



REAL-WORLD ABM

Europe's most valuable business audience.

The City of London playbook for reaching enterprise decision-makers inside the buildings where decisions are made.





REAL-WORLD ABM IN THE CITY OF LONDON

Europe's most valuable business audience

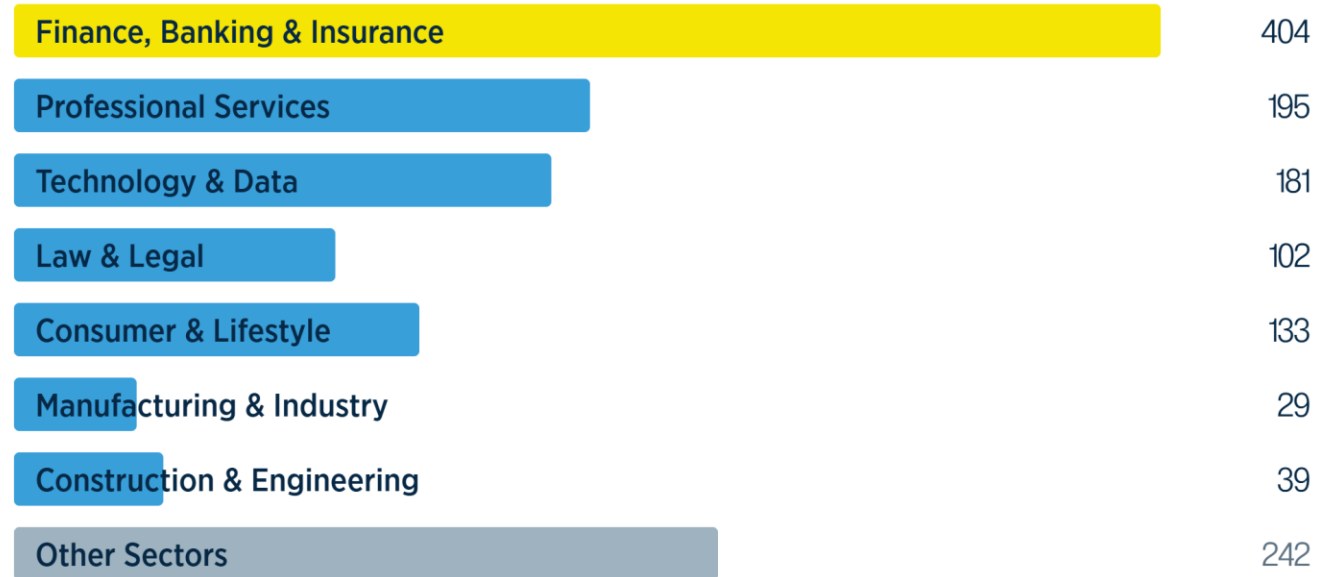
London is the UK's economic capital and 100 Liverpool Street, City of London, home to one of the densest concentrations of enterprise decision-makers in the world.

For B2B advertisers, **strict advertising restrictions in the Square Mile** make Office Media the way in. It places your brand **inside the buildings where decisions are made**.

1,325 Total
Companies
in London

ECN reaches more companies in London
than in the rest of the UK combined.

SECTOR STRENGTH IN LONDON



WHAT THIS MEANS FOR ADVERTISERS

Target multiple account groups within a single city efficiently.

Build campaigns that are more relevant, more personal and more impactful.

Increase familiarity and consideration among key decision-makers.

Drive better outcomes from every media pound spent.



It's possible on
your Intel AI PC

**Work confidently.
Work confidentially.**

Introducing the Lenovo AI PC.



Lenovo ThinkShield on the
Lenovo ThinkBook 13x with
Intel® Core™ Ultra processor
AI just got personal.

Lenovo

The **real-world** ABM opportunity.

Most media plans reach everyone. Real-World ABM reaches the right accounts. While broad-reach environments have their place, they may not provide the level of account-specific relevance that ABM requires.

THE POWER OF OFFICE MEDIA

Building-level precision

Reach target accounts and buying groups in the exact buildings where they work.

Buying-group concentration

Engage multiple stakeholders across departments in the same physical environment.

Repeated, high-quality exposure

Create familiarity and influence through repeated presence during the working day.

Office Media puts your brand closest to the decisions that drive enterprise growth.

WHY LONDON?

One city. The whole enterprise economy.

No other European city concentrates so much enterprise value in one place.

Global financial capital

Home to Europe's largest cluster of financial services firms, investment houses and insurers.

Diverse enterprise ecosystem

A powerful mix of financial services, professional services, technology, legal and corporate HQs.

