

POTEMIAN

BRANDBOARD NETWORK PROPOSAL

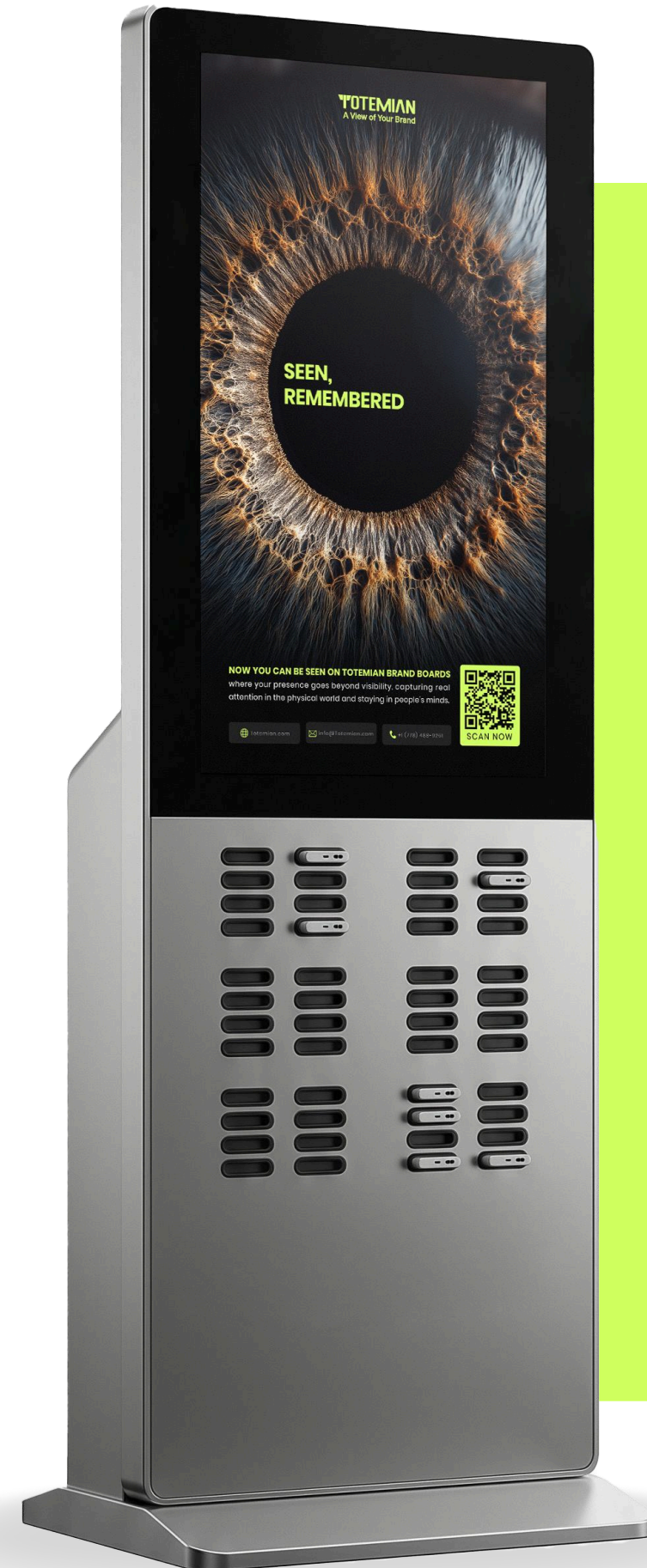


SEEN, REMEMBERED.

Totemian Brandboards are placed where attention naturally begins. In the moments people pause, move, and look. Where something is first seen, quickly understood, and starts to stay.

Every placement is intentional. Turning visibility into feeling, and feeling into memory.

These Brandboards do not just display. They define how a brand is perceived in real environments.



WHAT MAKES TOTEMIAN DIFFERENT

- Positioned at moments of natural attention
- Integrated into everyday movement and pause
- Built to highlight, not blend in

WHERE ATTENTION ALREADY EXISTS

A curated network of high-impact transit environments across Metro Vancouver.

Total network reach: ~70M annual boardings
Coverage: 19 strategic transit sites

NETWORK OVERVIEW

Nineteen TransLink touchpoints placed across the city's most active transit corridors. From major hubs to daily commuter routes, each location is selected based on how people move, pause, and pay attention.

EACH STATION IS DEFINED BY:

- Passenger volume
- Dwell behavior
- Audience composition
- Spatial context



TOTEMIAN 19 SITE NETWORK

Vancouver Core

- Waterfront Station | Downtown Vancouver | ~12.5M annual boardings
- Burrard Station | Downtown Vancouver | ~4.2M
- Granville Station | Downtown Vancouver | ~5.1M
- Vancouver City Centre Station | Downtown Vancouver | ~6.0M
- Main Street–Science World Station | False Creek | ~3.4M
- Commercial–Broadway Station | East Vancouver | ~7.8M
- West End Transit Corridor (Route 19 zone) | ~2.6M

Burnaby Corridor

- Metrotown Station | Burnaby | ~9.5M
- Royal Oak Station | Burnaby | ~2.1M
- Patterson Station | Burnaby | ~2.3M
- Edmonds Station | Burnaby | ~2.8M

New Westminster & Tri-Cities


- New Westminster Station | ~3.6M
- Columbia Station | ~2.0M
- Lougheed Town Centre Station | Burnaby/Coquitlam edge | ~4.7M
- Production Way–University Station | Burnaby | ~3.1M

Surrey Corridor

- Scott Road Station | Surrey | ~3.3M
- Surrey Central Station | Surrey | ~8.2M
- King George Station | Surrey | ~6.5M

Regional Connector

- SeaBus Terminal (Waterfront–North Shore connection) | ~4.5M+



SPONSORSHIP MODEL

Each Totemian placement operates as an exclusive Brandboard sponsorship per location and time window.

At any given moment, only one sponsor brand is active per Brandboard location per daily cycle.

This ensures:

- No competing advertisers in the same environment
- Full attention concentrated on a single sponsor
- Stronger brand association and recall
- A premium, uncluttered visual presence

This is not traditional advertising inventory.
This is exclusive attention sponsorship in real environments.

WHY IT WORKS

- Movement creates exposure.
- Pause creates attention.
- Repetition creates memory.

Totemian places Brandboard sponsorship exactly where these three forces intersect.

PRICING MODEL

Each Totemian Brandboard sponsorship is priced at:
From CA\$ 30 per Brandboard per placement

This applies per installed unit across the 19-site network.
Designed for scalable activation across single or multi-location sponsorship campaigns.

SEEN WITHOUT EFFORT. REMEMBERED WITHOUT FORCING.

Totemian turns everyday transit environments into structured attention moments. Each placement is designed to make sponsor brands visually unavoidable, but naturally experienced.

Stay Connected

 [Totemian.com](https://www.Totemian.com)

 info@Totemian.com

 +1 (778) 488-9261