



BRICKELL AVE

TOUCH SCREEN



VERSACE
pour femme
DYLAN TURQUOISE

MIAMIDDA
DOWNTOWN DEVELOPMENT AUTHORITY



ike SMART CITY

ike SMART CITY

Miami
MARKET KIT

MIAMI, FL

OOH Statistics

DMA RANKING

 **18th**

MEDIAN AGE

 **40**

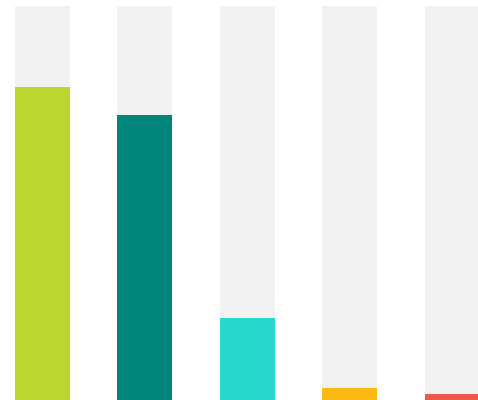
MEDIAN INCOME

\$48.3K

TRANSPORTATION



- ▶ DRIVE ALONE: **78%**
- ▶ MASS TRANSIT: **4%**
- ▶ CARPOOL: **9%**
- ▶ WALK: **2%**
- ▶ WORK FROM HOME: **4%**
- ▶ BIKE: **1%**



RACE/ETHNICITY COMPOSITION

- WHITE: **76%**
- HISPANIC OR LATINO: **73%**
- BLACK/AFRICAN AMERICAN: **17%**
- TWO OR MORE RACES: **2%**
- OTHER RACE: **1%**



AVERAGE WEEKLY IMPRESSIONS

50K+

(PER IKE)

- ▶ 65" DIGITAL SCREENS
- ▶ 1080 / :10 SPOTS DAILY

Source: geopath.org, census.gov



MEET ike

The Interactive Smart City Digital Kiosk

IKE delivers your message at street level in the dense urban core and **trendiest neighborhoods**. The network spans the city with key locations in **high traffic areas** providing the **best coverage in the market**.

- ▶ Eye-catching and sophisticated design
- ▶ Visually impactful at over 8' tall
- ▶ Two 65" digital screens
- ▶ Advanced technology and interactive features
- ▶ Drives engagement with dynamic digital content





MIAMI LOCATIONS

Neighborhoods

Downtown Miami
Miami’s vibrant, dense urban core is located on the beautiful Biscayne Bay, brimming with activity at all hours. As the Central Business District, workers bustle into high-rise offices and as a cultural hub, residents and visitors stream into premier museums and entertainment venues: Pérez Art Museum Miami, Adrienne Arsht Center for Performing Arts, Frost Museum of Science, FPL Solar Amphitheatre at Bayfront Park, and **Kaseya Center** (NBA’s Heat).

Allapattah
Allapattah’s shops, food, and culture showcase its diverse Latin roots at the 10,000-SF Allapattah Market plus music & dancing at Club Tipico Dominicano; also home to the renowned Rubell Museum.

Brickell
Brickell is the fast-paced financial hub densely packed with international banks and modern skyscrapers of luxury residences, world-class hotels, and high-rise offices. **Brickell City Centre** features three city blocks of curated upscale shops, premier dining, and endless entertainment.

Coconut Grove
“The Grove” has a laid-back, artsy vibe and a strong sense of community. Pedestrians pack tree-lined sidewalks on streets filled with cafes, boutiques, coffee shops, galleries, and friendly bars.

