

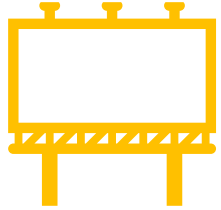


NEUWORLDZ

Initial Proposal for

Global Digital Outdoor Out of Home Advertising

WHY CHOOSE NEUWORLDZ



1.5 Million total billboard inventory
with Avg. Weekly Impressions
176.3B across 96 Countries



5X more powerful visibility
with guaranteed features
& 3X better cost
effectiveness



Wide media digital
press reach of
170 Million views
worldwide



Reputed Journal
Publications like
Forbes, Times, Elle etc



Industry Stalwart
spotlight with
Podcast Interviews



Change
Transformations
Business Consulting &
Management Training

WHY GLOBAL VISIBILITY & BRAND PROMOTIONS WORK LIKE MAGIC

Have you noticed how something once overlooked suddenly becomes the talk of the town after it's showcased on a global stage? That's the power of visibility.

The psychology is simple: when the world sees it celebrated in the USA, it instantly carries credibility, influence, and value.

Guided by principles of organizational behavior and brand psychology, the **Off-On marketing approach** transforms that visibility into brand power and performance.

And nothing does it better than being seen at the most globally prominent places like **Times Square New York, or other prominent cities like Paris, Milan, London, Amsterdam, Dubai and other cities of the world**—where promising Indian brands capture global attention, ignite audience pull, and catapult their market performance and value to new heights.



NEUWORLDZ

Global Reach & Impressions with smart global digital outdoor service

North America

Total Inventory Count

1.2M

Total Avg. Weekly Impressions

92.1B

Latin America

Total Inventory Count

58.6K

Total Avg. Weekly Impressions

12.3B

Europe

Total Inventory Count

136.3K

Total Avg. Weekly Impressions

22.0B

Middle East

Total Inventory Count

6.9K

Total Avg. Weekly Impressions

867.3M

Asia Pacific

Total Inventory Count

144.1K

Total Avg. Weekly Impressions

41.2B

Africa

Total Inventory Count

1.5K

Total Avg. Weekly Impressions

706.8M

Australia & New Zealand

Total Inventory Count

23.2K

Total Avg. Weekly Impressions

6.7B



Asia Pacific

Total Inventory Count

144.1K

Total Avg. Weekly Impressions

41.2B

India

Vietnam

Singapore

Thailand

Philippines

Indonesia

Malaysia

Hong Kong

China

Kazakhstan

ANZ - Oceania

Total Inventory Count

23.2K

Total Avg. Weekly Impressions

6.7B

Australia

New Zealand

North America

Total Inventory Count

1.2M

Total Avg. Weekly Impressions

92.1B

Unites States of America

Canada

Latin America

Total Inventory Count

58.6K

Total Avg. Weekly Impressions

12.3B

Mexico

Brazil

Chile

Colombia

Peru

Argentina

Panama

Ecuador

Dominican Republic

Costa Rica

Guatemala

El Salvador

Paraguay

Uruguay

Hondura

Middle East

Total Inventory Count

6.9K

Total Avg. Weekly Impressions

867.3M

UAE

Saudi Arabia

Qatar

Jordan

Bahrain

Africa

Total Inventory Count

1.5K

Total Avg. Weekly Impressions

706.8M

Egypt

Niger

South Africa

Nigeria

Morocco

Algeria

Europe

Total Inventory Count

136.3K

Total Avg. Weekly Impressions

22.0B

United Kingdom.

