LocalLink 360

RETAIL & REAL-WORLD · SPORTS BARS
LIVE SPORTS TAKEOVER

re[TELL] ENABLED

The one room nobody looks away from.

Brand placement on the screens people came out to watch — live sports, in bars, in front of a captive audience, with the categories most media won't take.

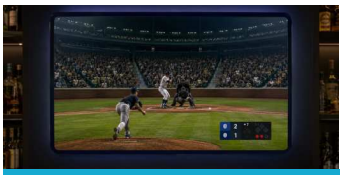
WHAT THE ROOM DELIVERS

3x
Impressions versus a comparable CTV buy

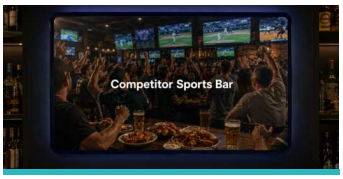
53%
Primarily Hispanic audience

2hr+
Dwell per match, so frequency builds itself

HOW THE TAKEOVER WORKS



AI Across Every Screen
The system runs live on every screen in the venue.



A Competitor Appears
Their spot starts to air in your category.

Denied, Room-Wide
The competing spot is blocked on every screen.

Your Spot Instead
Yours takes its place, everywhere at once.

WHY THE ROOM WORKS

Watching, not scrolling
People came out to watch the game. The screens are why they are in the room.

Nothing to skip
No ad blocker, no fast-forward, no mute button. The room stays pointed at the screen.

Groups, not individuals
One placement reaches a table rather than a person, and the conversation travels with it.

LIVE SPORTS & EVENTS

F1 · NFL · MLB · NBA · NHL · MLS · NCAA · March Madness · PGA Tour · Masters · US Open

The leagues, events and brands shown are only a representation of the programming that airs in the venues we serve; actual programming varies by venue and schedule, and no endorsement, sponsorship or affiliation is implied. All marks belong to their respective owners. Venues, screens, coverage, formats, takeover availability, audience composition and measurement vary by market, event, campaign objective, budget, venue agreement and advertiser eligibility. Impression comparisons are estimates provided by our media partners and will differ by buy. Creative shown is illustrative of the format. All campaigns are subject to inventory availability, creative approval and applicable law.

EVERY CATEGORY WELCOME

Alcohol, sports betting, nicotine, cannabis and QSR — the categories most media turns away are accepted here, in English or Spanish. **re[TELL]** turns the room into an audience you can reach again.

Take over the room.

Tell us the market and the fixtures — we'll come back with venues, screens and a takeover plan.

Let's Link Up!

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