



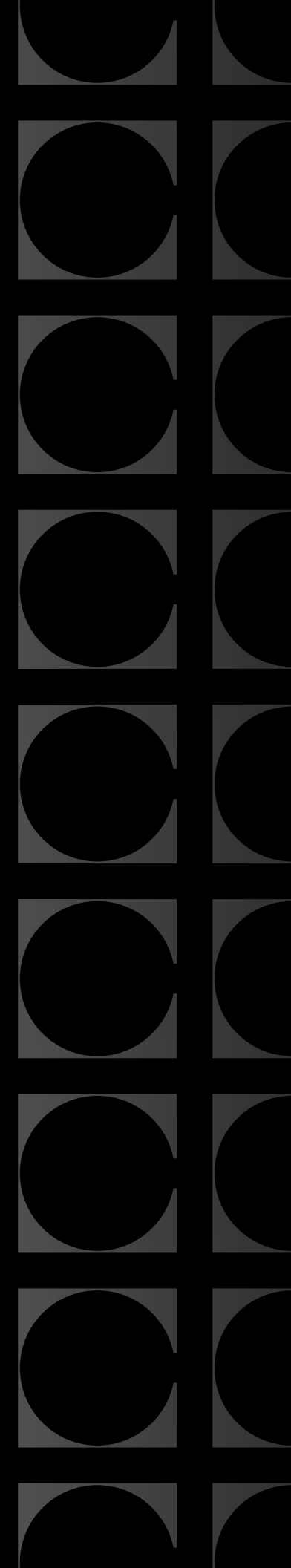
THE CENTER CREATIVE CONCEPTS

JANUARY 2025

CORE TWELVE



We're putting a fresh spin on a legendary name, bringing an entirely new narrative, vision, and energy to downtown Atlanta. This transformation matches the city's growing reputation as the premier place to live and a world-class host.

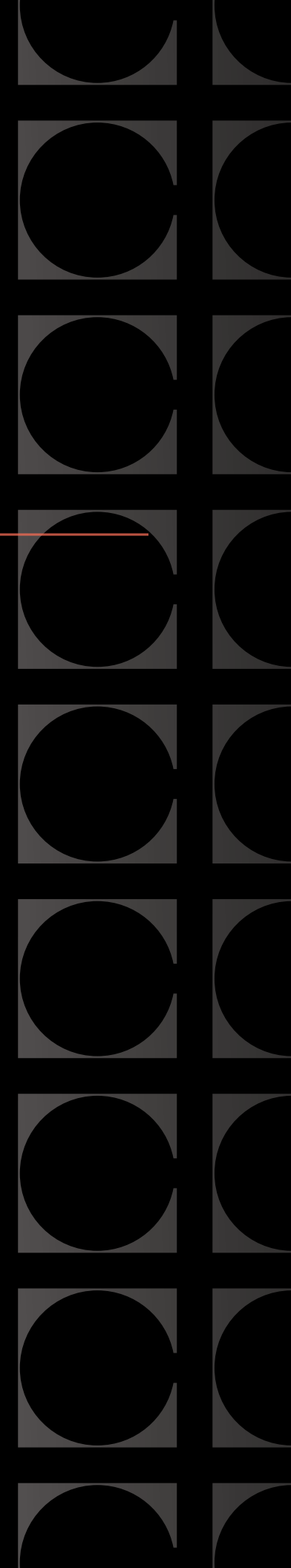




THE VISION

1.

Be more than a place to go,
but a place to be. A pure
expression of Atlanta where
no two moments look the same.





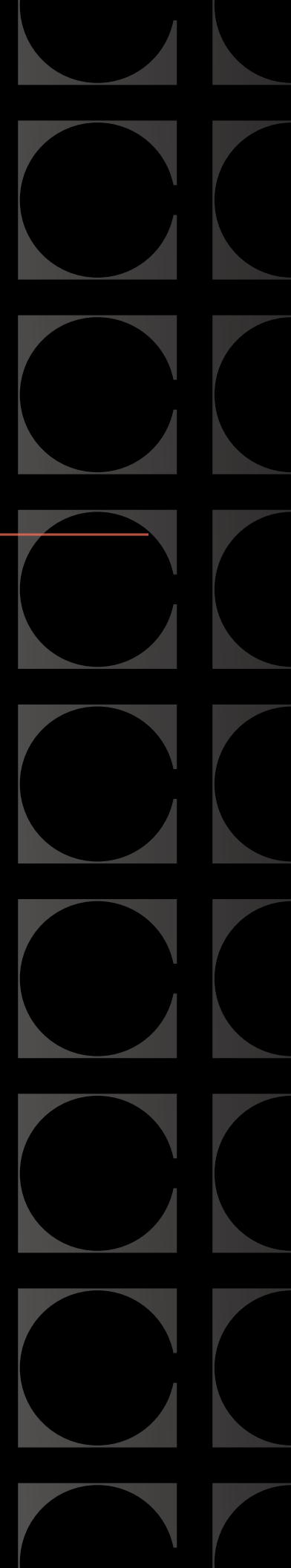
THE VISION

1.

