

An aerial photograph of a city skyline, likely Denver, Colorado, featuring several prominent skyscrapers with 'AXA' logos. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the frame.

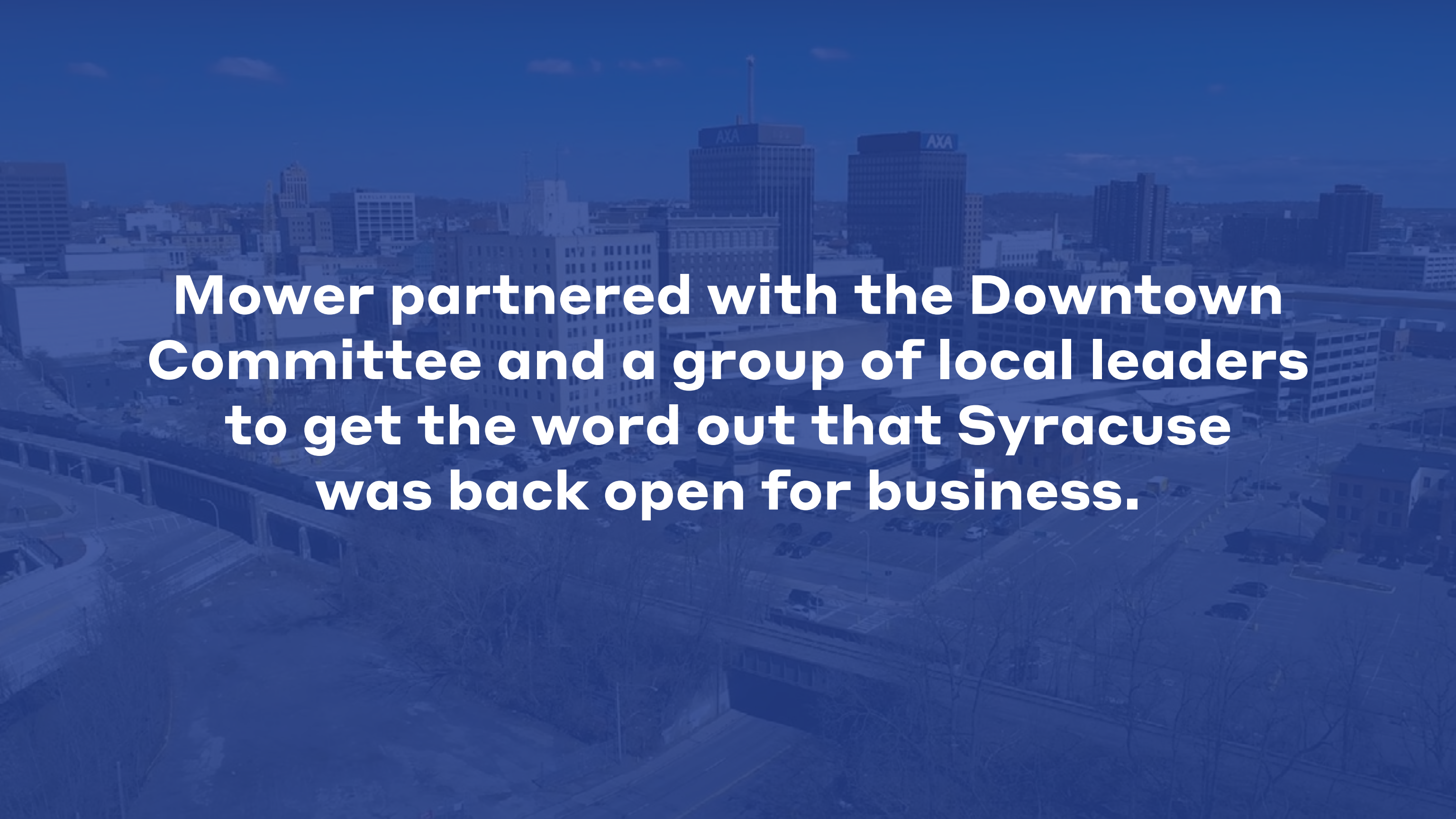
**Like every other city and town in
America, COVID changed everything.**