France

Germany

Netherlands

Spain

Belgium

Switzerland

Sweden

Norway

Italy

Portugal

Poland

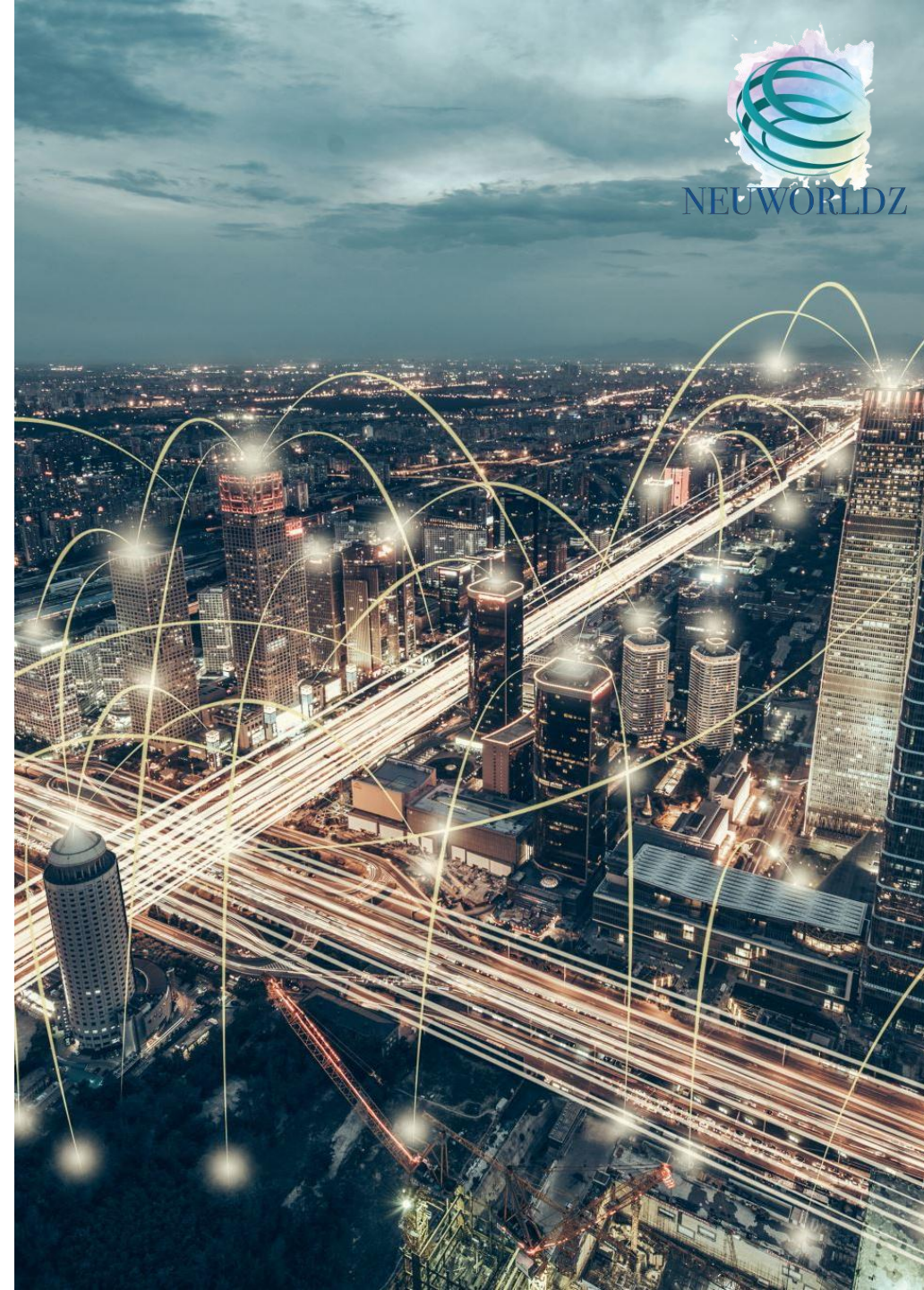
Finland

Ireland



ADVANTAGES OF SMART DIGITAL OUTDOOR ADVERTISING

- **Global Reach with Local effectiveness:** Advertise anywhere in the world targeting preferred cities, zones and even zip codes.
- **Lazer focused targeting :** You can choose your target place for advertising thus ensuring better impressions from the ideal customers : choose from locations such as Retail, Outdoor, residential, office, leisure, health & beauty, education, transit or more.
- **Smart display scheduling:** You can plan your ad schedules in terms of days of the week or even hours of the day thus ensuring your target audience is rightly targeted.



NORTH AMERICA

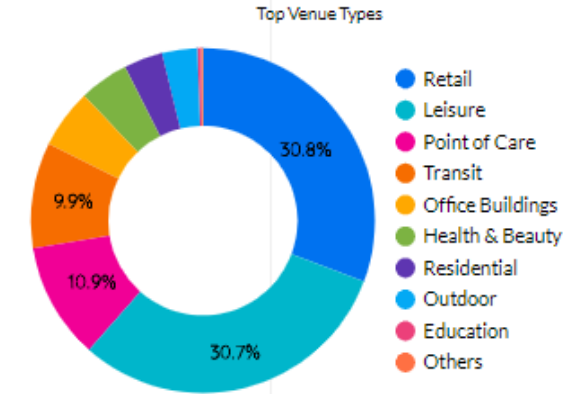
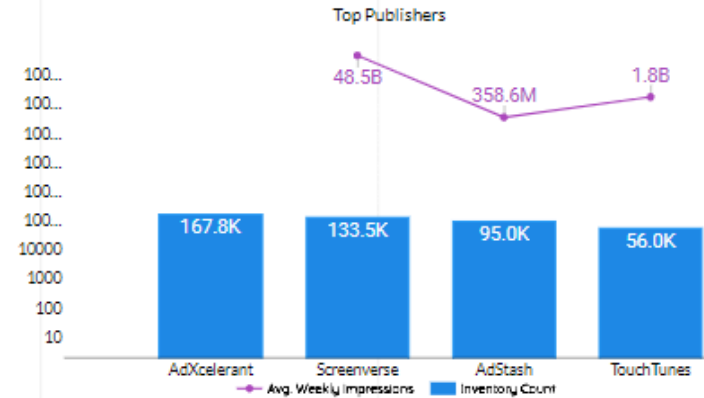
DIGITAL OUTDOOR ADVERTISING INVENTORY AND WEEKLY IMPRESSIONS



United States

Total Inventory Count
1.1M

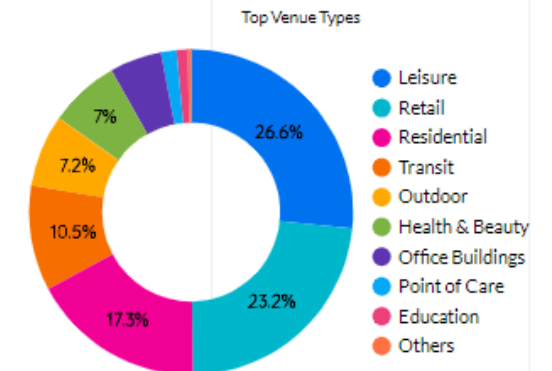
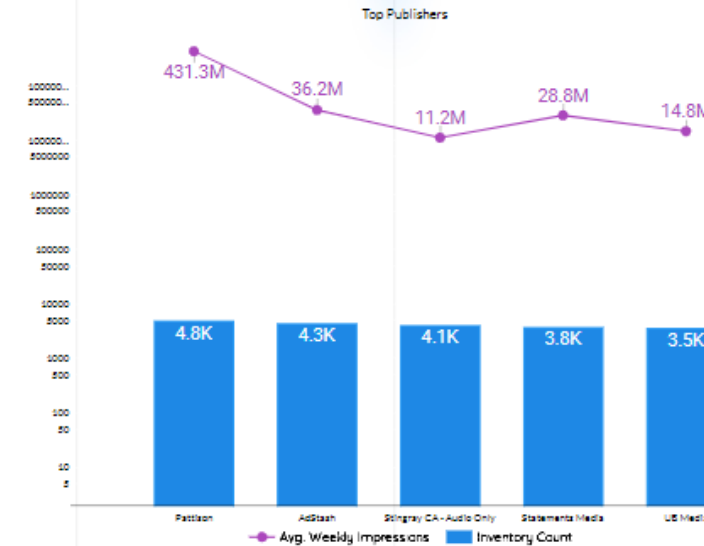
Total Avg. Weekly Impressions
87.4B



