

**CITYLAB**

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**HITACHI**  
Inspire the Next

02/12/2019

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**Cities drive innovation.**

**CityLab is a chance to shine a spotlight on the  
local ideas that are having a global impact.**

**MICHAEL BLOOMBERG, FORMER MAYOR, NYC**

# Big ideas to solve the biggest urban challenges.

CityLab is the **hub for urban leaders** who seek to understand their cities' development, promise, and struggles. This approach has primed the 66 percent of our audience—those actively making cities better—to seek out impactful solutions that lead to change, whether from public officials or private companies.

## AUDIENCE STATS

CityLab has a reach of  
**2+ Million Unique Monthly Visitors**, 190k Facebook fans, 189k Twitter followers and 132k Newsletter subscribers.

Our audience is 70% U.S.,  
30% international.

- Who Reads Us**
- 56% Decision Makers
  - 56% Public Sector | 44% Private Sector
  - 48% Age 18-34 | 52% 35+
  - 87% Graduated College
  - 43% HHI \$100k+

- Why They Read Us**
- 97% Read CityLab for solutions to city issues
  - 73% Read CityLab to help inform their decisions
  - 66% Actively making cities better
  - 56% Interested in private sector solutions
  - 48% Follow city issues because of their jobs

SAMPLE JOB TITLES	PRIVATE SECTOR INDUSTRIES
Mayor, CIO, CFO, City Manager, City Planner, Agency Head	Mobility, Smart City/Technology, Economic Development, Real Estate, Design, Non-Profit Organizations



## Mobility + Transportation

How people move through cities more effectively.

## Energy + Environment

How cities can be cleaner, greener and more resilient.

## Smart Cities + Technology

How technology can drive the cities of the future.

## Design + Infrastructure

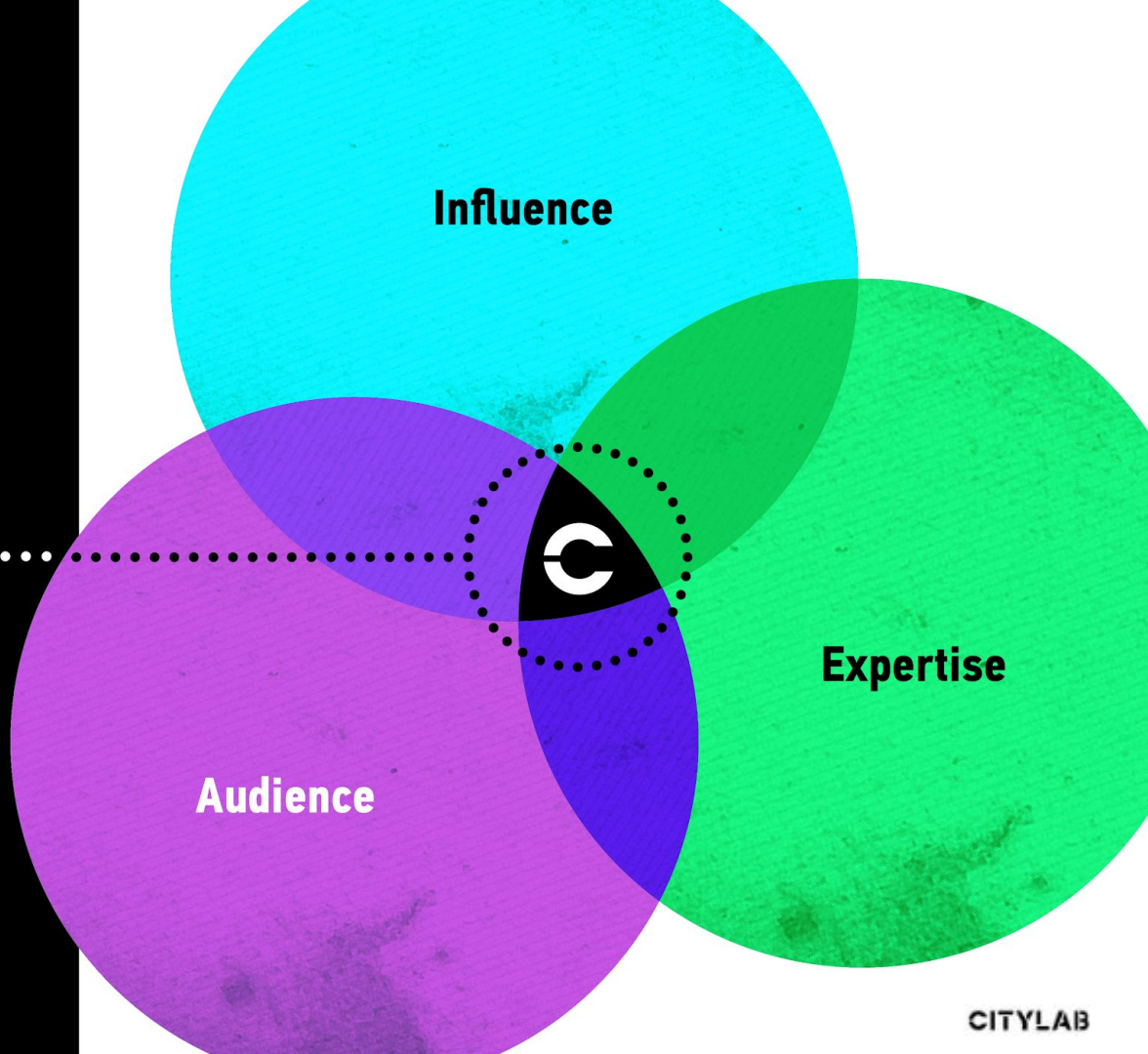
How design shapes the way people live.

