



Brand Book



OUTFRONT 
media

Always.



Out of home advertising is undergoing an exciting transformation. Powerful branding, digital displays, enhanced interactivity, and social and mobile media are igniting the out of home industry.

Introducing a new brand to lead this transformation.
CBS Outdoor is now Outfront Media.

We are a newly independent, publicly-traded company (NYSE: OUT). Building on the strength of CBS Outdoor, and enhanced by our recent acquisition of Van Wagner Outdoor, we are on the move. With the assets, audiences, people and vision to lead out of home advertising to new heights.

Our new name was selected because it stands for leadership and innovation. We will always be out front and ahead of the curve, helping our customers grow and prosper by putting them at the center of everything we do.

Our new tagline “Always” communicates this commitment to advertisers, agencies, real estate and municipal partners, and the communities we serve.

We are Outfront Media. Always innovating. Always connecting. Always on. Always the right choice. Always.



The Outfront Media brand pyramid defines our unique value proposition, and what makes us stand out from our competitors. Each attribute in the pyramid is a building block of our brand promise, and also our 'north star' — guiding our decision making and rallying our team members around a common vision.

THE OUTFRONT MEDIA BRAND PYRAMID

SPIKE ATTRIBUTES

Customer
Centric
Prime Assets
Innovative

QUALIFYING ATTRIBUTES

Valuable Audiences
People & Knowledge
Industry Leadership
National & Local Footprints
Nimble
Creative

ENTRYS TAKE ATTRIBUTES

Accountable
Professional

"ELEVATING
OUT OF HOME
ADVERTISING"



OUR BRAND ATTRIBUTES

CUSTOMER CENTRIC: Customers are at the core of everything we do. We are driven to make it easier to plan, buy, and activate successful advertising programs. We are laser-focused on exceptional customer service and on exceeding customer expectations. We win when our customers win.

PRIME ASSETS: We offer the best advertising inventory and most desired landmark locations, including leading positions in high-traffic areas, retail districts, transit centers, and iconic destinations from Times Square to the Sunset Strip. Our growing national network of digital billboards and our collection of 400,000+ displays cannot be matched.

INNOVATIVE: We embrace change and take the lead in creating new markets, new formats, and new opportunities. We put fresh thinking and innovative approaches to work in all aspects of our business – from digital networks, to social and mobile integration, to improved business practices.

OUR BRAND ATTRIBUTES

(CONTINUED)

VALUABLE AUDIENCES: We offer the highest-value audiences, wherever consumers work, shop, commute, travel, and play. We deliver the right message to the right consumer at the right time and place.

PEOPLE & KNOWLEDGE: We have the best trained, most experienced people in the business who bring superior product knowledge and industry expertise to every customer relationship. We invest in our people. We are media fluent and understand how out of home accelerates other advertising media. We know what works, and what doesn't. We know how to maximize our customers' out of home investment.

INDUSTRY LEADERSHIP: We are out front and ahead of the curve in elevating out of home advertising. We are industry thought-leaders and responsible corporate citizens in all of the communities where we conduct business. 88 of the top 100 advertisers are our customers. We lead by example.

NATIONAL & LOCAL FOOTPRINTS: Our national reach and local market strength is unparalleled. We offer a growing network of over 400,000 displays in the top 25 U.S. markets that cover over 50% of the U.S. population; plus a deep, hyper-local presence in hundreds of markets throughout North and South America. Our ability to deliver comprehensive and coordinated national, regional, or local campaigns is unrivaled.

NIMBLE: We are nimble operators with a can-do attitude. We are fast and flexible, with a bias for action.

CREATIVE: We are dedicated to elevating the creative excellence of out of home advertising in all its forms. We support our customers with our own in-house creative agency. We are creative problem-solvers, and believe the best ideas can come from anywhere.

ACCOUNTABLE: We are transparent and accountable to our customers. We listen and respond quickly. We deliver on time, on budget, as promised. We 'walk the talk' and keep our promises.

PROFESSIONAL: We are trusted advisors focused on smart marketing solutions, not transactions. We are committed to integrity and professionalism. We offer the highest quality, best-maintained environments for advertisers. We treat our customers as partners, and work together to make good things happen.



WHAT WE STAND FOR

TODAY AND IN THE FUTURE

OUR MISSION: Elevate out of home advertising by connecting customers with the best assets, audiences, innovation, and people – so our advertisers grow and prosper.

OUR VISION: Be the best out of home advertising company in America, a recognized leader in the media industry, and the first choice of customers and employees. Always.



OUR CULTURE

Elevating out of home advertising means investing in our people. The culture we build and the values we share will create a stronger organization that will help our advertisers grow and prosper.

We Are:

NIMBLE: fast and flexible

ENTREPRENEURIAL: with a can-do attitude

COLLABORATIVE: we truly listen, and work well together

TRUSTED: we act with honesty and integrity, and always deliver on our promises

CONNECTED: to customers, audiences, technology, other media, and each other

PASSIONATE & ENERGIZED: we love what we do and approach everything with energy, passion, and commitment

UNSTOPPABLE: we view every challenge as an opportunity

CONFIDENT: we are smart and capable, but always humble

FUN: we work hard/play hard and celebrate our customers' success



ALWAYS.



Outfront Media

405 Lexington Avenue

New York, NY 10174

outfrontmedia.com