



city

| outdoor
| instore
| digital
| print



Bratislava
Budapest
Cracow
Poznan
Tbilisi
Warsaw
Vilnius
Wrocław

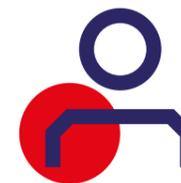
We create the world of communication

Communication changes the world like little else can. CITY can help you to communicate your message across the world. We live in a world of motion, where nothing is static and stakes for brands is an ability to navigate industry disruption, technology advances, market share and more. We know how to capture the kinetic energy that comes from a brand's story to create effective visual communication tools.



We are a team of specialists

We are a results-driven, creative team of specialists who thrive on delivering brilliant ideas. With an in-house production line equipped with most innovative high tech printers and machinery, we are able to streamline the process by retaining and controlling all stages of the service from the initial concept to a delivery and installation of the product.



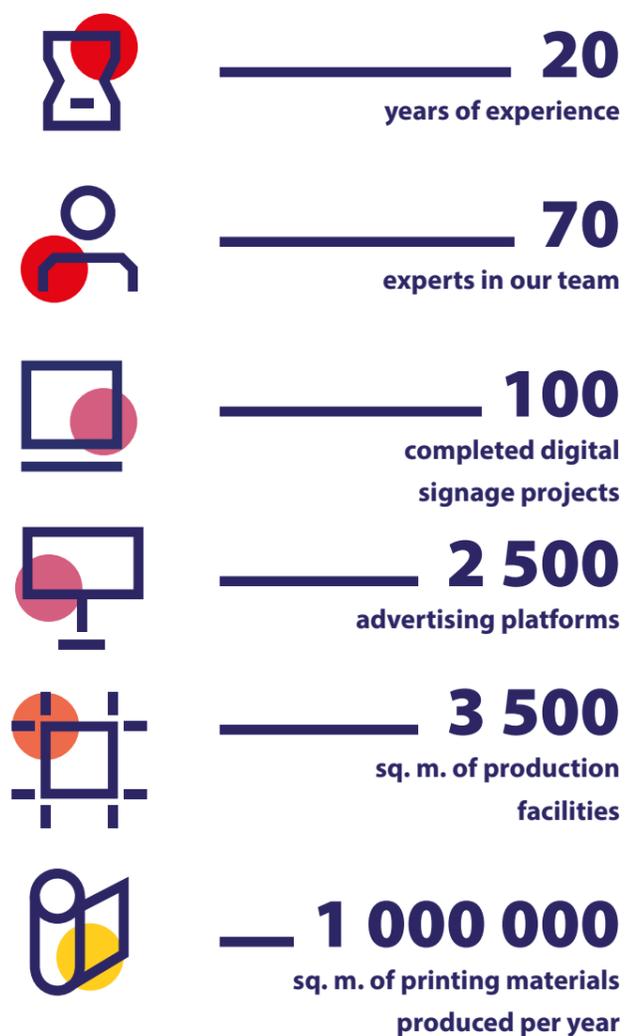
70
experienced
specialists



10
large format
printers

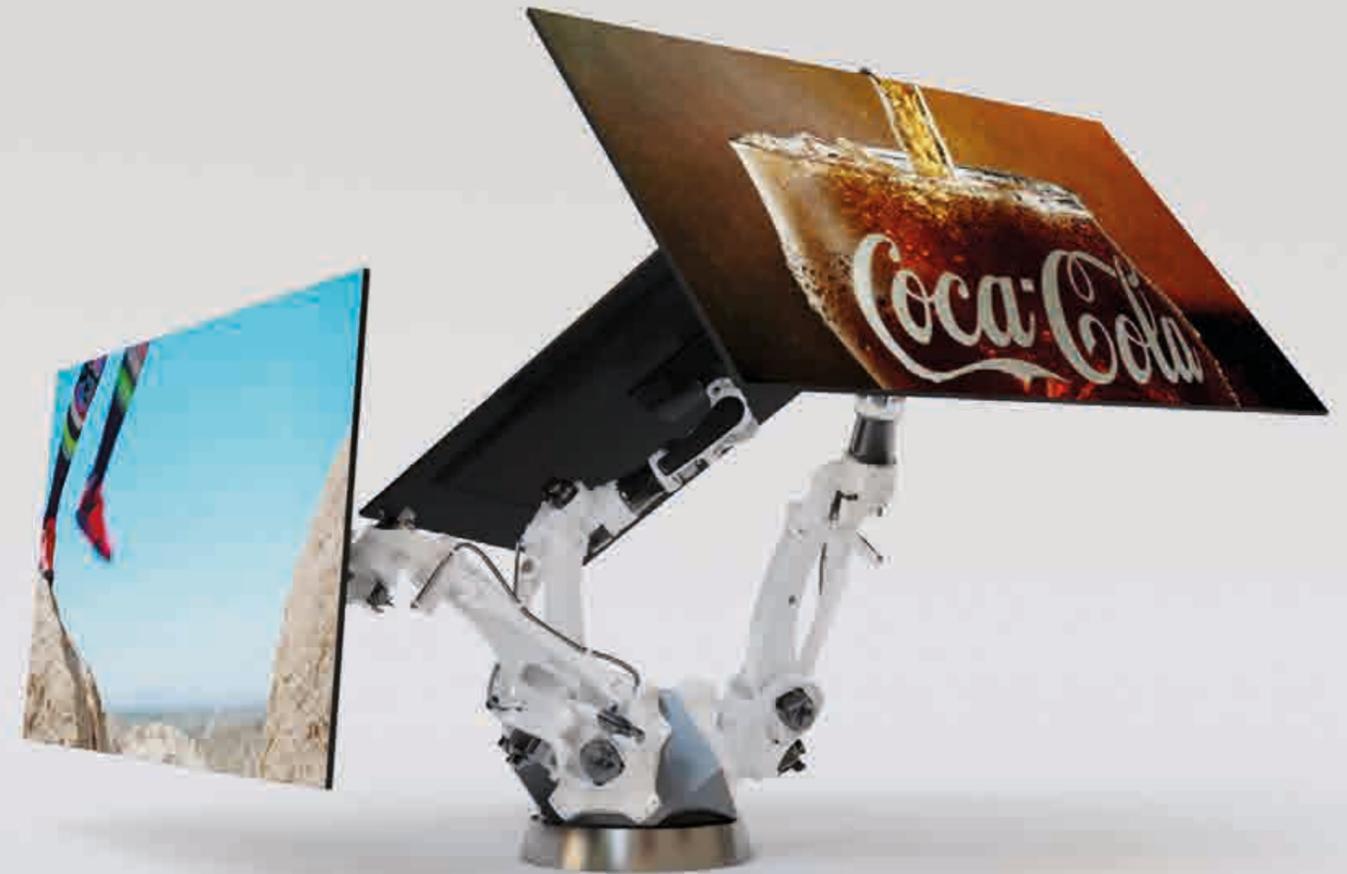
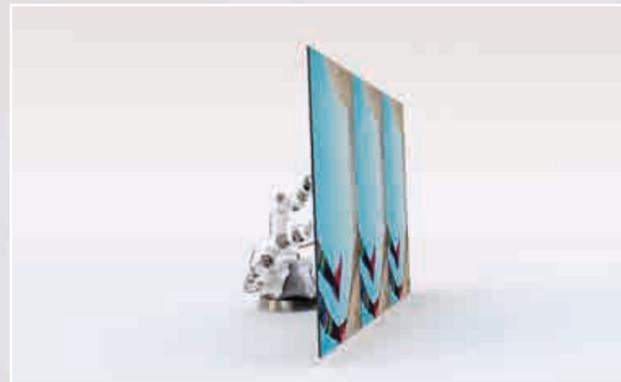
Our experience speaks volumes

Numbers speak volumes. We are a responsive company with over 20 years specialist experience in various industries. Our creative team brings years of experience and delivers cohesive cross-channel marketing campaigns for customers within a variety of business sectors. Whether it's campaigns or strategy, printed or digital we pride ourselves on the best client service and being easy to work with. We're trusted by our clients to listen and work through their challenges – finding innovative and smart solutions that get results. We provide our clients with solutions and initiatives that outgrow their expectations.