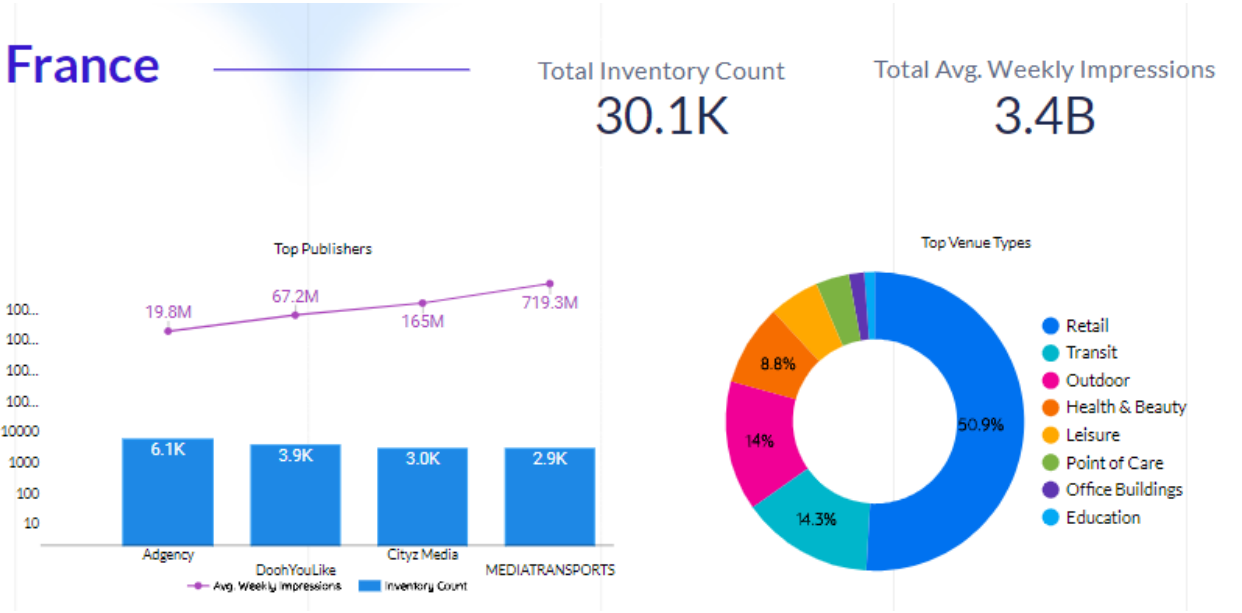
Canada

Total Inventory Count
54.3K

Total Avg. Weekly Impressions
4.7B



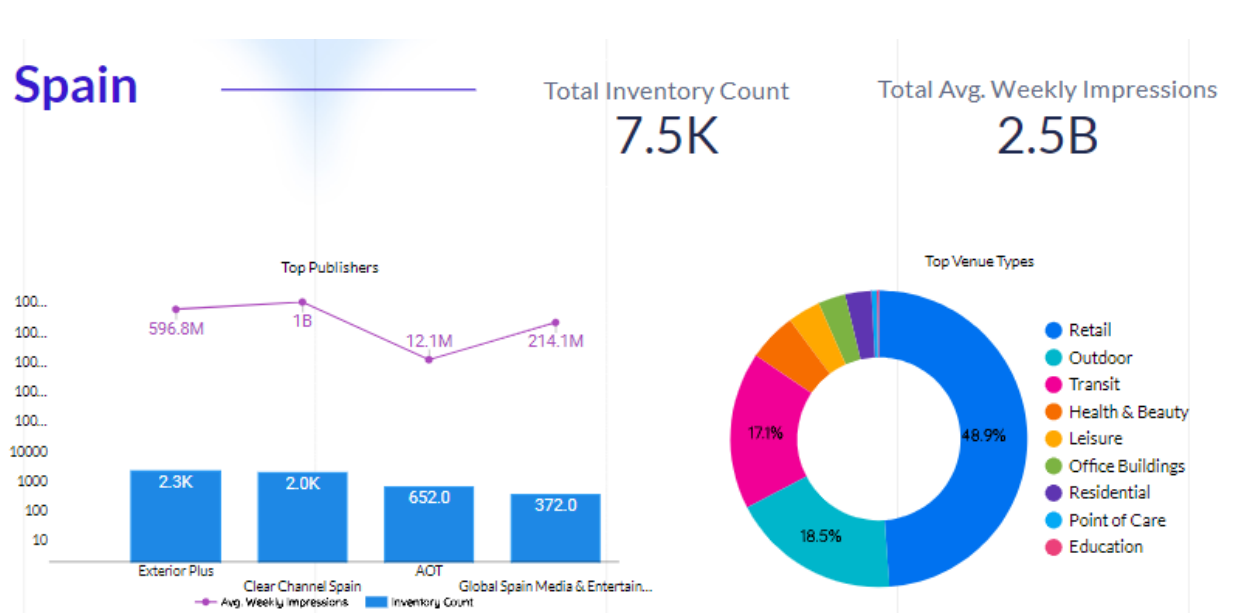
France



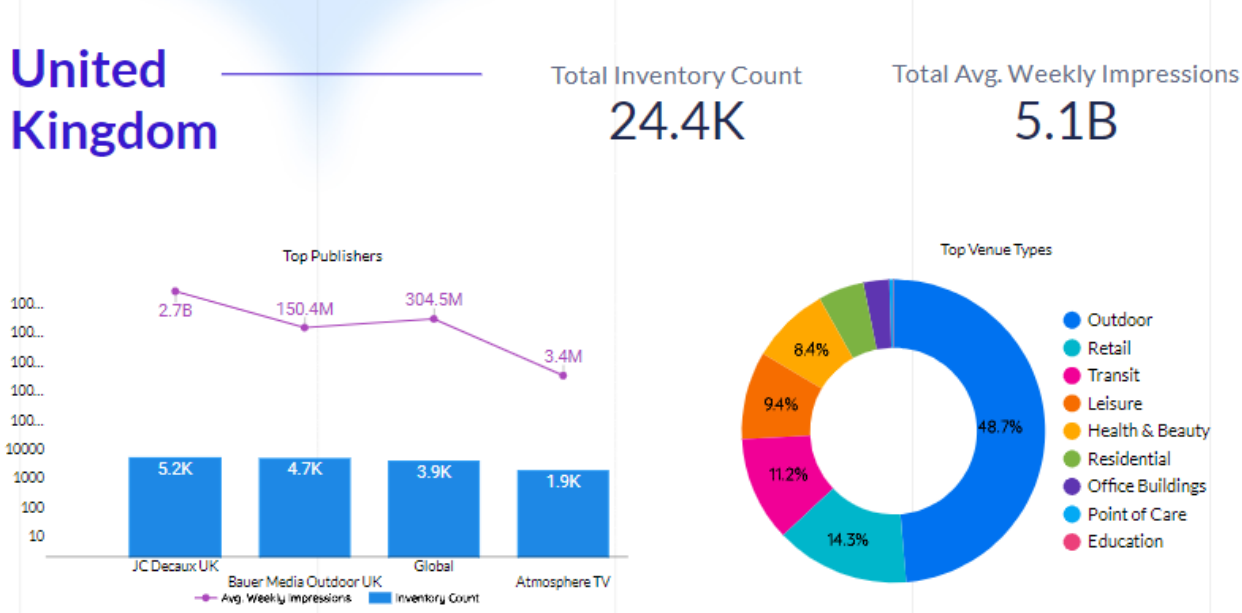
EUROPE

DIGITAL OUTDOOR
ADVERTISING INVENTORY
AND WEEKLY IMPRESSIONS
