



where

attention works



life
lives
here.

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

The Business of European Attention

Connecting brands with influential decision makers and affluent consumers across Europe

Your Gateway to European Attention

ECN is Europe's leading DOOH network in premium office environments, connecting brands with business professionals and affluent consumers. Our network operates in prime office foyers across major European cities in the UK, France, Germany and Brussels.

where
attention
works



An Audience that Commands Attention

- » Senior Executives & professionals
(C-suite, Directors, Managers)
- » Affluent consumer audience with high spending power
- » 60% C-suite companies
(250+ employees)
- » Engaged, receptive audience during moments of focus
- » An influential decision maker with purchasing and investment decisions
- » Ave income
UK - £109,000 | EU - €90,000



Where European Attention Lives

940

digital screens

620

locations

Offices located in leading
financial and business precincts

London
Manchester
Birmingham
Bristol
Edinburgh
Paris
Lille
Bordeaux
Lyon
Marseille
Nantes
Toulouse
Brussels
Munich
Frankfurt
Berlin
Hamburg
Dusseldorf
Dresden
Dortmund
Mannheim
Stuttgart
Cologne
Leipzig

The Business Powerhouses of Europe

City Of London



A leading global financial hub, home to finance and tech firms.

- 10% of total UK GDP
- 40% of global FX transactions
- 500,000 employed

Frankfurt



The financial capital of the Eurozone.

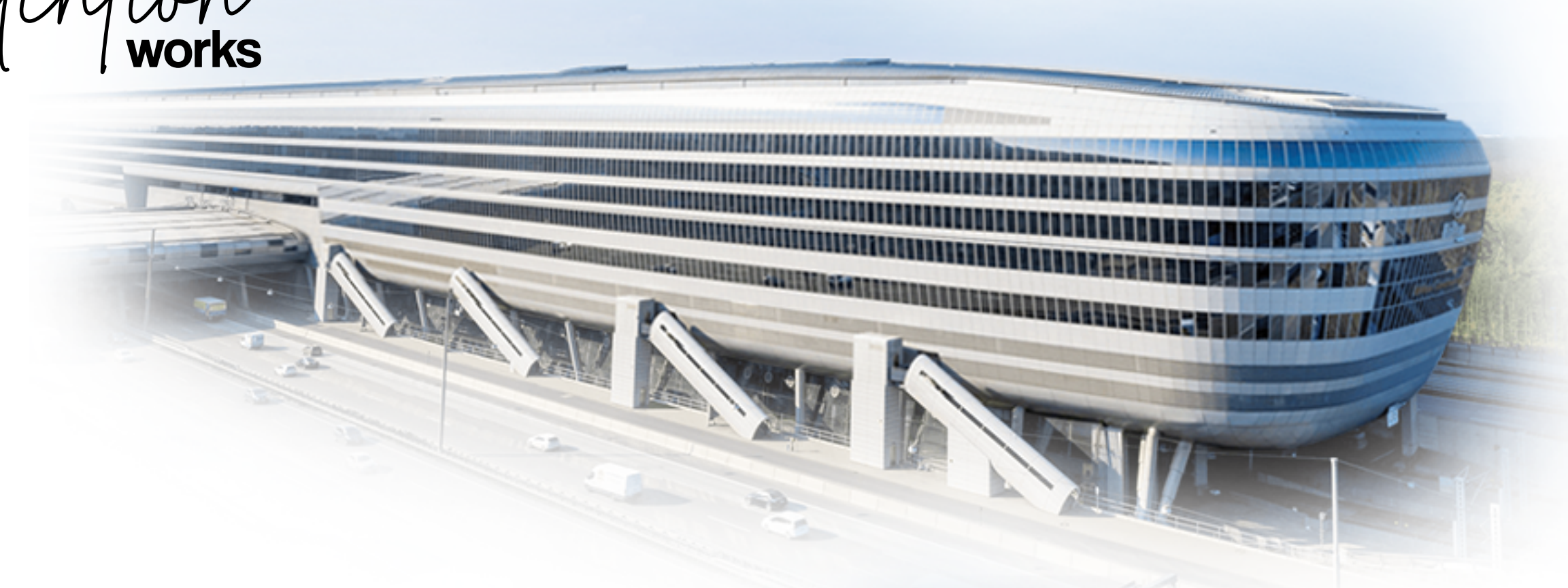
- DAX E2 trillion market cap
- Headquarters for major banks
- Financial sector employs approx. 100,000

La Défense



Europe's largest business district.