Be more than a place to go,
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2.

Rally legacy, culture,
and brand around
big, unexpected ideas.





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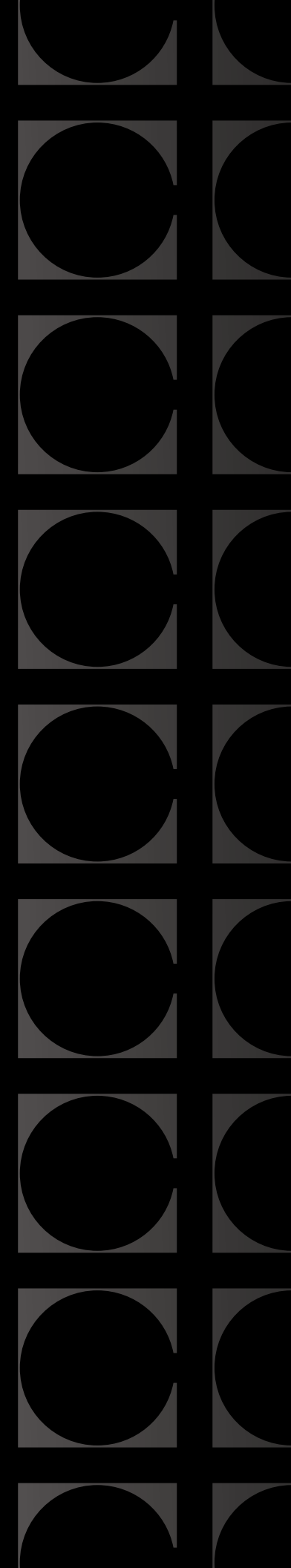
Rally legacy, culture, and brand around big, unexpected ideas.

3.

Establish a cool personality and vibe that creates a point of pride for the city and expresses your vision as an exciting entertainment destination to work, dine, watch, live, connect, celebrate, and do it all.



**OUR CAMPAIGN IS BEGINNING
TO TAKE SHAPE, LAYING
THE FOUNDATION TO ENGAGE
OUR AUDIENCE THROUGH
THREE CORE CONCEPTS.**





WHERE ATLANTA MEETS

This is where Atlanta comes together in an eclectic and ever-changing environment.
The answer to your call for a central meeting place and community hub.



ENTER THE CENTERVERSE

Get drawn into Atlanta's new center of gravity — the venue orbited by venues where the atmosphere grabs hold of you and heightens every moment. This is a unique and creative way to get our message across with personality.

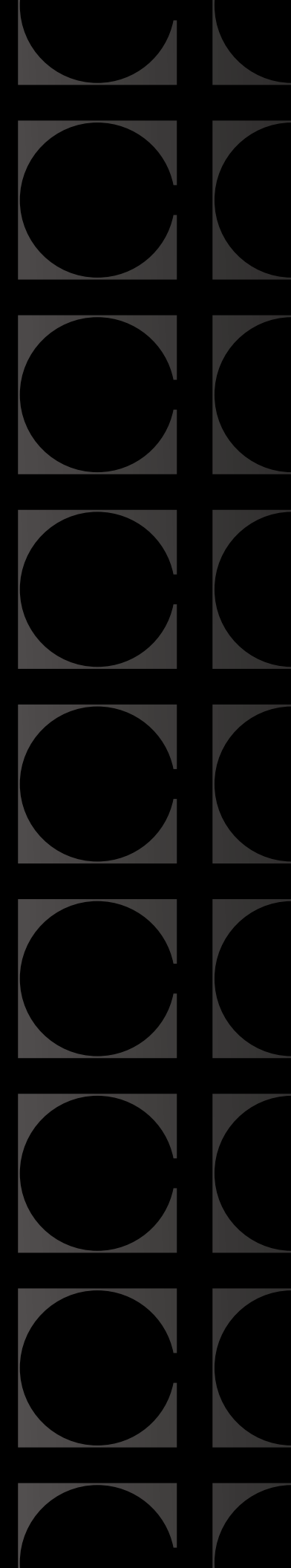
A vintage microphone is positioned in the foreground, slightly to the right of center. It has a silver-colored mesh grille and a dark body. In the background, a sign with the words 'ON AIR' in large, illuminated letters is visible, though slightly out of focus. The overall lighting is warm and golden, suggesting a studio environment. A large, semi-transparent white circle is overlaid on the image, containing the text.