ACROSS FEW LOCATIONS

Spain



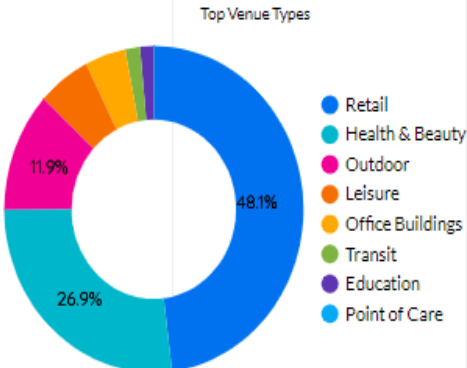
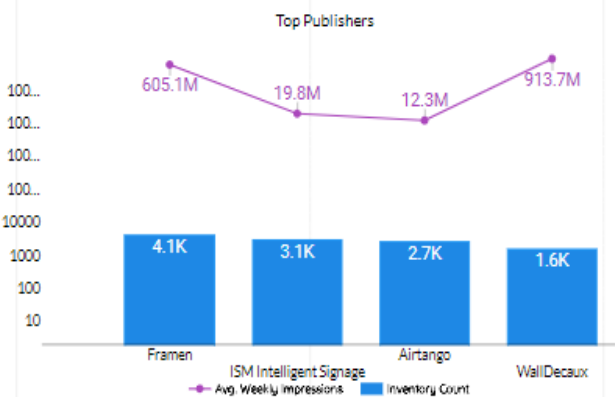
United Kingdom



Germany

Total Inventory Count
13.8K

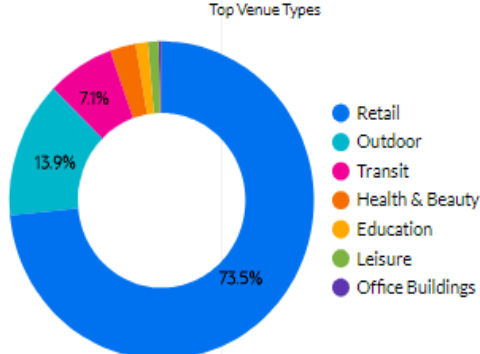
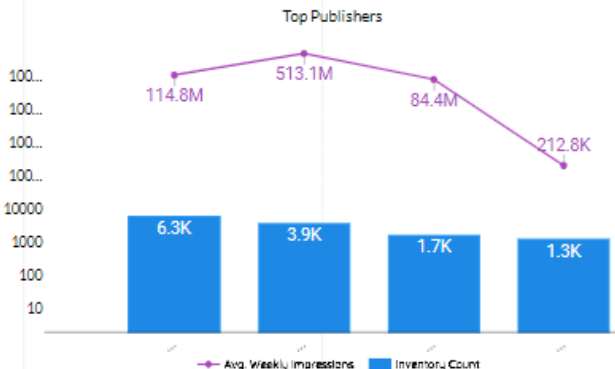
Total Avg. Weekly Impressions
1.8B



