

MILLER ZELL

Transforming Spaces & Elevating Brands

50,000+
VISITORS ENGAGED
WITH THE ACTIVATION

13,000+
IMPRESSIONS OF AR
INSTAGRAM EXPERIENCE

1ST
TIME CITIZENS
HAS SPONSORED THE
WORLD'S LARGEST
MARATHON

3 MIN +
AVERAGE SESSION
TIME IN THE AR
INSTAGRAM EXPERIENCE



the CHALLENGE

Citizens is passionate about event marketing sponsorships. As a first-year Foundation Sponsor of the renowned New York City Marathon they wanted a brand activation that featured world class design with an international appeal. And digital needed to play a prominent role. The display needed to pay homage to the city, connect with present and potential customers and celebrate the event.

the SOLUTION

Miller Zell's experience team envisioned a brand activation that connected bank, city and marathon, one that felt authentic while also being inspiring and exciting. Our solution? Going "phygital," which is the perfect intertwining of physical and digital elements, creating a brand activation that engages the senses and is immersive, emotive and memorable.

the RESULT

Visitors were delighted by the multi-sensory design that incorporated animation, video, illumination, physical set pieces, illustrations, augmented reality and sound. From a 40-foot-long animated LED crosswalk to a 32-foot LED experience wall to QR codes that led to an immersive AR experience for each NYC borough, Citizens was thrilled to see an international audience excitedly engage with their brand.

MILLER ZELL TEAM

Paul Wolski, SVP Creative Director
Virginia Lewis, VP Digital Growth & Development
Ryan Wagner, Senior Design Director
Chad McLeroy, Senior Design Director
Patrick Neff, VP Digital Strategy & Client Solutions
Sue Dowd, SVP Retail Strategy
Chris Eigel, Project Manager
Laura Waterworth, Digital Project Manager

CITIZENS TEAM

Denise Wolffs, SVP, Director of Enterprise Sponsorships and Experiential Marketing
Jeff McGrath, VP, Senior Brand Partner, Sponsorship & Experiential Marketing
Amie Kershaw, VP, Senior Brand Partner, Brand & Sponsorships
Ashley Tenbekjian, AVP, Senior Brand Partner
Maura Bolduc, Project Manager

Jules Homesberger, Design Director
Ryan McLaughlin, Production Manager
Tina Chher, Senior Environments Designer
Shelli Johannes-Wells, Senior Copywriter
Gavin Holmes, Motion Graphics Artist
Aaron Legere, Motion Graphics Artist
Reggie Barton, Production Art Group Manager
Production partners: Bluewater and Captivatar