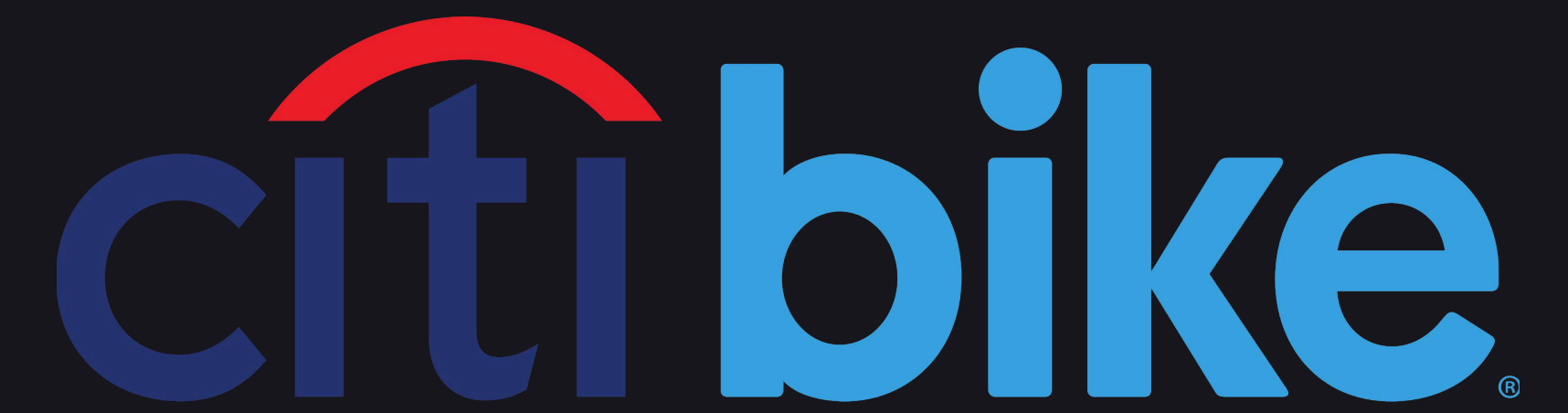


ADAM MALTRO



Built for New York



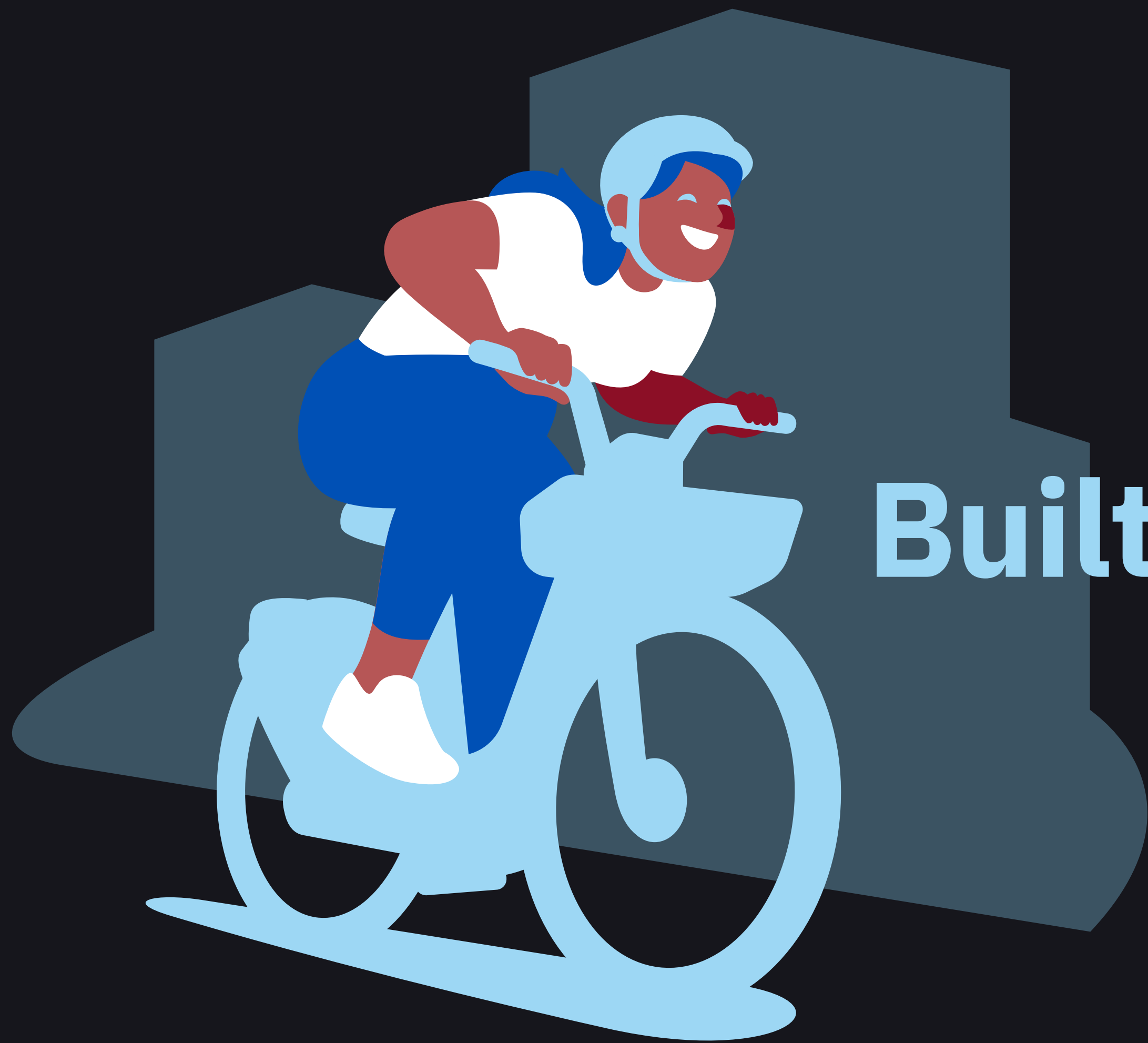
AGENDA

1. THE CHALLENGE
2. BUILT FOR NYC
3. 2-D
4. TIME BASED
5. INTERACTIVE
6. UN'S GLOBAL SUMMIT

THE CHALLENGE

Citi Bike risks fading into the background as just another transit option, often overshadowed by subways, cabs, and personal bikes.

With inconsistent engagement and seasonal dips, how do we make it an urban ritual—effortless, essential, and woven into city life?



Built For NYC

THE CHALLENGE

Welcome to the city of everything, everywhere, all at once.

302.6 square miles of louder, faster, closer—a living experiment called New York City.

Skip the tourist traps. Dodge the gridlock. Forget the crumbling underground maze. And do it all without wrecking the planet.

Simplify the most complicated city in the world. Citi Bike.



THE CHALLENGE

Built for NYC—by those who know it and love it,
for those who love it and are here.

Citi Bike is already part of New York—we just have to remember and embrace what makes it a New Yorker.

Citi Bike as more than just a transportation option—it's an experiential brand deeply embedded in the cultural fabric of New York City.

From a marketing perspective, it taps into emotional branding, city identity, and behavior-driven engagement, making Citi Bike feel essential rather than just convenient.

