



— CAPABILITIES CATALOG

Beyond Street Media.

A continental guerrilla marketing agency. We design, print, and install *posters, stickers, stencils, and hand-painted* campaigns across the United States and Canada.

VERTICALS

10

COVERAGE

US+CA

RESPONSE

4-hr

EDITION

26.05



— WHO WE ARE

A guerrilla marketing agency built around printing and *installation*.

THE AGENCY

BSM is the operations arm behind the wheatpaste, sticker, stencil, and hand-painted programs that take over American streets for product launches, films, fashion drops, music releases, and category-defining tech campaigns.

We design, print, and install. One brief, one crew, one chain of custody. No vendor management, no markup on permits, no agency middle layer.

THE DISCIPLINE

Every install is documented with GPS coordinates, timestamped photography, and a finished-site walk-through. Procurement, legal, and brand teams get the same evidence file at delivery.

That documentation is why publicly-traded brands trust us with street-level work that lives outside a media plan and shows up in front of customers before a campaign goes live.

10

VERTICALS THIS DECK

23

FORMATS

US+CA

CONTINENTAL COVERAGE

4-hr

QUOTE RESPONSE



— VERTICALS · 01 OF 10

For *Fashion & Apparel Brands.*

Launch windows are tight and culturally-coupled to drop dates, fashion week, and capsule releases — brands need simultaneous-city presence within a 5-to-10-day window, not a 6-week campaign runway

Digital-only spend lacks the cultural cred fashion needs — performance media reaches the audience, but street campaigns are the ones the audience photographs and shares as cultural proof

RECENT CAMPAIGNS —

Sézane seasonal launch across NYC Tribeca: four-panel wheatpaste set on scaffolding at 105 Chambers St, covering the construction hoarding during a holiday-retail window. The campaign ran for 6 weeks, captured by street photographers daily, and generated 47...

Lone Fox lifestyle brand activation in Los Angeles Silver Lake: twelve-panel wheatpaste series running across a retail corridor on Sunset Blvd, featuring the brand's lifestyle photography and product-forward creative. The installation density created a...



— VERTICALS · 02 OF 10

For AI Labs & Emerging Tech.

AI launches now ship 5–10 per week across the same audience — the digital channels are saturated, and a press release into that flow lands as noise inside hours

Enterprise buyers (CIOs, ML platform leads, security review boards) treat brand visibility as a procurement signal — a brand they have not seen physically is a brand that has not made it to short-list

RECENT CAMPAIGNS —

SoMa pixel-art wheatpaste blitz for an agent-marketplace launch — Relevance AI's 'Agent #23' campaign, sixteen large-format placements between 2nd and 7th, Howard down to Folsom, timed to the morning founder-and-engineer commute corridor.

Mission District sidewalk stencil run for the Relevance AI 'Agents & Meatballs' SF pop-up — chalk-safe stencils outside coffee shops along Valencia and 16th, all routing to the 945 Market St activation address with a campaign QR.



— VERTICALS · 03 OF 10

For Music Labels & Artists.

Album-drop and tour-announcement windows are compressed — campaigns must hit neighborhoods saturated with the target fanbase within days of release or tour date announcement

Streaming-platform marketing has no IRL credibility; touring artists and emerging labels need physical presence proof that they are not just algorithmic reach

RECENT CAMPAIGNS —

Wheatpaste series for an album drop — oversized poster artwork hitting Bushwick, Lower East Side, and Williamsburg during album-release week, with embedded QR codes linking to Spotify/Apple Music landing pages and date of first tour announcement.

Pole sticker blitz for a tour announcement — 40+ stickers across key neighborhoods in Los Angeles (Echo Park, Silver Lake, DTLA) coordinated to drop 10 days before tour tickets on sale, targeting venue-goer foot traffic.



'LA MIGRACIÓN ES NATURAL' (CULTURAL/POLITICAL CAMPAIGN — Los Angeles, CA
SPONSOR TBD)



— VERTICALS · 04 OF 10

For Film, TV & Streaming.

Film release windows are fixed and unmovable — your campaign has one week to build cultural momentum before box-office weekends land, which means street saturation must be planned and placed in advance

Festival circuits (Sundance, SXSW, TIFF, Tribeca) drive city sequencing — a campaign needs to move from festival hub to release markets within days, requiring pre-positioned crews and venue locks across multiple cities...

