

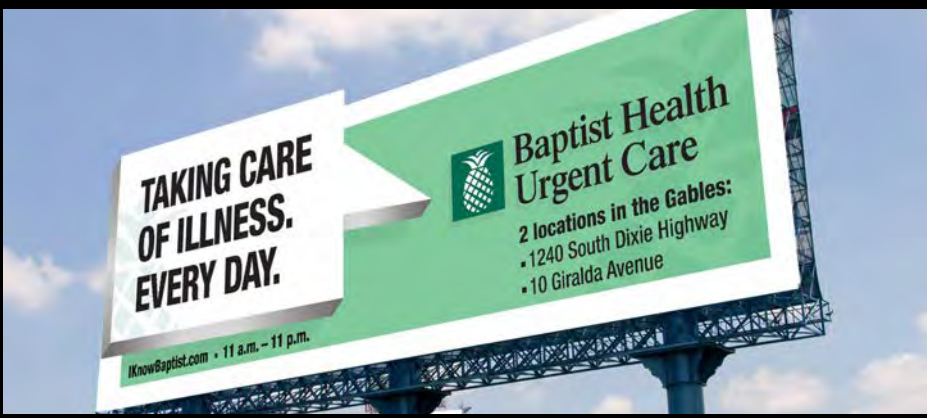
Make a  
**BOLD**  
Introduction







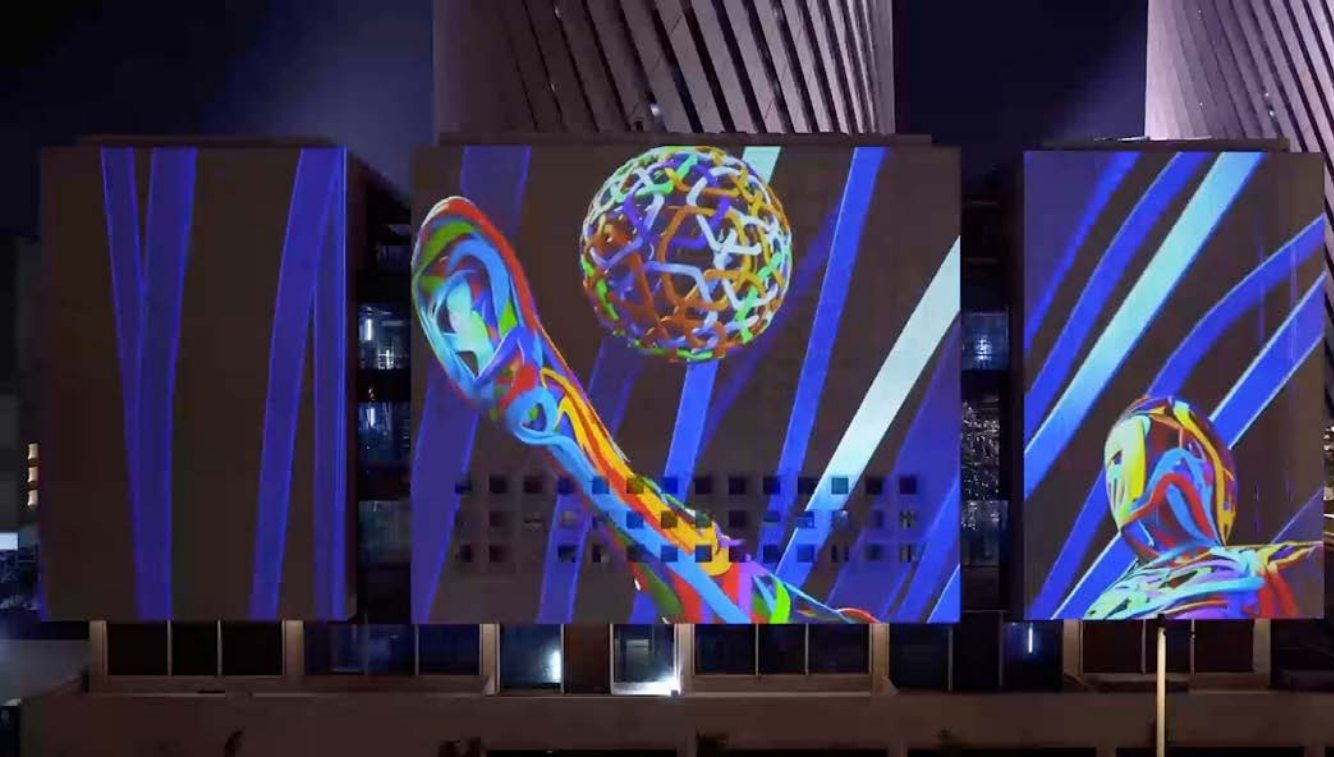
over  
**50** locations  
budgets from  
**\$250k** to over  
**\$1M**