Netherlands

Total Inventory Count
19.2K

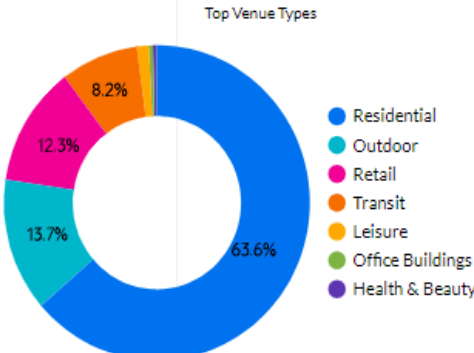
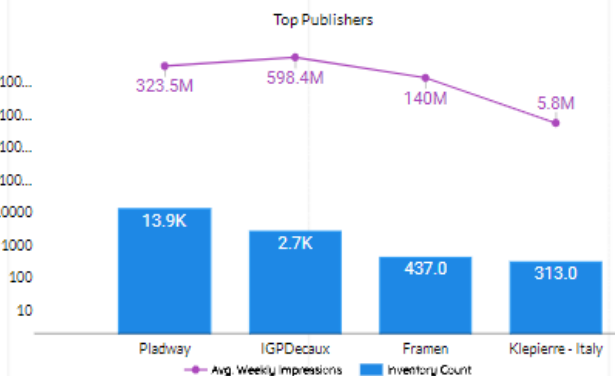
Total Avg. Weekly Impressions
1.3B



Italy

Total Inventory Count
17.7K

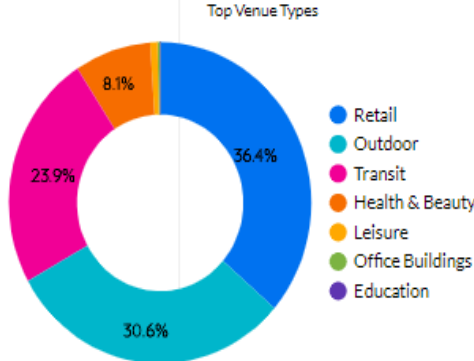
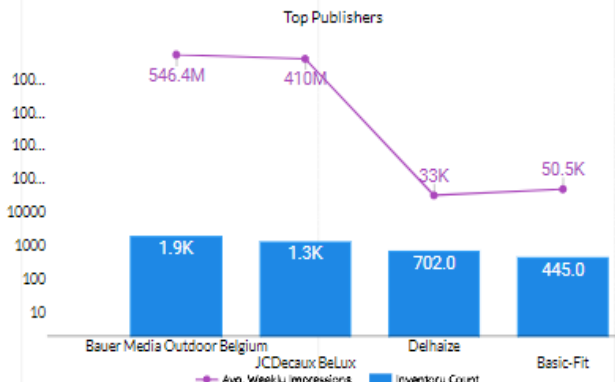
Total Avg. Weekly Impressions
3.4B



Belgium

Total Inventory Count
5.5K

Total Avg. Weekly Impressions
1.1B

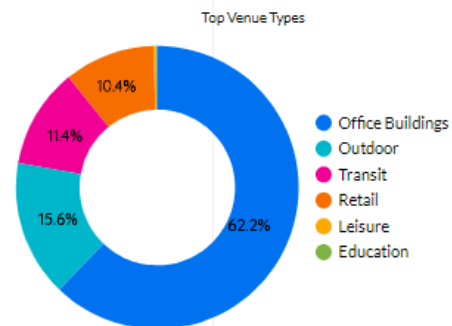
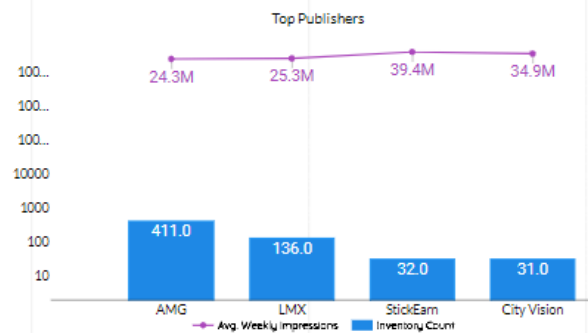


ASIA

Indonesia

Total Inventory Count
666.0

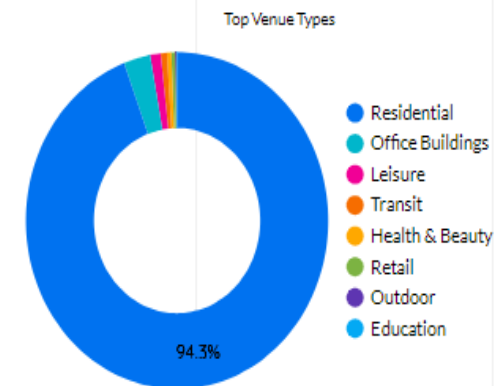
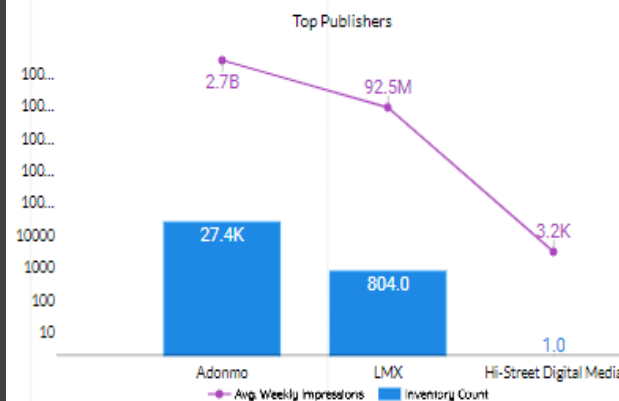
Total Avg. Weekly Impressions
21.0B



