Ground decals & street art

Block light covers

Empty storefront art

Block planters

Participating store signage & small business blocks

Main entrance(s) branding

Lorem ipsum

Newark Avenue

Build Your Block By Block Experience

Map   Spin
Play   Photo

Entrances

Entrance Blocks

Block Games

Block Light Board

KEY

★ Entrances

■ Entrance Blocks
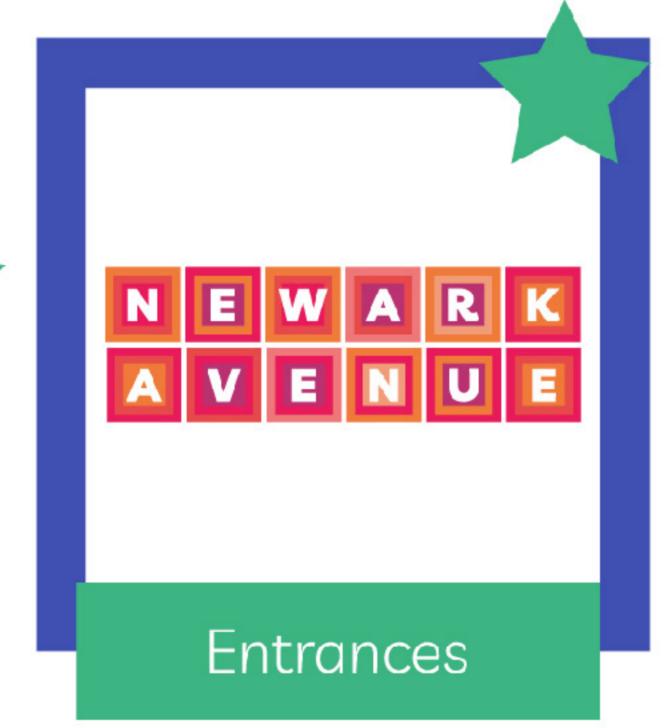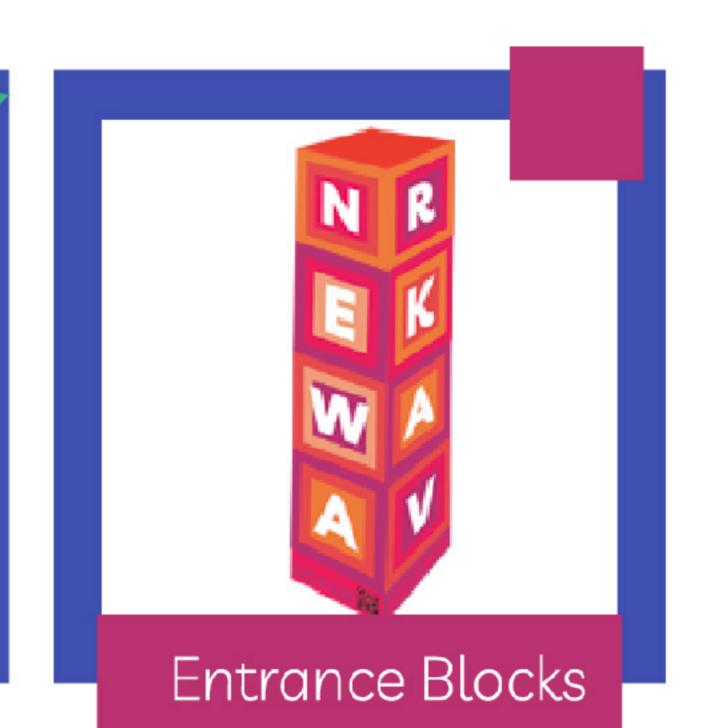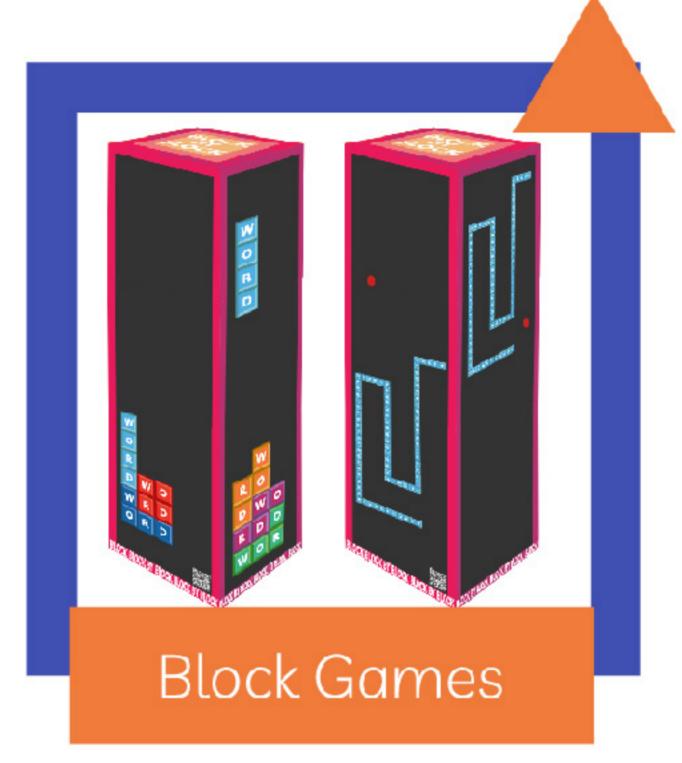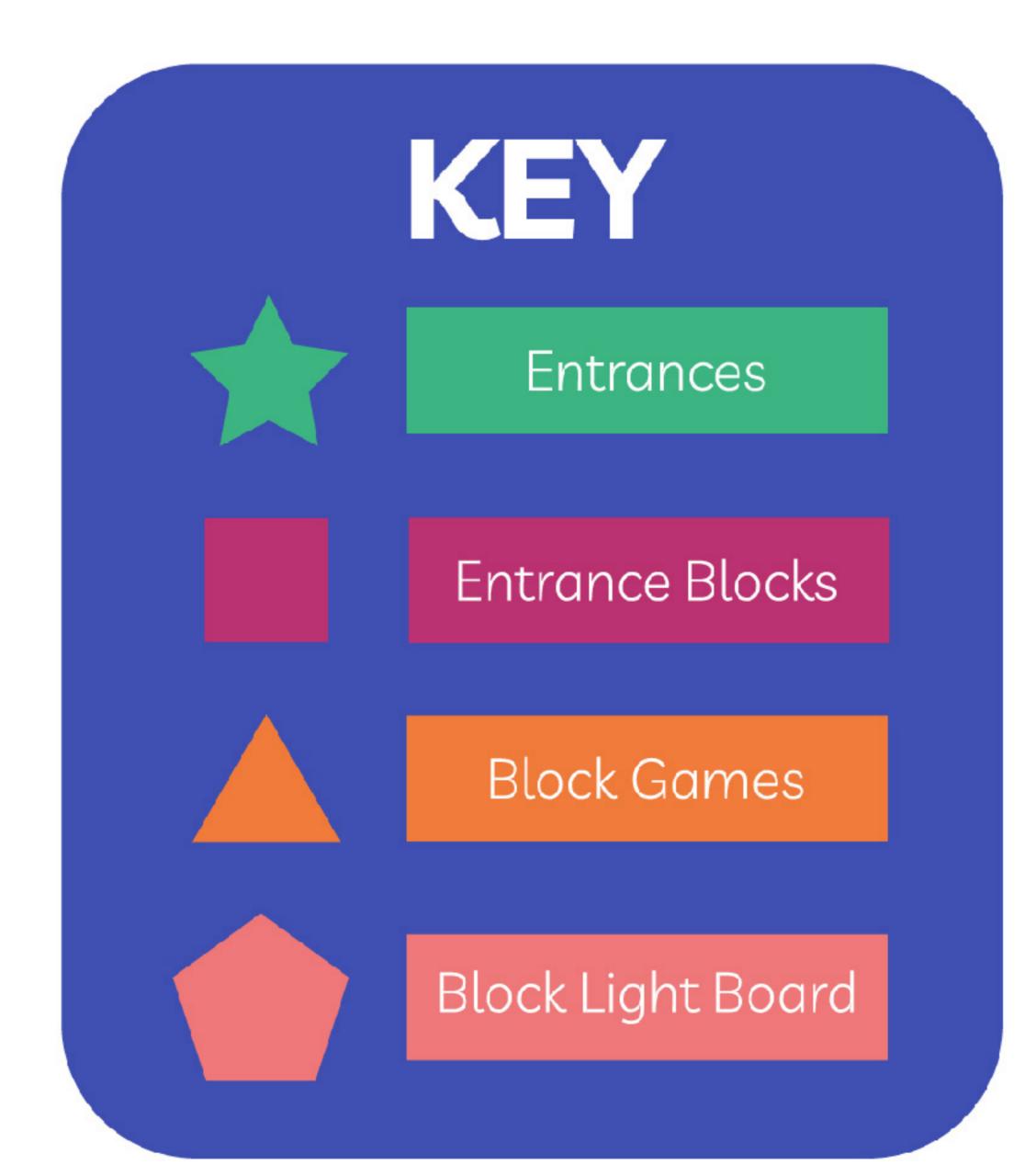
▲ Block Games

