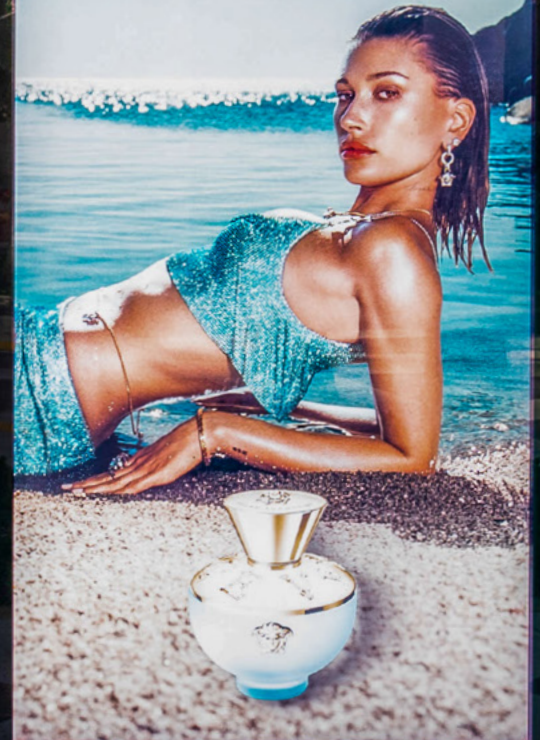




BRICKELL AVE

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

 18<sup>th</sup>

MEDIAN AGE

 40

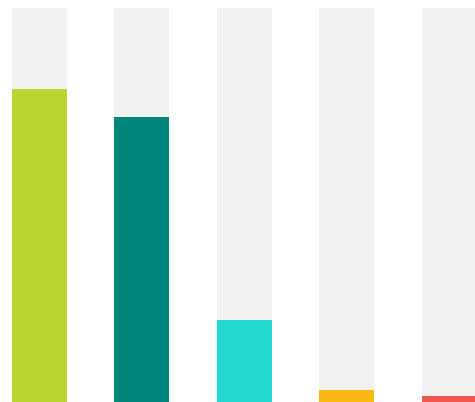
MEDIAN INCOME

\$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 on the beautiful Biscayne Bay is a hive of activity at all hours. As the Central Business District, workers bustle into high-rise offices and as a cultural hub, excited crowds stream into premier museums and entertainment venues: Pérez Art Museum Miami, Adrienne Arsht Center for Performing Arts, Frost Museum of Science, 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.

**Aventura**  
Aventura is an oasis of waterfront luxury condos and resort living with easy access to **Hard Rock Stadium** (NFL's Dolphins). The **Aventura Mall** is the ultimate shopping destination with 300+ designer shops.

**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.

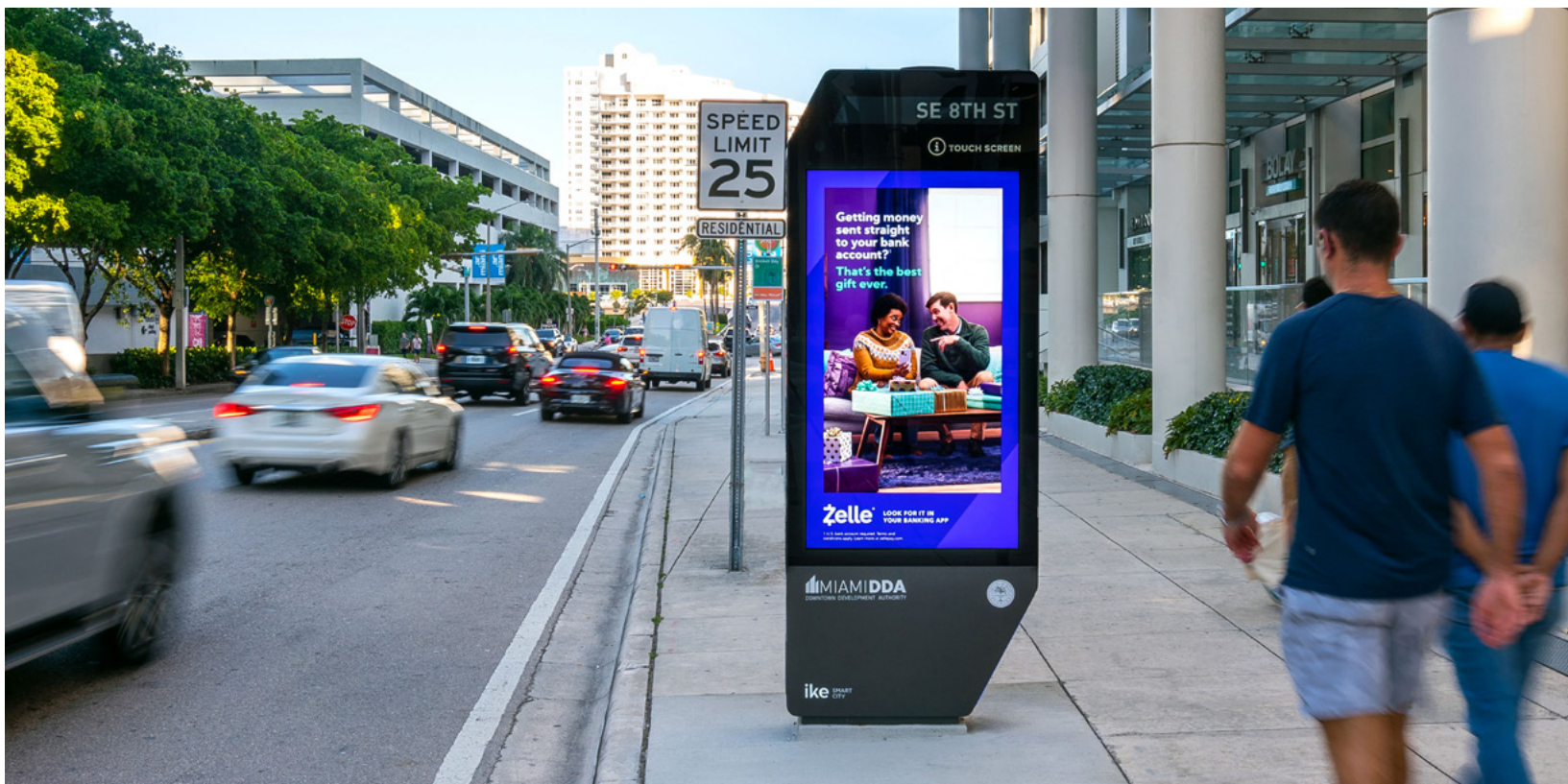
**Edgewater / Midtown**  
At the crossroads of Miami's top cultural destinations, these diverse communities offer luxury shopping, high-end dining, trendy bars, and high-rise residences.

**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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