**IT'S
ALWAYS
ON**

A callback to our game-changing roots where it's always on —
the programming may have changed, but the spirit lives on, dusk till dawn.



WITH OUR CORE CONCEPTS
ESTABLISHED, IT'S TIME TO
BUILD ASTRONOMICAL HYPE.



OUR MAIN MESSAGE:

WHERE
ATLANTA MEETS

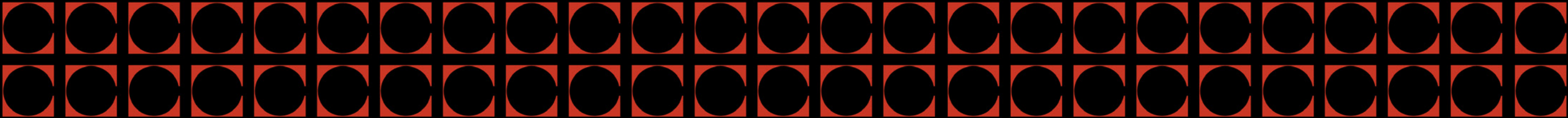
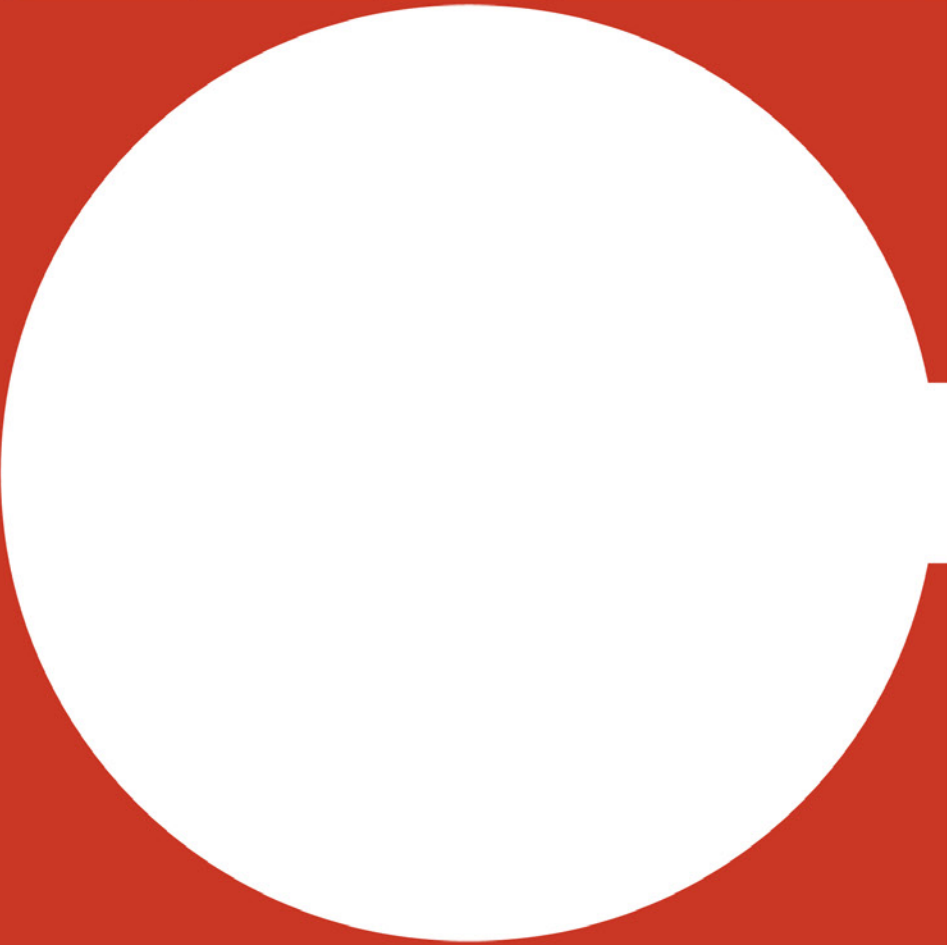
INTRIGUING WAY TO BUILD HYPE:

WELCOME TO THE CENTERVERSE

OUR RALLYING CRY:

IT'S ALWAYS ON

THE CTR ATL



ATL

WE

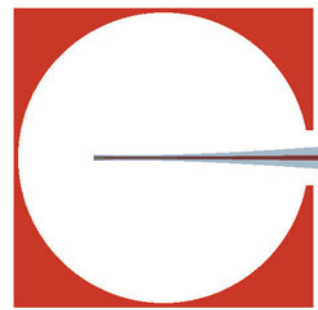
HEAR

YOU

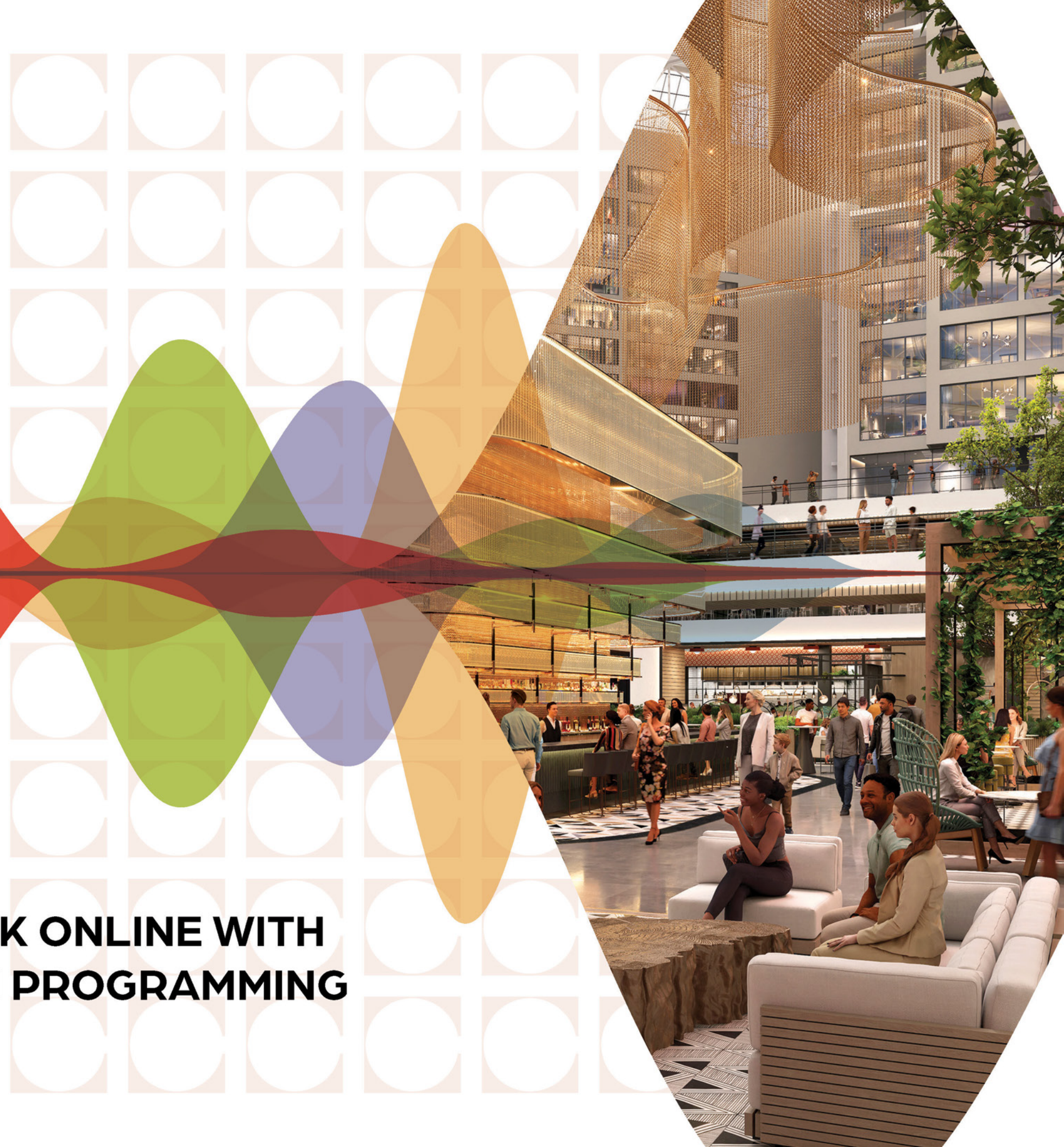


**YOU'RE CRAVING A
CENTRAL MEETING POINT,
THE HAPPENING PLACE TO BE
BEFORE, DURING, AND AFTER
EVENTS. AND A PLACE TO WORK
RIGHT IN THE MIDDLE OF IT ALL.**

