

BUILDING A
WORLD
CLASS
DESTINATION

BROOKFIELD PROPERTIES

Rebranding the World Financial Center

Stephan Partners

June 14th 2010



“Downtown is looking for a leader to take the reins, usher in the next chapter of its evolution and, most importantly, talk about it.”

Brookfield Branding Research

WFC TRANSFORMATION

2010

Premier property _____

Not a destination _____

Under leveraged assets _____

Isolated and difficult to access _____

Financial property perception _____

Retail/restaurants/events _____

Waterfront _____

Not news _____

2012

Premier property plus

Exciting destination

Fully leveraged assets

Multiple mass transit gateways

Diverse tenant appeal

New retail/restaurants/events

Better waterfront

Must see

WFC

KEY TARGETS

(soon to have lots more choices)

- Office, retail and restaurant tenants
- WFC employees
- Local residents
- US and international tourists
- Local partnerships
- Local government
- Press

WFC BRANDING GOALS

- Take downtown leadership and preempt competition
- Insure branding, renovation & leasing strategies are in sync
- Build a launch program that is sustainable
- Build tenants into the campaign
- Break through the clutter
- Build ROI

WFC BRAND PROMISE

- Understandable
- Believable
- Deliverable
- Differentiates you from competition
- Encourages action

WFC NAMING

- Change WFC to be more inclusive
- Keep iconic Winter Garden name
- Agree on branding approach BEFORE naming
- New name to reflect branding
- New name fastest way to communicate change

WFC HOUSE OF BRANDS

- Position WFC as an inclusive umbrella brand
- Invite targeted office, retail, restaurant and event brands
- All brands strengthen each other



THE BROOKFIELD OPPORTUNITY

The renovation of the World Financial Center is an opportunity to galvanize what is currently a semi-dormant, under-utilized neighborhood lacking a strong and distinct identity. In response to the pressing need for a downtown revival, Brookfield Properties takes the lead, offering not just new retail, restaurants and office space, but a new sense of community and possibility—

An architectural rendering of a modern building's interior. The space is characterized by a large, curved glass facade that offers a panoramic view of a city skyline. Two prominent, white, ribbed structural columns support the ceiling. The ground floor features a wide staircase and a large open area with people walking. The upper levels are visible through the glass, showing more people and the city beyond.

A CITY WITHIN A CITY

3

DISTINCTIVE
BRANDING
APPROACHES

1

DOWNTOWN
CENTER

The Heart of Downtown

“ It’s the Center itself that feels distant, not the location. Reconnect the WFC to NYC by connecting the neighborhood that grew-up around it and by humanizing its physical presence. Turn it into the downtown hub. ”