## Equity + Housing

How cities can be inclusive and more equitable.

# Our ideas have impact.

Our expertise helps our audience of urban leaders solve the biggest challenges facing the cities of today and tomorrow.





## AUDIENCE

**Influencing city leaders with smart ideas.**

## INFLUENCE

**Urban experts with smarter solutions.**

## EXPERTISE

**Intelligent analysis of urban policy.**

**Mission:** to  
bring expertise,  
intellectual rigor  
and influence to  
our clients.

Roughly 43 percent of our audience engages with sponsor content, seeking solutions and new ways to approach the challenges that face our cities.

**The result:** measurable, scalable campaigns that influence urban leaders who create lasting impact at the local, national and global levels.

**Capabilities**

1. Sponsor Content
2. Editorial Series
3. Events
4. Newsletter Sponsorships
5. Custom Measurement Survey
6. Custom Native Ad Units



**CITYLAB**

**HITACHI**  
Inspire the Next

**2019 Campaign**



## Goal

Hitachi is looking to raise awareness of its Social Innovation Business, which has practical applications in everything from mobility and transportation, energy storage and infrastructure, sustainability initiatives, cyber security and healthcare. Hitachi believes that social oriented innovation in business can improve the quality of life for residents, create better, more inclusive communities, and play a key role in supporting and championing better quality of life for everyone.

## Solutions + Impact

CityLab is the ideal partner to collaborate with for a thought leadership series that can also drive readers to the Hitachi website. CityLab's audience is comprised of a mix of senior level decision makers in Fortune 500 companies, city CIO's and CTO's responsible for smart city technology and IoT implementation, and opinion leaders and advocates in the city planning space.

Our readers come to us for unique, scalable solutions that can make cities more inclusive, more accessible and more sustainable. In their quest for solutions oriented journalism, city leaders come to our site with an open mind, seeking partners to collaborate on public-private solutions. CityLab can uniquely deliver both of Hitachi's primary and secondary goals of page views and awareness.



## Campaign Elements

A glowing lightbulb held in a hand against a sunset background. The lightbulb is the central focus, emitting a warm, golden light. The background shows a sunset with orange and yellow hues, and a dark silhouette of a hand holding the bulb. The overall mood is one of inspiration and innovation.

# Sponsor Content

One of the ways CityLab can help you reach your target audience is through sponsor content. These articles are opportunities to highlight ideas, solutions and challenges that matter to your brand, by interviewing your subject matter experts and public sector customers, we share your thought leadership and insights with our audience as they try to make cities more livable.