WE'RE DIALING IT IN



**BRINGING THE CENTER BACK ONLINE WITH
A NEW FORMAT AND FRESH PROGRAMMING**









THE
CTR
ATL

**ONE
PLACE
THAT'S
BOTH THE
DESTINATION
AND THE
JOURNEY**

**WHERE
ATLANTA
MEETS**

THE CTR ATL



WELCOME TO - THE CENTERVERSE







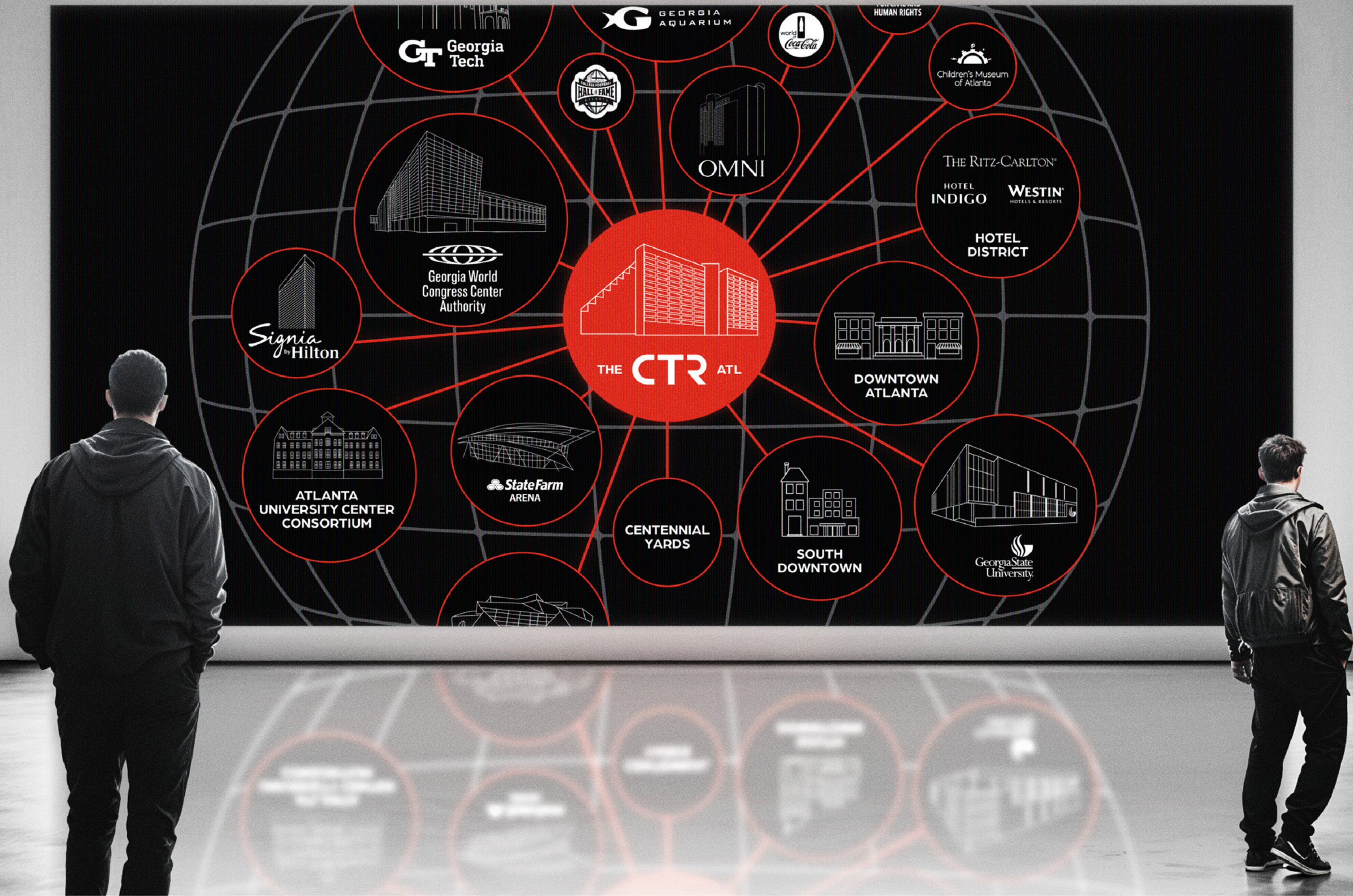
**WELCOME
TO – THE**

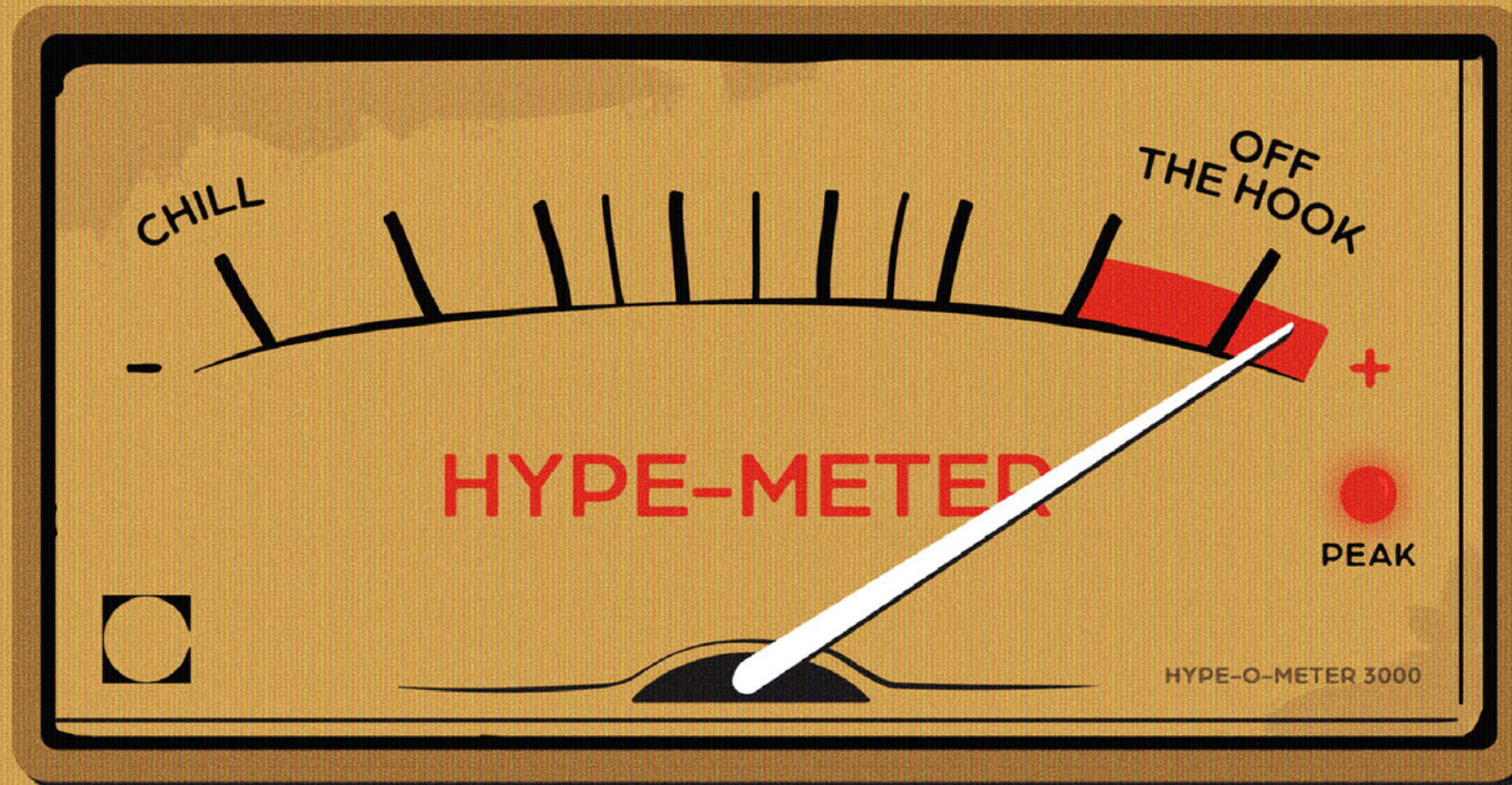
CENTERVERSE



EAT • SHOP • WORK • PLAY • CONNECT • CREATE • LIVE







WHERE THE ACTIVITY IS OFF THE CHARTS

WHERE THE ACTIVITY IS OFF THE CHARTS



WE'RE ALREADY MAKING NOISE ON THE EXTERIOR OF THE BUILDING



WHERE
ATLANTA
WORKS



WHERE
ATLANTA
EATS



WHERE
ATLANTA
MEETS





WELCOME
TO — THE
CENTERVERSE





WELCOME
TO — THE
CENTERVERSE





WHERE ATLANTA MEETS

IT'S ALWAYS ON

THE
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WHERE
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MEETS

THECENTERATLANTA.COM

SUBWAY



Soon, we're launching a new entertainment and workplace destination to connect, create, be social, and do it all — smack dab in the middle of the city's biggest venues.