India

Total Inventory Count
28.2K

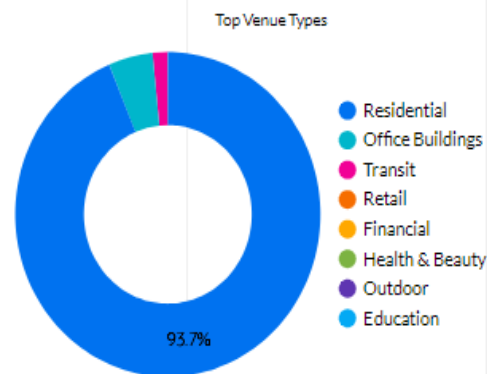
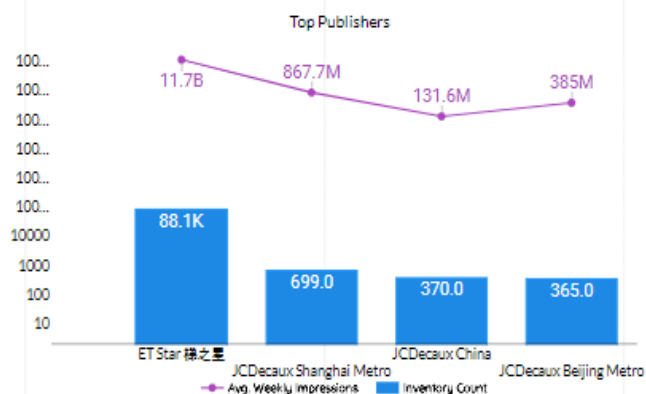
Total Avg. Weekly Impressions
2.8B



China

Total Inventory Count
89.5K

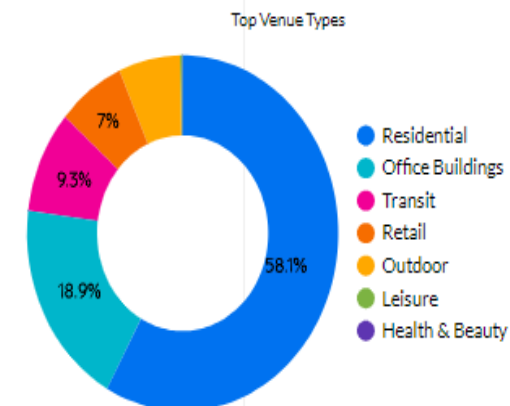
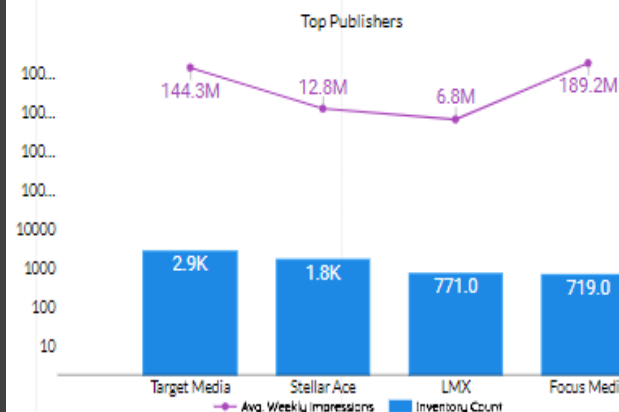
Total Avg. Weekly Impressions
13.1B



Singapore

Total Inventory Count
6.6K

Total Avg. Weekly Impressions
700.2M

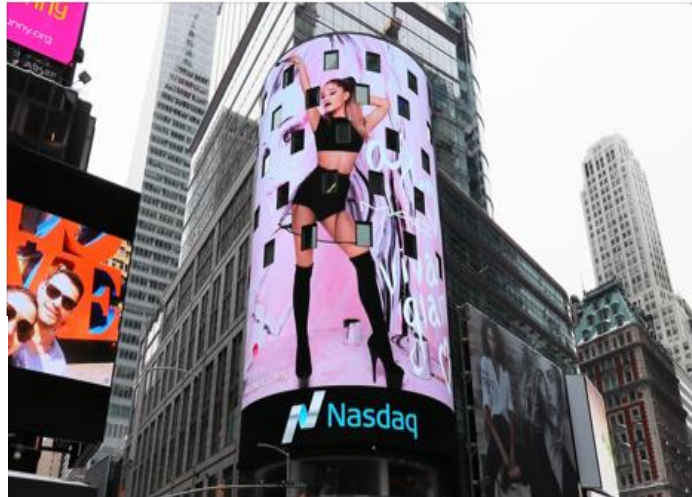


THE POWER OF BRAND VISIBILITY IN USA

WHY BUSINESSES WORLDWIDE ARE SEEKING THE ADVANTAGE OF USA BRANDING WITH MAJOR BILLBOARD FEATURES

- **Global Visibility & Credibility:** Reach a vast audience, enhance brand awareness, and establish strong credibility.
- **Turning Tables through Strategic Branding:** Create soft power using brand influence to effectively turn the tables on the challenging tariff landscape transforming potential challenges into opportunities and increased brand power.
- **Home Marketing Advantage:** The power of business media boost where a strong international positioning draws major interest in home country. Create a ripple effect, enhancing reputation and credibility in the home market, leading to better sales and market hold.
- **Brand Positioning & Differentiation:** Showcase values, mission, and USPs to differentiate and establish a distinct identity.
- **Increased Brand Authority:** Boost authority and trust with potential customers, driving conversions and sales.

THE POWER OF BRANDING AT NEW YORK TIMES SQUARE ULTIMATE BRAND AUTHORITY



- Ultimate brand authority with over 30 Millions of views per day
- Scale Brand Power overnight
- Strong Business Visibility
- Increased Business Reputation
- Builds stronger customer trust and preference to outshine competition
- Leverage Press Features Benefits
- Build Trust and Market share
- Attract Customers

BRANDS THAT LEVERAGED TIMES SQUARE & SCALED MASSIVE GROWTH WORLDWIDE

1. Samsung (South Korea)

Samsung has repeatedly dominated Times Square with massive digital billboards. Their strategic ATL campaigns around Galaxy launches turned them from a regional electronics company into a global smartphone leader, rivaling Apple in the U.S.



2. Hyundai (South Korea)

Hyundai used Times Square billboards and U.S. broadcast sponsorships to reposition from “budget-friendly” to a **premium, design-driven global brand**. The result: a surge in U.S. market share and global credibility.