Ideal for B2B advertisers

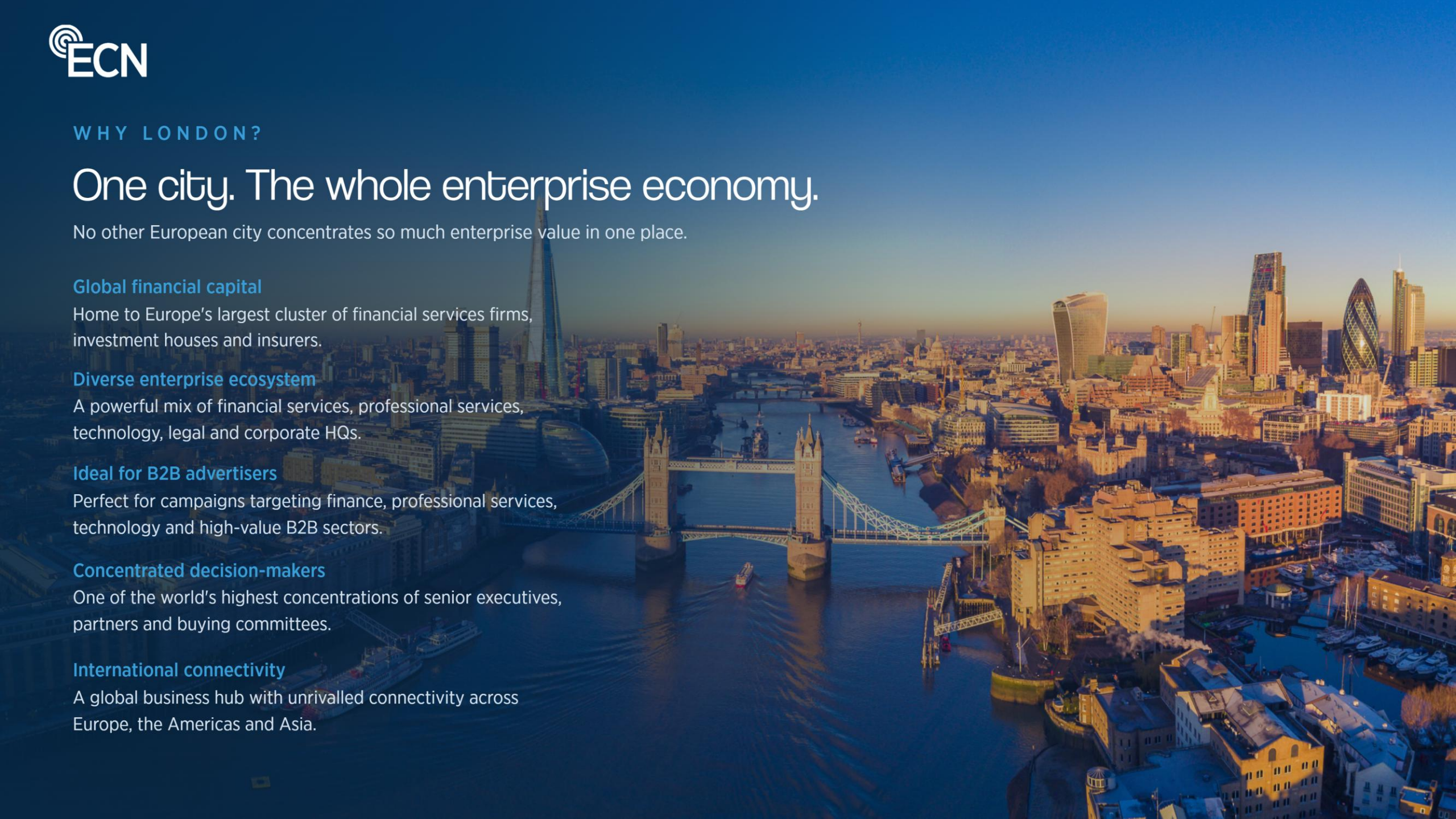
Perfect for campaigns targeting finance, professional services, technology and high-value B2B sectors.

Concentrated decision-makers

One of the world's highest concentrations of senior executives, partners and buying committees.

International connectivity

A global business hub with unrivalled connectivity across Europe, the Americas and Asia.



REAL-WORLD ABM

Real-world presence and frequency, **where they discuss and decide.**

A live ECN screen inside the buildings where London's decision-makers spend their day, every working day.





How to **win** in London

One Data Layer · Every Channel

PRECISION · REACH

1,328+

businesses connected to ECN across London

252+

ECN screens across London

Every screen sits where decision-makers already are, inside the building, not in front of everyone passing by.