- 10% of total FR GDP
- 3,500 companies, many listed on the CAC
- Financial sector employs approx. 200,000



The Squire is Germany's largest office building. Located directly adjacent Frankfurt airport, it captures leisure and business travellers as they walk between the airport and train station. The Squire (c.2011) is 660m long, 65m wide and 45m tall.

Potential weekly audience contacts – 506,000

ECN advertising screens – 9

Premium offices where leading businesses live



Designed by renowned architect Norman Foster, the landmark “Gherkin” is located in the financial district in the City of London.

The Gherkin (c.2004) stands 180m tall, comprising 41 floors.

Potential weekly audience contacts – 115,000

ECN advertising screens - 2



An iconic office building, located in La Défense, the largest business district in Europe.

Tour Areva (c.1974) stands 178m tall, comprising 44 floors.

Potential weekly audience contacts – 230,000

ECN advertising screens - 2

why
attention
works here



with **ECN**

» Screens situated in **premium offices** with no competing advertising

» **Increase brand awareness** when decisions are made

» **2x more trusted** than other OOH environments

» **High dwell time** (ave. 45s)

» **Brand safe**

where
attention
works

Programmatic targeting

enables nimble campaign management

Curated content

align your advertising with relevant content (i.e business news sponsorship)

**intelligent
targeting**



Contextual creative

(location time triggers)

HD video

(re-target social /online media)

Tenant targeting

buy specific packages either by company size (SME, Large) or sector (i.e Finance, technology, property, etc)

Effectiveness/ROI studies



Audience
behavioural
research data
locomizer

Audience impressions for accurate
trading/pricing (week)

BLUE **ZOO**

Independent campaign
play-out verification
across all markets
seedco

where
attention
works



Trusted
by

workday.

AIRFRANCE

amazon

CATHAY PACIFIC

AMERICAN
EXPRESS

Sage

salesforce

PURESTORAGE

Lufthansa

SAMSUNG

monday.com

Sage

Große Pläne brauchen
starke Zahlen.
Wir liefern die
Software dazu.



WIR SIND IM
GESCHÄFT.
(ALS IHR PARTNER FÜR
ERSTKLASSIGE DATEN,
TECHNOLOGIEN UND
EXPERTISE.)

REFINITIV

Refinitiv.com

leading global
brands

zoom

Uber



vodafone

BRITISH AIRWAYS

pipedrive

enterprise

Hewlett Packard
Enterprise

QATAR
AIRWAYS
القطرية

AXA

ZOHO

where
attention
works

case study

where attention delivers

Axa, a global insurance service provider wanted to reach mid-sized and multinational companies to increase awareness of its risk mitigation products.

Markets:
UK, France, Germany

Timing:
March 2025

Results:
Happydemics research proved this campaign lifted AXA's performance across 4 different brand metrics.

Outcome:
236% uplift in brand consideration

SCREENBASE

Wavemaker

where
attention
works

case study

where attention delivers



Cathay Pacific, the global, premium travel company were looking to promote its new business class service to frequent international travellers.

Results:

Happydemics research proved this campaign saw an uplift of 248% in Brand Consideration across all 3 European markets.

Markets:

UK, France, Germany

Timing:

February 2025

Outcome:

211% uplift in brand consideration



where
attention
works

case study



You don't get to go through all dock doors, looking for that one stacker from these three years and 600 barrels, do you? And you won't choose for your ability to read between the lines of that 50 barrel needs order. Just because Dylan from *Stratigraphy* has made long meetings their whole presence doesn't mean it has to be yours. It's time to find a smarter way of working. And that's where the P&A Company comes in. It's the latest feature built into our newest P&A systems, and it's here to make your job easier, smarter and more streamlined. It's the only way to make sure you're getting the most out of your P&A system. So sorry Dylan, your old skills are long gone. And just out of the way, you know that massive document you used to get lost in, but never got the chance to... and from the meeting in ten minutes and you need to go... NEED to sound smart. Who knew you could become so varied in a new market in a matter of minutes? That's the power of being able to

summarize 10,000 words in seconds

[illegible]

on the HP AI PC.



http://www.AAPN



where attention
delivers

10.000 Wörter in
Sekunden zusammenfassen

mit dem HP KI-PC.