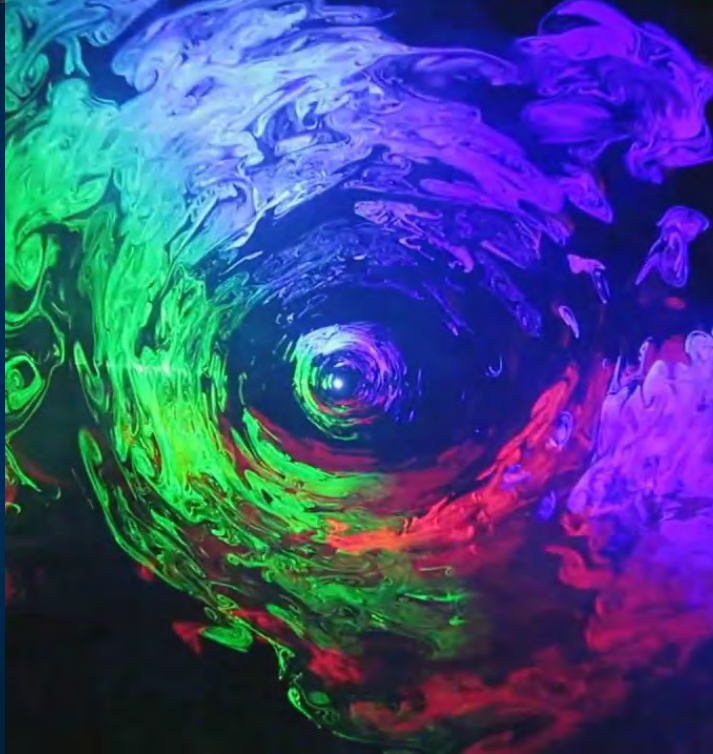


# Project Mass

Projecting great **stats**, **data**, **images**, and **stories**, onto the building. As it grows over time, we **add** content to **expand** into the **new, larger area**.







# Project Mass

Smoke machines and lasers cut through the night sky **outlining the next level** that will be built.