STATIC MEDIA

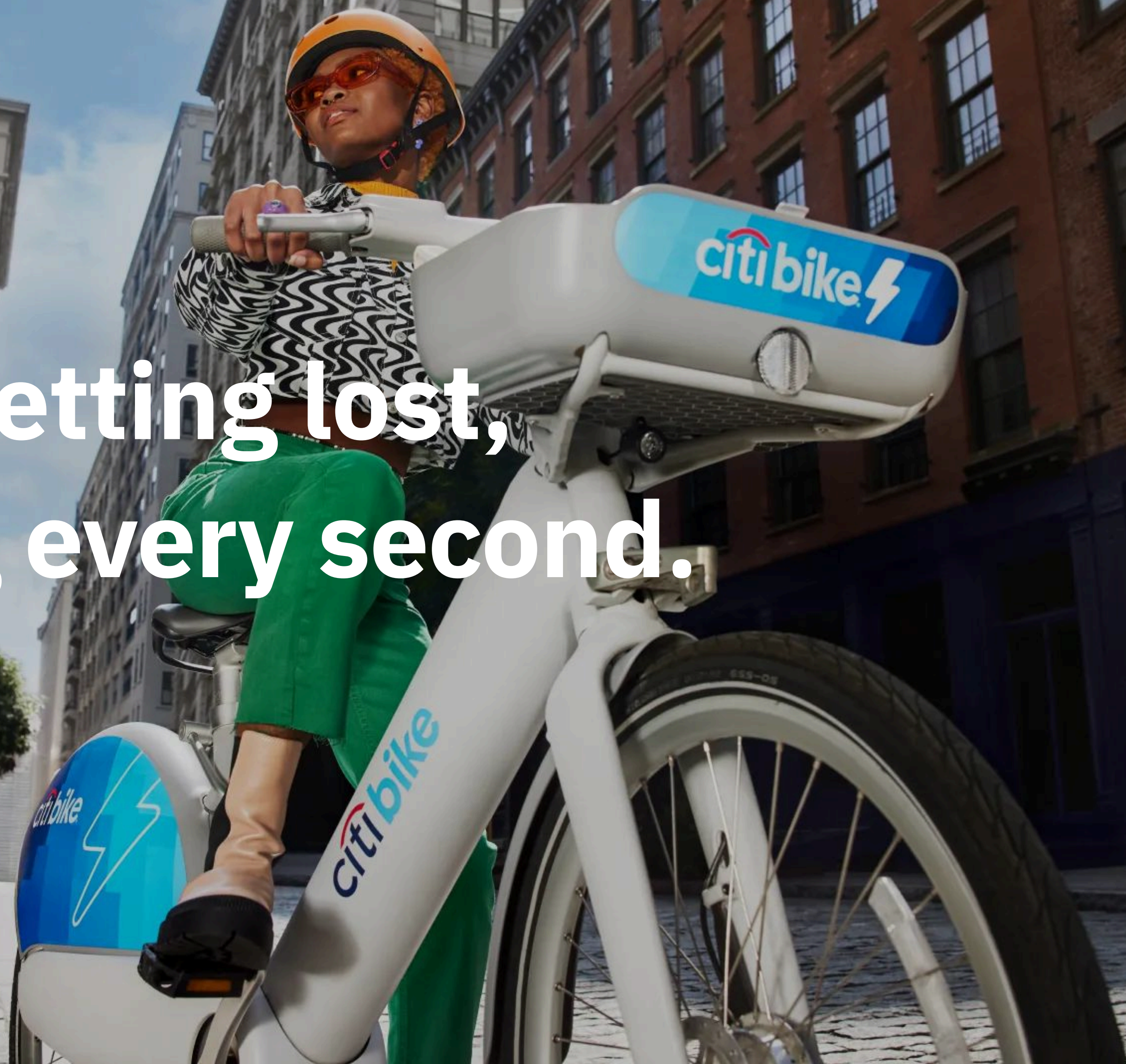
2-D / Static Media

OOH – Static placements (billboards, transit, street-level, kiosks)

SMM Static – Paid & organic (in-feed, stories, carousel, 1:1 & 4:5 formats).

STATIC MEDIA

**Built for getting lost,
but loving every second.**



STATIC MEDIA

**Built for views you
didn't know existed.**



STATIC MEDIA

**Built for actually seeing the city,
not just passing by.**



STATIC MEDIA

- BUILT FOR DODGING THE BRUNCH CROWD AND STILL MAKING IT BEFORE NOON.
- BUILT FOR TURNING WRONG TURNS INTO THE BEST STORIES.
- BUILT FOR MOVING FASTER THAN A MANHATTAN MINUTE.
- BUILT FOR THOSE “I DIDN’T KNOW THIS WAS HERE” MOMENTS.
- BUILT FOR AVOIDING SUBWAY “PERFORMANCES.”
- BUILT FOR SEEING THE SKYLINE WITHOUT BECOMING PART OF A SELFIE MOB.

Time-Based / Motion & Digital Video

DOOH – Video placements on CITI Bike station terminals (15s, 30s)

SMM Video – Paid & organic (in-feed, stories, reels, 9:16 & 1:1 formats).



[Play Video](#)

INTERACTIVE DIGITAL

Interactive Digital

DOOH – Touchscreen activation on CITI Bike station terminals (interactive route generator)

In-App Engagement – Spin-to-discover routes tailored to different activities.

INTERACTIVE DIGITAL

Not sure where the road will
take you today?

Spin the wheel and find out.



City Sight – Your guide to NYC’s most breathtaking views, from iconic bridges to hidden overlooks.

City Vibe – Feel the pulse of NYC with this guide to the most energetic and vibrant neighborhoods.

City Might – Explore NYC’s monuments to strength and resilience.

City HomeLike – A guide to NYC’s coziest and most community-focused corners.

City All Night – The ultimate guide to NYC after dark.

City Lights – Experience NYC when it truly shines.

City Bite – Savor NYC's best eats.

City Strike – Unleash your playful side with NYC's fun-filled spots.

City Type – Navigate the dating scene with romantic spots and hidden gems.

City Invite – Your guide to NYC's social side, from museums to rooftop parties.