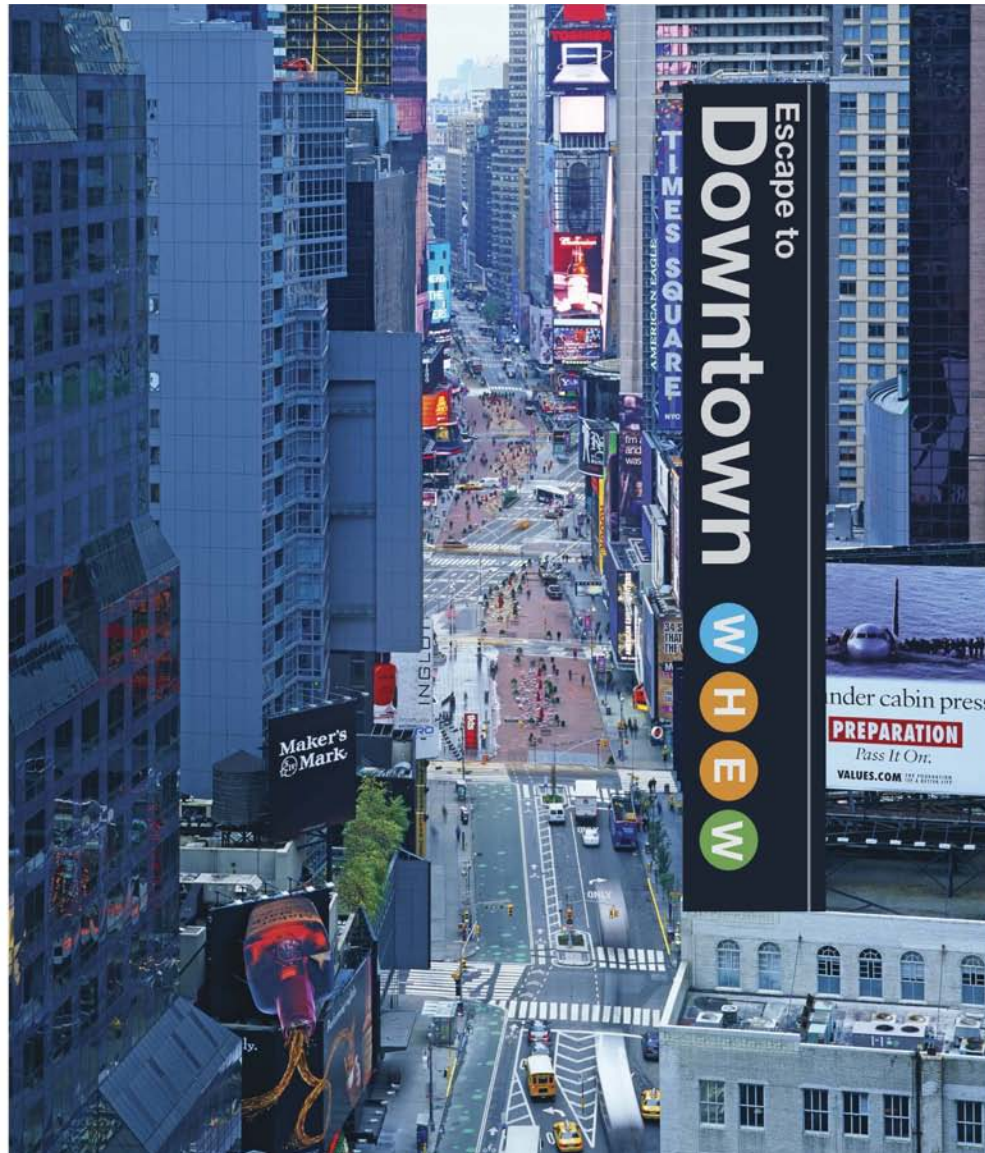
Brookfield Branding Research

DOWNTOWN CENTER

The Heart of Downtown

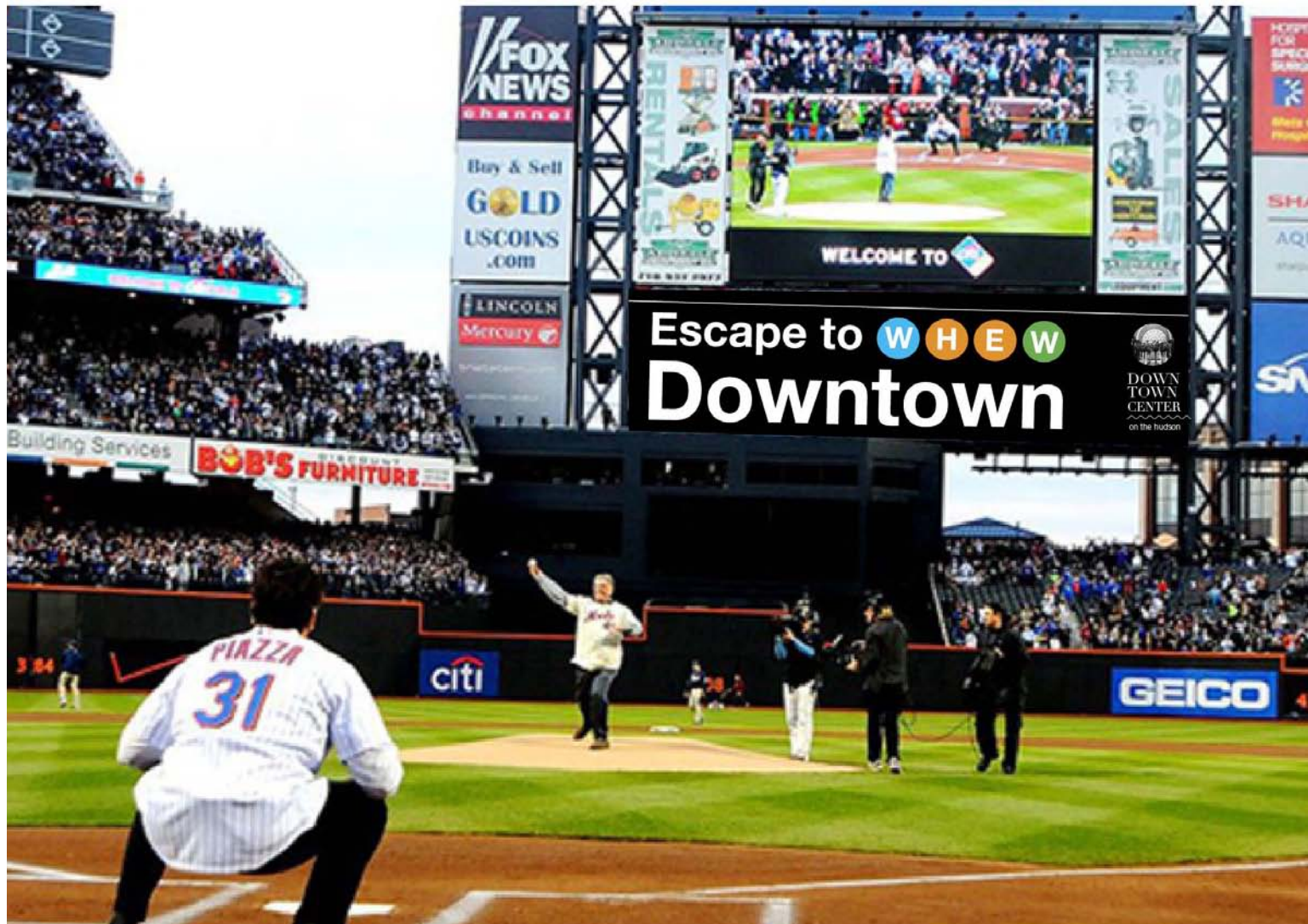
In the new New York, Downtown is the city's hub. This approach redefines the somewhat amorphous concept of "downtown," a word that is now universally synonymous with a hip sensibility, and for New Yorkers refers to anywhere below 14th Street. The Downtown Center embodies everything that makes the city great: the energy, the dynamism, the diversity, the service, the latest in everything from food and fashion to art and entertainment.