CityLab will create and execute sponsor content that tells the story of Hitachi's Social Innovation Business group, as the themes and content overlap with a majority of CityLab's reporting verticals. CityLab will work with Hitachi to identify the most compelling examples of socially-focused innovation that improves quality of life for society as a whole.

CityLab Creative's visual approach positions brands as city-solution thought leaders, using audience engagement insights from our editorial content and subject matter expertise to raise awareness and drive behavior change. We do this through a combination of deep reporting, data visualization, photography, maps and videos to raise brand awareness and elevate the impact of the brand's work in the field.



# Custom

# Social

CityLab will create and execute a custom thought leadership social campaign around the theme of Human Innovation, targeted at senior decision makers across IT, urban development and energy sectors looking for B2B solutions on LinkedIn. This campaign will be designed to spotlight unique perspectives from the Social Innovation Business mission, and will be thoughtfully created in collaboration with SIB leadership.

The content will be written for key members of the Social Innovation Business team that are spearheading this program, and will showcase the goals of the program and the kinds of impact this initiative is hoping to have.

These posts will be designed to be published on Hitachi's LinkedIn and other social channels, using language that reflects the voice and tone of the brand's leadership, about the importance of socially focused innovation and inclusion.

LinkedIn is where 80% of the B2B leads are generated on social media and about 45% of LinkedIn article readers are in senior decision making positions.



# Media

CityLab offers a range of custom designed ads that are unique, fast loading, prominent, and in-keeping with our brand values.

## Custom Impact Ad Units

A custom impact ad unit is a right rail ad unit that is responsive. This ad unit is the most prominent, appearing across the site, and offers a unique size that helps avoid ad clutter. Impact ads communicate key messages and drive traffic to the sponsor content.

## Native Promo Units

Native promo units are editorially styled ad units that run across articles and on the home page. The units are served on the homepage, topic landing pages and most-importantly within editorial articles. According to [new research](#), native ads are much more effective than traditional display ads.

Examples of both these placements are in the Media Placements section.

A top-down view of a wooden desk with a white laptop keyboard, a white coffee cup with latte art, and a spiral notebook with a pen.

# Newsletter Sponsorship

Newsletters are a way for readers to keep up to date with CityLab content and access the very best of what CityLab has to offer.

Readers share articles from our newsletters often and implement CityLab ideas to solve the challenges their cities face. These subscribers are our most loyal readers, and come back to our site on a daily basis. They open the newsletter 32% of the time, well-higher than the industry average of 22%.

Each newsletter sponsorship includes logo placement, “presented by” language and a native promo unit. The newsletter sponsorship is an exclusive sponsorship. There are no other advertisers within the newsletter on that day.

A photograph of two women sitting on concrete steps outdoors. The woman on the left is wearing a black top and glasses, and is looking at a laptop. The woman on the right is wearing a grey sweater and is looking towards the first woman. The background shows a building with a slatted facade.

# Organic

# Social

CityLab will execute a series of sponsored social posts for Twitter and LinkedIn, designed to reach our unique social audiences and drive awareness of Hitachi's Social Innovation Business hub.

These posts will utilize our editorial handles to communicate thought leadership and raise awareness about Hitachi's Social Innovation Business, teasing findings in embedded sponsor content using positive, solutions oriented language.

This social campaign will run the duration of the campaign, and drive awareness amongst CityLab's millennial and mobile first audiences, thereby creating multi platform awareness among CityLab's unique and diverse readership.





# Campaign Deliverables

# \$50K - Media Only

This campaign will be made up of our high profile banner ad placements to raise awareness, newsletter sponsorships to reach our core audience and organic social posts to reach our social audience.