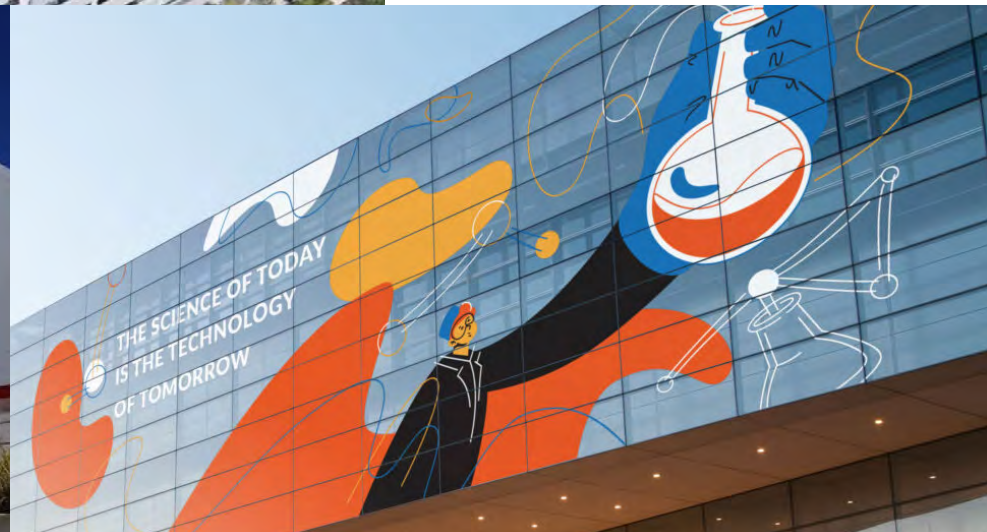


# Project Mass

Project onto **all the owned surrounding buildings**. Different images on each building reveal a **larger, all-inclusive story** about your ongoing work, successes, and **innovations**.

Having **installations around all buildings** will **educate, excite, and motivate the employees and community** reminding them of this exciting time in history.

As an alternative that is **visible day and night**, use high visibility, bright **vinyl wrap** on all the construction and surrounding buildings.





# Augmented Reality Becomes Reality

**Augmented Reality (AR)** app showing the **finished building** through your phone camera lens (*also accessible via web, or locally presented*).

A **hyper-realistic** pre-vis gives viewers an **immersive & interactive** experience of the building **long before** completion.



**Real or Illusion:** See the exterior in all its finished glory, even while still under construction.

**Go Deeper:** Experience what the interior will be like by accessing some key areas showing features, suites, equipment, innovations, etc.





# Augmented Reality **Becomes Reality**



## Exquisite Experience

Donor-level video of the surrounding area zooming into and through the building.



## A VR Event

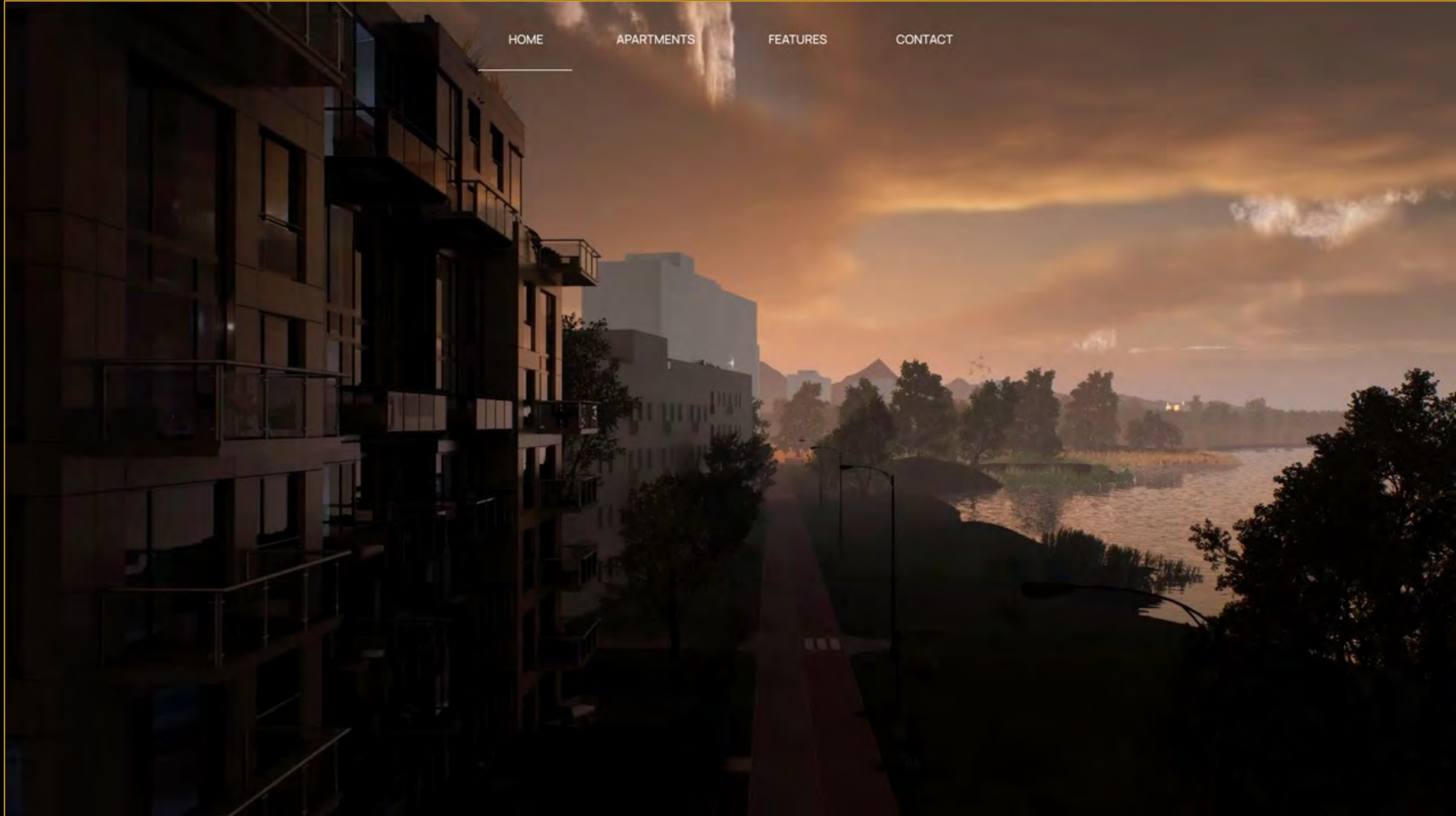
LED panels cover an event space and project how the building will look when complete.