An aerial photograph of downtown Syracuse, New York, featuring several prominent skyscrapers, including two with 'AXA' logos. The image is overlaid with a semi-transparent blue filter. Centered on the image is white text that reads:

**For the restaurants, shops, museums
and theaters that call downtown
Syracuse home, something was missing.**

An aerial photograph of the Syracuse, New York skyline. The image shows a dense urban area with various buildings, including several prominent skyscrapers. Two of the tallest buildings have 'AXA' logos on their upper sections. In the foreground, there are parking lots, roads, and some trees. The sky is clear and blue with a few wispy clouds. The word 'SYRACUSE' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. A small white horizontal line is positioned below the letter 'S' in 'SE'.

SYRACUSE

An aerial photograph of a city skyline, likely Syracuse, with a blue overlay. The image shows various buildings, including two prominent towers with 'AXA' logos. The text is centered over the image.

Mower partnered with the Downtown Committee and a group of local leaders to get the word out that Syracuse was back open for business.



PUT THE BACK IN

SYRACUSE



**PICK
UR
STYLE**





PLAY :30 TV SPOT



PLAY OUTTAKES VIDEO

OUT OF HOME

SYRACUSE
PUT THE **BACK IN**
USE



OUT OF HOME

PUT THE **BACK IN**
SYRACUSE

A man in a blue polo shirt and khaki shorts stands on a large billboard at night. He is holding a large, stylized letter 'U' that is part of the word 'USE' in the billboard's text. The billboard is illuminated and features the text 'PUT THE BACK IN SYRACUSE' in large, bold letters. The background shows a city skyline at night with streetlights and buildings.