## Deliverables:

- Banner ad placements (300x600 & 300x250)
- 4 newsletter promotions to run in the CityLab Daily Newsletter
- 4 Organic LinkedIn placements to run on CityLab Editorial LinkedIn page
- **1.44MM impressions of banner, newsletter and social impressions**

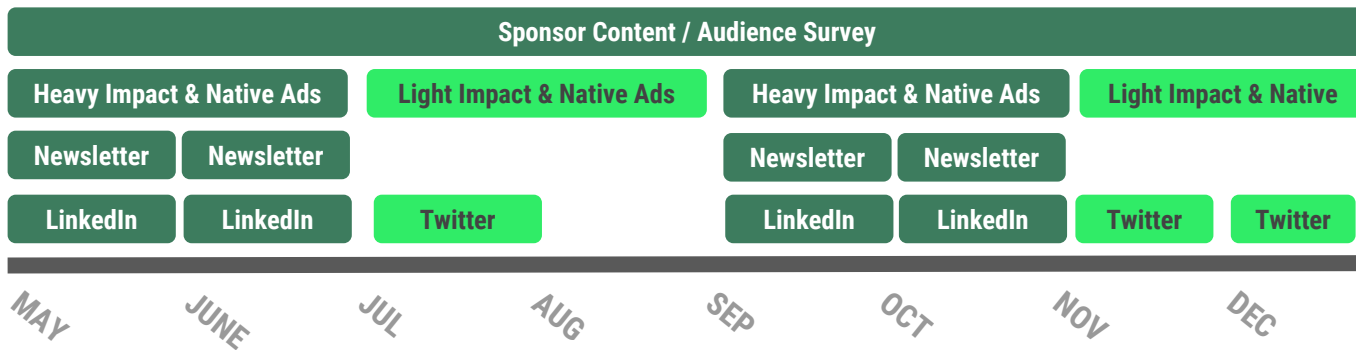


# \$50K - Content Only

This campaign will center around a custom sponsor content article that will live on CityLab.com. The promotions will drive the CityLab audience to the sponsor content.

## Deliverables:

- 1 Custom sponsor content article
- 1 Custom audience survey
- Custom impact ad and native promo placements
- 4 newsletter promotions to run in the CityLab Daily Newsletter
- 4 Organic LinkedIn placements to run on CityLab Editorial LinkedIn page
- 3 Organic Twitter placements to run on CityLab Editorial Twitter page
- **1.44MM impressions of custom impact/native, newsletter and social promos**





# \$125K - Content + Media

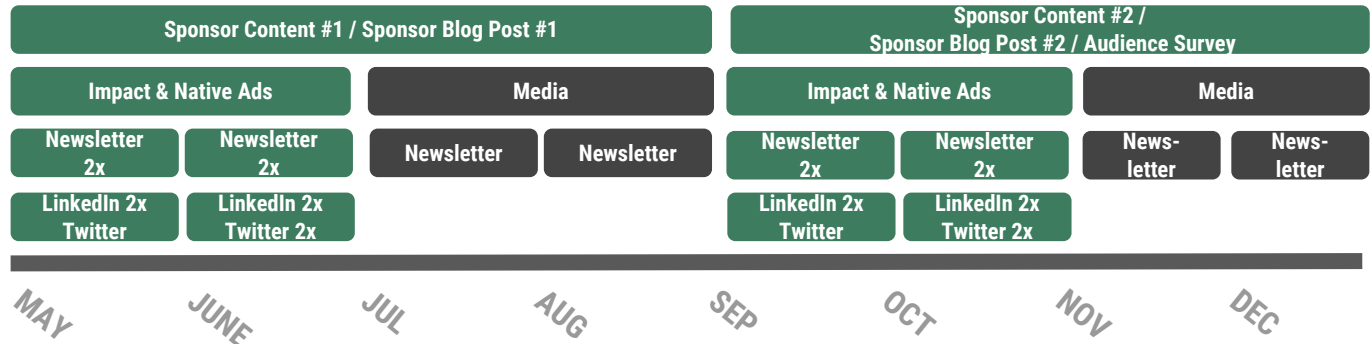
This campaign will combine custom sponsor content and promotions that will live on CityLab.com and media that drives to the Hitachi Social Innovation site. The campaign will also include custom social blog posts.

## Content Deliverables:

- 2 custom sponsor content article
- 2 custom social blog post
- 1 custom audience survey
- Custom impact and native promos
- 8 newsletter promotions
- 8 Organic LinkedIn placements
- 6 Organic Twitter placements
- **2.7MM impressions of custom impact/native, newsletter and social promos**

## Media Deliverables:

- Banner ad placements
- 4 newsletter promotions
- **1.92MM impressions of banner, and newsletter impressions**





# **MEDIA PLACEMENTS**

## Sponsor Content

CityLab Creative's visual approach positions brands as city-solution thought leaders and relies on subject-matter expertise and experience. Deep reporting, data visualization, photography, maps and videos raise brand awareness and drive behavior change.