DOWNTOWN CENTER



Teaser banners around NYC

DOWNTOWN CENTER



Outdoor teaser ads around NYC

DOWNTOWN CENTER



Outdoor advertising

DOWNTOWN CENTER



Outdoor advertising

DOWNTOWN CENTER



brookfielddowntowncenter.com

Discover The Heart of
Downtown
P L A Y



**DOWNTOWN
CENTER**
on the hudson

WHERE ART AND COMMERCE MEET

Advertising

DOWNTOWN CENTER



brookfelddowntowncenter.com

Advertising

Celebrate The Heart of
Downtown



**DOWN
TOWN
CENTER**

on the hudson

WHERE ART AND COMMERCE MEET

DOWNTOWN CENTER

Explore The Heart of
Downtown

H E L L O



brookfielddowntowncenter.com

WHERE ART AND COMMERCE MEET


**DOWN
TOWN
CENTER**
on the hudson

Advertising

DOWNTOWN CENTER

Dine In The Heart of
Downtown

C H E E R S



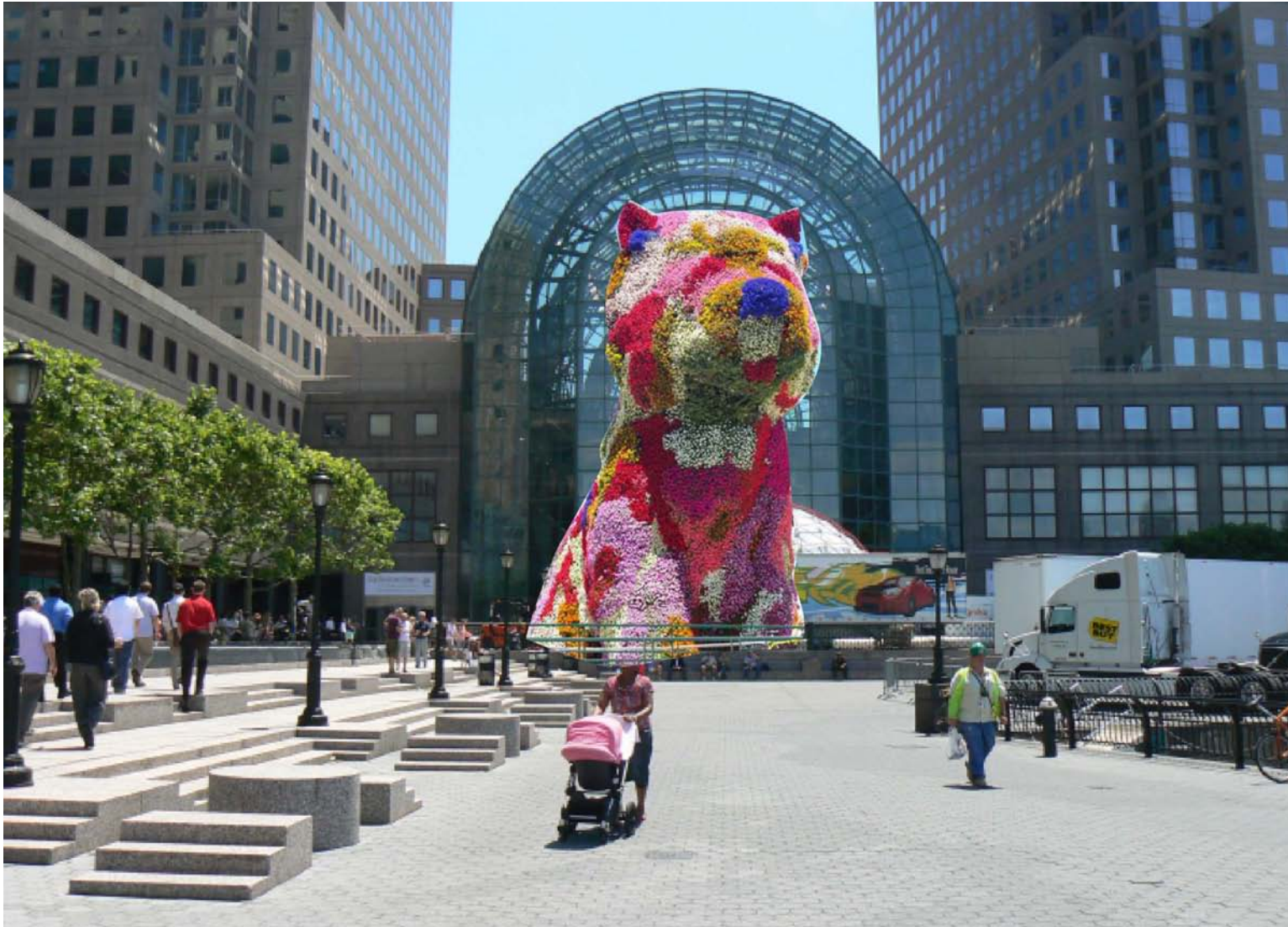
WHERE ART AND COMMERCE MEET

brookfielddowntowncenter.com


**DOWNTOWN
CENTER**
on the hudson

Advertising

DOWNTOWN CENTER



Art installations on site

DOWNTOWN CENTER

- An Art Barge with rotating tenants or on-site Museum as anchor
(E.g. Tate, MoMA, Gagosian)
- Monolithic “green” wall
On the plaza to make the space more vibrant and alive
- Foursquare competition to become the “Mayor of Downtown”
- Skywriting, blimp, water installations
- The “downtown” loop bus
Free rides downtown...acts as giant moving billboard
- Groundbreaking art events and installations that get press and draw A-list
Public art that captures the public’s imagination...and starts the conversation...along the lines of Christo flags in Central Park
“Event Horizon”—Antony Gormley’s haunting building top figures around Madison Park
The Starn Twins “Big Bambu” on the roof of the MET

2

WORLD
CENTER

Think Global. Shop Local.

“New York’s downtown is the ultimate melting pot for people, politics, business, food and culture. It really feels like the capital of the world.”

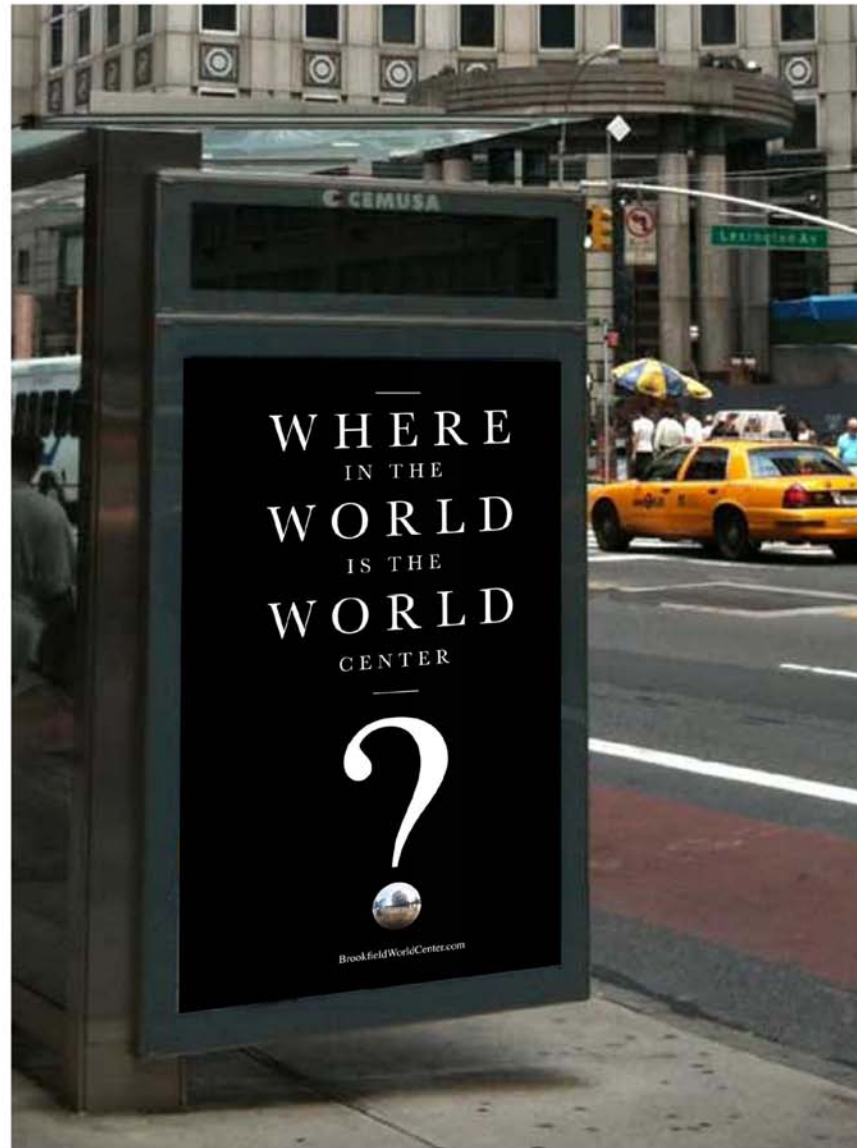
Brookfield Branding Research

WORLD CENTER

Think Global. Shop Local.