⬟ Block Light Board

Block By Block is a community focused campaign bringing local residents back to Newark Avenue in the wake of a difficult year following the COVID-19 pandemic. Newark Avenue is a two block pedestrian plaza located in the heart of Jersey City, NJ which is home to many restaurants and small businesses.

Activities connected to the Block By Block App:

1. Entrance Blocks: Spin digital blocks to generate unique Block By Block recommendations to participating small businesses. Each spin generates a randomized dining, health and shopping option.

2. Small Business Blocks: In front of participating storefronts, spin blocks to generate promotions. Paying customers receive a code to take a Block By Block photo on the app which can be shared to social media and projected on to the Block Light Board.

3. Digital Block Games: Visitors can play retro block games, Tetris and Snake to win discounts to participating small businesses.

4. Block Light Board: Light board is available day and night with rotating shows: flashing blocks, names of participating small businesses and paying customers can opt in to upload special Block By Block photos to project on the Block Light Board.

Step 2

Navigate to Spin section of app and select the Entrance blocks

Overall layout of Spin section of app

Step 1

Download Block By Block App via QR code located on Entrance Blocks

Step 3

Once on the Entrance blocks, select the Spin button and watch the blocks spin. After a few seconds, the app will share 3 small businesses: a shopping, dining & health option.
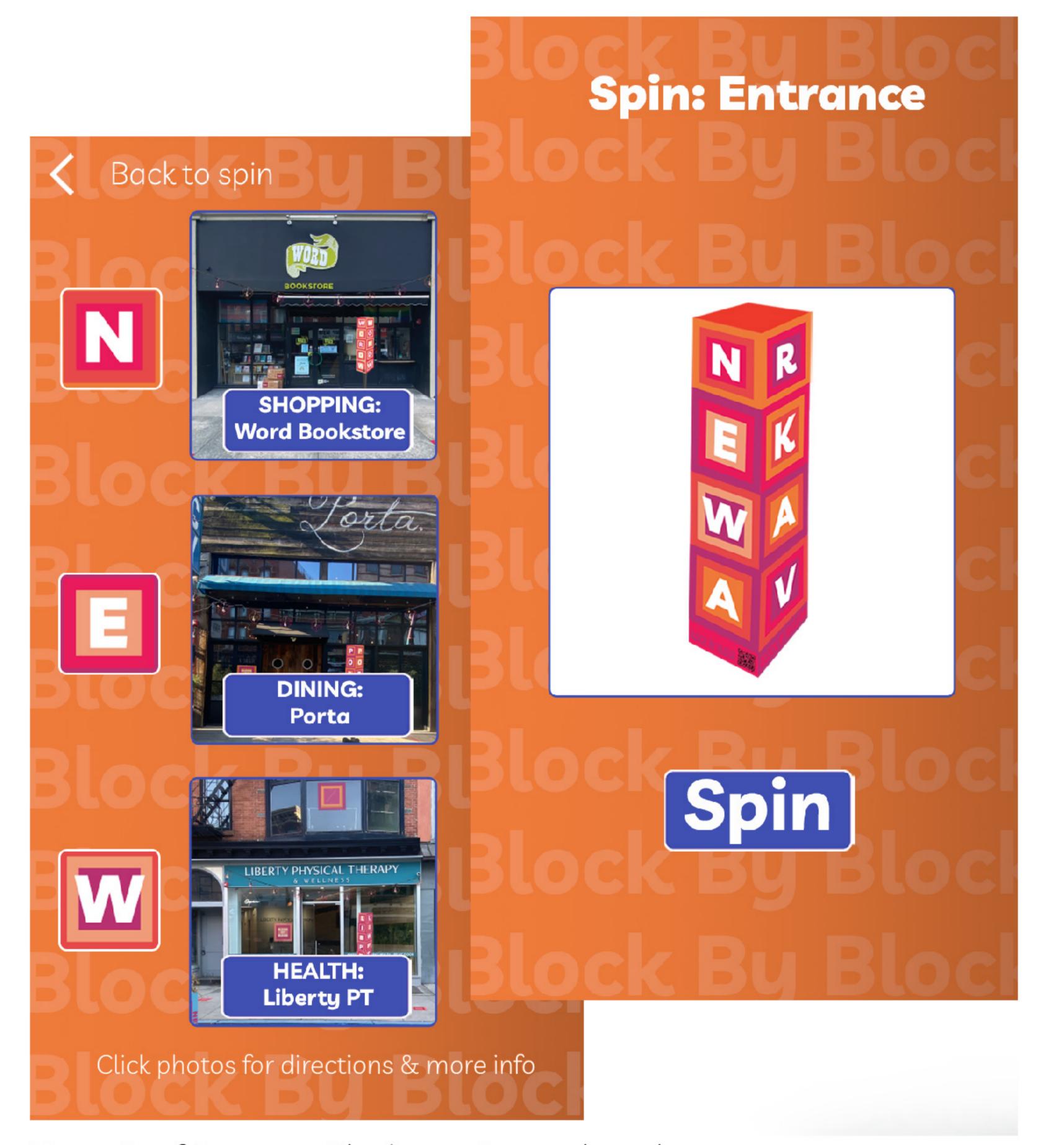
At entrances on Newark Avenue, large digital block towers have a QR code to download the Block By Block app. The blocks rotate in real time and generate 3 different small business suggestions: a dining, shopping and health option. Users are prompted to pick the business of their choice and visit the storefront. See steps for walkthrough.