We focus on innovations

We are the pioneers of utilising newest tech trends in the visual communication industry. This means that the only way to get great results from digital marketing and execute a successful digital marketing strategy is to be aware of the latest technology and be actively innovating by putting cutting-edge techniques into practice. At CITY we incorporate these to create tools that not only boost sales, but increase awareness of the brand, create trends and ensure our clients satisfaction. We nurture and support creativity and the development of new ideas, products and processes.





We are flexible and versatile

Outdoor, instore, digital, print – the four areas are they key to our success. By working across many platforms, we have access to best tools and products in the industry, thus allowing us to pick and choose any combination to suit our client's needs, helping them to stand out and engage with more customers. From digital signage to outdoor banners or printed brochures, we will use our extensive experience to provide best solution that will give our clients an edge over their competitors. Satisfied customers are essential to our success.



outdoor



instore



digital



print



1

outdoor

Carefully selected locations, ergonomic space planning together with thought through graphics and images, guarantee a successful outdoor media campaign.



Cracow / National Museum



Cracow / Hotel Forum

We set the pulse of the city

Our outdoor campaigns form an important tool in the visual communication platform of the brand. Our products help brands to meet and engage with people when they are out of home. From billboards, through to digital screens we are proud to help businesses target and reach their audiences everywhere. Great locations, positioned mainly near city's big road hubs together with carefully planned space allow us to get the best exposure and guarantee success.

We offer wide range of the outdoor communication platforms, from traditional billboards to large multi formatted display spaces. We also have a wide range of new technology LED screens, which have proven to be a great communication platform giving the advertiser a flexible and versatile way to communicate their messages to large number of customers in a limited time and often in unreachable urban architecture.

80 — **55** — **2000** —
LED screens **large format** **billboards**
across many **advertising media**
cities **spaces**

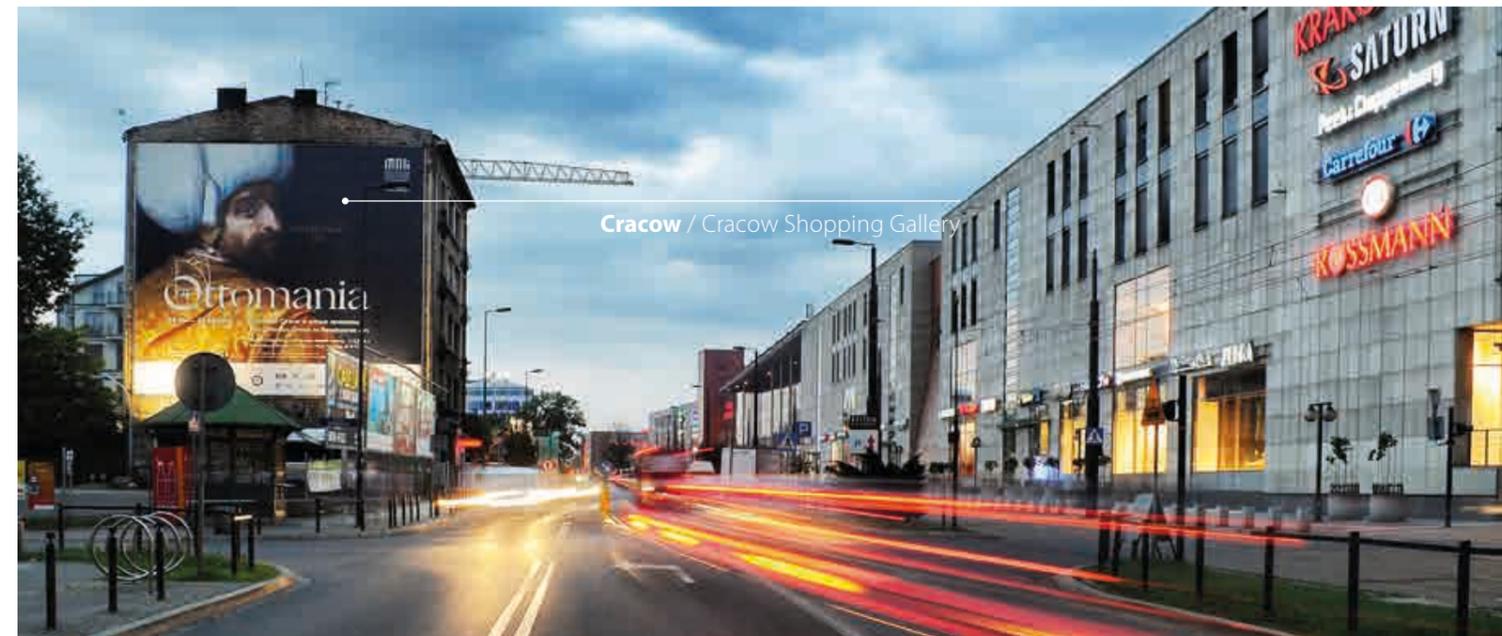
Cracow / Hotel Cracovia



Large format advertising

We have a chain of remarkable large format display spaces. We offer prestigious locations. Located mostly in highly visible places, together with carefully planned space allow us to get the best exposure and guarantee success. Each of our advertising campaigns makes an impact and defines the face of the city.

Cracow / Cracow Shopping Gallery





LED screens

Digital screens allow any business to effortlessly showcase their products, services or any other content, helping them to stand out and engage with a wider customers range. LED screen provides the most flexible banner in the world – it is available in many formats that can be easily adapted to suit the client's needs. Our large format LED screens have been located in the busiest places in the city. The dynamics of the presentation and the schedule of the contents of the messages or images, managed remotely by our team, can be updated at any time, so the client is in control and can respond to any changes in the campaign swiftly.





Cracow / Main Market Square



Cracow / City avenues

Branding of the city

Festivals, exhibitions, concerts or large festivities can give an excellent opportunity to enhance the city's image, change its dynamics or create new directions. At CITY, we are the experts in outdoor campaigns in public spaces. We offer wide range of products that help the advertiser to reach wide range of customers in often limited urban space. From banners, stands to posters and flags, our portfolio includes projects that made the locals and the tourist aware of the events happening in the city and have proven to be useful informative tools.