A virtual reality rig allows attendees to have an immersive experience and interact inside the building.

(Other attendees can see what the user sees on large LED screens around the event).



# Augmented Reality Becomes Reality



## Ultimate Experience

Fully interactive, photo-real render for VR, AR, web and kiosk.



# Story in Motion

**Lenticular** printed posters (*image and/or message*) which **change with the viewer's perspective**, are **strategically placed** around the construction site and surrounding area.

We show **images, data, statistics, and stories** adding an **impactful hit** as they change.

Placed around upper areas can show how the building **will be built** and then the **final look** is shown as the **perspective changes**.

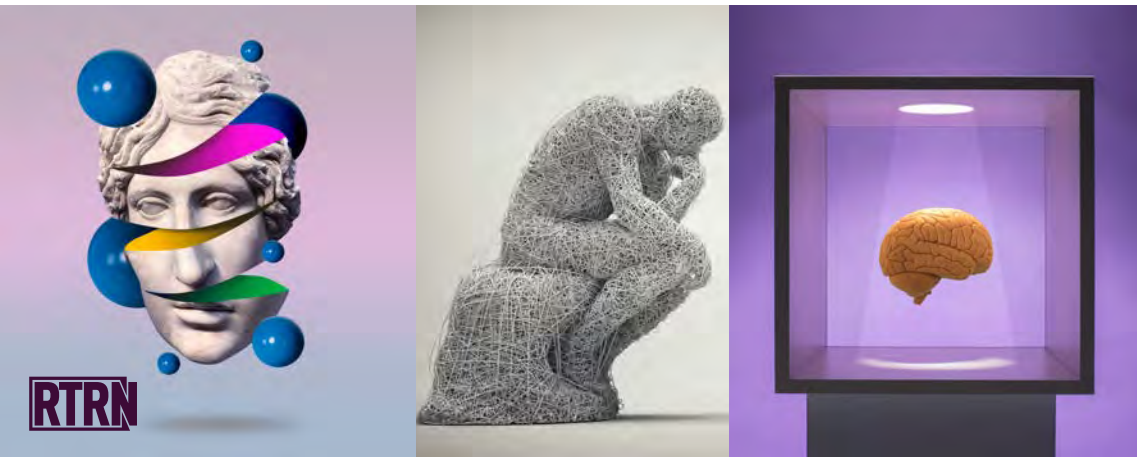




# Jokes Per Sq. Ft.

This is a **platform concept** using **quirky humor** and **impactful graphics** to show off the **real data, statistics**, etc. about **how brilliant you are**.

