

URBAN AIR PAID MEDIA CREATIVE

January 2026 Launch



AWARENESS

January Est. Impressions: 80.6MM

= Video



Name: General Brand
Channel: CTV/Meta/Digital Out-of-Home



Name: Ways to Play
Channel: CTV/Meta/Digital Out-of-Home

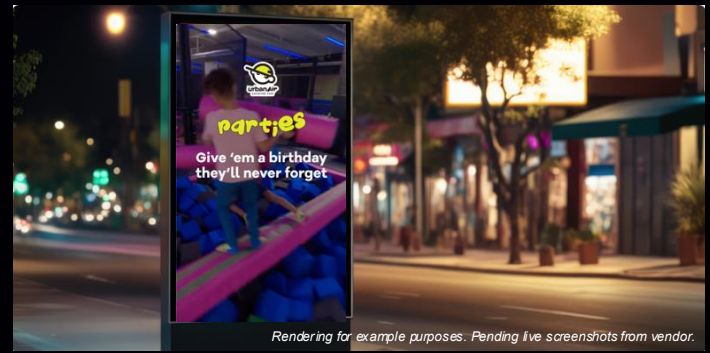


Name: General Birthday
Channel: CTV/Meta

What's Digital Out-of-Home?

DOOH = digital ads you see in real life, not on your phone or computer.

Urban Air DOOH Ads are running on a variety of inventory types including: Movie theaters, recreational locations, sports entertainment, billboards, bus shelters, urban panels, gas stations, malls, transit, and retail parking garages.



Rendering for example purposes. Pending live screenshots from vendor.



Name: Let 'em Loose
Channel: Display



Name: Let's Go
Channel: Digital Out-of-Home

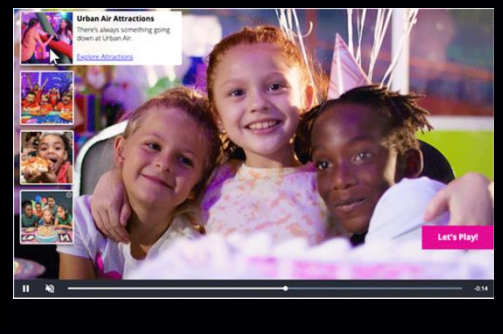
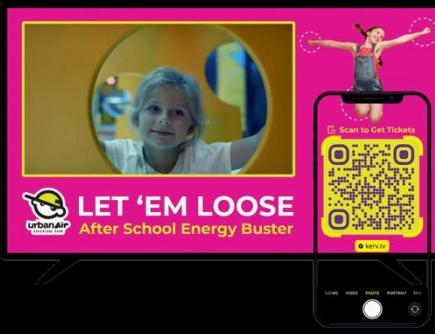


Name: What's Next?
Channel: Meta

Name: KERV
Channel: CTV/OLV

What's KERV?

KERV interactive videos turn video ads into clickable, engaging experiences that drive action. In this case, taking the General Brand videos and adding engageable elements like QR codes and clickable hover elements as shown here.



Awareness Audiences:

- Behavioral/Interest-based: Parents and families with younger children
- Behavioral/Interest-based: Adventure park & family entertainment competitors
- Competitor Conquesting
- CRM Look-a-like
- Site Visitor Look-a-like
- Exclude: CRM List

CONVERSION

January Est. Impressions: 82.1MM



Name: All in All Day Pass
Channel: Display



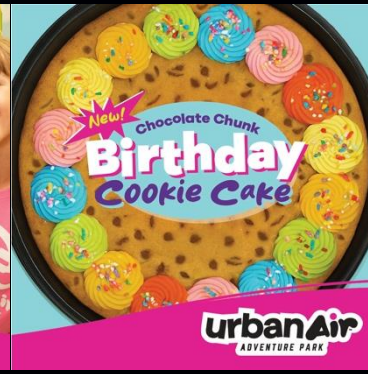
Name: 100 Off Birthday
Channel: Display/Meta



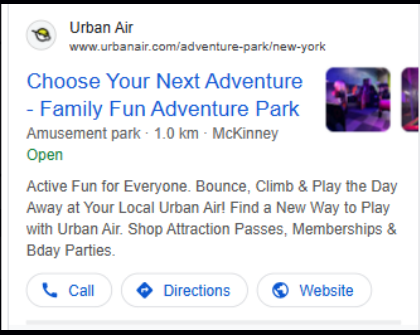
Name: Best Birthday
Channel: Meta



Name: Cookie Carousel
Channel: Meta



Name: All in All Day Pass
Channel: Meta



Sample Top Performing Search Terms:

- urban air birthday party
- kidzania birthday party cost
- altitude trampoline park prices
- kid ninja warrior course near me
- trampoline dodgeball

Channel: Paid Search

Conversion Audiences:

- Birthday: Birthday homepage retargeting
- Birthday: 15-90 Day Out from Birthday CRM List
- Tickets/Memberships: Birthday Host Non-Members
- Tickets/Memberships: Tickets & Memberships Homepage Retargeting
- Tickets/Memberships: Non-Active Guests
- Exclude: Current Members
- Tickets/Memberships: Summer Pass Holders
- Tickets/Memberships: Lapsed Members

COMING SOON!



The next Paid channel to go live for 2026.

Like Nastya Partnership:
Like Nastya is one of the most subscribed YouTube channels in the world, at over 131 million subscribers.

Partnership to include video support on YouTube, Paramount+ CTV, and Twitch