MURAL



PUT THE

BACK

MURALS

WINDOW CLING

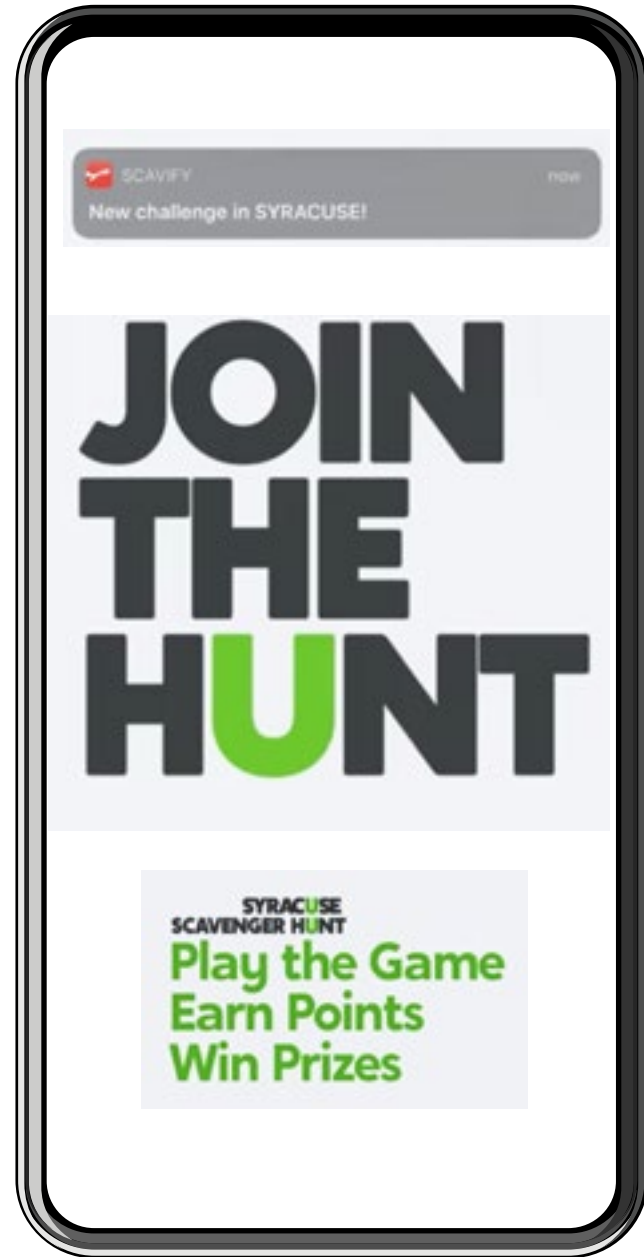


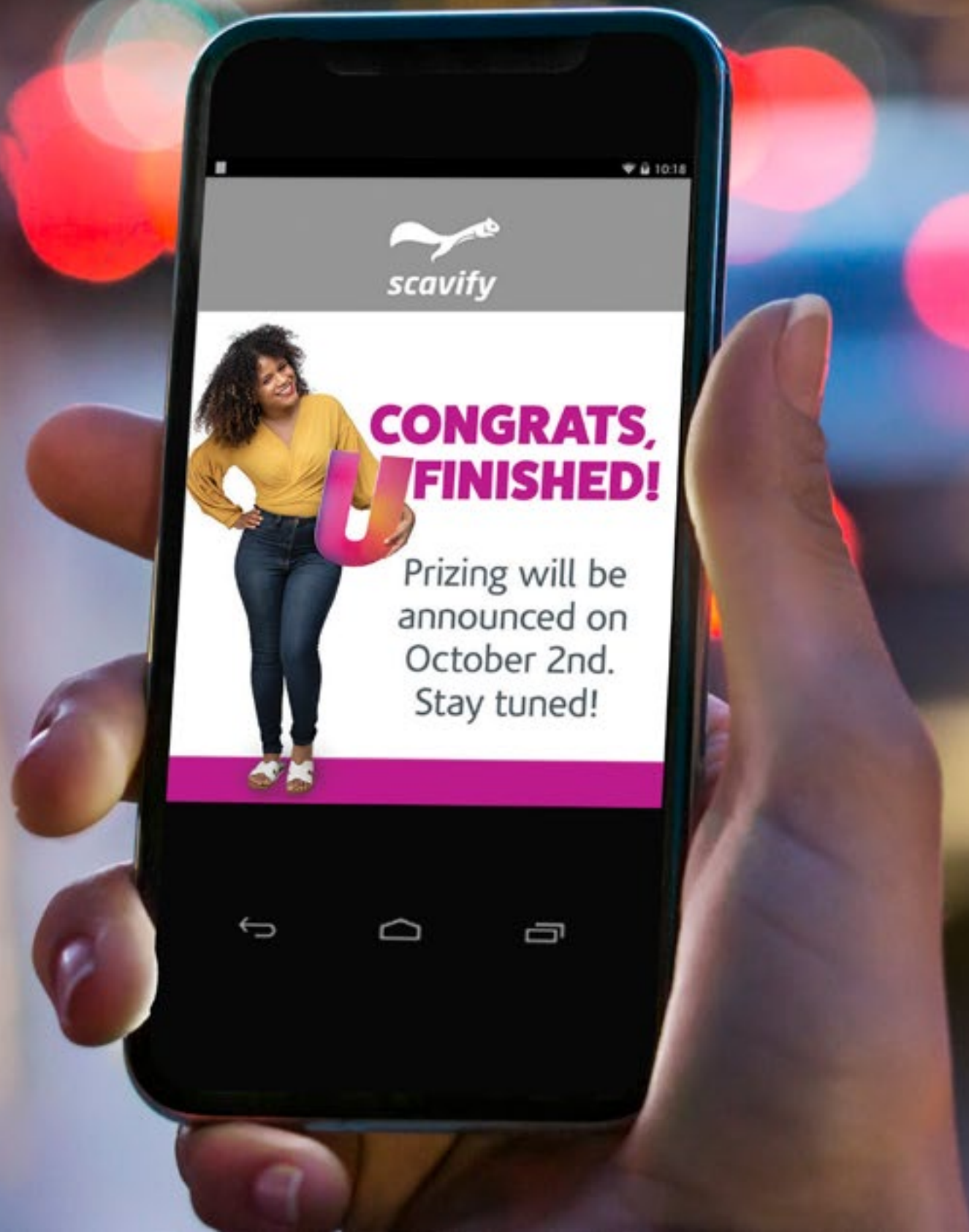
Download the Scavify app from Apple or Google Play store and search for the hunt code name: Syracuse

UBackinSyracuse.com



SCAVENGER HUNT





**CONGRATS,
FINISHED!**

Prizing will be
announced on
October 2nd.
Stay tuned!