We can show, in **real-time** as each **new level is completed**, how that number is getting bigger, **much bigger!**





# Well, Hello There...

**Motion Activated Billboards** installed close to the construction site respond to people as they come within range playing videos that tell your story.

Interactive touchscreens **allow users to ask questions** and **find answers** about the building, etc.

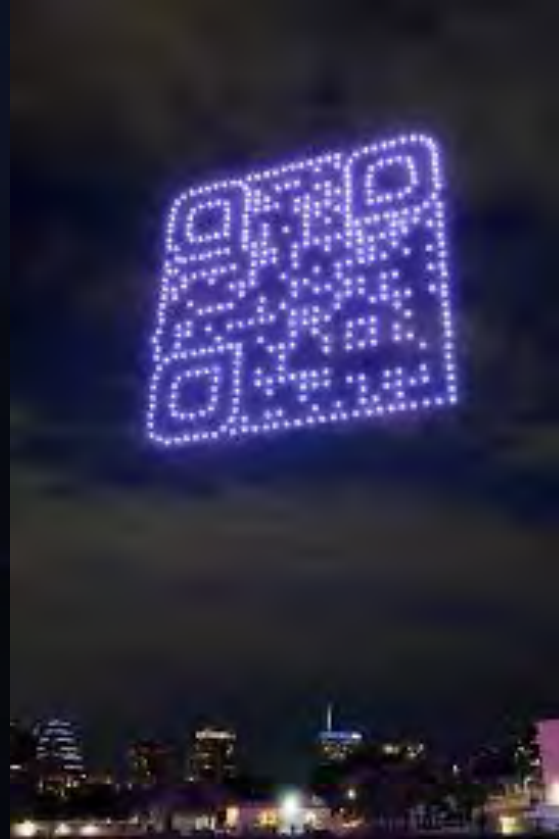
**Filters** show different areas/images/videos of the incredible aspects of the building, and the work which will be done.



There's no water in the hotel

**Hidden operators** interact live with viewers who could have their pictures and videos projected onto the building.





# Drone On and Up

A captivating **drone display** over the construction site, **choreographed** to show images, and information about your company even the **outline of the building** (before completed).

**QR codes** can be deployed as a direct CTA. The **benefit** of drone displays is the **viewing distance**, shows can be seen for **miles**.

Large exciting events like this are great **board**, **donor**, or **employee** events.







# Art is Community

**Art installations** are a **unique** and **visually captivating** medium that engage audiences on a **sensory** and **emotional** level.

- Commission a **light art** or other physical **installation** in or near the construction site
- **Project local artists' work** onto the building (e.g., 1 per week). Art speaks to community. Commission **local street artists** to paint **murals** around the site
- **Live stream art in real-time**. Surround artists with cameras to broadcast the art during its creation and project the feed onto the building.





# Climbing Art



A progressive **art installation** of "**climbers**" in **pursuit** of **discovery, brilliance, community, hope, and innovation** represented at different levels of the building.

Starting outside the construction zone then moving up the vertical as the building construction starts to rise.





# What's In It For You?

- Enhanced **reputation**
- Major **one-up** on the **competition**
- **Recruitment** of top employee prospects **made easier**
- Continue to motivate and educate employees about this exciting growth in your mission
- **Increase awareness** of **fundraising** priorities/goals
- Ground-softening for **major gift asks** for support
- Create a **PR phenomenon** that **local leaders/prospects** want to be **involved in**
- Grow and maintain **excitement** with the **community**
- **Huge owned** and highly visible **billboard** in a highly trafficked area to **be bold** and **create opportunities** and **action**





# LET'S GET STARTED

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Endeavor