**résumer 10 000 mots
quelques secondes**

avec le PC IA HP.

where
attention
works

A frictionless
European
buy

One Booking.
Pan-European Reach.



Book via direct or programmatic channel.

One point of contact, one media buy.

Submit one creative for each country or provide ECN with a single set of creative assets and we will localize and distribute them across our network.

Centralized campaign management – booking, scheduling, and reporting provided for multiple European cities.



Why ECN Works for Pan European Brands

where
attention
works

» Audience

Influential and affluent

» Environment

A premium, brand safe and trusted space

» Efficient

Cross-market scale, one-stop

» Effective

Proven attention to outcome link

» Easy

Streamlined booking and delivery

Advertising with

Positive Impact

We support companies making a positive impact on our environment and communities



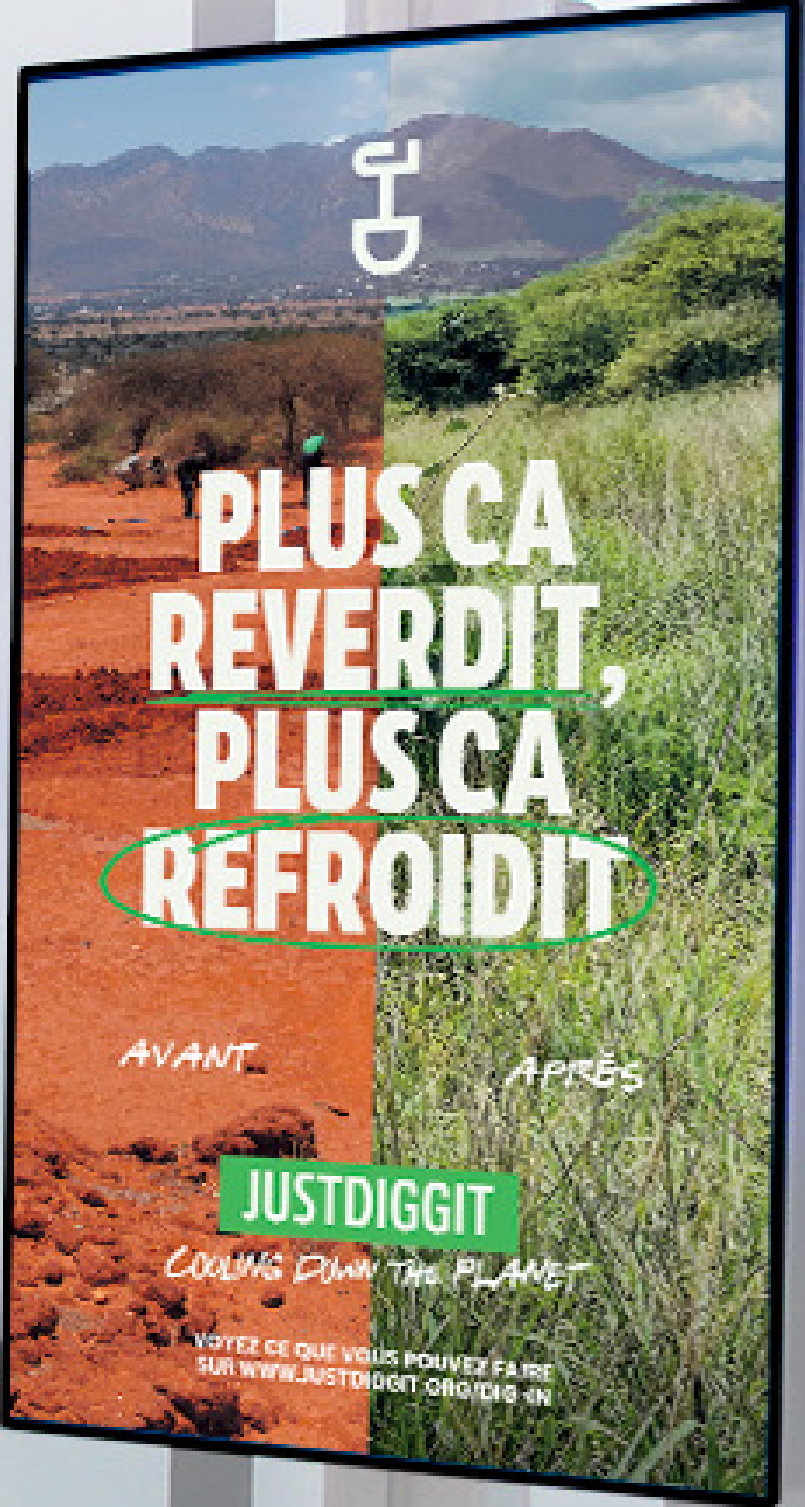
Independent partners measures our environmental impact