TEMPORARY BRAND EXPERIENCE

UN's Global Summit

CITI Bike station distribution of disposable national flags with temporary handlebar mounts, enabling seamless participation for all riders.

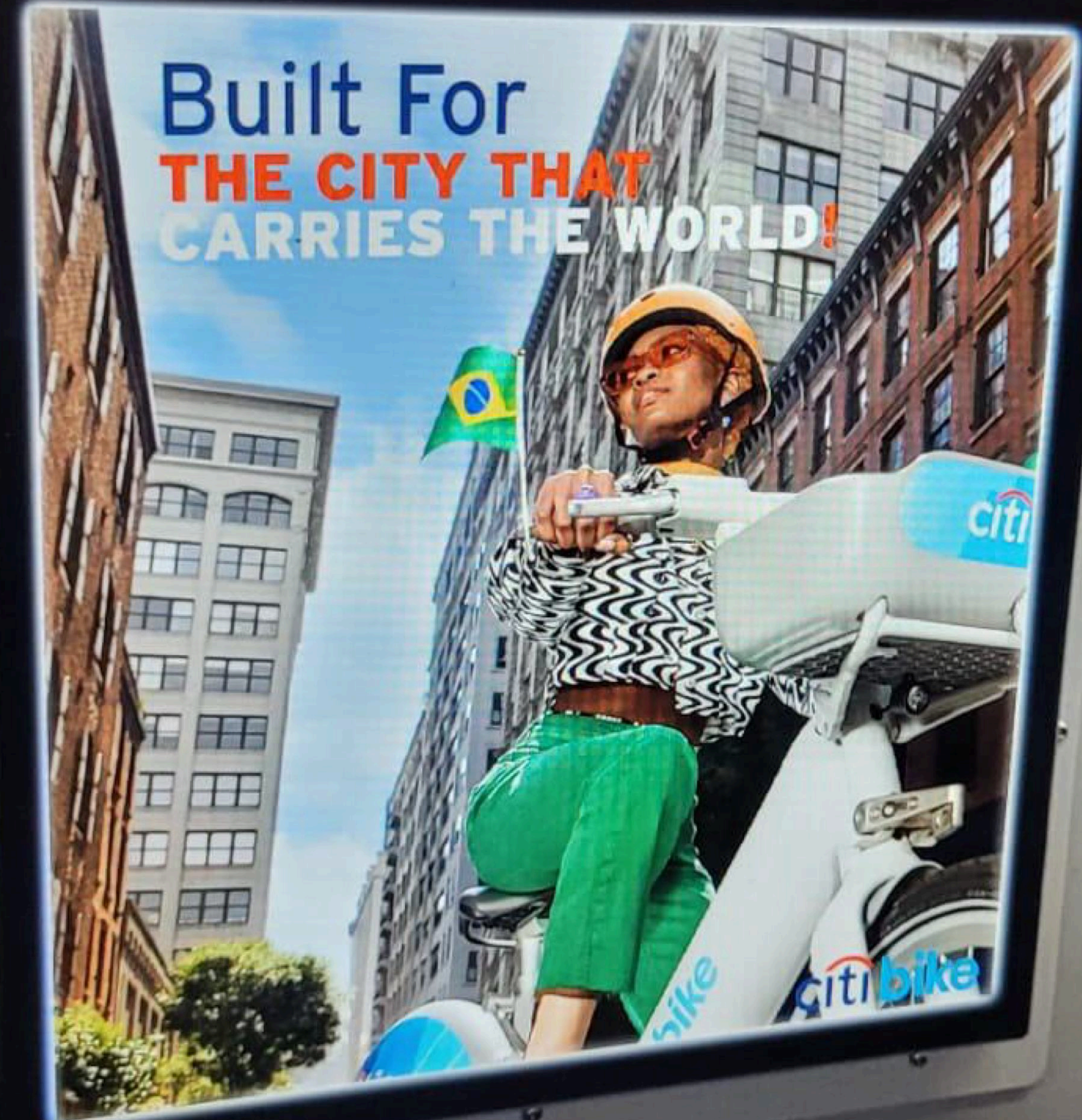
TEMPORARY BRAND EXPERIENCE

The UN is an extra challenge.

We may not have a seat in the General Assembly Hall, but we take pride in where we're from.

Whether in support or protest, we wear our own diplomatic flags—on our handlebars—and ride.

In the end, we all come from somewhere, and New York is where it all comes together.



ADAM MALTRO

Thank you