

An aerial photograph of London, England, taken at dusk or dawn. The River Thames flows through the center of the city, with the iconic Tower Bridge in the foreground. The city skyline is visible in the background, featuring numerous skyscrapers and buildings. The lighting is soft and golden, creating a warm atmosphere. The text "Styling Urban TRANSFORMATIONS" is overlaid on the image, with "Styling Urban" in a white serif font and "TRANSFORMATIONS" in a large, bold, white sans-serif font.

Styling Urban
TRANSFORMATIONS

with blowUP media



Bishopsgate City of London, London 2014

About **BLOWUP MEDIA**

blowUP media is a wholly-owned subsidiary of one of Europe's largest out-of-home media and online advertising businesses, Ströer Group.

With offices across Europe we have worked in the UK since 1999 and delivered over 3,000 projects in that time showing that it is possible to add visual interest and vitality to an area, whether it be by covering a building site or making the most of an empty piece of land or blank façade.

26

Years experience

300

Sites in five countries

10

Offices across Europe

About **STRÖER**

Ströer is a leading digital multi-channel media company and offers advertising customers individualised and fully integrated end-to-end solutions along the entire marketing and sales value chain.

€1.33bn

Annual Turnover 2017

8,000

Employees

Building **WITH STYLE**

Building sites can have style. We take unattractive development sites and transform them into active urban spaces creating beautiful, yet in keeping, building wraps that enhance the visual amenity of public spaces for everyone.

We commissioned the leading research consultancy, ComRes, to survey 2,044 British adults on whether they believed local building sites would benefit from an injection of Style.

LSQ LONDON
AVAILABLE Q3 2016



LSQ LONDON
TAKES FLIGHT™

A NEW 95,000 SQ FT
HEADQUARTERS
OFFICE BUILDING



Kensington Palace **City of Westminster, London 2014**

We found that:

73%

would prefer a local building under refurbishment to be covered by an image wrap and advert than be covered by debris netting or builders hoardings.

79%

believe that it is ok to include an advert alongside an image of the building.

Only **18%**

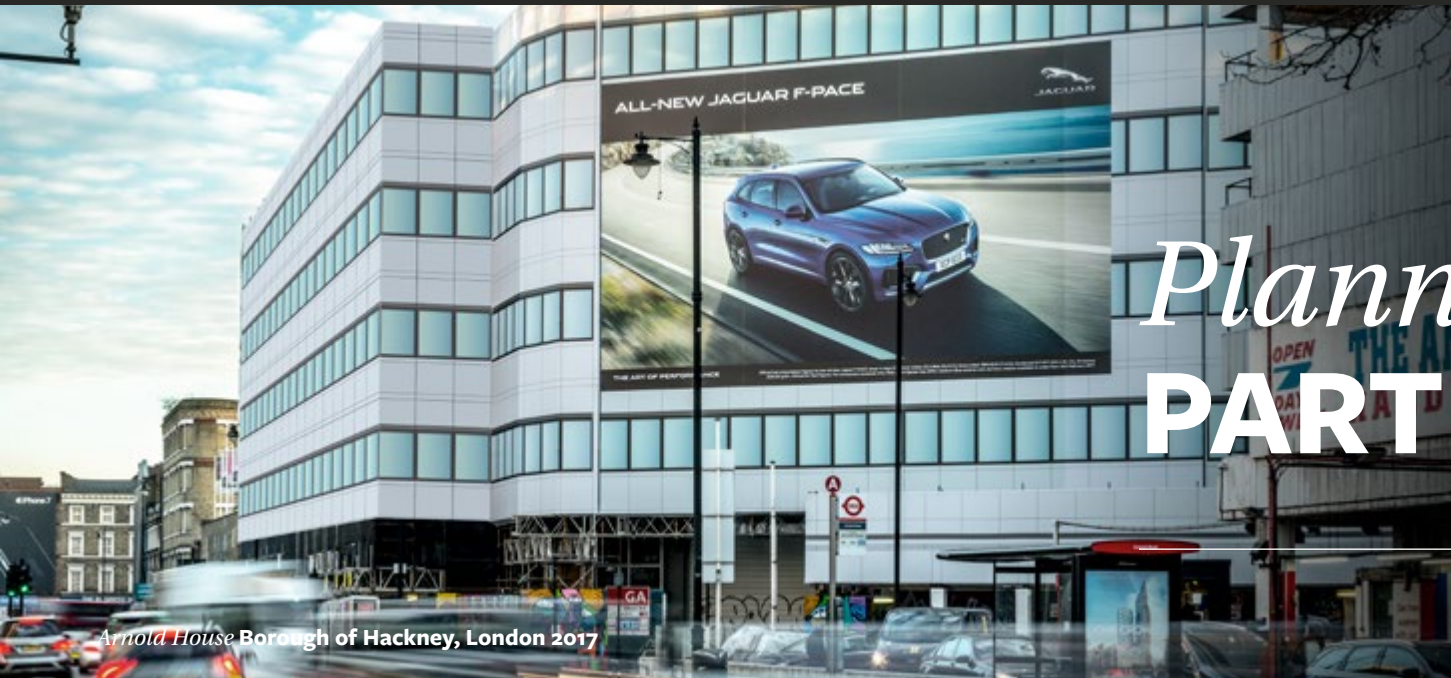
would rather see scaffolding with debris netting.