The emissions of the ECN network are offset via different programs

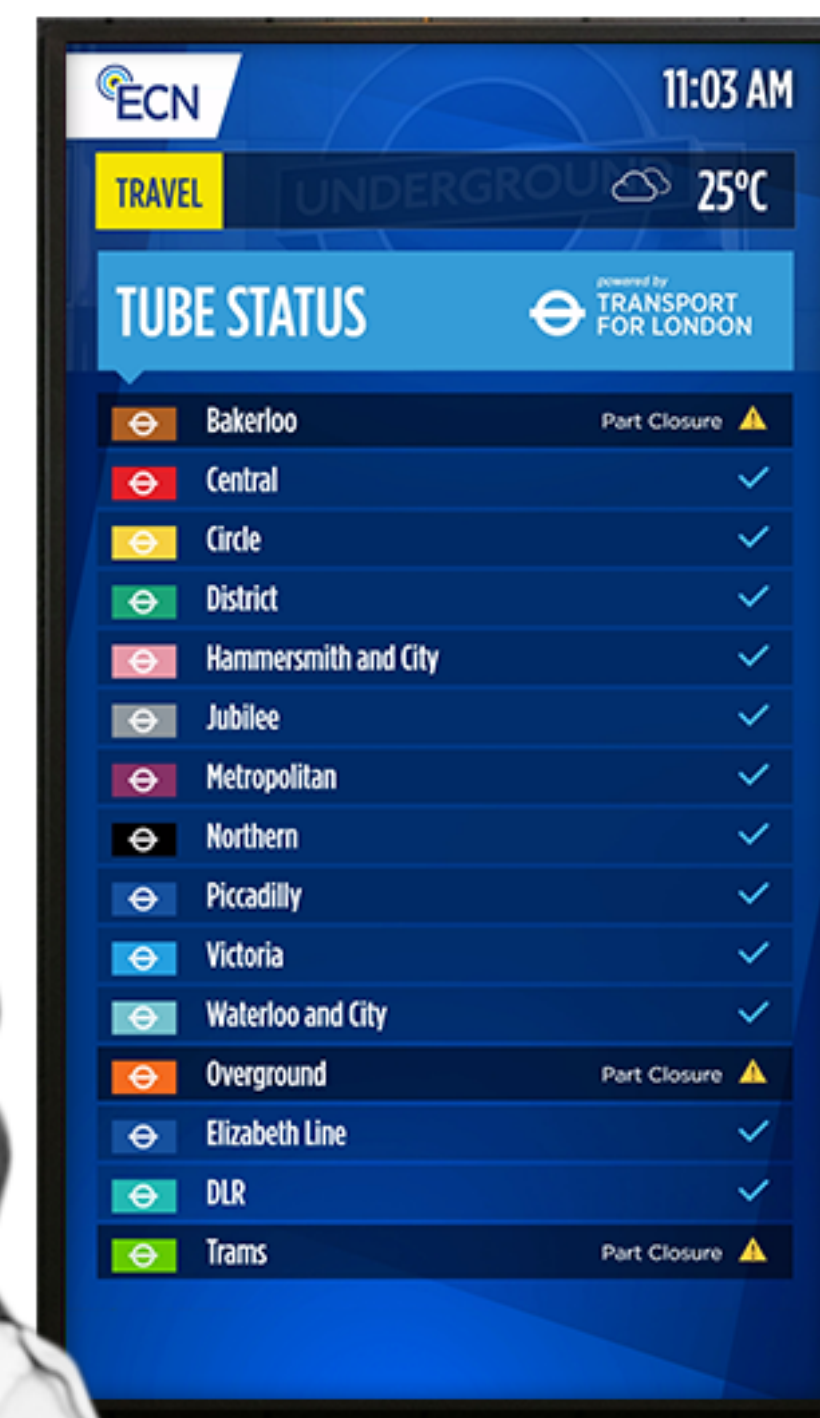


2030 target: reduce scope 1 & 2 emissions by 85%.





where
attention
works



Ready to reach Europe's Most Affluent Decision Makers?

life
lives
here.

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

www.ExecutiveChannelNetwork.com