RECENT CAMPAIGNS —

Wheatpaste series for a theatrical release — five large-format posters staggered across Echo Park, Silver Lake, and Los Feliz in LA, installing two weeks before the opening Friday, each poster occupying premium foot-traffic walls with the film's key art and a...

Hand-painted mural in Bushwick, Brooklyn for a prestige indie drama launching at Tribeca — a 40-foot image of the lead character, installed one week before the festival premiere, designed as a press-photo backdrop for morning-show interviews and street-style...



YONEX (YONEX POP-UP / @YONEX_USA)

New York City — SoHo (117 Wooster St), NY



— VERTICALS · 05 OF 10

For Beauty & Cosmetics Brands.

Beauty launch saturation is brutal — a new product or brand drops in this category every week, and the only audience-reach formats that consistently cut through are the ones happening in the buyer's actual neighborhood...

Influencer-paid spend has plateaued in CAC across the category — beauty brands paying \$15–60k per dedicated TikTok or Instagram post are seeing diminishing return as the same creators flood the feed for every competitor...

RECENT CAMPAIGNS —

Sidewalk stencil campaign for the Huda Beauty Airbrush Made Easy product launch — pressed-pigment-tone stencils on cobblestone sidewalks across SoHo and the Lower East Side in the launch window, photographed in winter



HUDA BEAUTY

New York City, NY



— VERTICALS · 06 OF 10

For Tech & SaaS Companies.

B2B paid spend reaches the right audience but doesn't build lasting brand recall — your performance channels are saturated and your CAC floor is rising

SaaS demos and free trials don't convert without brand familiarity — enterprise buyers need IRL proof that a brand is funded, real, and here to stay

RECENT CAMPAIGNS —

SoMa wheatpaste series for a cloud-infrastructure platform launch — pixel-art system-architecture posters running across Howard & 5th, Mission & 12th, and SoMa South, targeting founders and engineers on their morning commute to SOMA-corridor offices.

Pole sticker saturation across Chelsea and the Flatiron in NYC for a B2B data startup — fluorescent stickers on utility boxes and street furniture targeting finance-tech and enterprise-software buyers walking from the subway to their offices.



RELEVANCE AI — 'AGENTS & MEATBALLS' (945 MARKET ST, OCT 15, 2-6PM, @RELEVANCE_AI) San Francisco, CA



— VERTICALS · 07 OF 10

For Sports & Athletic Brands.