Zoom in of Entrance Blocks section and results
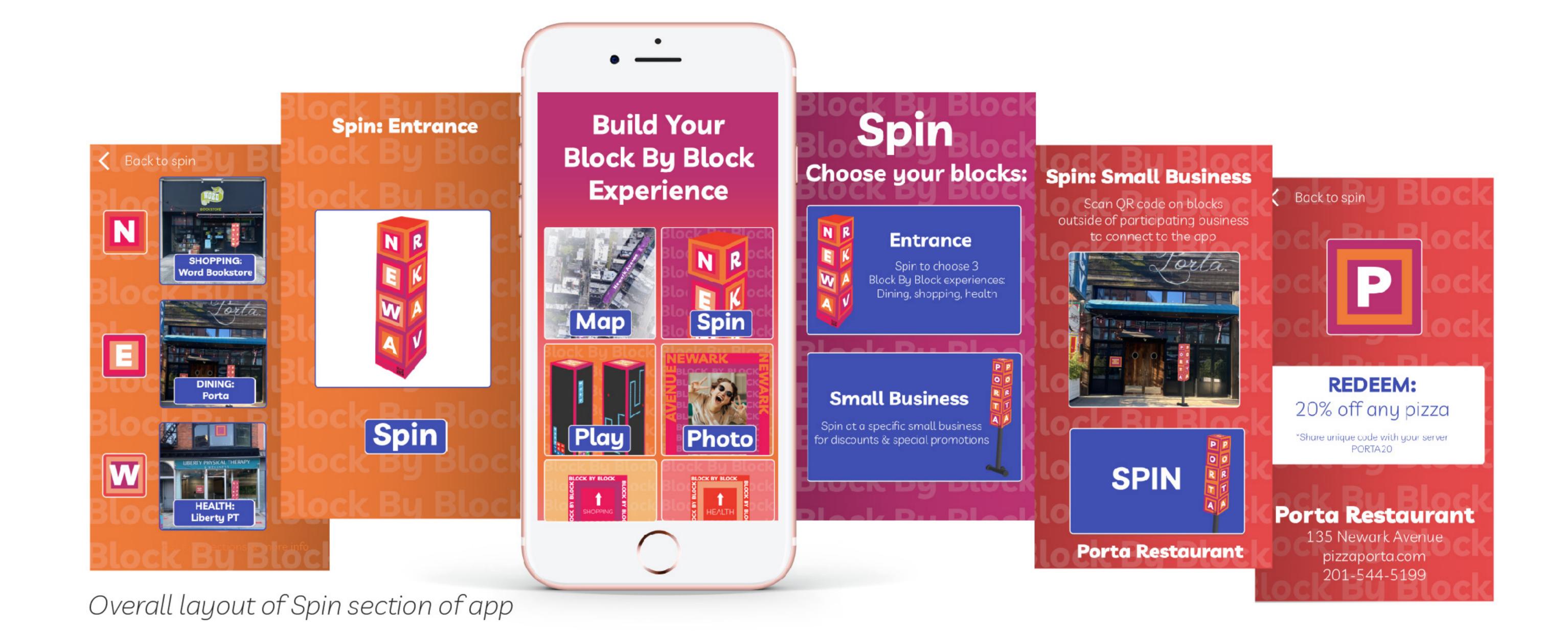
Step 1

Scan QR code on Small Business Blocks to connect to app

After selecting a small business, visitors scan the QR code on the small business blocks to get discounts. Paying customers also receive access to the Photo section of the app. These special photos can be shared on social media and projected on the digital Block Light Board outside. See steps for walkthrough.

Step 2

Navigate to Spin section of app and select the Small Business Blocks. User scans QR code on Blocks to connect to specific small business.
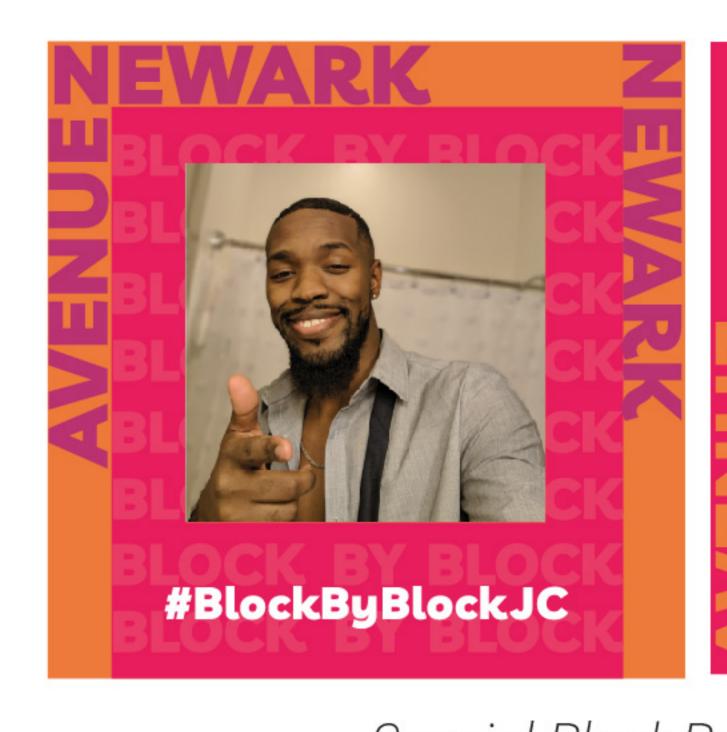

