

Market the City

Why Dress Cities?

Smart places attract people, People attract money. Money equals growth.

Smart City Dressing attracts both business and people to cities. As a city led initiative it ticks all the right boxes.

City dressing is the key tool to a cities marketing programme.

City dressing effectively communicates both social messages and core values for the city.

A co-ordinated program utilises a cities most effective marketing tool, its streets are used to not only convey messages but transform the look of the city.

This is a key tool to building communities and building residents respect for their city.

City dressing as a social initiative can help reduce crime by reconnecting residents with their city. 'Make them proud.'The tools

City dressing is not limited to small vinyl banners on lamp columns which do little to improve the environment.

It uses a vast arrange of outdoor banner systems to dress streets and is sympathetic to the environment.