

ZIP AT DOMAIN NORTHSIDE

PHASE ONE SIGNAGE INSTALLATION



DOMAIN

NORTHSIDE

11.10.21 PHOTO RECAP

The following signage & branding elements were installed over the course of three days between November 8th and November 11th at Domain NORTHSIDE of Austin. In the subsequent days & weeks this recap will be updated with more photos highlighting additional Zip branding scheduled to be integrated into the property, including a painted wall mural (#HP100), billboard (#SP102), digital marketing pieces, social media posts, and event photos.

The entire Domain NORTHSIDE team appreciates the opportunity to work with a cutting edge company such as Zip, and we look forward to continuously finding ways throughout our initial campaign to expand awareness of the Zip brand, increase downloads of the Zip app, and ultimately lift spend via the Zip app among our holiday shoppers.

THIS IS JUST THE BEGINNING.

DIRECTORY DECALS

20 DECALS ON 10 DIRECTORIES THROUGHOUT THE PROPERTY



Locations #1 & #2



P PARKING	S ATM	V VALET	X ALTERATIONS
M RETAIL MGMT. OFFICE	it FAMILY RESTROOMS	T NORTHERN SCULPTURE	🏠 RESIDENTIAL LEASING (512) 764-9336

DIRECTORY DECALS

20 DECALS ON 10 DIRECTORIES THROUGHOUT THE PROPERTY



#3 & #4



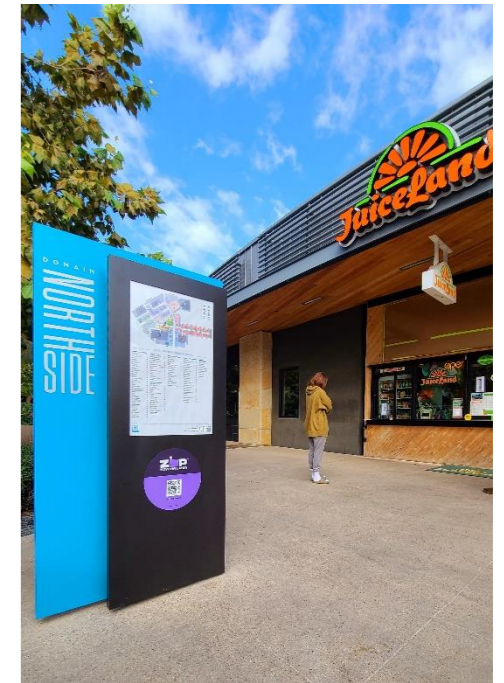
#7 & #8



#5 & #6



#9 & #10



DIRECTORY DECALS

20 DECALS ON 10 DIRECTORIES THROUGHOUT THE PROPERTY



#11 & #12



#13 & #14



#15 & #16



#17 & #18



#19 & #20



A-FRAME SIGNS

12 SIGNS ON 6 DOUBLE-SIDED FRAMES THROUGHOUT THE PROPERTY



Sign locations will rotate among various high traffic areas throughout the term.