3. H&M (Sweden)

Their flagship store opening in Times Square, amplified by giant digital ads, cemented H&M's image as a **fashion giant**. Supported by ATL media, this pushed them into the U.S. mainstream, fueling global retail expansion.



INDIAN BUSINESSES THAT LEVERAGED TIMES SQUARE FOR MASSIVE GROWTH

- 1. Zomato's NASDAQ listing in 2021** was celebrated with a Times Square billboard feature. This visibility helped position Zomato as a **global food-tech player**, boosting investor and consumer confidence both in India and internationally.
- 2. Infosys** has repeatedly featured on **NASDAQ Times Square towers** during earnings and milestone announcements. This not only boosted global credibility but also reinforced Infosys's image as a **world-class IT consulting leader**.
- 3. Tata Group (Jaguar Land Rover & Tata Motors)**
Times Square campaigns for Tata-owned JLR launches amplified its global luxury brand positioning. Tata Motors also showcased electric mobility initiatives on digital billboards, strengthening their **global innovation narrative**.



Infosys



Vikas Khanna - Michelin-starred Chef Vikas Khanna has been featured several times in Times Square, especially during the launch of his films and humanitarian projects.

MakeMyTrip MakeMyTrip's **NASDAQ listing celebrations (2021)** were displayed prominently across Times Square.

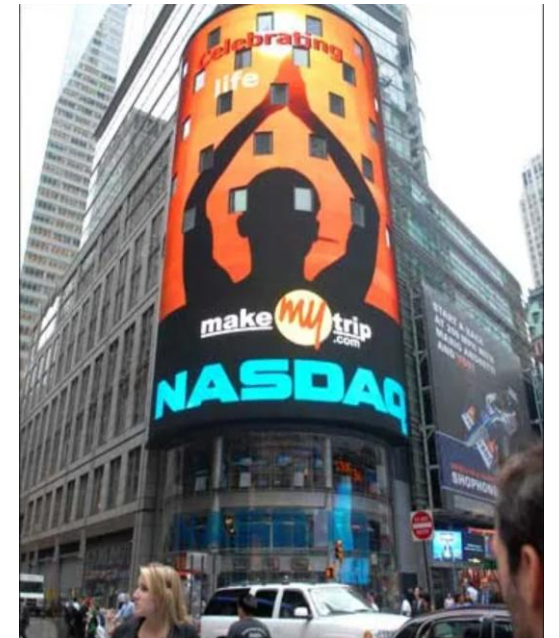
Sabyasachi – Times Square Campaigns

Sabyasachi's **H&M collaboration (2021)** was showcased at Times Square and other global locations, marking India's luxury fashion at the world's epicenter.

Indian football club **Mohun Bagan** was celebrated with a huge billboard display at **Times Square**



ESTÉE LAUDER x Sabyasachi



Real Growth with Neuworldz TIMES SQUARE Features

- Vimeo SVP Rob Cocks's features at Times Square and Vimeo records 32% growth in one quarter.
- City of Cupertino's Chamber of Commerce VP starts new non-profit and publishes new book deal successfully.
- CaratX sees 400% growth in single year and spread across 18 countries – confirms CEO Josh Burwick
- InfinityUrns grows into North America's #2 in their industry adding range of new product lines.
- Author Robert Kelley signs 3 book deal with publisher as a major breakthrough after Times Square feature.
- AI researcher Sreekanth Gopi bags 3 speaking gigs, 2 business awards for his feature by Neuworldz, praises Neuworldz in his reviews as bringing personal and professional advantages after Times Square features.
- Evolve Energy comes out of stealth and attract angel investors within 4 months of Neuworldz media support.
- Linda Edwards gets recognized and wins 2024 Presidential Awards for her work. Praises Neuworldz on Google.
- Manuela Jimenez wins pageant and walks the ramp for New York Fashion Week. Praises Neuworldz on Google.





START UPS AND SMALL BUSINESS :

Starter Package Value:
\$5000 onwards

POWERFUL ADVERTISING FOR SMALL BUSINESSES

Build a steady, subtle but powerful impression with consistent visibility and laser- targeted advertising.

Get multiple awareness billboards and location bulletin and billboard ads :

- Targeted Venue display –Eg Retail, Residential, Office, Leisure, Health & Beauty. Education. Zip Codes, Area etc
- Scheduling option – preferred days of the week, hours of the day,
- Top-up anytime to boost promotions.
- Ad funds to increase advertising.

Starter Package Value: \$5000 onwards



For START UPS in Software, Technology, AI and online services:

Attract your ideal client in any part of the world.

Eg: Advertise in the office locations and public places at the Silicon Valley.

Advertise services and company ads in the Bay area, Silicon valley area where hundreds of US Start ups founders and owners are hustling every day.

Get noticed, Get business. Grow your Business!

Let your ads feature where it matters.

Starter Package Value: \$5000 onwards

BRAND POWER ADVERTISING FOR MID SIZE BUSINESSES

BRAND POWER ADVERTISING FOR MID SIZE BUSINESSES

- Grow your brand visibility across key locations targeting your ideal clients and building visibility across market.

Target multi city billboards and multiple locations:

Targeted Venue display –Eg Retail, Residential, Office, Leisure, Health & Beauty. Education. Zip Codes, Area etc

- Scheduling option – preferred days of the week, hours of the day,
- Top-up anytime to boost promotions.

Package offer starting: \$30000 onwards





BRAND POWER ADVERTISING FOR BIG & LARGE BUSINESSES

BRAND POWER ADVERTISING FOR LARGE BUSINESSES

- Major Spectacular displays including Times Square
- Major visibility across key locations targeting major billboards across market.