Only **3%**

would rather have scaffolding with builders' hoardings.

Buildings we have worked on in the past include:

- *Kensington Palace* London
- *The Tower of London* London
- *John Lewis, Oxford Street* London
- *The Lighthouse* London
- *Piccadilly Gardens* Manchester
- *Theatine Church* Munich
- *Alte Opera House* Frankfurt



Arnold House Borough of Hackney, London 2017

Planning In PARTNERSHIP



The Stage, Leicester Square City of Westminster, London 2015

We work with a diverse range of stakeholders, including local government, advertisers, public bodies, landlords, and the public. We use our extensive experience to deliver what we pledge, on time and in a professional manner.

We are the trusted partner for a number of property and media partners, including:



Case Study

TfL

Wrapping unsightly Portakabins in Victoria turned what could have been an urban eyesore into a giant suitcase building wrap and advertising site.

Almost a quarter of a million people pass through Victoria Station every day.

“We are thrilled that blowUP media has helped us transform temporary work cabins outside Victoria Tube station into a more visually pleasing space which can be used for advertising and customer information.”

Graeme Craig
TfL Director of Commercial Development



Victoria Station City of Westminster, London 2016



Social **RESPONSIBILITY**

Through our community investment strategy we work with charity partners to help effect change in the community supporting those best placed to make an impact locally.

Case Study **Groundwork, Hackney**

blowUP media are proud to be the local partner for the Loop @ Pembury.

The Loop @ Pembury is a community-led project in which volunteers collect unwanted furniture and make it ready for sale at affordable prices. Each sale of furniture from the project helps provide training for Hackney residents and reduces the amount of household goods sent to landfill.

We hope that residents will take advantage of the opportunities to volunteer and to buy low cost furniture saved from landfill.

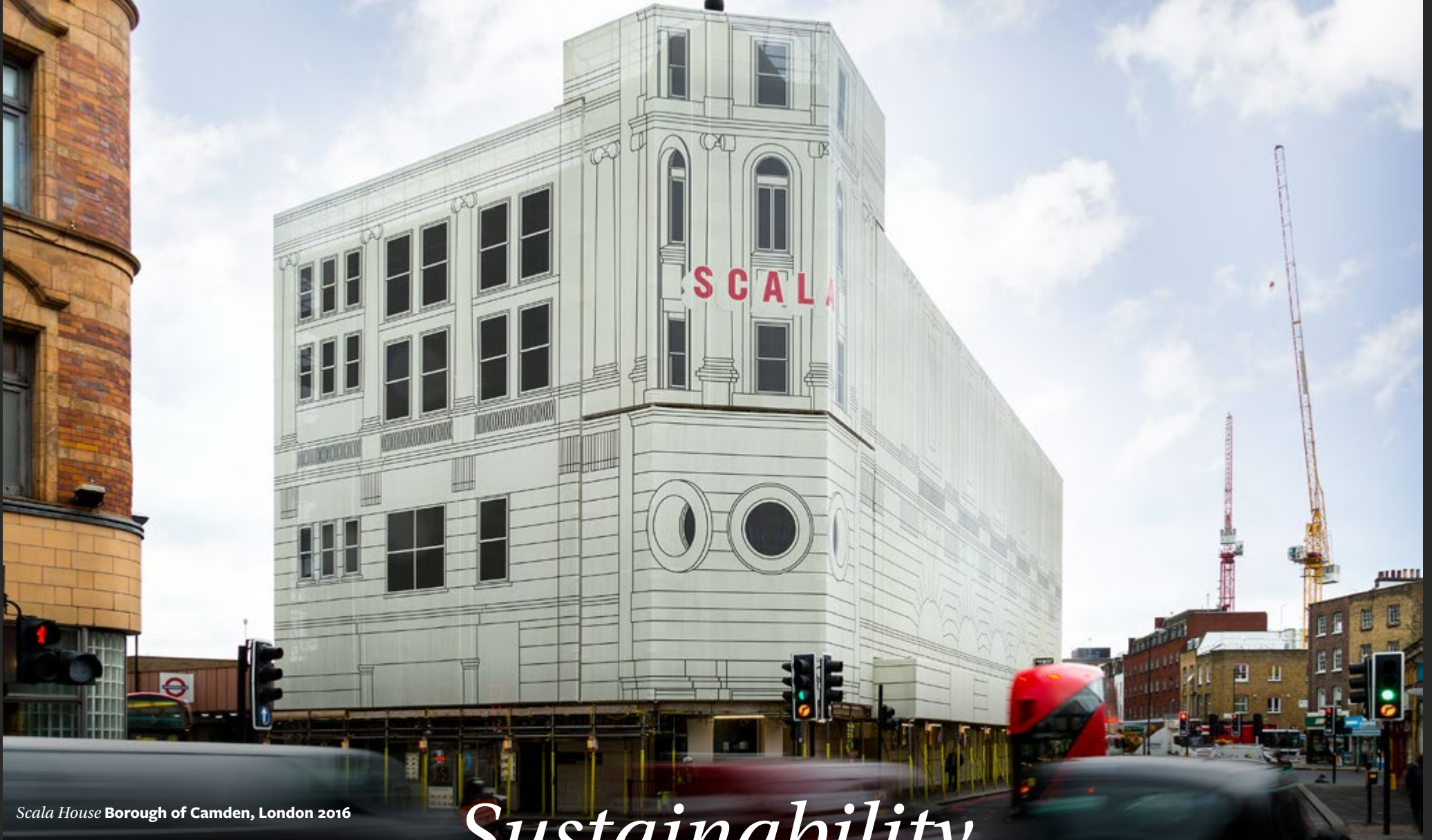
“We believe we have a responsibility to give back to local communities and we’re proud to lead the way with community outreach.