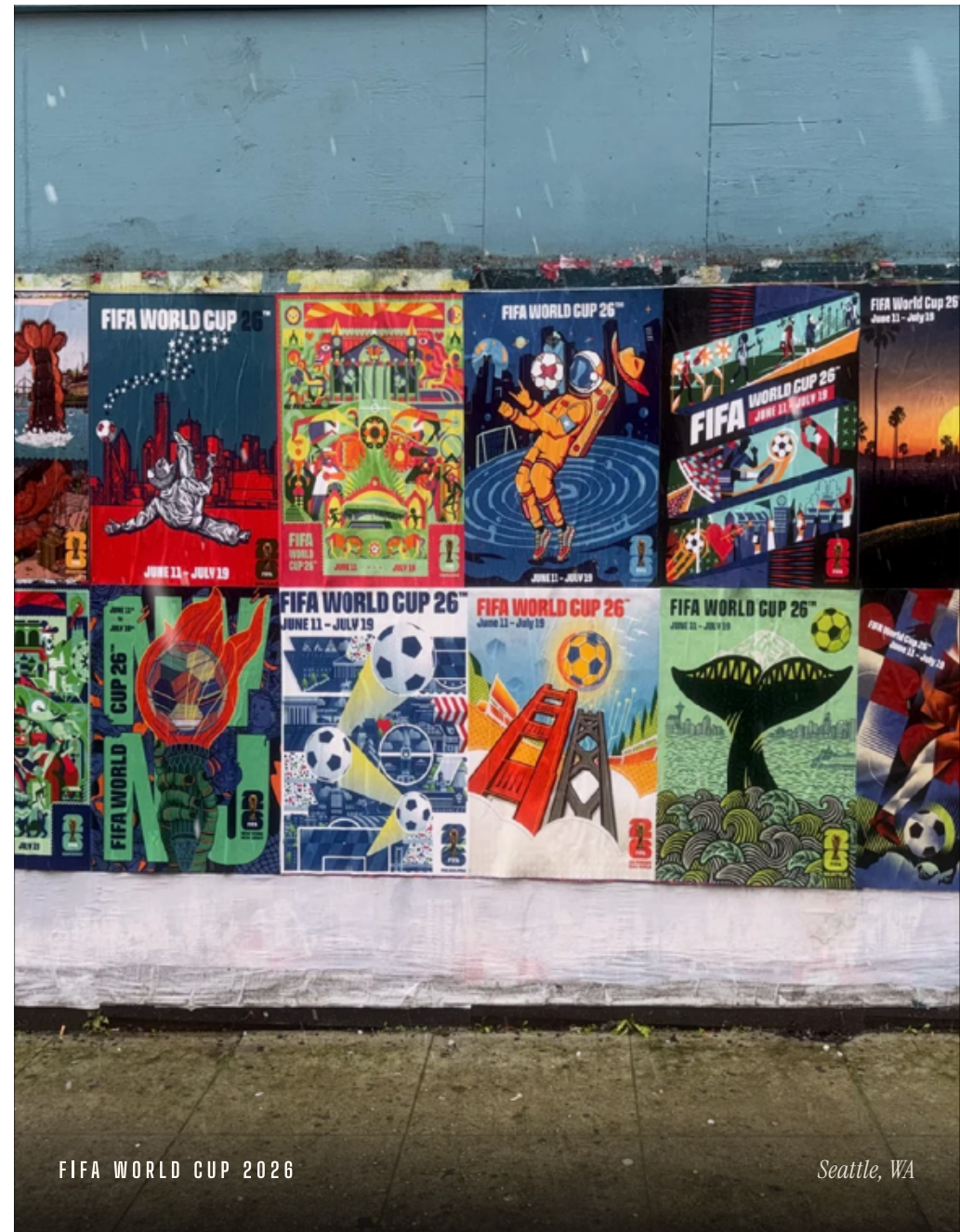
Game-day timing windows are unmovable — campaigns need to launch and install within a compressed 48-72 hour window that must sync with event day, not around it

Stadium vicinity ad inventory is locked by venue and league control — Beyond Street Media operates in the surrounding neighborhoods where the audience actually lives and trains

RECENT CAMPAIGNS —

FIFA World Cup 2026 multi-city wheatpaste tour — city-specific illustrated posters (14+ variants for different host cities) running simultaneously across Seattle, Toronto, and other WC venue corridors. Each city's poster reflects local sports culture while...

Brooks Run Club interior photo-collage wall installation — 'Let's Run There' lifestyle narrative across a dedicated run-club venue, positioning Brooks as part of the running community rather than a brand selling shoes.



— VERTICALS · 08 OF 10

For Food & Beverage Brands.

Restaurant openings in saturated neighborhoods require density saturation at launch — paid digital alone cannot build the neighborhood presence needed to compete with existing establishments

Beverage brands (coffee, craft breweries, alcohol, energy drinks) need placement where consumption happens — inside bars, coffee shops, and restaurants, not in a commute tunnel

RECENT CAMPAIGNS —

Wheatpaste posters for a craft brewery launch in Portland — 12-poster corridor saturation across Southeast Division and Northeast Alberta, targeting brewery-density neighborhoods where IPA and cold-brew drinkers congregate on weekends.

Bar-bathroom poster series for a spirits brand in NYC Lower East Side and Williamsburg — four-week rotation of 5x7 posters in 28 venue partners, capturing 60-90 second dwell-time during venue visits, with QR code linking to a limited-edition merchandise drop.



RYZE SUPERFOODS

New York City, NY



— VERTICALS · 09 OF 10

For *Cultural Institutions & Museums.*

Exhibition windows are timed and unmovable — a six-week run cannot wait for digital ad approval cycles, and a missed opening weekend is a wasted institutional press budget

Gallery openings need cultural-cluster neighborhood reach (Wynwood, Bushwick, Mission, Echo Park) — programmatic display cannot target on aesthetic affinity at sidewalk density

RECENT CAMPAIGNS —

Wheatpaste poster series for Frameline (LGBTQ film festival, San Francisco) — three-poster narrative blanketing the Castro, the Mission, and Hayes Valley in the four weeks before opening night, with festival logo, dates, and venue lockup type-set for sidewalk...