Cracow / City avenues



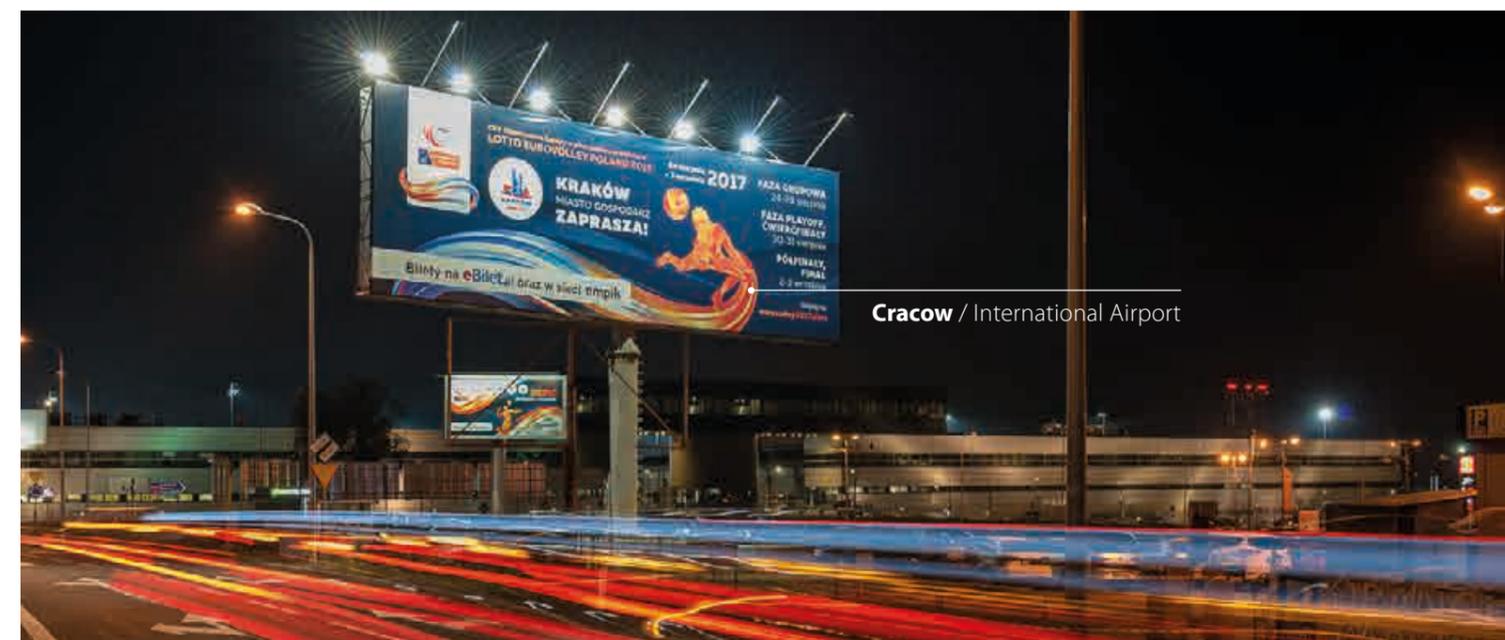
Cracow / Main communication nodes



Cracow / City avenues

The 2017 Men's European Volleyball Championship

During the 2017 Men's European Volleyball Championship that took place in Cracow between August and September 2017 we had prepared and distributed over 50 stands, communicating and providing directions to the busiest and most important places of the city together with providing useful information with details of games, teams, stadiums and transport links. We have installed over 200 emblems and flags. Our successful campaign made this sporting event even more unique.



Cracow / International Airport



Cracow / Divine Mercy Sanctuary



Cracow / Main Market Square

The World Youth Day 2016

The World Youth Day 2016 was an international Catholic event, which took place from 26 to 31 July 2016 in Kraków, Poland, organised by the Catholic Church. We prepared professional decorations together with hundreds of stands that provided information on events or navigation and directions around Cracow and surrounding areas for this hugely anticipated event that gathered millions of young people from around the world. Lively bright colours used in this campaign, emphasized the festive and „young” feel of the event.





Cracow / International Airport



Cracow / Suburban area



Cracow / Suburban area

Billboards

We have more than 2,000 billboards throughout Poland that give advertisers a platform to create stunning advertising, helping build brands and drive sales through high-impact, large-format sites. Our panels range from 12 to 18 sq. m. and are located in key locations throughout Poland. Many of our panels are illuminated, highlighting campaigns 24 hours a day.



Directional boards

We offer systems of directional boards that provide directions to main city points, shopping centres, etc. Carefully selected locations allow signs to become visible, whereas lasting materials the boards are made of provide durability, and make them unique and effective.





Cracow / Cracow Shopping Gallery

2

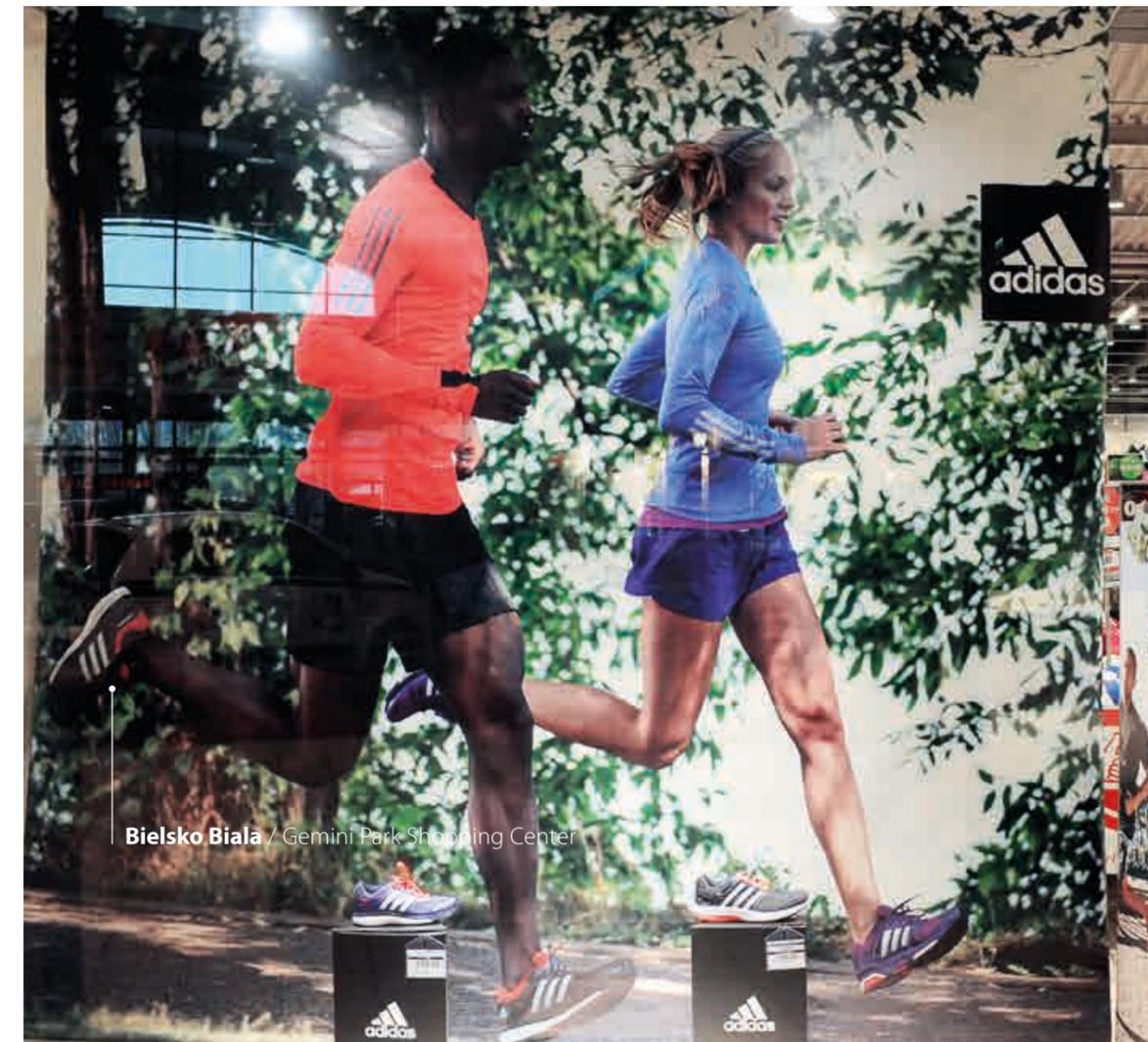
instore

A shop window display is a quintessence of emotions and vibes that entices customers and draws them inside.

