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## **Colourful advertising in greyish car parks**

In the coming months, numerous car parks located in city centres will re-surface as advertising media. The newly set up company Plakativ Parking has developed a concept which foresees one label branding complete parking levels: Floors, ceilings, walls and pillars will be covered

with an adhesive foil. According to Angela Barzen, this will facilitate orientation and create a “positive” brand experience.

Barzen, CEO of the giant poster company Plakativ, is one of three company founders. In addition to Plakativ, the consulting company SCG and the City Parking Group are engaged, each with a third of the new LLC. Plakativ brings in the outdoor business know-how, SCG will be marketing the concept and City Parking Group will be developing creative concepts.

As of today, complete details exist for two multi-storey car parks (Taschenbergpalais, Dresden and Friedrichstrasse, Berlin) whereas 13 car parks are already in preparation. Plakativ Parking cooperates with Apcoa, a car park distribution company with 350 car parks. In the past Apcoa tried to market single CLP's (city light posters) themselves – but without the aimed success.

The branding of a complete parking level for a period of one year will cost between 30.000 and 70.000 Euros, plus production costs from 30.000 to 50.000 Euros.