PUT THE **U** BACK IN
SYRACUSE

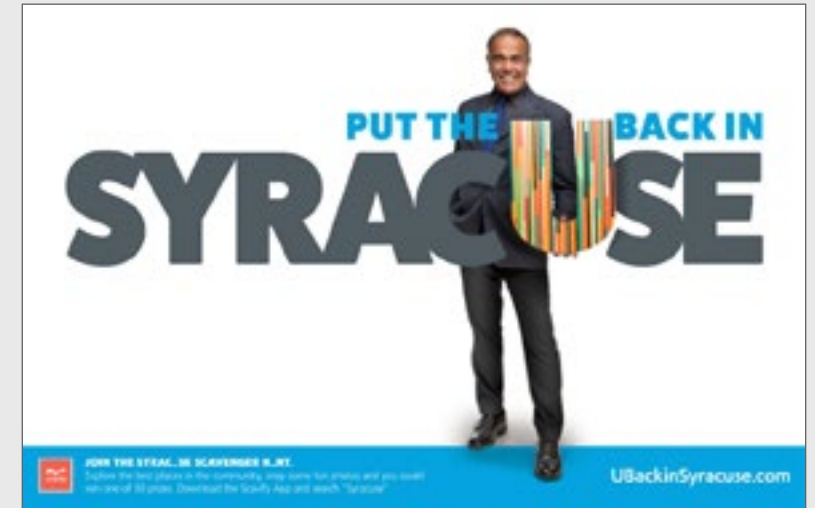
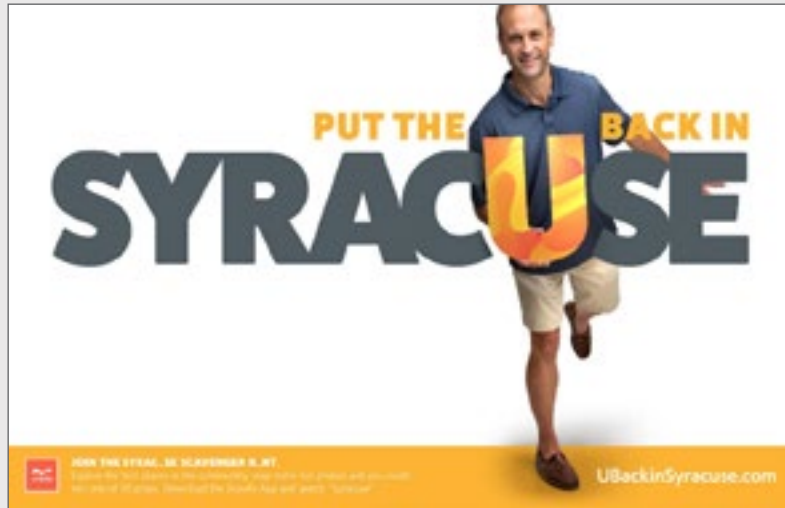
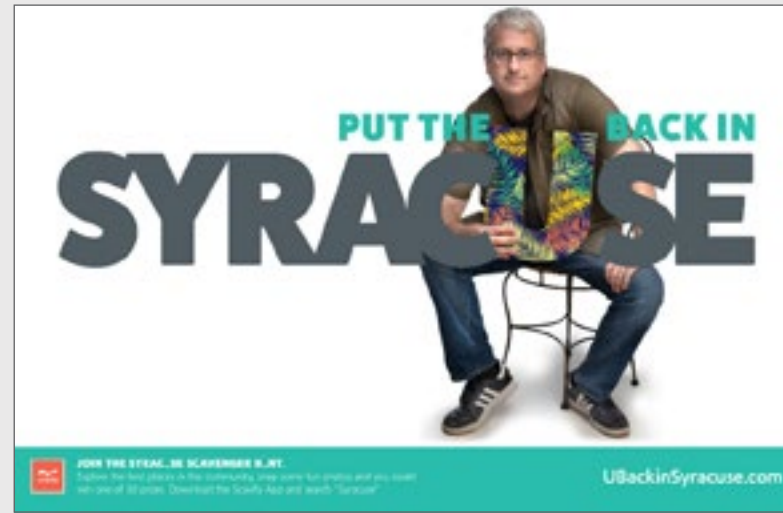


JOIN THE SYRACUSE SCAVENGER HUNT.