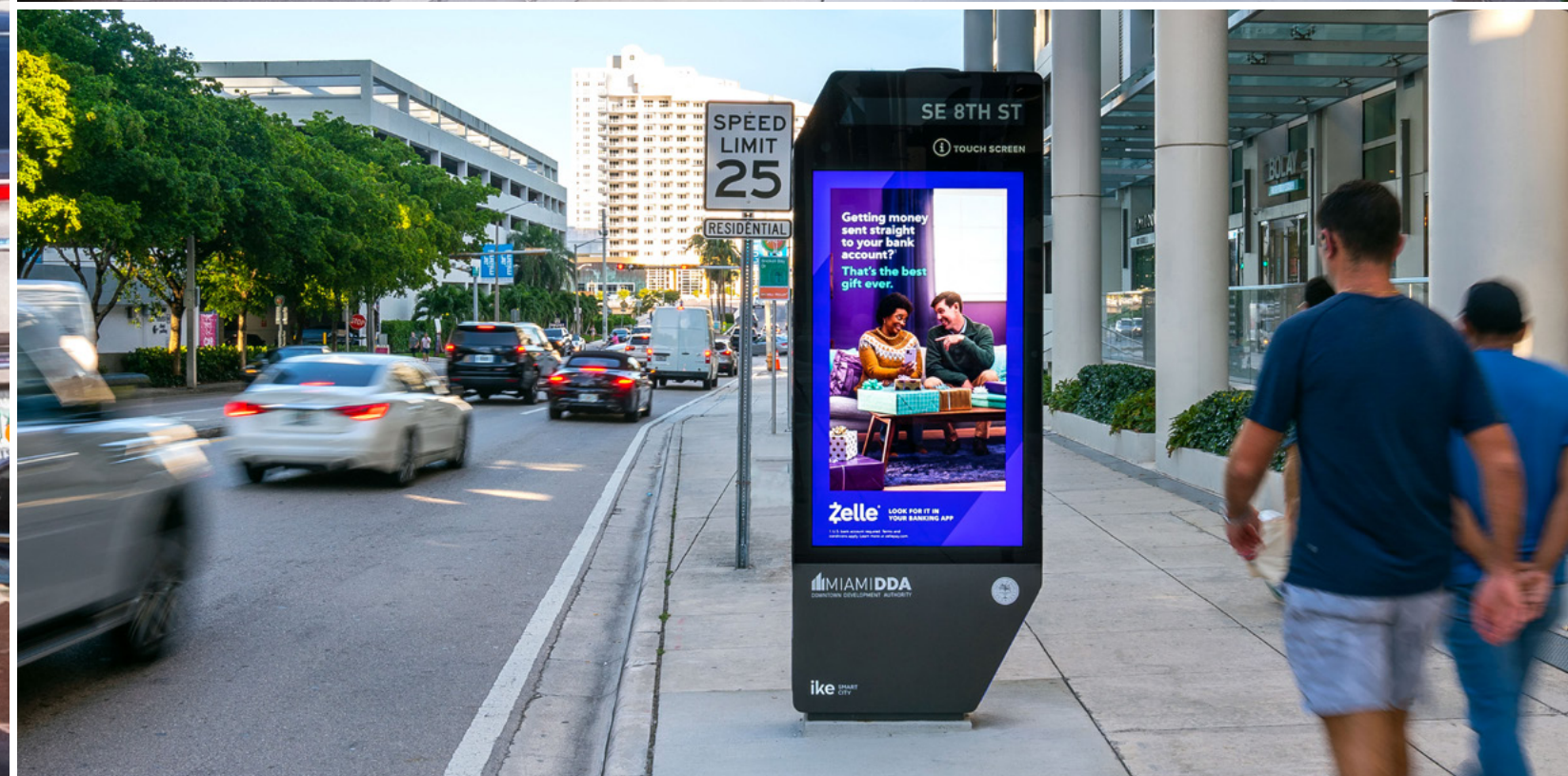
Coral Gables / Coral Way
Serving as a backdrop for those living luxuriously within Miami, Coral Gables has the **Miracle Mile**, in the heart of the business district running past high-end retailers, shopping complexes, and sports car dealerships. Coral Gables also offers top-notch museums, theatres, fine dining, and nightlife.

Edgewater / Midtown
At the crossroads of Miami’s top cultural destinations, these diverse communities offer luxury shopping, high-end dining, trendy bars, and high-rise residences.

Miami Design District / MiMo
Brimming with creatives, fashionistas, foodies, and art lovers, this 18-square-block shopping and arts Design District has luxury boutiques, fine dining, art galleries, trendy bars, and the art institution, ICA Miami. The Miami Modern style shines in the revitalized MiMo District with retro hotels, vintage shops, eclectic eateries, and ultra-cool happy hours.

Wynwood
The vibrant, ultra-cool neighborhood of Wynwood has the highest concentration of street art in the world. This pedestrian-friendly cultural hub is chock-full of old textile warehouses transformed into art galleries, eclectic boutiques, trendy restaurants, artisanal coffee houses, craft breweries, and nightlife.

VISIBILITY. IMPACT. REACH.





Thank you

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