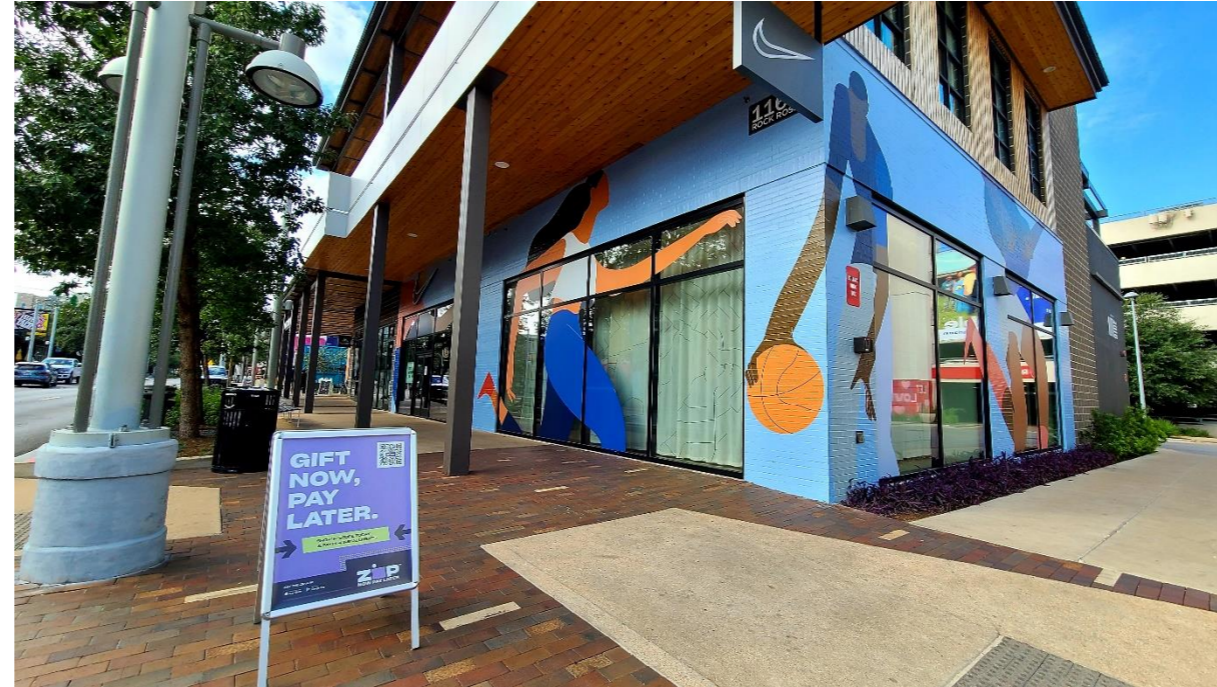
A-FRAME SIGNS

12 SIGNS ON 6 DOUBLE-SIDED FRAMES THROUGHOUT THE PROPERTY



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ELEVATOR WRAPS

THE STANDARD APARTMENT LOBBIES



3 Elevator Bays in 2 Luxury Apartment Building Lobbies, all on Level 1

ELEVATOR WRAPS

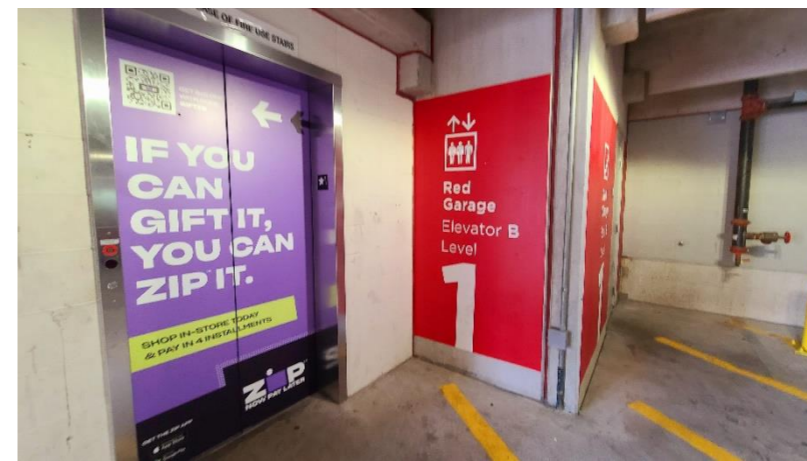
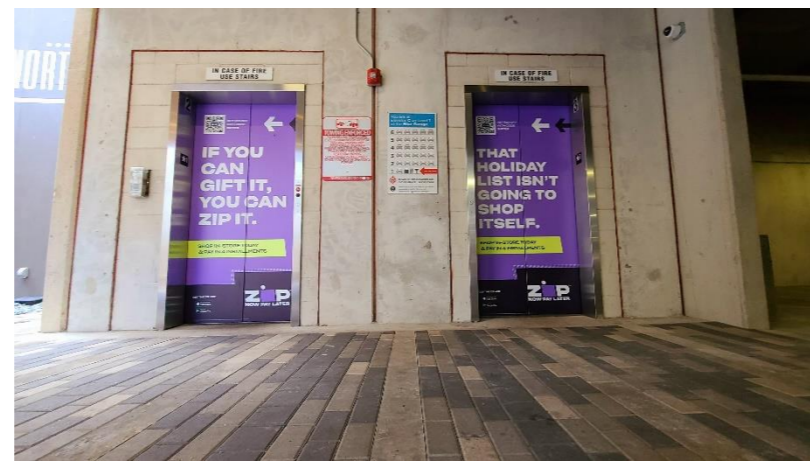
THE BLUE & RED GARAGES