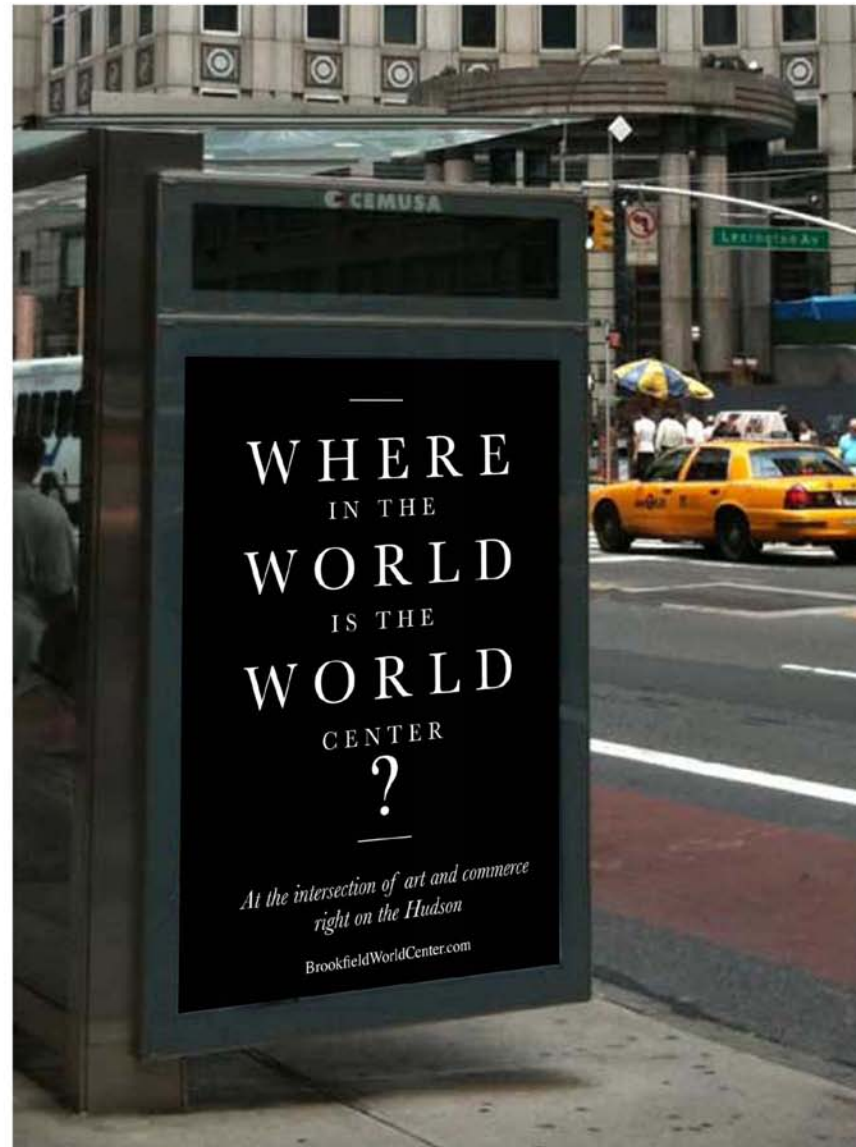
New York is universally acknowledged as an international melting pot, a place where different cultures and communities intersect and overlap. Inspired by this notion, World Center repurposes elements from the site's existing name, dropping "financial" to reflect a new reach and depth. The World Center is a more inclusive name evoking a kind of global crossroads where people connect with one another through shared experience and universal joy. With food, shopping, entertainment and events that showcase a rich and thriving cultural diversity, the center houses myriad worlds within its larger sphere, becoming a microcosm of New York City itself.