Explore the best places in the community, snap some fun photos and you could win one of 50 prizes. Download the Scavify App and search "Syracuse"

UBackinSyracuse.com

POSTER
DESIGNS





Something has been missing from Syracuse. It's you.

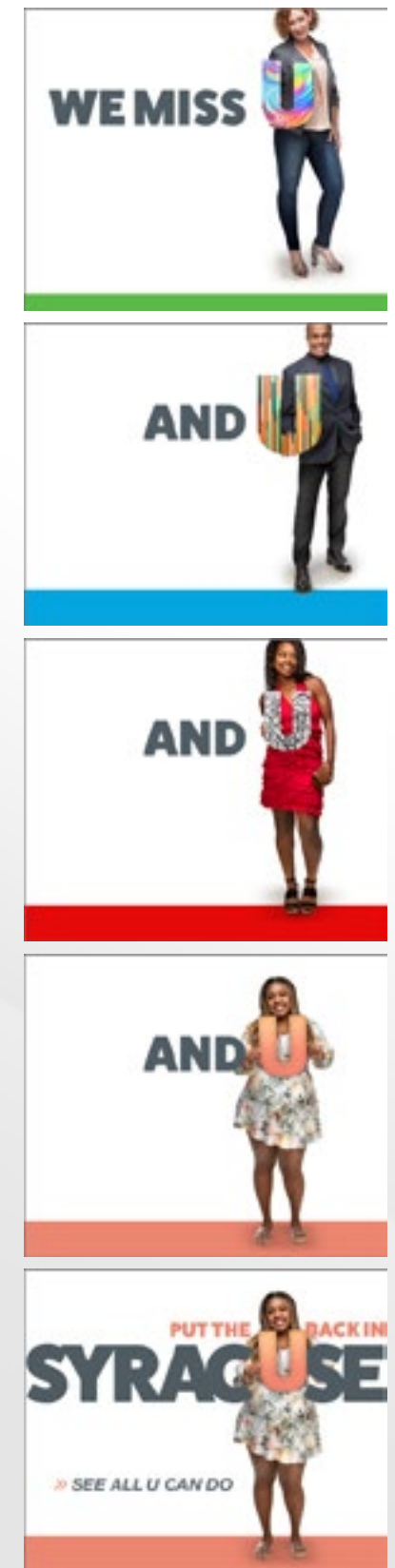
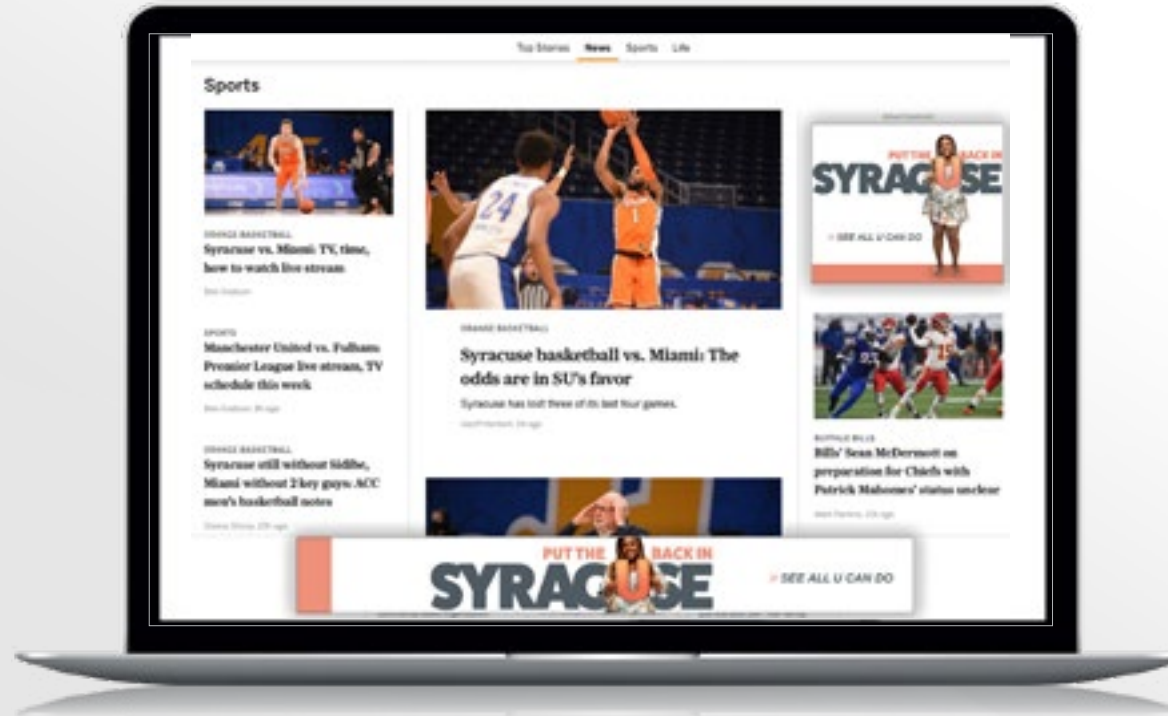
You bring so much to our community, and we've missed seeing you. Now, we need you more than ever to safely and responsibly support the people and places you love. When you're ready, Syracuse is ready to welcome you back.