2 Elevator Bays on Level 1 of Blue Garage

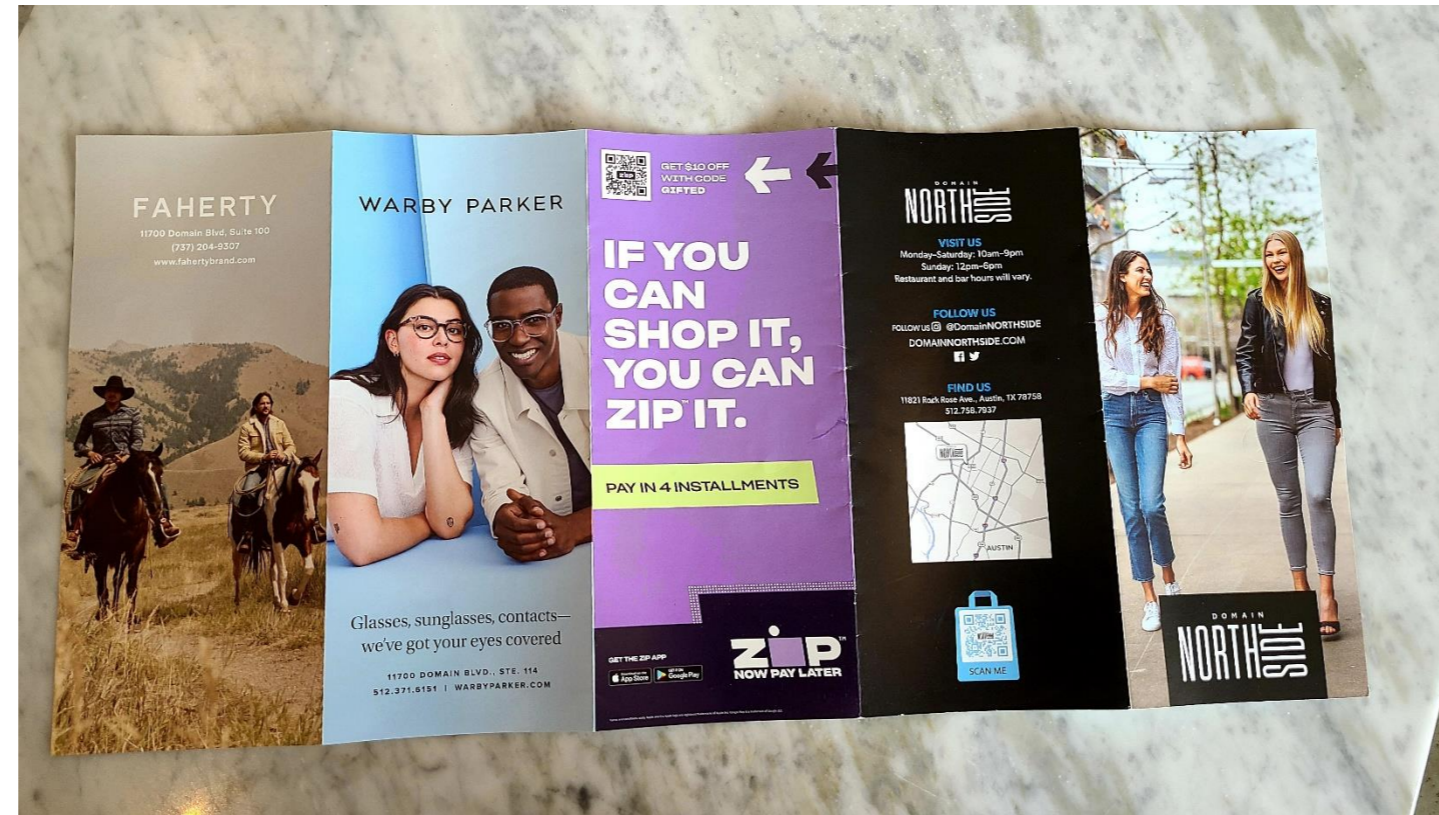


2 Elevator Bays on Level 1 of Red Garage

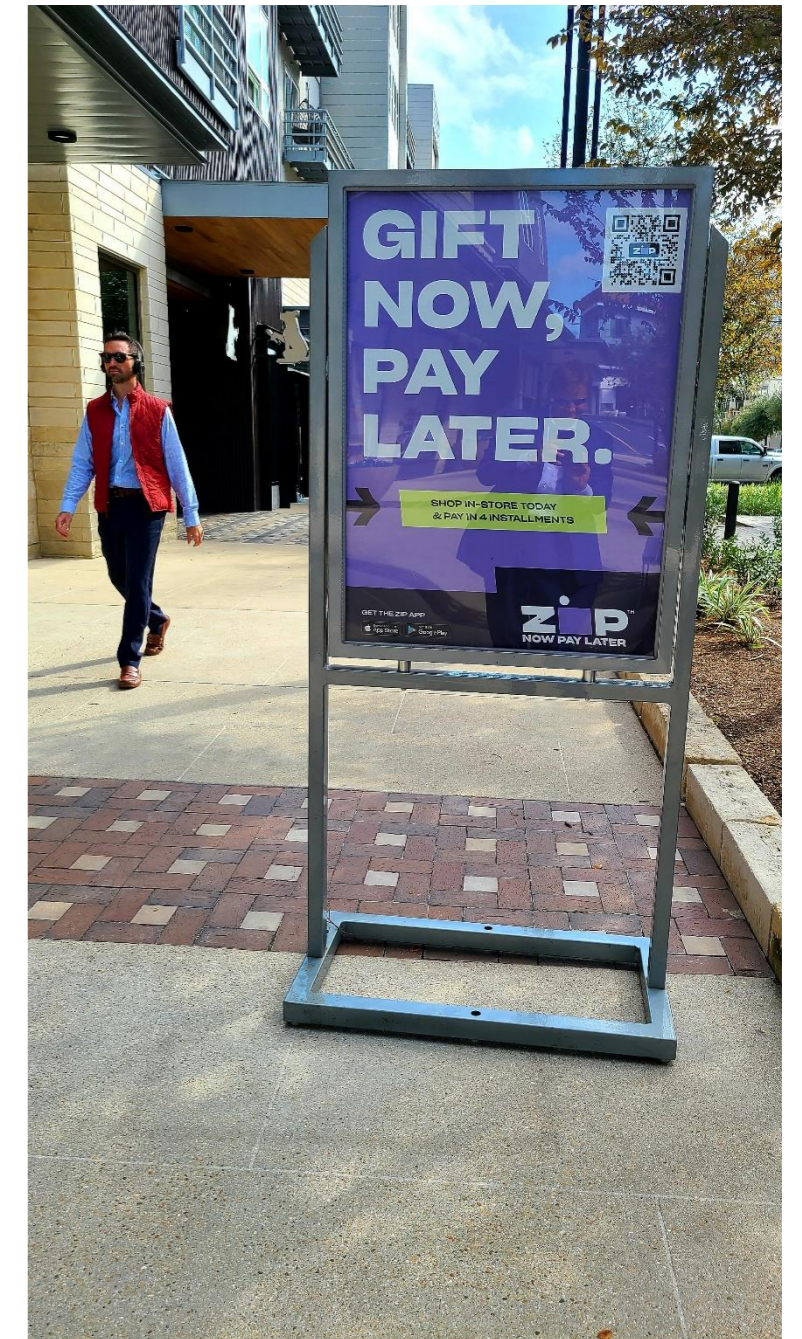


30" W x 40" H SIGNS

+ PRINTED HANDHELD DIRECTORY BROCHURES WITH ZIP AD



Note: A 4th 30" x 40" Zip sign will be installed next to the painted mural wall once it's completed.



MERRY GRINCHMAS SIGNS & EVENT PAGE

WITH ZIP PRESENTING SPONSORSHIP LOGO



NAVIGATION: DIRECTORY, ROCK ROSE DISTRICT, PROMOTIONS, EVENTS, VISIT, LIVE AT NORTHSIDE, ABOUT US

SEARCH Q

BACK TO EVENTS NORTHSIDE MAP

NOV 27

MERRY GRINCHMAS: HOLIDAY KICK-OFF EVENT

MERRY GRINCHMAS!

Kick off the holiday season, Grinch style.


Join Domain NORTHSIDE on Saturday, November 27th at 3PM for an afternoon of fun-filled Grinch activities:

- Photo ops with The Grinch himself
- Vannagram and selfie stations
- Starbucks Hot Chocolate Bar
- Holiday tunes
- Caricature artists


And finally, at 6PM experience the Official Tree Lighting, with Dr. Seuss' *How The Grinch Stole Christmas (2000)* showing immediately after!

Get in the holiday spirit Grinch style this year at Domain NORTHSIDE!

Presented by Zip.










SHARE EVENT



THE CONSUMER'S JOURNEY

ZIP SIGNAGE THROUGHOUT THE PROPERTY

-  Directory Decals
-  Double-sided A-Frames
-  Elevator Wraps
-  Cross Street Banner
-  30" x 40" Signs
-  Painted Wall Mural (to be completed by 11/14)
-  36' H x 39' W Billboard (SP 102; to be installed 11/29)