WORLD CENTER



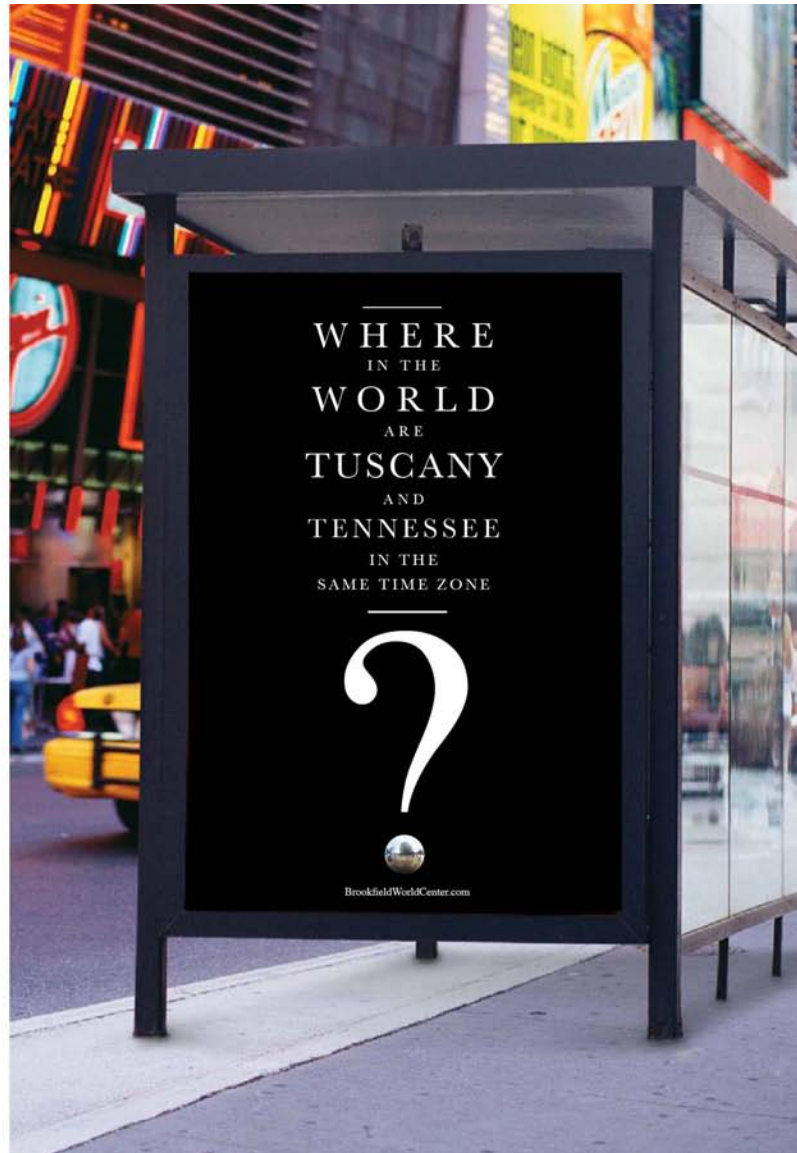
Teaser ads

WORLD CENTER



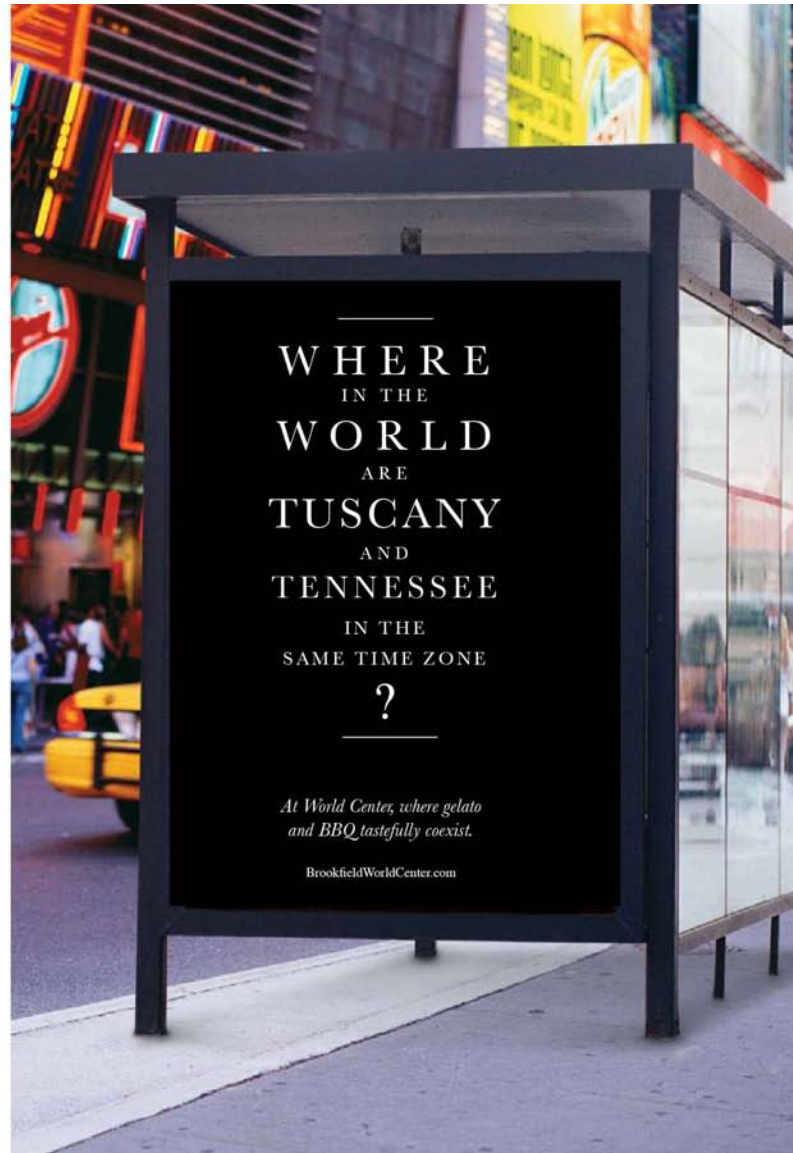
Teaser payoff

WORLD CENTER



Teaser ads

WORLD CENTER



Teaser payoff

WORLD CENTER



Teaser with payoff

WORLD CENTER



3D teaser installations around NYC

WORLD CENTER



3D teaser installations around NYC

WORLD CENTER



3D teaser installations around NYC

WORLD CENTER



Advertising

WORLD CENTER

WHAT
IN THE
WORLD
DO YOU WEAR
WHEN YOU'RE
LARGER
THAN
LIFE
?

at World Center there's...

a wardrobe of truly elevated options to choose from.

Love

eat/drink/shop/work/play **right on the hudson**

**WORLD
CENTER**
BrookfieldWorldCenter.com

Advertising

WORLD CENTER

WHERE
IN THE
WORLD
ARE
TUSCANY
AND
TENNESSEE
IN THE
SAME
TIME ZONE?

*At World Center, where gelato and
barbecue tastefully co-exist.*

eat/drink/shop/work/play **right on the hudson**

**WORLD
CENTER**
BrookfieldWorldCenter.com

Advertising

WORLD CENTER

—
WHY
IN THE
WORLD
WOULD YOU
GO TO WORK
IN A
PARTY DRESS
?
—

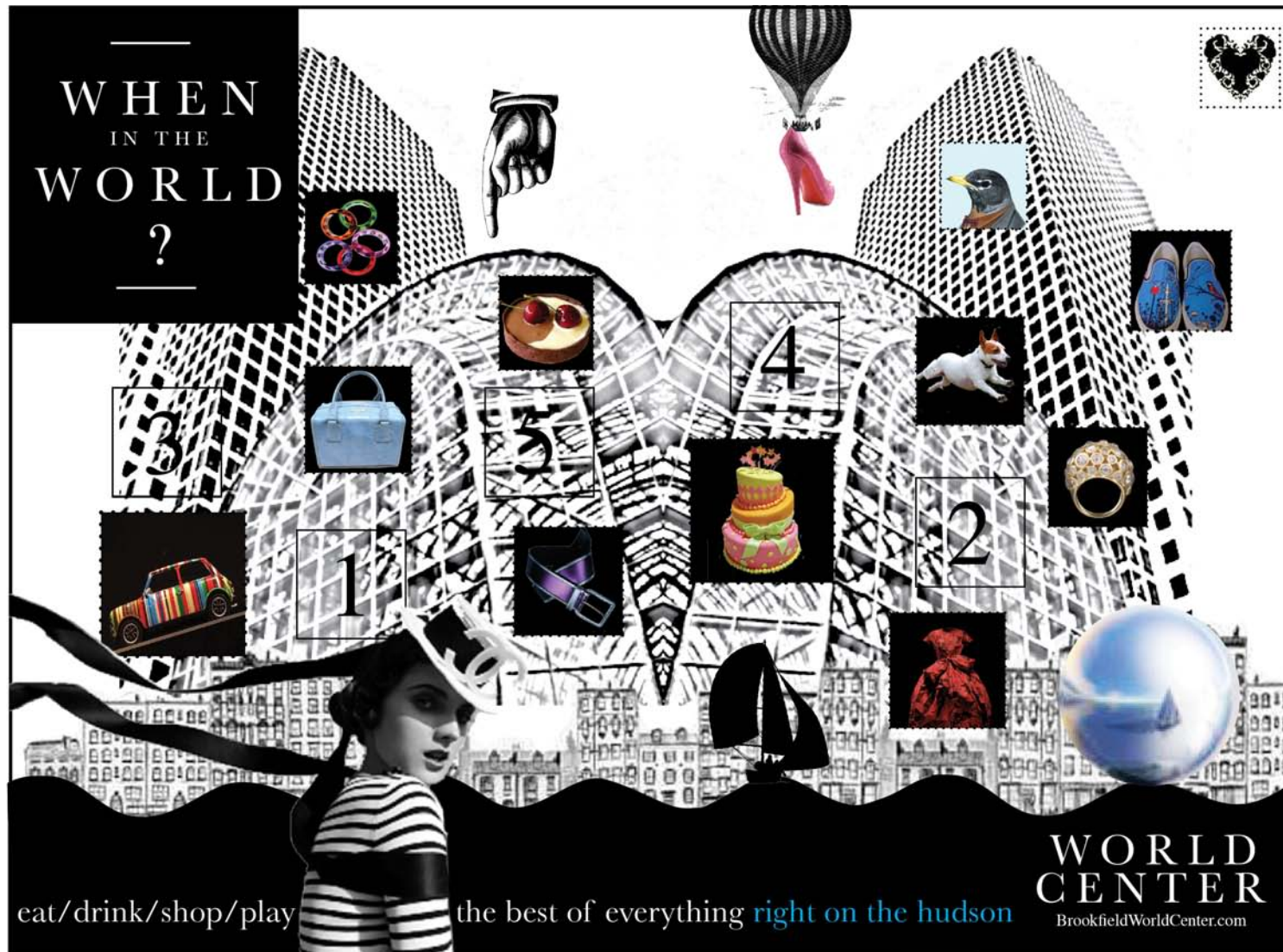
*at
World Center,
punching out
doesn't mean
going home*