JOIN THE SYRAC_SE SCAVENGER H_NT

Explore the best places around town, snap some Insta-worthy pics and you could be a winner.

- 1 Download the app
- 2 Create an account
- 3 Search: "Syracuse"
- 4 Click "Join Hunt!"

UBackinSyracuse.com



PRESS COVERAGE



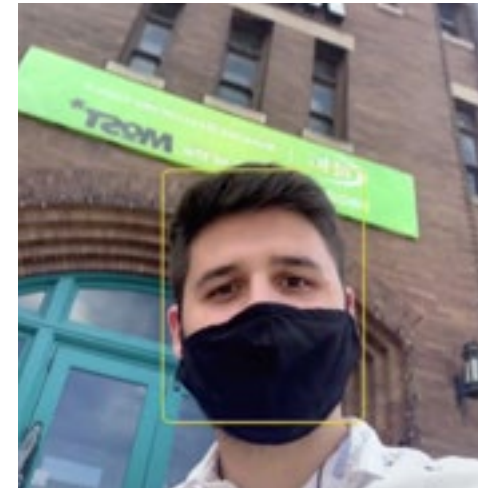
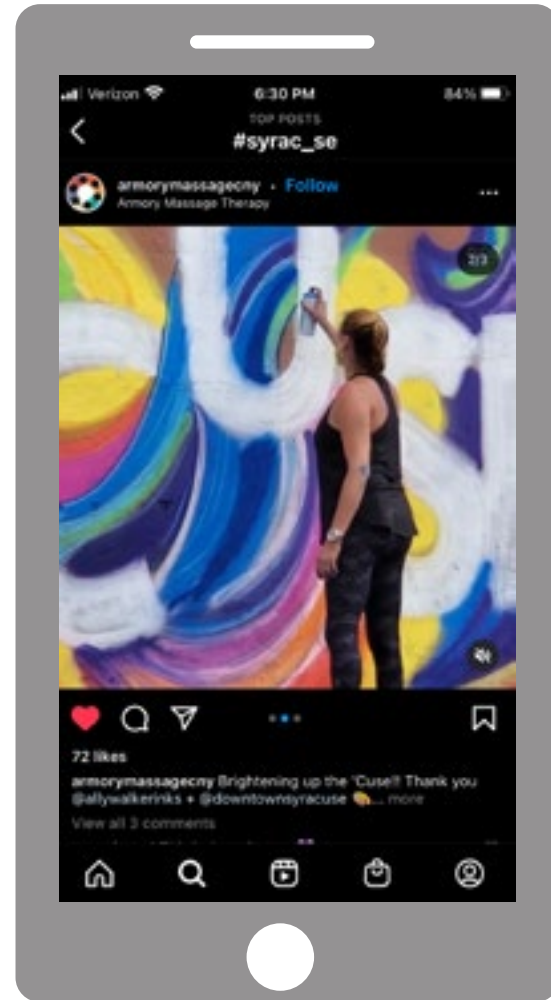
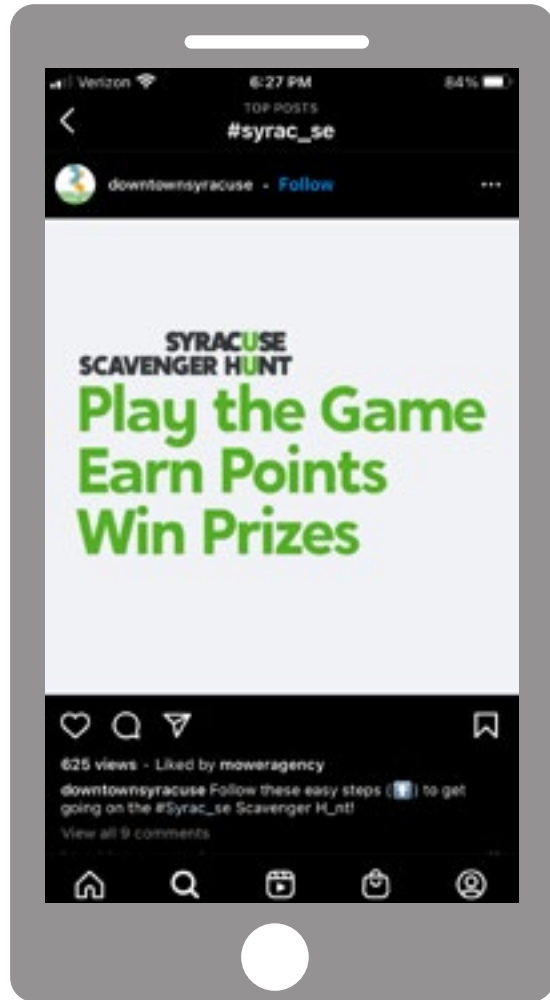
Pure