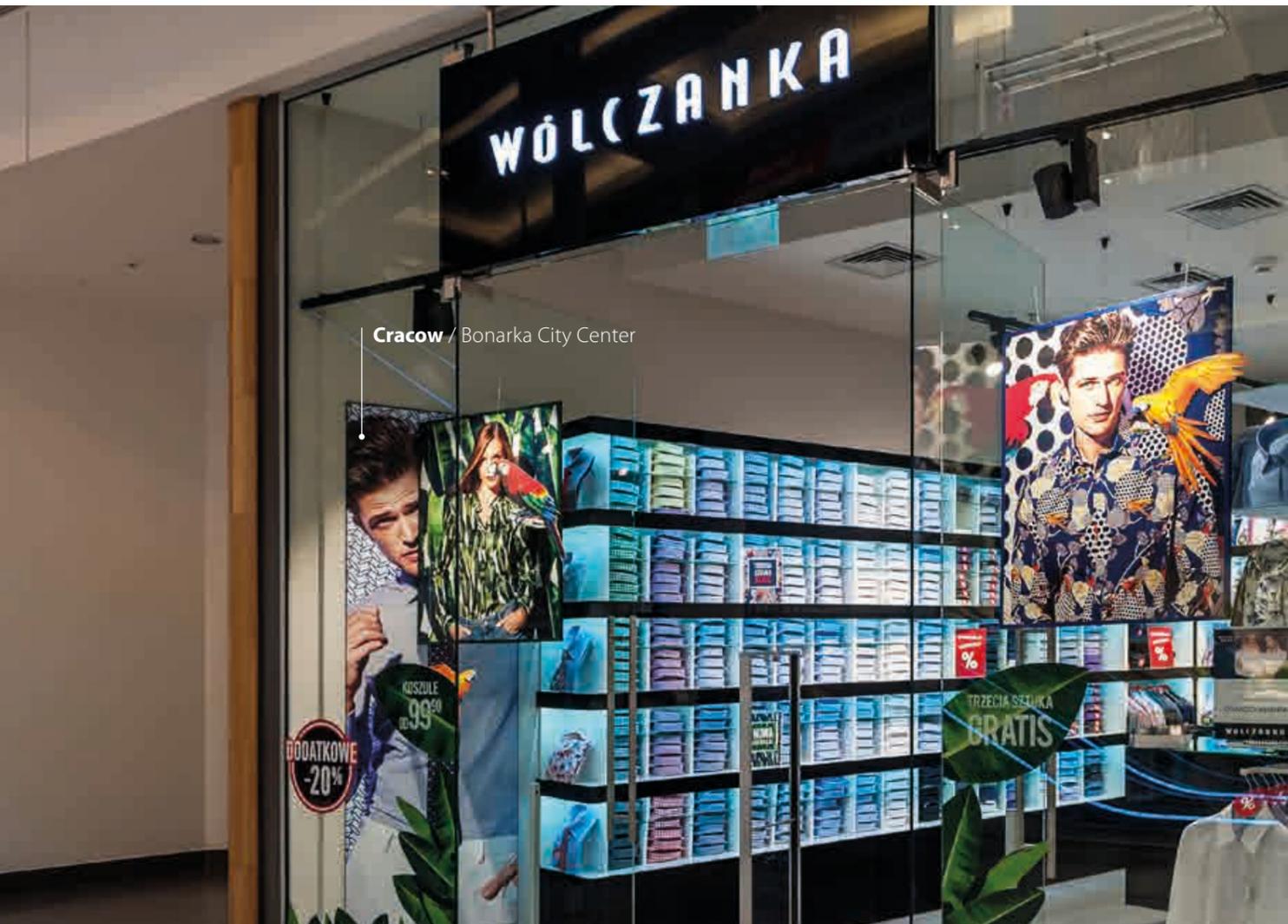


We create unique shop window displays

Window displays are often the first point of contact that the potential customers will have with business. The saying „A picture says a thousand words” is never more valid when used to describe a window display. Our collaboration with the advertisers, highest quality of materials and print together with smooth installations has helped many of our clients to draw more customers inside, increased awareness of their brand and boosted sales. Apart from the traditional shop window display products, we offer wide range of other tools that aids the point of sale (POS) and boosts the sales.



Our company helps the client find the perfect solution whilst planning the campaign, starting from choosing the materials, technology, location and format through the assembly and printing, to finish with the installation. Our in-house production line gives us competitive advantage as we are able to provide shorter lead times and have direct control of any changes that may need to be made and hurdles in the design and production process. Our extensive knowledge of printing materials and the production process gives us an insight into unlimited possibilities in trying out different innovative solutions.

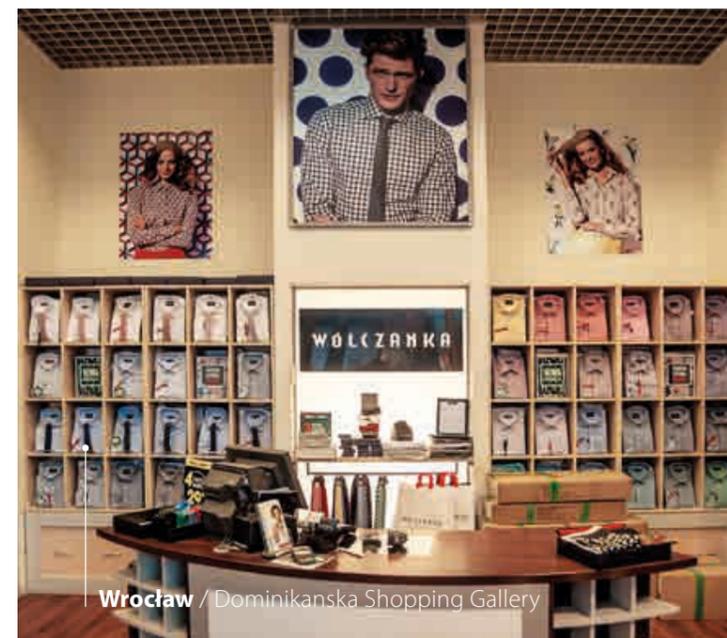


Cracow / Bonarka City Center



Shop window displays arrangements

Arranging shop window displays is like an art of inspiring customers, stimulating their imagination and creating the need to experience what is inside the store. We are an expert in that field. Well-known brands, that have an extensive network of shops, both in Poland and abroad, have been entrusting us the creation of their shop window displays. Unique ideas, high quality materials and custom solutions stand for our hallmark.