eat, drink, shop, work, play **right on the hudson**

**WORLD
CENTER**
BrookfieldWorldCenter.com

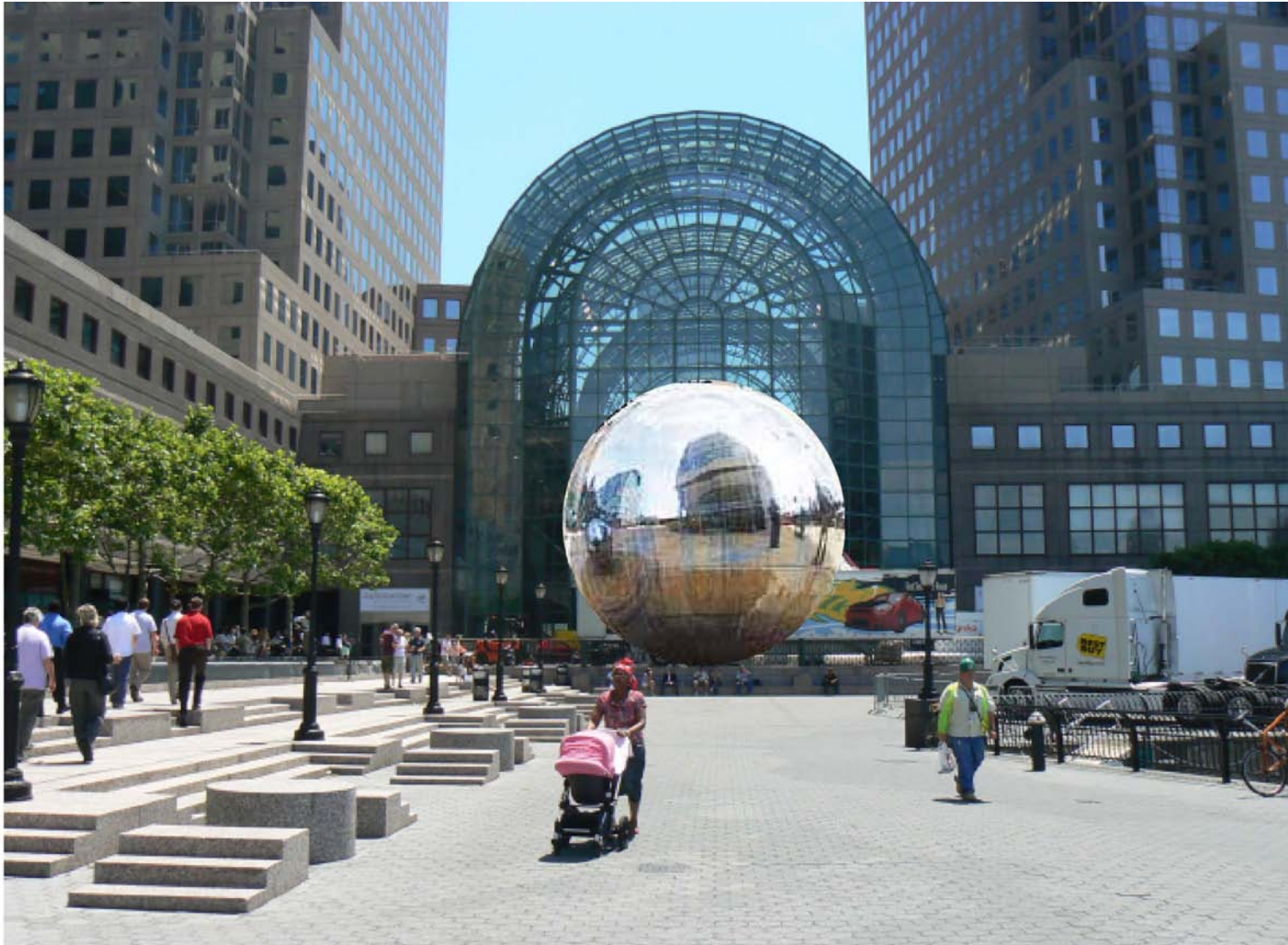
Advertising

WORLD CENTER



Anticipation calendar—online splash page—new door opens once a week to reveal a new retail product

WORLD CENTER



Logo sculpture on site

WORLD CENTER



Logo sculpture on site

WORLD CENTER

■ The Silver Globe

Commission a huge art piece (à la Anish Kapoor) to install as a permanent attraction and recognizable icon that could be repurposed as a logo and used in all communications

■ Coming Attractions, the Calendar of Anticipation

Like an advent calendar, featuring a rendering of the site with windows that open—once a week leading up to the launch—to reveal iconic products that represent individual tenants; possible applications include billboards and an animated version on the website

■ International Street Foods Bazaar

Vendors representing cuisines from around the world and from around NYC, like the Essex Street Market, Chelsea Market or Brooklyn Flea

■ Night Market

After-hours shopping, dining and entertainment inspired by Bangkok's Suan Lum Night Bazaar; retailers can have streamlined booths, restaurants can have food stalls

■ International Street Foods Truck

Tantalizing samples of what is in store at the World Center...also moving billboard

3

WATERFRONT
CENTER

Clearly Something Extraordinary

“For those who’ve had the privilege of experiencing it, the freedom and space of downtown is more than just an asset—it’s one of Manhattan’s best kept secrets.”