Target multi city billboards and multiple locations:

- Scheduling option – preferred days of the week, hours of the day,
- Top-up anytime to boost promotions.

Package offer starting: \$100000 onwards

Basic Qualifier: INR 100+ Cr annual turnover

Top U.S. Cities & Metro Areas with the Highest Indian Population Density



1. New York–New Jersey–Connecticut Metro Area

- **Population:** ~710,000+ Indian Americans
- **Key Hubs:** Edison (NJ), Iselin, Jersey City, Hicksville (Long Island), Queens (NYC)
- **Why:** Oldest and largest Indian diaspora hub in the U.S., with thriving business, tech, and professional communities.



2. San Francisco Bay Area, California

- **Population:** ~650,000+
- **Key Hubs:** Fremont, Sunnyvale, Cupertino, San Jose, Mountain View
- **Why:** Tech capital of the world — Silicon Valley has one of the **highest per-capita Indian populations** in the U.S.



3. Chicago Metropolitan Area, Illinois

- **Population:** ~350,000+
- **Key Hubs:** Schaumburg, Naperville, Devon Avenue (West Ridge), Aurora
- **Why:** Strong business and professional community; home to major Indian cultural centers and temples.



4. Los Angeles Metro Area, California

- **Population:** ~280,000+
- **Key Hubs:** Artesia (“Little India”), Cerritos, Irvine
- **Why:** Film, IT, and small business professionals — Artesia is one of the oldest Indian enclaves in the western U.S.



5. Dallas–Fort Worth Metro Area, Texas

- **Population:** ~260,000+
- **Key Hubs:** Irving, Plano, Frisco, McKinney
- **Why:** Booming IT, medical, and finance jobs have drawn huge Indian families in the past decade.



6. Houston, Texas

- **Population:** ~200,000+
- **Key Hubs:** Sugar Land, Katy, The Woodlands
- **Why:** Energy and healthcare sectors; Sugar Land is ~20% Indian origin — one of the highest in the nation.



7. Atlanta, Georgia

- **Population:** ~150,000+
- **Key Hubs:** Alpharetta, Johns Creek, Duluth
- **Why:** Rapidly growing tech and entrepreneurial hub with a vibrant Indian business ecosystem.



8. Seattle, Washington

- **Population:** ~140,000+
- **Key Hubs:** Redmond, Bellevue, Kirkland
- **Why:** Strong Microsoft, Amazon, and tech presence — dense Indian professional community, but most are n



9. Washington D.C.–Maryland–Virginia

- Population:** ~130,000+
- **Key Hubs:** Fairfax, Herndon, Rockville, Gaithersburg
 - **Why:** Government contracting, IT, and academia attract a high-income Indian demographic.



10. Philadelphia Metro Area, Pennsylvania & New Jersey

- **Population:** ~120,000+
- **Key Hubs:** Exton, King of Prussia, Cherry Hill (NJ)
- **Why:** Mix of IT, healthcare, and academic professionals.

Exclusive Billboard Features at Times Square (India)

Billboard	Location	Size in feet	1 day in INR	1 week INR	Frequency
TSX Maxi	Above Pele Store 1560 Broadway	31ft H x 55ft	INR 7.5 Lac /day for 2 billboards	INR 35 Lac / per month* INR 45 lac/ PM for 2 billboards	15 sec - 4 times /hour Total 60 sec per hour
TSX Midsize	1530 Broadway Above NYGifts	20ft H x 50ft W landscape	INR 9.5 Lac /day	\$35 Lac/ week	15 sec – 20 times /hour
Digi-Crown	Above Disney Store	41ft Hx 72ft W	INR 18 Lac /day	INR 40 Lac /week	15 sec every 4 min
Midtown Financial	Original Thomson Reuters towers	169ft H x 18.4 ft W 94ft H x 72 ft W	INR 40 Lac /day	INR 80 Lac /week	15 sec – 10 times /hour
Nasdaq TSX	NASDAQ building	120ft H x 84ft W	INR 35 Lac /day	INR 85 Lac /week	15 sec – 10 times / hour
One Time Square icon	Iconic #1 tower + countdown	200ftH x 36 ft W 50ft H x 62 ft W	INR 45 Lac /day	INR 1.35 Cr /week	15 sec – every 5 min

Prices are current 2025 pricing and are subject to change based on DOOH pricing changes. Neuworldz offers best pricing in industry for

NEUWORLDZ: BUILDING BRAND LEGACIES WITH POWERFUL MEDIA VISIBILITY

WWW.NEUWORLDZ.COM

Trusted media, marketing and PR partner for building strong market visibility

- 25 Industry served
- Named by over 300+ press features in USA
- 15000+ News features & counting
- Podcasts & Interviews on YouTube
- 1.5Million Global digital OOH inventory access
- Trusted highly for Major Billboards display like New York Times Square features.
- Targeted TV Ads placement
- Trusted Social media outreach

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Entrepreneurs Herald, NYC Weekly,
Benzinga, Yahoo!, Bloomberg, Bing, NBC,
Delhi Times, London Stock Exchange, New
York Stock Exchange, Chicago Tribune, NYC
Journal, Nasdaq News etc*



NEUWORLDZ TRUSTED BY CLIENTS WORLDWIDE

Neuworldz Trust Barometer



NEUWORLDZ, LLC -
A+

- ★ 5-star rating on Google from clients globally.
- ★ Rated A+ by Better Business Bureau – North America
- ★ Reach over 150 Million active viewers worldwide through multi-channels
- ★ Digital Billboard Promotions across target cities and all major attraction points throughout USA including New York Times Square at best pricing in the industry
- ★ 15000+ successful press features done for clients across wide media digital newswire or top tier magazines

CONTACT NEUWORLDZ



Book a Call

Website : www.neuworldz.com
Email : support@neuworldz.com



**NEUWORLDZ, LLC -
A+**