Atlanta's center of gravity is shifting. Stay dialed into the action.

ATLANTA, PREPARE FOR LIFTOFF.







WELCOME
TO — THE
CENTERVERSE



EAT • SHOP • WORK • PLAY • CONNECT • CREATE • LIVE

Sign up to be alerted when the mothership lands.

STAY TUNED



The Center is back in prime time with a fresh format that's ready to make headlines. Stay tuned, Atlanta's new center of culture, work, and entertainment is coming soon.

TURNING ON DOWNTOWN ATLANTA

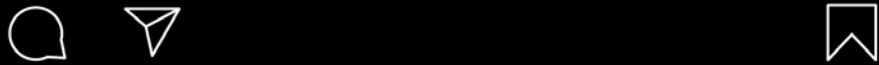


thecenteratlanta
The Center Atlanta

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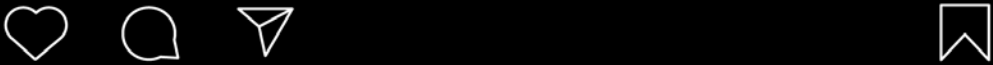


THE CTR ATLANTA



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The Center Atlanta

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The Center Atlanta



THE CTR ATL



THE HYPE IS REAL

1/23



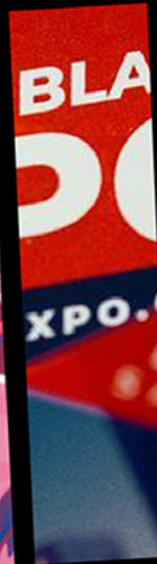
LOREM IPSUM
DOLOR SET AMET
MASTA

2/2



LOREM IPSUM
DOLOR SET AMET
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3/28



LOREM IPSUM
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4/29



LOREM IPSUM
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5/11



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6/23



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7/18



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8/5



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9/10



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10/23



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11/4



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12/18



LOREM IPSUM
DOLOR SET AMET
MASTA



2025 LOCAL PROGRAMMING

IT'S ALWAYS ON







The Center is a space where the community seats, eats, drinks, cheers, works, shops, lives, and comes together. It's where Atlanta meets, right in the center of everything.

THE DESTINATION. AND THE JOURNEY.







THE
CTR
ATL







CHEERS
SHOPS
CREATES
WORKS
PLAYS
CONNECTS
EATS
WHERE ATLANTA MEETS
HOSTS
WINS
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DINES






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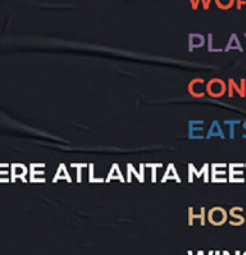