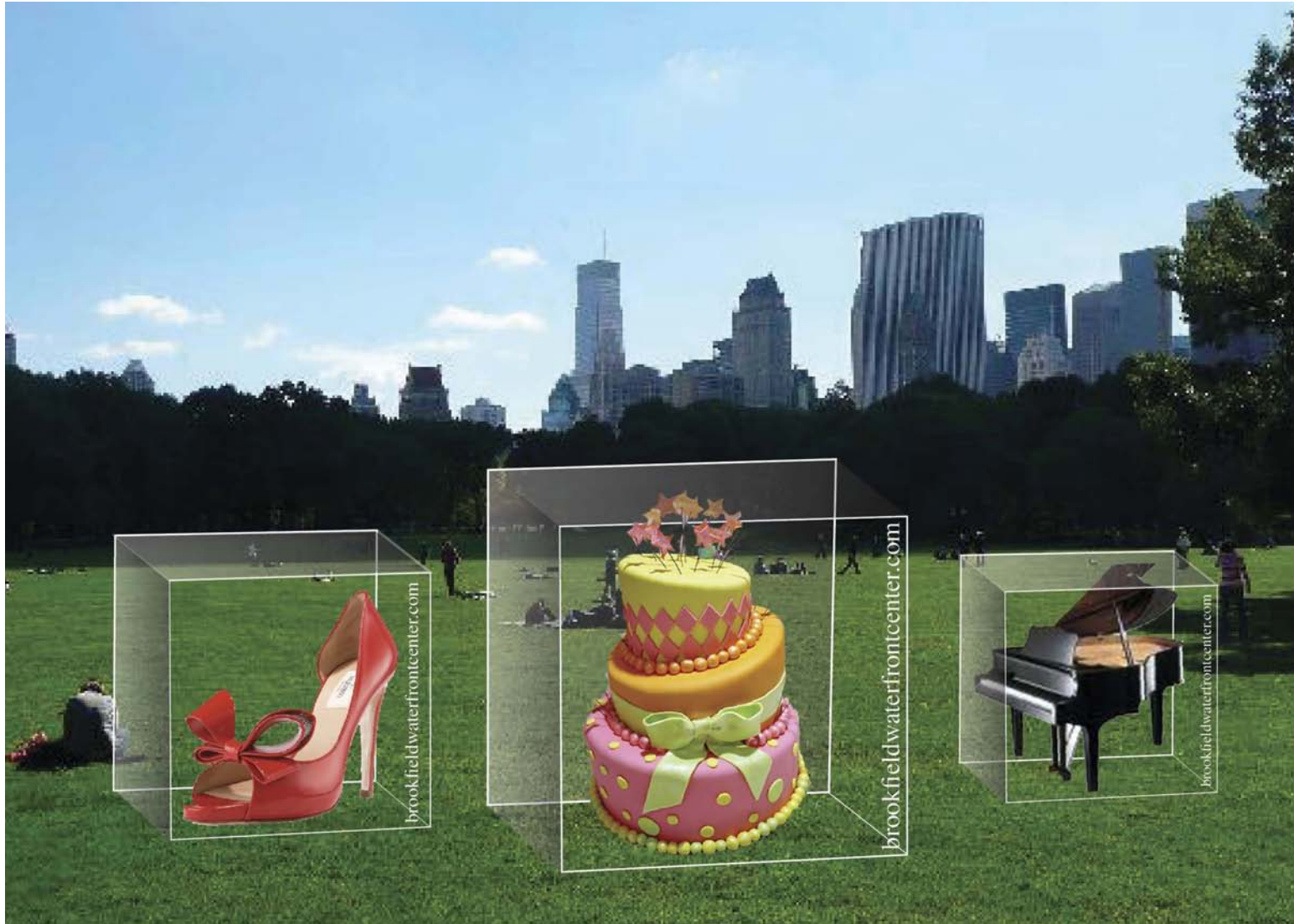
Brookfield Branding Research

WATERFRONT CENTER

Clearly Something Extraordinary

The quintessential concrete jungle, New York City now has a prime riverfront destination that's a breath of fresh air: Waterfront Center. The center is a window on the world, with clear views of the water further enhanced by the glass box. This new addition to the front of the building acts as a kind of welcoming foyer, a transitional indoor/outdoor space that leads into the Winter Garden. Open, illuminated, dynamic and alive, it functions as a metaphor for the entire development—and makes an ideal iconic symbol for Waterfront Center.

WATERFRONT CENTER



3D teaser installations around NYC

WATERFRONT CENTER



3D teaser installations around NYC

WATERFRONT CENTER



3D teaser installations around NYC

WATERFRONT CENTER



3D teaser installations around NYC

WATERFRONT CENTER

Think
inside
the
box.

waterfront center
clearly something extraordinary on the Hudson
brookfieldwaterfrontcenter.com

Advertising

WATERFRONT CENTER



Advertising

WATERFRONT CENTER

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brookfieldwaterfrontcenter.com

Advertising

WATERFRONT CENTER



Advertising

WATERFRONT CENTER



Launch event—flotilla of fashion, food and entertainment

WATERFRONT CENTER

- Floating barge housing pop-up retail shops
(From Target to John Derian), or outposts of NY Botanical Garden, Coney Island Aquarium
- Branded ferry service, water taxis, sailboat races for office workers
- Water installations
Fire on water (Braziers with fires in the yacht harbor in off summer season)
Fire boat water displays
A water design stylized fountain experience by WET design (wetdesign.com)
- Ice Festival
Ice rink with performance artists, fashion shows, themed events
Ice sculpture park
Ice house bar
- Light shows / Events in the sky at night over the Hudson
People can change the light sculpture interactively (Vancouver Olympics)
Skywriting messages over the Hudson
Music composed by Philip Glass

CULTURAL HUB



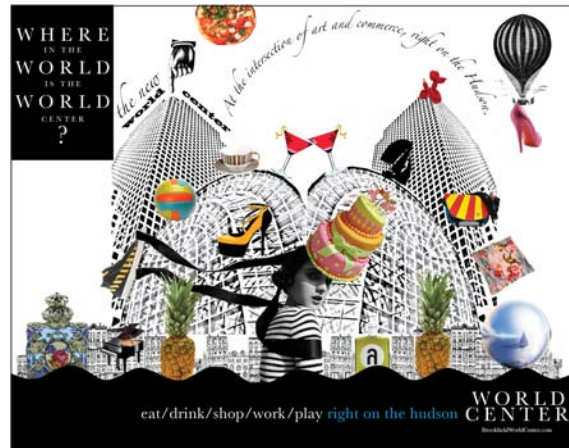
Groundbreaking art installations and events created by Art Production Fund that ignite the site, draw press and people, and establish The Center as a cultural hub.

