of financial power and modern luxury.

With its award-winning architecture, curated public spaces, and iconic office towers, Broadgate Estate offers luxury brands a high-design canvas to engage London's most affluent professionals in an environment that reflects modern prestige and power.

The Capital of Influence and Elegance

La Défense & Central Paris

La Défense

Europe's largest business district, La Défense hosts over 500 companies and 180,000 professionals in more than 3 million m² of office space. It's anchored by global HQs and Westfield Les 4 Temps, France's most visited mall with 42 million annual visitors. A powerful stage for luxury brands to reach affluent professionals in a modern, high-footfall setting.

Central Paris

From the Golden Triangle to Place Vendôme, Central Paris is synonymous with global luxury. It draws millions of affluent residents, executives, and tourists each year. Surrounded by heritage retailers, couture houses, and 5-star hotels, it delivers premium context and unmatched prestige for brand storytelling.



Germany's Gateways to Affluence

From Frankfurt's Goethestraße to Munich's Maximilianstraße and Berlin's Kurfürstendamm, Germany is home to some of Europe's most prestigious luxury retail corridors. These high-footfall, high-spend environments are anchored by iconic brands - Chanel, Hermès, Gucci, and Louis Vuitton—set against architecturally striking backdrops. In Berlin, KaDeWe draws thousands of daily visitors, while Hamburg's Spitalerstraße ranks among the busiest shopping streets in the country.

At the gateway to global travel and business, The Squire in Frankfurt is Germany's largest office building. Directly above Frankfurt Airport's high-speed rail hub, it offers a uniquely high-value context for brands seeking to engage high-earning professionals, frequent flyers, and international luxury consumers at scale.

The Squire's striking glass-and-steel architecture make it a uniquely premium environment - ideal for luxury brands seeking visibility among affluent travellers and international executives in motion



Your Place in Europe's Most Prestigious Offices

The Offer

Our Luxe Pack unites our most premium inventory across the UK, France, and Germany into a single, high-impact buy. Your brand will dominate the foyers and lift lobbies of landmark office towers - ensuring repeated visibility to the continent's wealthiest and most influential professionals.

where
attention
works

UK
160
LOCATIONS
4.9
WEEKLY IMPRESSIONS

FR
212
LOCATIONS
5.5
WEEKLY IMPRESSIONS

DE
224
LOCATIONS
5m
WEEKLY IMPRESSIONS



Align your brand with Europe's most affluent audiences, seamlessly.

Europe's Urban Elite: Where Luxury Lives, Works and Travels

From high-earning City professionals in London who move seamlessly between boardrooms and Bond Street, to style-conscious Parisians whose daily lives blend fashion, finance, and culture, and Germany's high-net-worth executives known for their taste in quality, craftsmanship and global mobility - these urban elites form a powerful, mobile audience perfectly aligned with the world's leading luxury brands.



Frequent business and leisure travel fuels spend on fashion, accessories and premium experiences.

London City professionals earn £104k on average, with bonuses over £250k - the wealthiest workforce in the UK. A prime audience for luxury, ambition, and influence. Parisians earn €90k annually and spend over £22 billion a year on personal luxury. The world's fashion capital - driven by local demand. With average incomes of €90k and the highest business travel rates in Europe, German professionals are mobile, affluent, and brand-conscious.





A Pan-European Platform for Prestige Brands

From London's financial heart to Paris's skyscraper skyline and Frankfurt's international gateway, ECN is the only DOOH office network that delivers scale and prestige in equal measure.

950+
SCREENS

25+
CITIES

630+
LOCATIONS

15M
WEEKLY IMPRESSIONS



where
attention
works





Prada

Markets: UK

Timing: Sept, Oct 25

Outcome: Prada's campaign delivered strong results, driving a 560% increase in brand preference among the ECN audience relative to individuals who did not recall the advertisement.

Crafted Campaigns for Crafted Brands

Luxury speaks in detail, precision and intent.

So does ECN.

Whether elevating a new timepiece, amplifying a fashion narrative or shaping seasonal desire, our full-motion screens give luxury the space to breathe, gleam and captivate.

Campaigns become moments. Moments become memory.



Oris

Market: FR

Timing: June

Outcome: Oris achieved strong visibility through its campaign, generating over 1 million impressions across the ECN network.

Elegant Ways to Own the Place

Luxury doesn't chase attention. It settles into the places where attention already lives. ECN gives brands a way to inhabit Europe's most influential offices with a presence that feels natural and quietly powerful.

Sometimes that presence fills the whole estate, as if the city has adopted the brand's mood for the day. Sometimes it appears in the soft light of the morning and evening, when people are most receptive and the moment feels made for you. Seasons play their part too, with gifting and celebration creating openings for brands to rise and become part of the cultural rhythm.

There are also the signature buildings, the ones that define a district. To appear within them is to borrow their authority and speak in their architecture. And when the world shifts a little, when weather or markets change tone, programmatic precision allows the story to adjust with grace.

In every case, the aim is simple.
Luxury doesn't just enter a place.
Luxury owns it.



Media Crafted for Luxury

Across Europe's most iconic offices, ECN offers a curated environment where premium design, stillness and attention come together.

Our full-motion screens elevate luxury storytelling with cinematic clarity, while building-level targeting ensures your message appears with perfect context and timing.

This is media placed with intent.
Designed with refinement.
Crafted for luxury.





where
attention
works

The Place for European Luxury

www.ExecutiveChannelNetwork.com



Marketing campaign with financial
climate contribution
ClimatePartner.com/16644-2110-1001