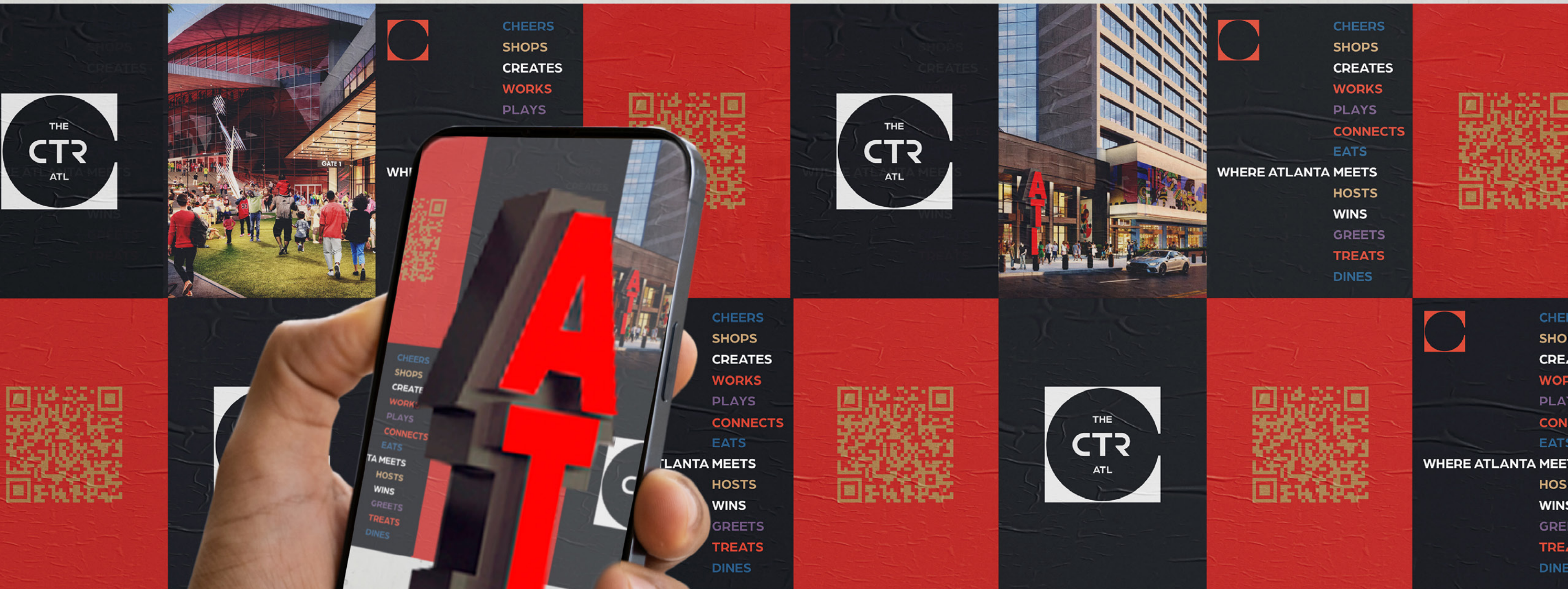
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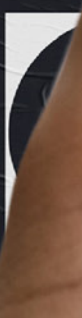




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TRADE FAVORS WITH SELECT PROMOTIONAL PARTNERS

FROM RECORD STORES TO COFFEE SHOPS > < YOU POST OURS AND WE'LL POST YOURS



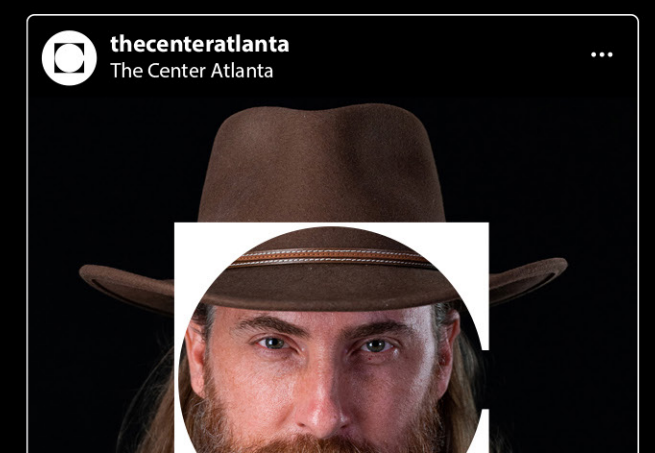
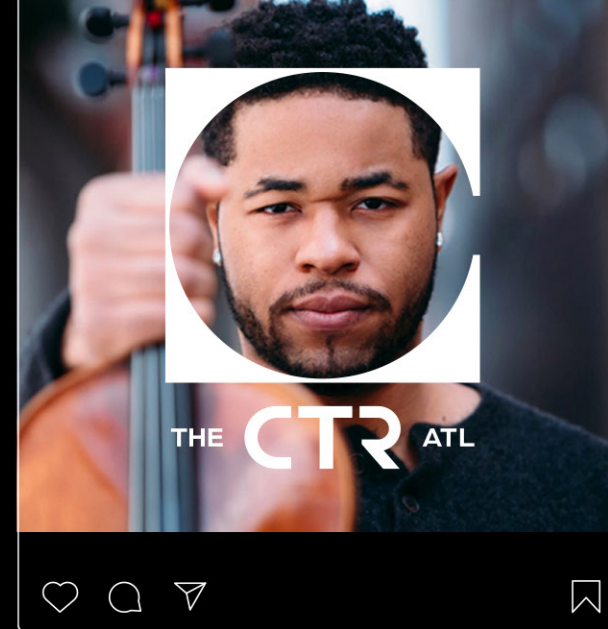
INVITE ATLANTA'S RISING TALENT TO USE THE STUDIO

WE PROVIDE THE STAGE AND LIGHTS, THEY DO THE REST





IT'S DIALED IN
WE ASK FOR A PIECE OF
CONTENT IN RETURN



Thank You