PUT THE LIST BACK IN

SYRACUSE

#Syrac_se

SOCIAL MEDIA

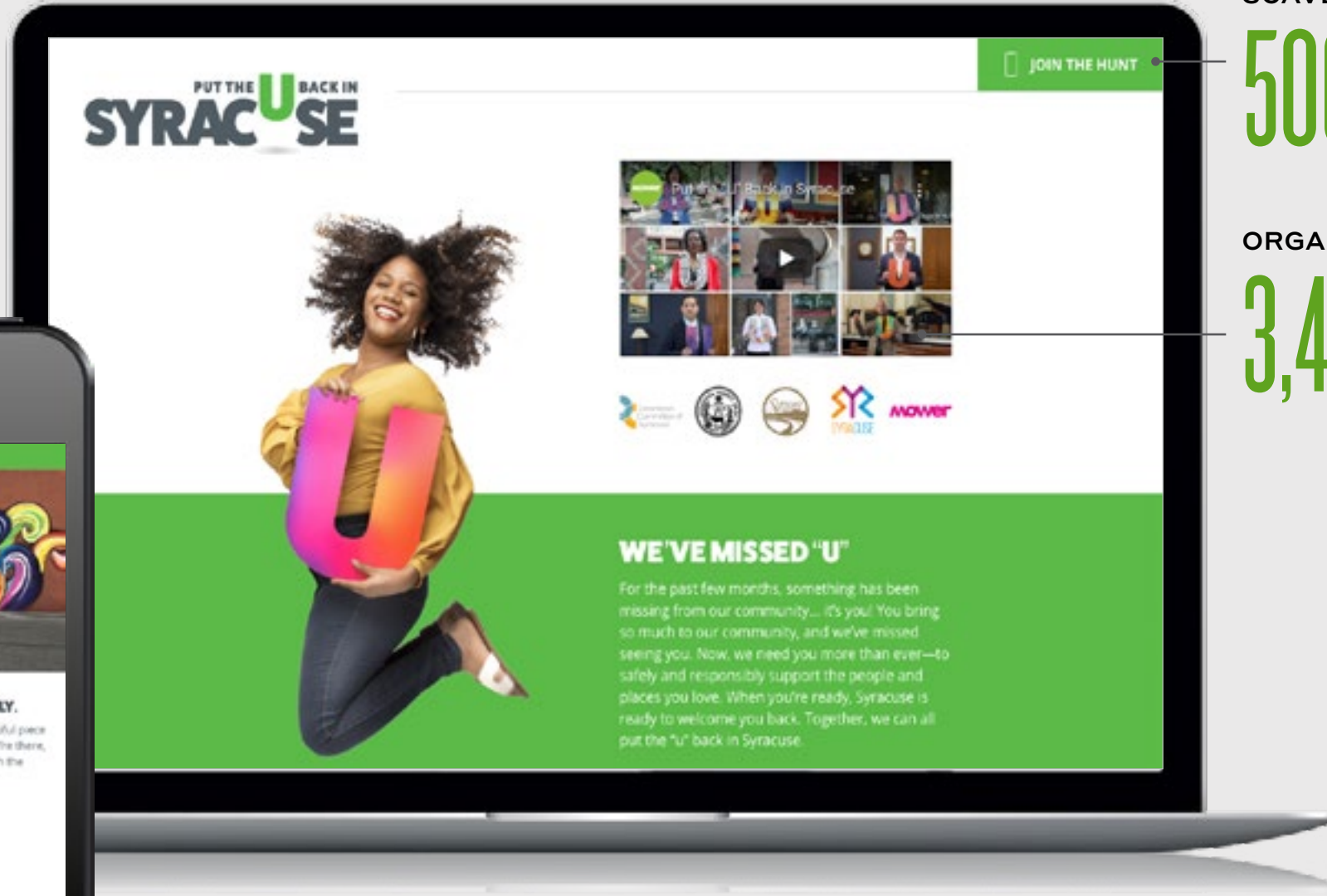
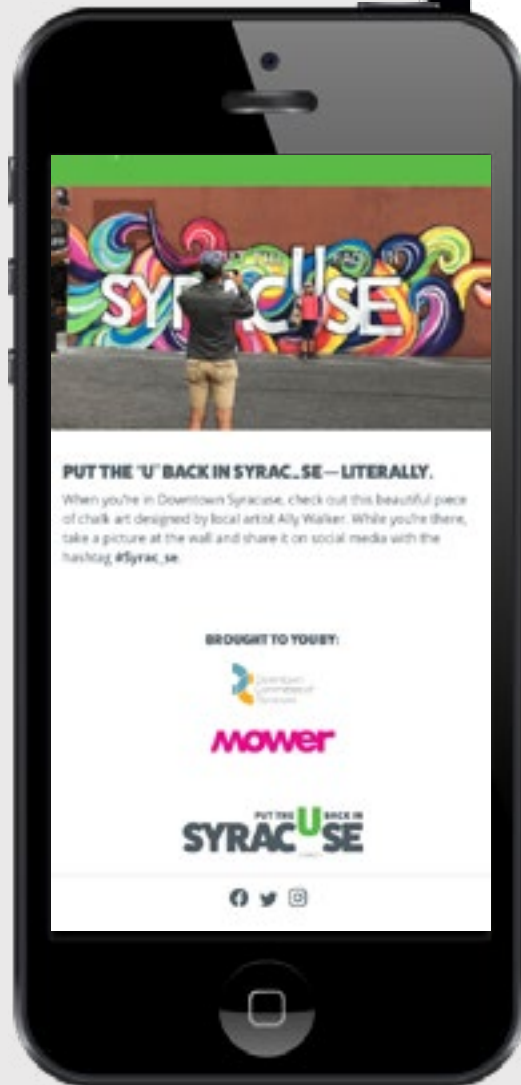


THE RESULTS

IMPRESSIONS
289,800

#SYRAC_SE SHARES
ON SOCIAL

300+



SCAVENGER HUNTERS

500+

ORGANIC VIDEO VIEWS

3,415

VISITS TO UBACKINSYRACUSE.COM

7,167

And with 94% positive sentiment, we are already looking forward to rolling out a second phase of the campaign in the spring 2021.