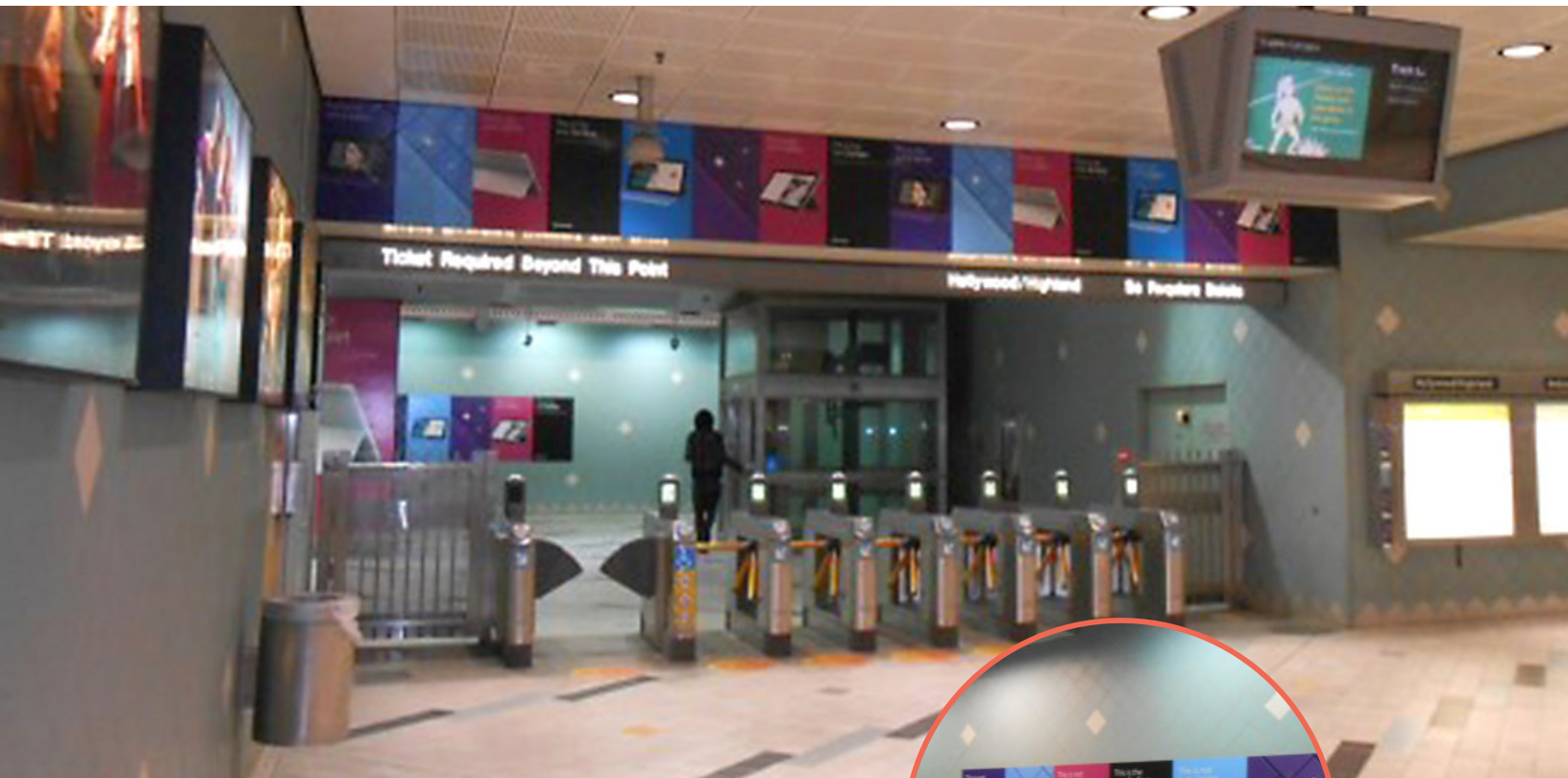


Opportunity

“Station Domination” is an immersive, floor-to-ceiling approach to branded commuter environments that enables a single advertiser to display their message on every media space within a station, creating branded environment that commands attention. When CBS Outdoor required an out-of-home graphics expert for their Microsoft LA-based Station Domination campaigns, they chose Flashpoint as their collaborative partner.





Solution

Flashpoint teamed with CBS Outdoor, the advertising agency Wunderman, and Microsoft's New York-based media buying service to deliver 30 graphic components each for the North Hollywood and Hollywood & Highland stations as well as 244 Ultra King bus wraps. Flashpoint not only produced the materials for wrapped pillars, wallsapes, banners, interactive displays, floor graphics, and softs, but they also developed references to standardize Microsoft's brand color and coordinated the complex, just-in-time installations with J. Perez.





Success

Flashpoint was there at every step, coordinating with multiple partners to lay out the saturated Station Domination plan, executing the graphic production, and managing the large-scale installation on a demanding schedule. The result was a virtual exhibit that immerses 163,000 Hollywood & Highland riders and 1,122,420 North Hollywood Station passengers every week in Microsoft's brand, and weaves their message into the fabric of daily life. For the ultimate in high-profile projects that command attention, trust Flashpoint to help you dominate your market.

163,000 Hollywood & Highland riders and 1,122,420 North Hollywood Station passengers immersed every week in Microsoft's brand.