

100% OF  
**BORING ADS**  
DON'T MATTER.  
3D INFLATABLES & 3D CONCEPTS





# CHANGE YOUR PERCEPTION ABOUT OUT OF HOME ADVERTISING

Forget everything you know about billboards. OUTFRONT STUDIOS has been leading the creative transformation of the out of home industry. Eliminating the broken norms of the past, we are breathing new life into a medium that can make your brand famous. Using a consultative approach rooted in business excellence, we help local, regional & national brands achieve their KPIs and stardom they deserve.

**Making an emotional connection with your target audience is the essence of great advertising.**





**CLIENT 3D CONCEPT**





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A billboard advertisement for Team C & O Marine. The main image shows a man in a fishing vest and cap standing on a sleek black and red speedboat on a lake. A large, realistic 3D sculpture of a golden-brown fish is positioned on the left side of the billboard, appearing to be reeled in by the boat's fishing rod. The background of the billboard depicts a scenic lake with a forested shoreline and a modern blue glass building in the distance. The 'Team C & O Marine' logo is prominently displayed in the top right corner. At the bottom of the billboard, a row of brand logos is featured: TAHOE, Ranger BOATS, REGENCY, Triton BOATS, TRACKER BOATS, NITRO PERFORMANCE FISHING BOATS, Sure TRACKER, and MERCURY GO BOLDFLY.

02-8713

**OUTFRONT**

 **ANYTHING'S POSSIBLE**  
[WWW.CROSSPOINT.TV](http://WWW.CROSSPOINT.TV)















**3D CONCEPT**



**3D CONCEPT**



**3D CONCEPT**



**3D CONCEPT**



**3D CONCEPT**



**3D CONCEPT**



OUTFRONT

3D CONCEPT



**3D CONCEPT**



**3D CONCEPT**




**3D CONCEPT**



**3D CONCEPT**



**3D CONCEPT**



**“OUTFRONT DID AN AMAZING  
JOB DEVELOPING OUR  
BILLBOARD WITH NEON  
GLOW AND 3D MUSICIANS  
THAT LIGHT UP THE  
NASHVILLE SKYLINE.”**

**-Danyell Henry**

*General Manager - The Stage Nashville*

# OUR PROMISE TO YOU

Our work will always be done with  
**PURPOSEFUL INTENTION,**  
because it's centered in your brand's truth.

Our goal is to create a  
**MEANINGFUL CONNECTION**  
between your brand and the people it was created for.

With your trust, the opportunity for  
**AUTHENTIC ENGAGEMENT**  
will reveal itself and become second nature.  
Your work, your life's passion, will then leave a

**LASTING IMPRESSION**  
on the community you call home.

**/STUDIOS**