PHYSICAL · ANCHOR



ECN DOOH Office Media

The only channel that reaches your accounts inside the building.



DATA · FOUNDATION

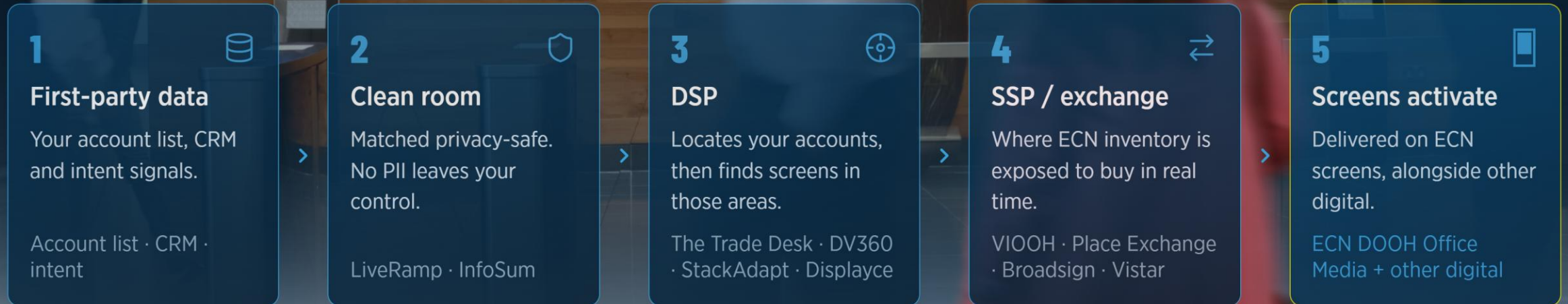


One account list

Deterministic account and building-level data. Every layer above activates the same list.

How to **buy** in London

The Programmatic ABM Workflow



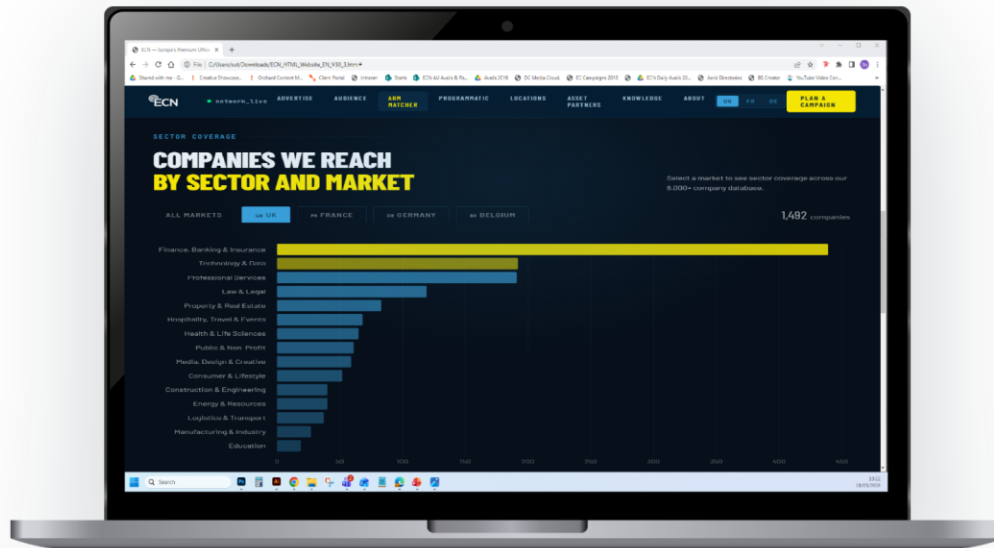
HOW ECN INTEGRATES

ECN DOOH is bookable through every major DOOH DSP and SSP, and planned alongside your display, video and CTV in a single programmatic workflow.



Let's **build** your London plan

Use the ECN ABM tools to find your accounts and build the perfect building pack. **Not a brochure - a live demo that opens deals.**



ABM Matcher

Match your account list to our London network.

Pack Builder

Build a pack of buildings by tenant vertical (finance, technology, property) and company size (SME to enterprise).

Campaign Support

End-to-end support from strategy to execution.

WHY OFFICE MEDIA WINS IN LONDON

Audience

Your target accounts

Relevance

In-market, in-context

Environment

Premium and trusted

Frequency

Repeated through the day

Impact

Familiarity and trust

Accountability

Account & building level



WHERE ATTENTION WORKS

Win the building,
win the account.

ExecutiveChannelNetwork.com



Marketing campaign with financial
climate contribution
ClimatePartner.com/16644-2110-1001