

# SPOT LIGHT

Be visible  
on this screen



Spotlight your brand:

# Easy access to the Nordic market

Step into the Spotlight with our flexible retail spaces across the Nordics and Baltics. Promote your products or services in our centres attracting 140 million visitors every year.

### Prime locations, prime exposure

Test the Nordic market with our wide range of flexible solutions including pop-ups, promotion spots and advertising surfaces in our centres. Our dedicated team is committed to helping you showcase your products or services in prime locations across Finland, Sweden, Norway, Denmark, and Estonia.

### Flexible solutions for every Brand

Citycon Spotlight is all about flexibility. Whether you're looking for a short-term impact or a long-term presence, we provide professional solutions tailored to meet your brand's unique requirements. Give your brand the brilliant exposure it deserves in centres attracting millions of customers every year.

Citycon is a leading owner and developer of urban hubs. Our 33 mixed-use, necessity-based centres in the Nordics are located in the growing urban areas where people live, work, use services and do their everyday shopping.

Contact us for opportunities  
and explore more:

[www.cityconspotlight.com](http://www.cityconspotlight.com)

Instagram: @Cityconspotlight

By  Citycon





### Promotion spots

Promotion spots offer you prime visibility in the common areas of our centres. These are spots with the highest footfall, ensuring exposure to a large and engaged audience. Promotion spots are ideal for you if you are looking for a shorter-term, prime visibility from one day to some weeks.



### Vending machines

Vending machines can be hosted in a range of ideal locations in our centres across the Nordics and Baltics. We assist you in pinpointing the perfect location for your vending business.



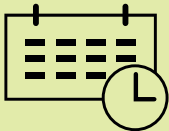
### Pop-ups

Pop-ups offer you flexible short-term leasing in our regular store units. Whether it's for a few weeks or up to a year, you can test a new market or maximize your potential for a certain season.



### Audio

Audio advertising in our centres in Finland and Estonia offers the opportunity to reach our customers in a shopping mindset. Collaborate with our professional audio advertising partners.



### Long-term spots

Long-term spots offer you prime visibility in our common areas for a longer period, for several years even. Enjoy consistent exposure as your brand is strategically positioned in the middle of the customer traffic. Long-term spots provide a great possibility for highly visual execution and brand presence.



### Full-centre takeover

Experience standout visibility with a full-centre takeover that transforms the entire centre into a canvas, unlocking the full market potential of the centre. Combine your promotion spot or pop-up with a variety of elements, including banners, boards, screens, foils and more, strategically placed throughout the physical space of the centre. Allow all elements to create a powerful and lasting impact that resonates with your audience. We are happy to help you to create out of the box executions for your brand visibility.



### Ad surfaces

Ad surfaces offer you brilliant exposure through strategically placed advertising in our busiest areas, through a wide range of options including screens, stickers, banners, boards and foils.