Wrocław / Dominikanska Shopping Gallery





Warsaw / Arkadia Shopping Center



Cracow / Borkarka City Center



Gdansk / Balticka Shopping Center

From concept to implementation

We provide full service support for shop window displays. While creating new project, we listen to the needs of our customers and carefully recognize their expectations and goals. We always start with a concept that is then followed by visualization and prototype. Then we look for suitable printing materials as well as optimal mounting solutions. Finally, we start to implement the model window display and duplicate it at many points of sale.



Bydgoszcz / Zielone Arkady Shopping Gallery



Katowice / Silesia City Center



Poznan / Stary Browar City Center



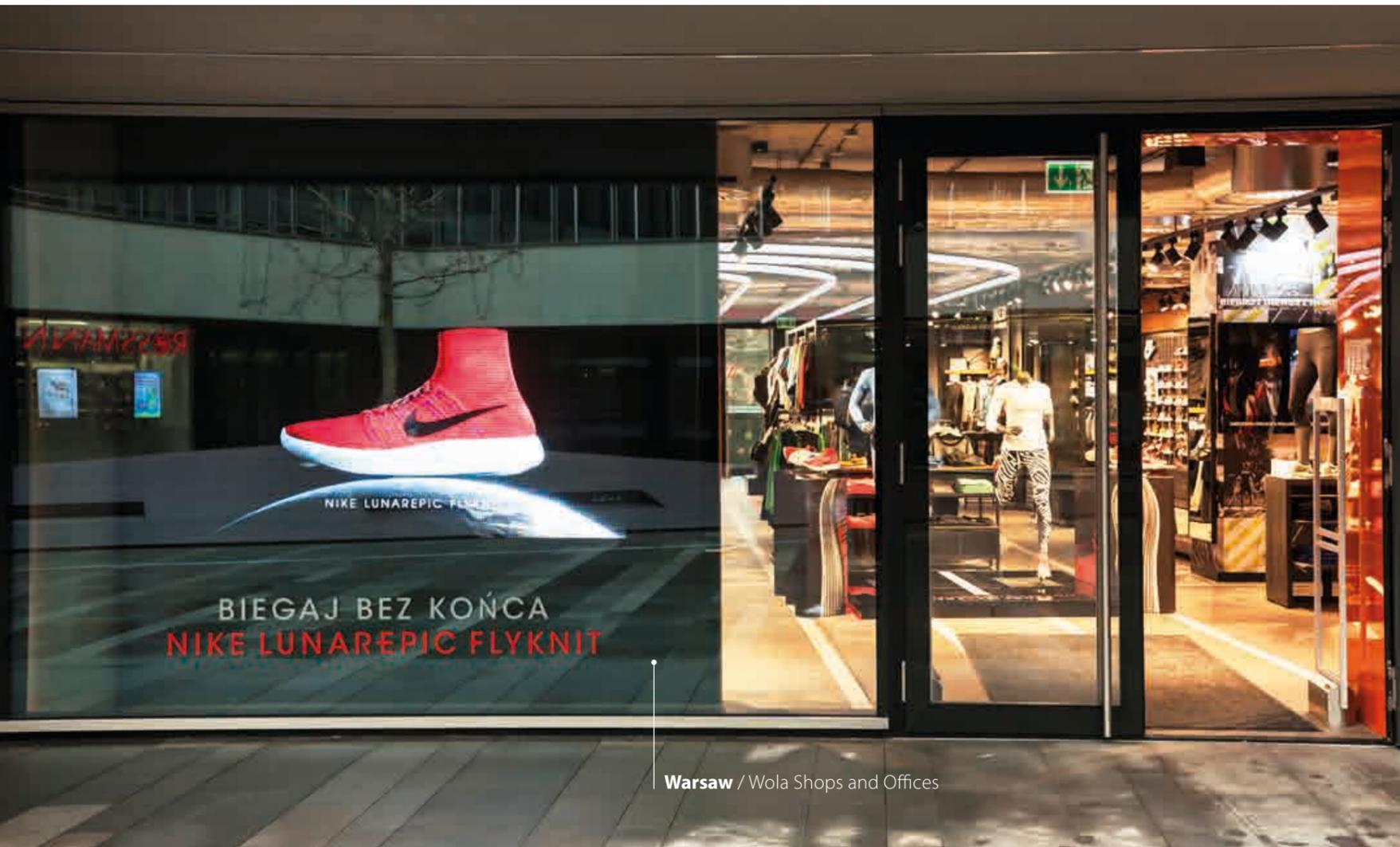
Szczecin / Galaxy Center



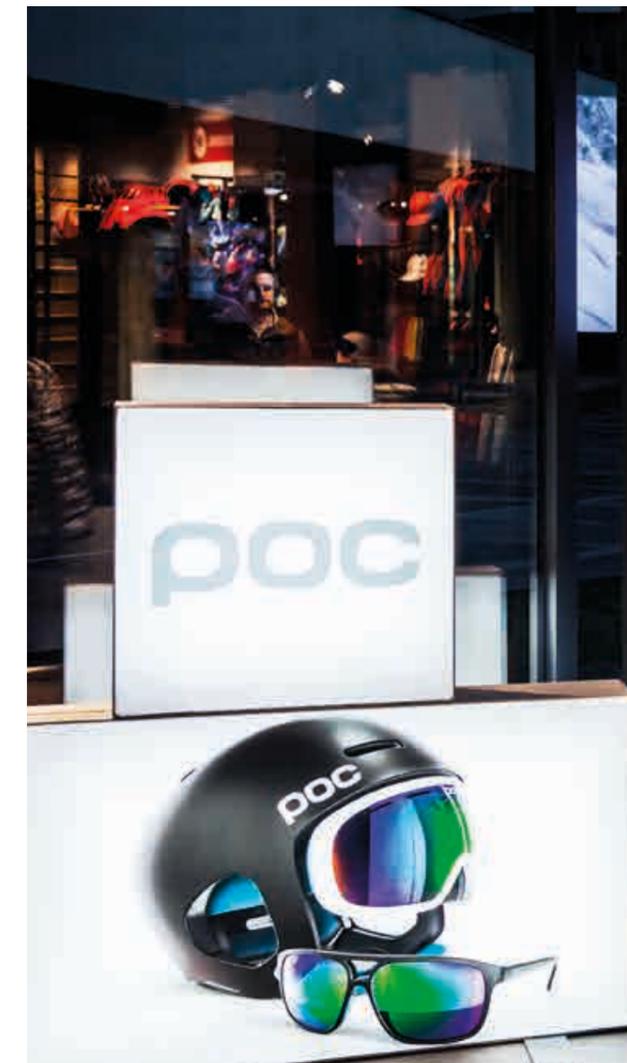
Warsaw / Złote Tarasy Shopping Center

Innovative solutions

Excellent knowledge of printing materials and technologies, as well as access to our in-house production facilities, gives us unlimited possibilities of creation. Combination of different materials, rigid and roll, flat and spatial, gives stunning results at optimal production costs. We do intrigue the clients by both the skillful use of depth and the optical illusion of motion.