OVERVIEW

DOWNTOWN CENTER



WORLD CENTER



WATERFRONT CENTER



PHASE ONE DELIVERABLES

- Retail and office leasing collateral
- Interactive marketing suite
- Website
- Animations
- Outdoor advertising
- Signage

NEXT STEPS

- In-depth briefing
- Proposal, budget, timing discussion
- Authorization
- Begin work

THANK
YOU

ADDENDUM

CONTACT

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TEAM BIOGRAPHIES

George Stephan Branding and Account Director

Chris Wynne Account Director

Janice Richter Creative Director

Carol Bokuniewicz Creative Director

Laura Silverman Lead Writer

Fiona Spear Lead Designer

GEORGE STEPHAN

George manages the company and the overall strategic direction of Stephan Partner's clients. He is also founder of WebLife Research LLC, a new consumer insights company, Golf Brands Group LLC, a branding and digital marketing company, and Brandscell Solutions LLC, a mobile branding venture with clients that include MTV Networks, Clinique and Proactiv.

He has won widespread recognition for his work in bringing branding and digital marketing together. George has developed campaigns for a variety of clients that effectively integrate umbrella branding messages in digital marketing, direct marketing, advertising and promotion to maximize their impact on sales and profits, including work for Time Warner, The Wall Street Journal Digital Network, MCEnergy, PBS Thirteen, NYU Medical Center, Smithsonian Magazine, Orlando Convention and Visitors Bureau, Lehman Brothers, The Zena Resort and DuPont.

Prior to Stephan Partners, George founded Stephan Direct, a full-service direct marketing agency based in New York City. Before that, he managed consumer packaged goods accounts for three of the largest worldwide agencies: BBDO, Foote, Cone & Belding and D'Arcy MacManus Masius. His accomplishments include the launch of the "Pepsi Generation" campaign, the introduction of Bubble Yum Bubble Gum for Lifesavers, the launch of Sunchips for Frito-Lay and major new product introductions for M&M/Mars, Twix and Summit Cookie Bars.

George has been an instructor in advertising account management and strategy at Parsons School of Design. He has written articles and given speeches about his views on branding and integrated marketing communications throughout the country.

JANICE RICHTER

A strong creative leader and visionary, she was Senior VP Creative at Saks Fifth Avenue for eight years where she developed and led a plethora of successful branding campaigns including the well celebrated “Saks loves...” and seasonal "Want it!" campaigns. She also oversaw the launch of the new logo and DNA branding.

Featured in the Adweek article, “Hidden Talent,” as one of the five top in-house creative directors, Janice has worked with an impressive roster of A-List celebrities, models, photographers, illustrators, designers and stylists. She has run creative projects ranging from collaborations with VH1 top musicians to stories featuring dancers from the American Ballet Theatre and the Metropolitan Opera House.

As Group Creative Director, she worked at ad agencies on many high profile fashion, beauty and lifestyle accounts including Avon, Estée Lauder, Matrix, Kitchen Aid and Real Simple. And, as Creative Director at Anne Klein for six years she created and developed campaigns for all divisions.

Janice is also an illustrator who captures varied subject matter in a surprising, vivid and stylish fashion.

CAROL BOKUNIEWICZ

Carol brings extensive experience as a creative director, art director and graphic designer to client campaigns. Carol founded the first all woman ad agency in New York. Her clients included CBS Television, USA Weekend, Scalamandre Silks, Osh Kosh B'Gosh shoes, Mikasa Retail Stores, Sam and Libby shoes and Absorba Childrenswear.

Before that, Carol was a founding partner of one of the leading design firms in the country. M&Co produced ground breaking work that included corporate identity programs, advertising, annual reports, product design, record covers, promotional materials and custom publications for Bloomingdales, Revlon, Audubon Magazine, National Lampoon, The Talking Heads, The Rolling Stones, Billy Joel, The Ramones, Manufacturer's Hanover and Carnegie Hall. Independent clients have included Lifetime Television, Viacom, Paramount, Fox TV, Hearst, Meredith Corporation, Warner Books, Benjamin Moore, Lincoln Center and New York Botanical Garden.

Carol is represented in the permanent collections of the Cooper-Hewitt National Design Museum, San Francisco Museum of Modern Art, Museum of Modern Art and the Walker Art Center.

LAURA SILVERMAN

A strategic thinker and creative writer, Laura crafts compelling images out of powerful ideas and the language that brings them to life. She is known for positioning and marketing brands in ways that capture the imagination of the consumer, creating accessibly clever solutions for social networks, online media, print and television.

In collaboration with powerhouse companies ranging from Starwood and Interface/FLOR to Target and Johnson & Johnson, Laura has built brands from the name up in the retail, fashion, hospitality and real estate industries. Her work has been repeatedly recognized by ID magazine, the US Ad Review and an eclectic mix of loyal clients.

Passionate about truly shameless indulgence, Laura writes about good food, health, travel and design on her blog, gluttonforlife.com.

FIONA SPEAR

A true design minimalist and “gun for hire,” Fiona’s specialties include branding, corporate Identity, marketing communications and package design. Fiona strives for unexpected ideas that give you a reason to smile. With a modern view of the world, her sophisticated designs make you think and look twice...and then again. Her unexpected and unique solutions have garnered this innovative design strategist and creative thinker a reputation for going above and beyond clients’ expectations.

With over 15 years industry experience with such firms as Pentagram, JWT and Lintas, Fiona has been the recipient of multiple design awards. She prefers to collaborate with clients who are passionate, forward-thinking and not afraid to push the boundaries—like Maloney&Fox. Creating smart and unique solutions with a fresh new perspective. Together they have successfully re-branded Thomas Riley Artisans’ Guild, Levain* Bakery and Yellow+Blue Wines.

DIGITAL MARKETING PARTNERS

RedStapler Digital Design and Production

Blueliner Search Engine Marketing

BUILDING A
WORLD
CLASS
DESTINATION