Sidewalk stencils for La Migración Es Natural (cultural campaign, Los



— VERTICALS · 10 OF 10

For Festivals, Conferences & Live Events.

Event-marketing windows are compressed — your ticket-sales countdown is real-time, and venue-controlled ad inventory in the immediate area means you must own the surrounding neighborhood instead

Multi-city festival tours (Bonnaroo, Coachella, Outside Lands, Lollapalooza) require coordinated street saturation across different markets simultaneously — traditional media buying is too slow

RECENT CAMPAIGNS —

A multi-city festival-tour poster series running wheatpaste across Williamsburg, Brooklyn (NY); Echo Park, Los Angeles; and Mission District, San Francisco — staggered weekly to align with each market's event-week countdown, driving ticket sales via linked...



FIFA WORLD CUP 2026 — 'SO CLOSE YOU CAN TASTE IT.' / 'THE WORLD Arrives' / @FWC26TORONTO Toronto, ON



— SERVICE MENU

Every format we make, with starting prices.

BSM owns the print shop, the install crews, and the permit relationships for every format below. Quotes return in four hours with permit cost and turnaround itemised.

CAMPAIGN PROGRAMS

Saturation Campaigns	7-14 DAYS	FROM \$12,000
Launch Blitz	5-10 DAYS	FROM \$18,000
Multi-City Tours	14-21 DAYS	FROM \$25,000

POSTERS + STENCILS

Handbills	3-7 DAYS	FROM \$1,800
Sidewalk Decals	3-7 DAYS	FROM \$2,000
Chalk Stencils	3-5 DAYS	FROM \$2,500
Pole Stickers	3-5 DAYS	FROM \$2,500
Sidewalk Stencils	3-5 DAYS	FROM \$3,000
Reverse Stencils	4-7 DAYS	FROM \$3,500
Sticker Bombing	5-10 DAYS	FROM \$3,500
Snipe Posters	3-5 DAYS	FROM \$3,500
Paste-Up Posters	5-7 DAYS	FROM \$4,000
Utility Box Stickers	5-7 DAYS	FROM \$4,000
Wheatpaste	5-7 DAYS	FROM \$4,000
Vinyl Banners	7-14 DAYS	FROM \$5,000

Hoarding Posters 7-10 DAYS FROM \$6,500



— COVERAGE

Operated by BSM crews across *all 50 US states + Canada*, coast to coast.

Tier-1 metros listed below. Every other US municipality and Canadian city quoted from the same crew network — same chain of custody, same documentation, no third-party install vendors.

NORTHEAST

New York City
Brooklyn
Queens
Boston
Philadelphia
Pittsburgh
Washington DC
Newark
Jersey City

SOUTH

Miami
Atlanta
Charlotte
Nashville
Austin
Dallas
Houston
New Orleans
Tampa

MIDWEST

Chicago
Detroit
Minneapolis
Milwaukee
Cleveland
Cincinnati
Indianapolis
St. Louis
Columbus

WEST + PACIFIC

Los Angeles
San Francisco
San Diego
Seattle
Portland
Las Vegas
Phoenix
Denver
Honolulu

CANADA

Toronto
Montréal
Vancouver
Calgary
Ottawa
Edmonton
Winnipeg
Québec City
Halifax

City not listed? BSM ships installers across the US and Canada. Send the brief and we'll quote with a permit + travel breakdown.



— HOW WE WORK

Four steps from brief to *documented install.*

01

Brief

You send city, format, dates, and creative direction. A line-item quote returns inside 4 business hours — permit cost, install crew rates, and documentation deliverables all itemised.

03

Build

BSM owns the print shop and runs its own install crews. Posters, stickers, stencils, and signs are produced in-house — same chain of custody from press to wall.

02

Plan

We map the corridor, pull permits where required, and lock a print + install calendar. Account lead sends a daily update during build. No agency layer in between.

04

Proof

Every site gets GPS-pinned, timestamped, and photographed at install. Delivery is a single evidence file — usable by procurement, legal, brand, and PR without re-formatting.

— READY WHEN YOU ARE

A line-item quote

SEND THE BRIEF

briefs@beyondstreetmedia.com

COVERAGE

beyondstreetmedia.com/coverage

PRICING INDEX

beyondstreetmedia.com/pricing

ALL FORMATS

beyondstreetmedia.com/services

Beyond Street Media — printing + installation in one crew.

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