Warsaw / Wola Shops and Offices



Zakopane / Main City Street

Shop interiors

We offer products for the shop interiors that help to communicate the brand and increase sales. Displays supporting sales are with us at every step. We manufacture light up display boxes, stands, totems that help to bring awareness to the brand and arrange the shop floor. We aim to provide high quality installation, assist with space planning and creating a pleasant shopping experience.

Gliwice / Arena Shopping Park



Cracow / Factory Outlet



Warszawa / Wola Shops and Office

Points of Sale

We develop and manufacture attractive POS tools, helping brands to create better shopping experience for their customers and increase sales. By utilising our extensive experience and broad range of materials available together with our in house production line, we are able to find solutions for every business. We produce array of marketing stands, promotional stands and displays as well as large-size displays mounted at points of sale.

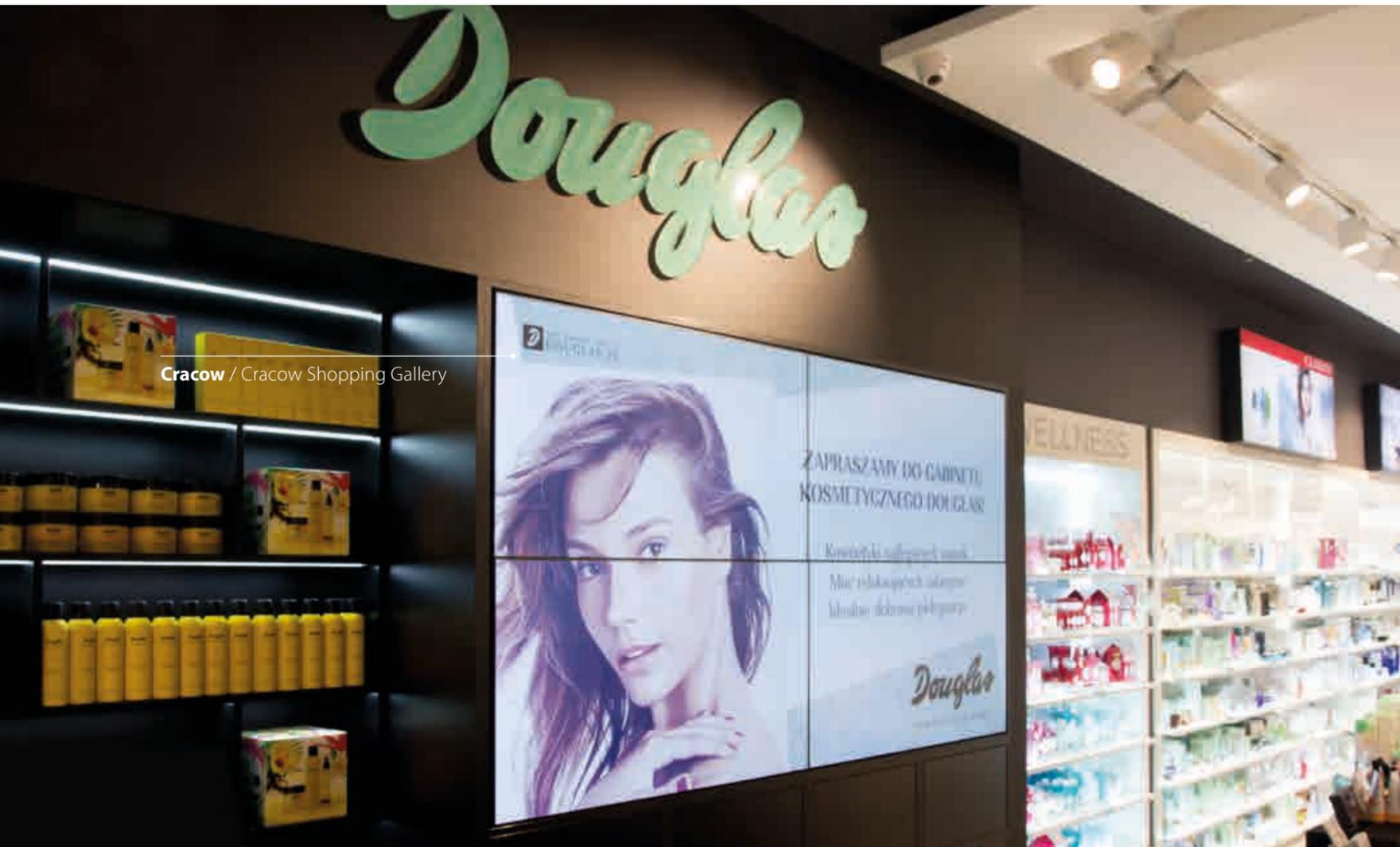


Cracow / Kazimierz Shopping Gallery

3

digital

Advanced digital solutions change the way information is communicated to customers, the dynamics of the sale process and create new ways of interacting with customers.



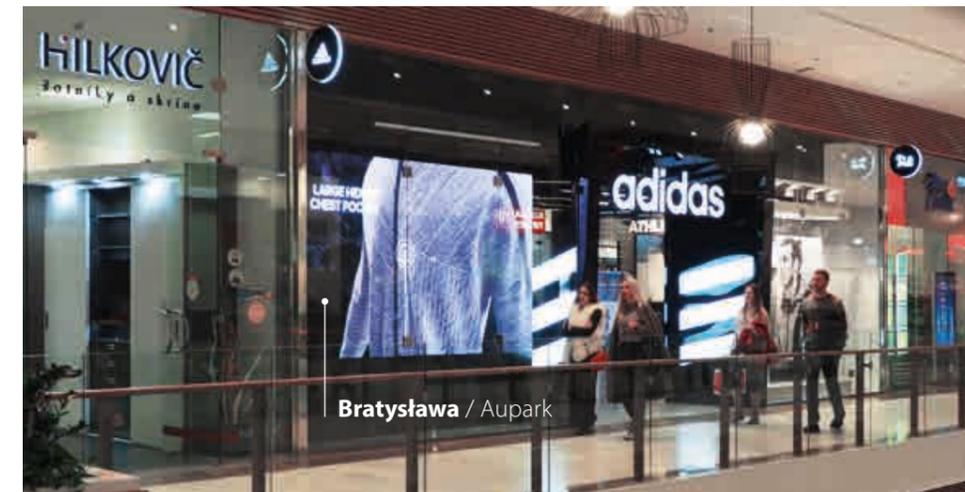
Visual Communication invented anew

The world around us changes rapidly. The traditional form of communication in advertising doesn't seem to keep up with the needs of today's world. It doesn't seem to be as effective as the digital communication as it needs to change as often, as the millions of images we are exposed to on daily basis. Perhaps the biggest failing of traditional signage is that it is static, it only shows one thing, and so it quickly loses its impact. This isn't the case with digital signage, which can show video and regular social media updates. Easy to change content of the LED or LCD displays, offers the flexibility to keep information up to date and enables the targeting of potential customers according to time of day or season.





Warsaw / Arkadia Shopping Center



Bratysława / Aupark



Cracow / Kazimierz Shopping Center

Digital Signage

We offer latest solutions within the digital signage. We are the pioneers in introducing easy to change LED or LCD display content which offers the flexibility to keep information up to date and enables the targeting of potential customers according to time of day or season. Our products can be used as marketing, sales and communicating tools. The perception or view of a brand image is imperative and new technologies give our clients the opportunity to raise awareness of their products in a rapid manner. Retail digital signage gives the brand the edge over the competition and can increase your revenue. We undertake even the most challenging projects with passion, determination and diligence.



