

**NXT**  
**CITY** **2015**  
**PRIZE**

**MARCH 2015**

**IN 2014, DISTL CONCEIVED OF AND  
SUCCESSFULLY LAUNCHED THE  
NXT CITY PRIZE**

**WITH THE SUPPORT OF OUR PARTNERS,  
WE HELPED YOUNG PEOPLE AND THE  
CITY RE-IMAGINE PUBLIC SPACES  
ACROSS TORONTO**

**NXT  
CITY 2015  
PRIZE**

**“THE NXT CITY PRIZE IS  
IMPORTANT PRECISELY BECAUSE  
IT SEEKS TO ENGAGE YOUNG  
PEOPLE IN THINKING CAREFULLY  
AND CREATIVELY ABOUT THE  
FUTURE CITY THAT THEY WOULD  
LIKE TO INHABIT.”**

*- JENNIFER KEESMAAT, CHIEF PLANNER FOR THE  
CITY OF TORONTO*

**NXT  
CITY 2015  
PRIZE**

**SUCCESS FROM 2014**

**100,000+**

**PEOPLE ENGAGED THROUGH SOCIAL MEDIA**

**OVER  
120  
SUBMISSIONS**

**COVERAGE FROM  
20+  
MEDIA OUTLETS**

**500+  
GUESTS AT  
THE NXT CITY  
NIGHT AWARDS  
CEREMONY**

**6.8 MILLION**

**TOTAL REACH OF MEDIA OUTLETS  
FEATURING NXT CITY PRIZE**

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**IDEAS RANGE FROM PARKS,  
TO DIGITAL TECHNOLOGIES,  
TO VISIONS OF TORONTO'S  
FUTURE...**



Waterfront marsh and boardwalk



Public wi-fi spheres with interaction-dependant display

**Mobile augmented reality for future  
development and civic improvement plans**



# 2014 NXT CITYNIGHT AWARDS CEREMONY



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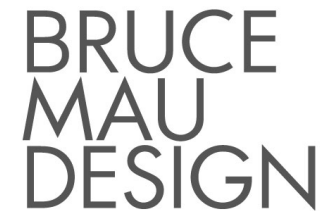
# 2015 EXPOSURE >

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## OUR PARTNERS SO FAR



Television Partner



Creative + Identity

### TTC SUPPORT

Potential partnership including Pattison One Stops and donated transit ads

### SOCIAL MEDIA

Audience activation through Twitter, Instagram and Facebook

### CITY OF TORONTO

Official press releases and established connections with major media outlets

### ACADEMIC AND ASSOCIATIONS

Outreach through Ontario high schools, colleges, universities, and professional associations



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## **BRAND INTEGRATION >**

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# **OUR CREATIVE ACTIVATIONS WILL POSITION YOU THROUGH:**

- Positive public presence**
- Thought leadership**
- Creative engagement strategies**
- Lasting legacy on Toronto public space**

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# ONLINE HUB >

Designed by **Bruce Mau**, the NXT City Prize website will become a go-to resource to inspire submissions. The hub is updated frequently with trendsetting public space projects from around the world. Lead sponsor names will appear consistently as pre-roll video, in site headers and within the ledes of sponsored articles.



Integration of your projects and public space leadership as editorial content

## RICH EDITORIAL CONTENT

- Inspirational projects
- Global case studies
- NXT leader video series
- Guest-authored content
- Interviews with leading designers
- Integration of your projects and thought leadership

**NXT  
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# VIDEO SERIES >

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Our sponsored NXT Leader series is a documentary-style video series showcasing young and emerging Canadians who have transformed their communities through innovative public space initiatives or designs.



- Video production by local filmmaker organization LIFT or other partner
- Bell Media may increase exposure across further web channels

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# NXT CITY STREET TEAMS >

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We'll invite our volunteers as well as your employees to act as street teams through the spring and summer to engage locals across Toronto. Branded materials will be distributed to generate awareness of the NXT City Prize. Photographers and videographers can also be made available to create visual content for additional marketing activities.



- integration with social #MYNXT campaign
- directly engage locals: “what would you want to see here?”
- opportunity to showcase your projects and neighbourhoods

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# NXT CITY NIGHT >

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**Our awards ceremony will host more than 500 of Toronto's leading urbanists, city builders, young people, and media personalities to award the 2015 NXT City Prize. Hosted at an unexpected venue and lasting well into the night.**

## **WHAT SETS NXT CITY NIGHT APART?**

- Youthful, inspiring and vibrant
- Held in an exciting and unexpected venue
- Brings together top political, civic, and creative talent
- A celebration of Toronto
- Active and results-oriented
- Bell Media personality as host

**NXT  
CITY** **2015**  
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# MYNXT CAMPAIGN >

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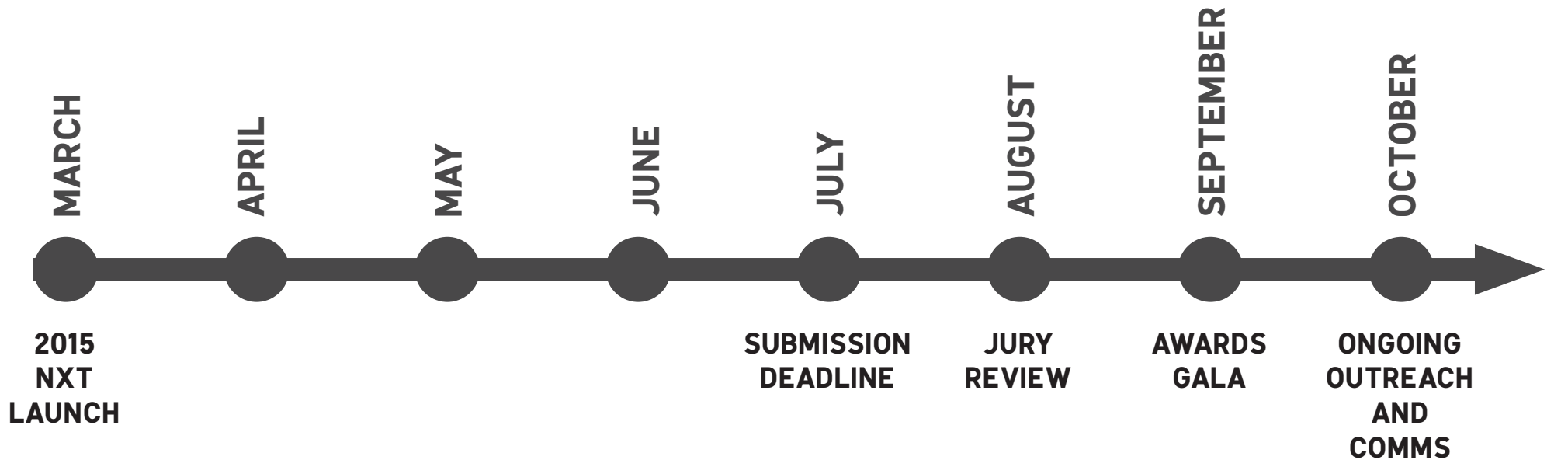
We'll be engaging Torontonians directly with a social media campaign that asks them for their big ideas for public space to help inspire submissions and generate broad awareness. Top political, civic and business leaders will be integrated into the campaign.



#MYNXT  
#NXTCITYPRIZE

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# 2015 TIMELINES >



PROGRAMMING &  
BRAND ACTIVATIONS

**NXT**  
**CITY** **2015**  
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