Read the full Siemens campaign on electric mobility [here](#).

## Newsletters

Our core audience of urban leaders use our newsletters to easily stay up-to-date on the issues they care about most. Sponsorships give a brand unique access to directly share their message with our audience.



### Our newsletters include:

- Daily - A digest of stories and commentary
- Weekly - Our most-popular stories of the week
- MapLab - How maps reveal and shape urban spaces
- Navigator - Stories and adventures for urban explorers

Sign up for our newsletters [here](#).



### Custom Native Ad Unit

This high-end, responsive ad automatically adjusts to the viewer's device on desktop, tablet and mobile, providing an interactive, immersive experience that drives traffic to sponsor content or a brand's site.

#### Features

- Option to include up to three frame transition on desktop
- Supports third party tags
- Option to embed GIFs
- Use of system fonts to increase load speed

The image displays three vertical frames of a custom native ad unit for Katerra. Each frame has a white header with the Katerra logo and the word 'KATERRA' below it. The main content area has a different background color: yellow for Frame 1 and Frame 3, and orange for Frame 2. Each frame contains a headline, a 'Learn More' button, and a construction icon at the bottom.

**FRAME 1**

ADVERTISEMENT

KATERRA

—

There is a housing crisis in America, pricing many workers out of the communities they serve.

Learn More

**FRAME 2**

ADVERTISEMENT

KATERRA

—

In Los Angeles, first responders can only afford 28.2% of available homes.

Learn More

**FRAME 3**

ADVERTISEMENT

KATERRA


—

Learn how Katerra is maximizing construction efficiencies to increase access to workforce housing.

Learn More

IN ARTICLE

SPONSOR CONTENT



Ford

### Prioritizing People – Ford Sees New Possibilities with Tech


Ford looks for innovative solutions to reimagine streets.

MID-HOMEPAGE

SPONSOR CONTENT

Ford

### Prioritizing People – Ford Sees New Possibilities with Tech



Examples of the Native Promo Unit on homepage and article page.

# CUSTOM NATIVE AD UNITS | PLACEMENTS

## DESKTOP

The desktop view shows a CityLab article page. The main article is titled "How a Cycling Superhighway Is Shaping a Generation" by Laura Dixon, categorized under "TRANSPORTATION". To the right, there are three article teasers: "Why 5G Internet Is a Policy Minefield for Cities" by Bob Fiegorabo, "Some Rural Areas Are Better for Economic Mobility" by Richard Florida, and "World's Fairs and the Death of Optimism" by Darrah Anderson. At the bottom right, a yellow native advertisement for Kattera is displayed, featuring the text "There is a housing crisis in America, pricing many workers out of the communities they serve." and a "Learn More" button.

## TABLET

The tablet view shows the same CityLab article page, but the layout is adjusted for a larger mobile screen. The main article and teasers are visible. The Kattera native advertisement is positioned below the article, featuring the text "Learn how Kattera is maximizing construction efficiencies to increase access to workforce housing." and a "Learn More" button. Below the ad, there are two smaller article teasers: "The Urban Refugee Crisis Is Also an Opportunity" by Robert Muggar and "Why Does London Have So Much Empty Space?" by Fearghus O'Sullivan.

## MOBILE

The mobile view shows the CityLab article page on a small screen. The main article title "How a Cycling Superhighway Is Shaping a Generation" is prominent. The Kattera native advertisement is centered on the page, featuring the text "Learn how Kattera is maximizing construction efficiencies to increase access to workforce housing." and a "Learn More" button. Below the ad, the beginning of the article "The Urban Refugee Crisis Is Also an Opportunity" is visible.

Examples of the Native Custom Ad Unit on desktop, tablet and mobile.

# Influence | Expertise | Audience

92%

lift in people who think Ford is redefining urban mobility



824 hours

spent engaging with campaign content



13%

lead generation conversion rate



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