Katowice / Silesia City Center



Bydgoszcz / Zielone Arkady Shopping Center



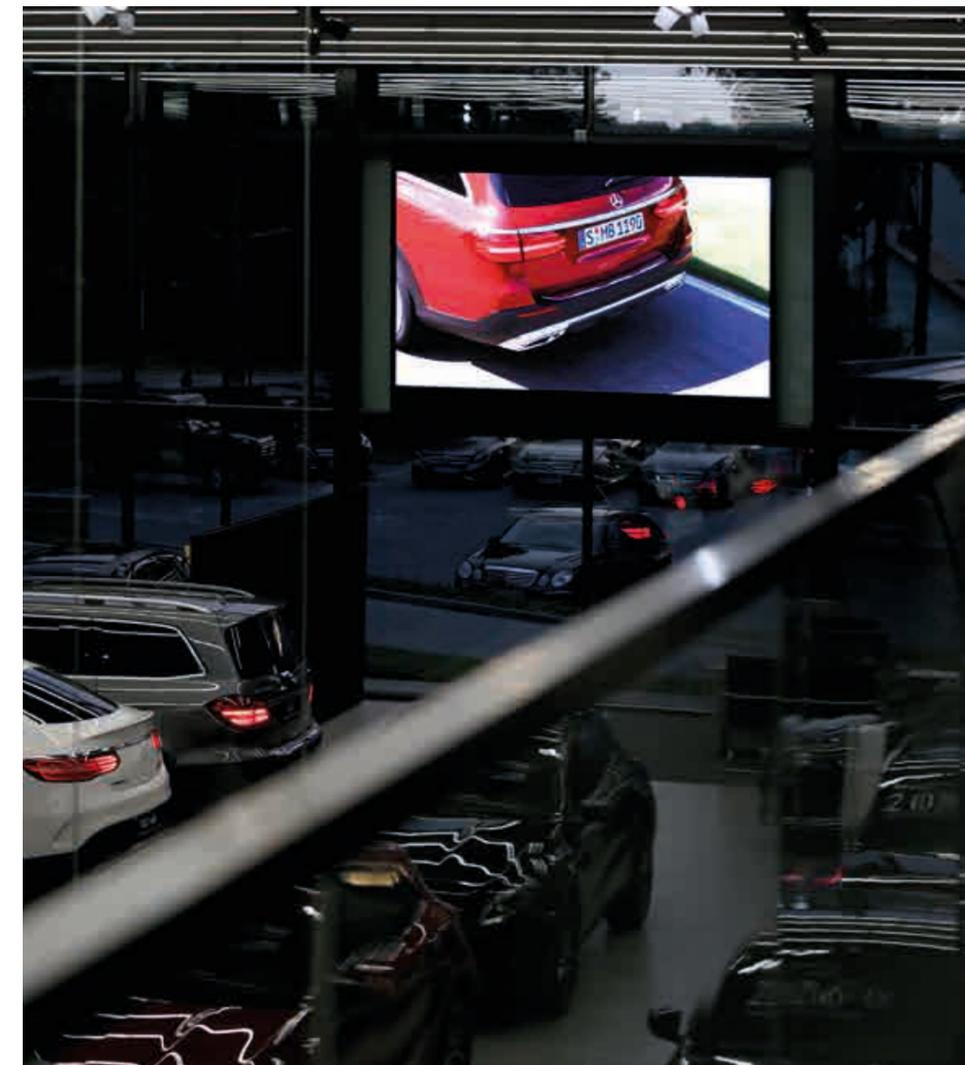
Szczecin / Galaxy Center

Digital shop displays

Since window displays are often the first point of contact that your potential customers will have with your business, they are crucial. Whether it is on the high-street or in the shopping mall, digital signage is increasingly replacing traditional print signage. By choosing a digital display over traditional signage, our clients are able to respond quickly to feedback and requests. Businesses can change their offers, deals and prices as often as they like. These updates can be made using a remote device like laptop, tablet or even smartphone.

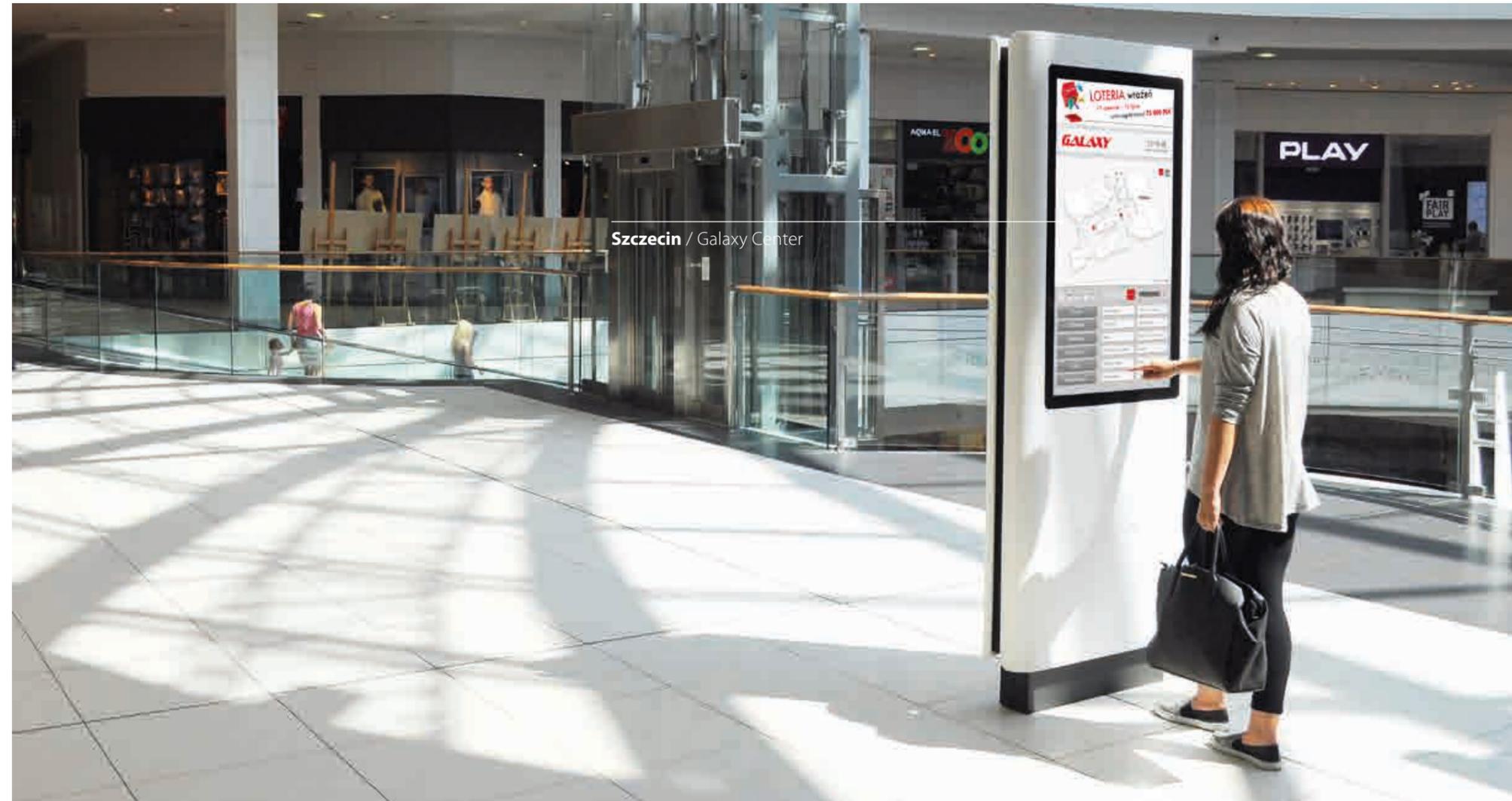


Warsaw / Arkadia Shopping Center



Space planning

We install the LED screens in various shopping areas. The new state of the art mediums not only send a message but often provide an additional platform in the sales process by defining the shop space and making it more modern and prestigious. Unlimited possibilities associated with the context of the information shown digitally allows customers to see often more than what is available on the shop floor.