We believe it is vital to invest in the spaces that local communities live, work and shop.

As one of Europe’s largest out-of-home media and online advertising businesses, we are growing a network of local champions helping communities across London make a positive difference to their public spaces.”

Steven Tokaya
blowUP media Development Director





Scala House Borough of Camden, London 2016

Sustainability

We are investing in our products in order to ensure that we complement the environment. We have a responsibility towards our environment and we take it seriously.

At our Scala House site, in Kings Cross, we sprayed our materials with PURETi, a photocatalyst that reacts with natural UV light to absorb pollution which not only enables our site to clean the air around it but also keeps the building wrap cleaner.

By teaming up with PURETi we are able to play our part in tackling London's air pollution.



Scheepvaartmuseum Amsterdam 2017


Case Study **ECHO**

Investing in the circular economy

blowUP media have developed the first ever PVC-free poster mesh. Launched in the Netherlands in 2016, the product will see blowUP media breakthrough the linear “take-make-consume-dispose” cycle.

In the UK, Giant Poster waste is recycled through an energy recovery process. Energy recovery is a technology that burns waste at high temperatures under carefully controlled conditions to create usable heat, electricity, or fuel.

Putting sincere purpose at the heart of our organisation will create value for all of us.



Implementation **& OPERATION**

We are committed to the highest standards of quality and care. With a network developed over many years, we can be relied upon to execute complex plans to the highest quality.



Design and Manufacture

We only work with materials that are highly fire resistant and tested in accordance with DIN 4102. We value our supply chain, our approach to supplier assurance has been to partner with Achilles Building Confidence Standard. The standard is designed to meet the highest industry and government standards.

Installation

All relevant permissions for advertising are secured before posting and we have a two-stage authorisation process for all sites.

Content

blowUP media reserve the right to amend or reject advertising copy.

We comply with all UK advertising regulations. Including the Advertising Standards Authority (ASA) and the Ad Codes, written by the Committees of Advertising Practice (CAP).

We are a Board member of Outsmart, the trade association for the Out-of-Home industry. We comply with all of their regulations in terms of proximity of advertising to sensitive areas – e.g. schools, listed buildings and churches.

Maintenance and safety inspections

All our sites are inspected on a bi-weekly basis and extra inspections are undertaken during adverse weather conditions.

Scaffolds are inspected every seven days in accordance with the Working at Height Regulations, 2005.



KOE Unique Düsseldorf

Experience across **EUROPE**



Frankfurt Opera House Frankfurt

For many years, we've been working closely with the leaders of metro areas and communities across Europe. When we develop a site, we always focus on the individual project needs and the desired outcome. This is the only way for us to deliver customised, economically viable solutions.

We specifically champion the preservation of heritage sites, such as the Frankfurt Opera House, which was fully functional inside while commercial advertising helped fund the much needed building renovations.

Similarly in Düsseldorf, a Giant Poster opportunity was created as part of a comprehensive renovation project on the 1904 Bastionstraße bridge which is still to this day a popular pedestrian walkway on the Royal Avenue. Revenue generated from the advertising opportunity allowed the council to support the financing of the important project.



Case Study **The Lighthouse**

Borough of Camden, London 2012

we build big brands



Carbon Balanced Publication Printer
Impress Print Services Limited Reg. 2220

www.blowup-media.com