Multimedia terminals

We pride ourselves in manufacturing multimedia terminals. We are able to design and manufacture it in any shape or format, depending on the needs and requirements of our client. In our work, we look for the most innovative solutions and designs. Our team of acclaimed designers and specialists together with our construction team make terminals that are bespoke and unique. Depending on the business needs the terminals can have various functions from providing information to navigating or selling.



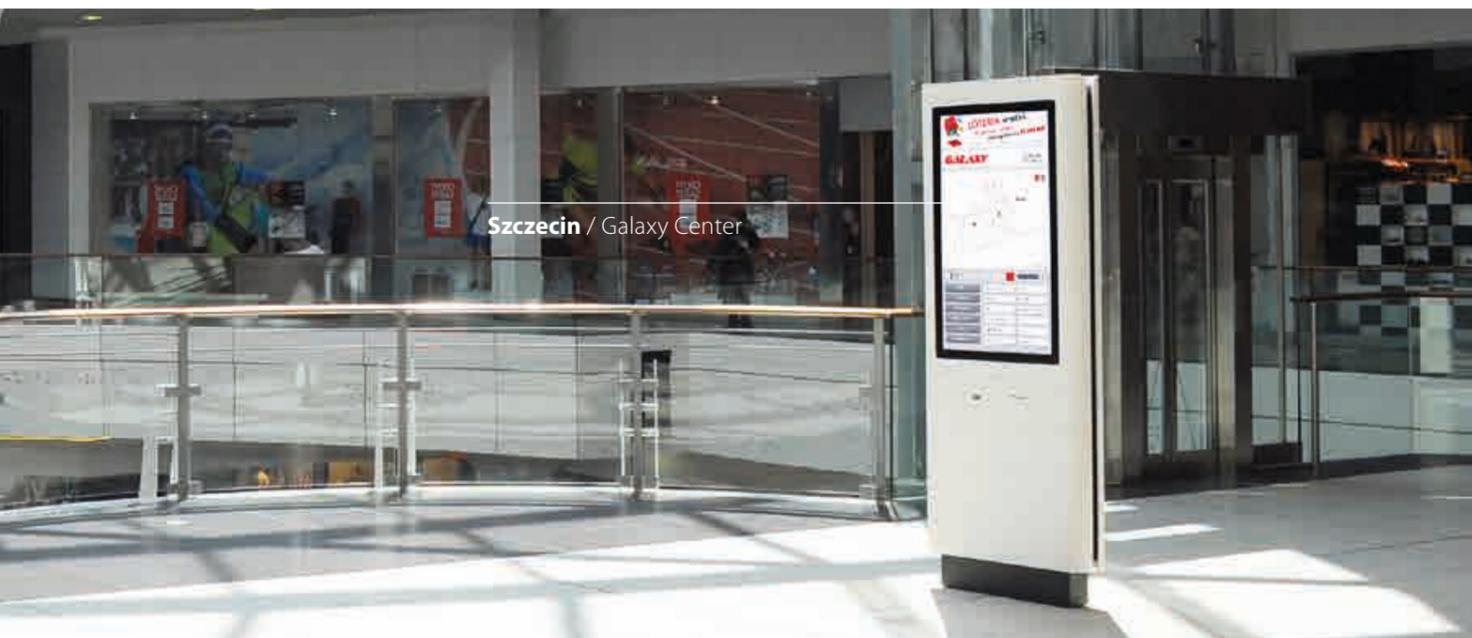


Sale tools

The multimedia terminals are tools that aim to help in the sale process. Custom multimedia solutions are suitable for many kinds of business activities, from stores to travel agents, large shopping or sport centres. The terminals that we built and manufacture fit perfectly for example in shops that have limited space and cannot keep all collections in store. These ergonomic, elegant terminals allow our clients to show their customers products that cannot be physically displayed in the place of sale. These types of tools provide additional information on the spot and proved to help the customer and shorten the buying process.



Cracow / Axis offices



Szczecin / Galaxy Center

Strengthening communication

We manufacture terminals that provide information and navigations. Modern equipment made out of best materials, make use in many areas of everyday life. These platforms allow users to have immediate access to information, or be easily navigated around complex areas and increase an interaction between the business and the client.



Cracow / Zakopianka Shopping Center



Cracow / Bronowice Shopping Gallery



Katowice / Katowice Shopping Center



Cracow / Zakopianka Shopping Center

Lotteries and loyalty programmes

The multimedia terminals are tools that can be used in many post sale processes. Many retailers use these to create their own lotteries or increasingly popular loyalty programmes. We provide full range of services as associates with these types of marketing tools, from planning and creating the event, directing its theme, format, prizes, terms and conditions, legal services, etc.

bakaliie

Kraków / CH Zakopianka



4

print

Large multi formatted print has great potential that stimulates the mind and imagination, intrigues and draws customer's attention.



Large format printing

Large multi formatted print is a basic tool in the visual communication. In the world that projects millions of images, large multi formatted print has got the biggest impact. A cleverly designed poster, banner or display sheet that fits perfectly in the environment, makes a stamp, stimulates the imagination and the portrayed image stays in customer's mind for a long time. Many spaces cannot be imagined without large format printing, which organizes the interior, exposes the offer and facilitates navigation. Large format printing give unlimited possibilities of creating a message on a variety of surfaces and materials.





Wide range of printing formats

We have in-house production line and facilities, equipped with some of the best in Europe high tech printing machines which enable us to design and print state of the art billboards, with pin-sharp images and contextual advertising for brands. From sheeted and roller printing machines to die cutting machines, printing and cutting plotters, we are able to print on wide range of materials whilst retaining highest quality of print. Completed projects include print on professional photographic paper and poster boards, including roll media and high quality cut sheet output, fabric, mesh but also cardboard, synthetics, wood or ceramic.





Rigid materials

We own one of the most advanced high tech plotters in Europe. We are able to produce high quality print with pin-sharp images and contextual advertising. We are able to print on wide range of materials in extensive range of formats, colours and surfaces. We print on variety of synthetic materials commonly used for the production of shop displays, signboards, racks, advertising coffers, as well as interior fittings and exhibition stands.



Flexible materials

Our company offers a number of different and unusual printing materials used widely in the interior design and decoration industry. With our vast experience and quality of modern equipment we are able to offer rolled print on fabrics, synthetics, foils and canvas. For advertising campaigns we realize large format prints on synthetic mesh and billboards paper. We are constantly looking for inspiration in the field of non-standard materials as well as innovative printing technologies.



CITY. Visual Communication Expert®

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