Overall layout of Spin section of app

Step 3

On the Small Business blocks, select Spin and the blocks will randomize. After a few seconds, the app will share a coupon on promotion to the business.

Zoom in of Small Business Blocks section

Step 4

Paying customers receive a unique code from small businesses to take a special Block By Block photo to share on social media or project outside on the digital Block Light Board.
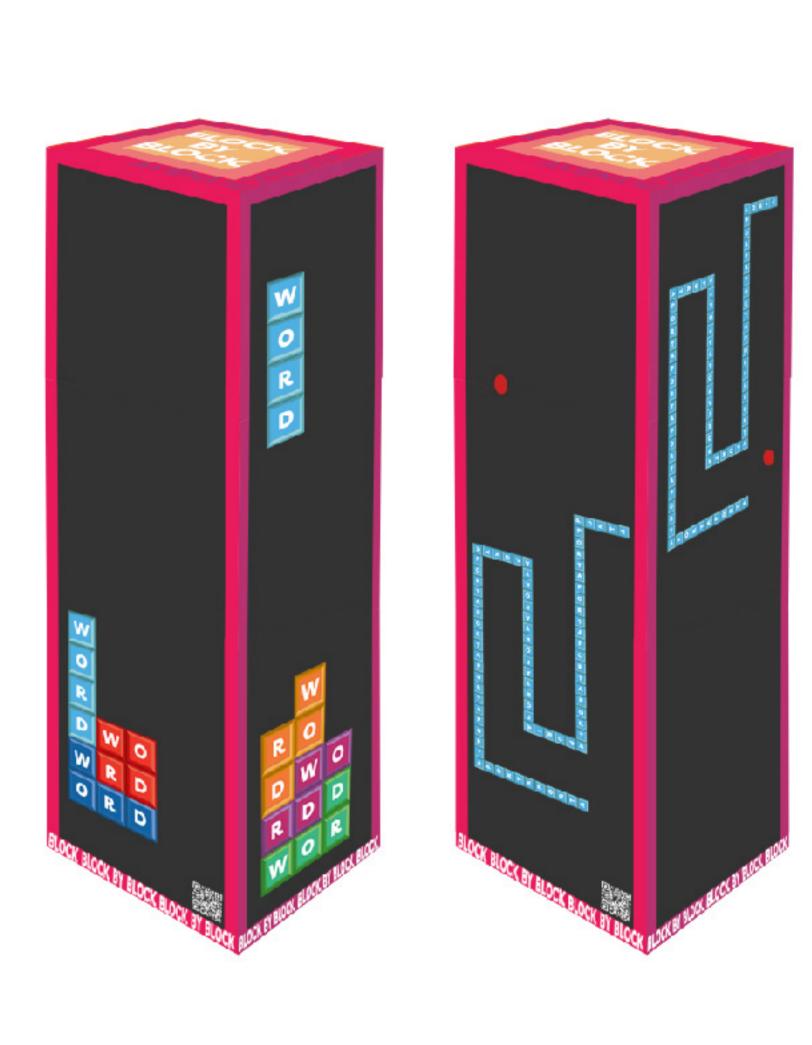

Special Block By Block photos

Close ups of Game Blocks

Overall layout of Play section of app

Digital Block Games are placed on the street featuring retro block games, Tetris and Snake. Visitors will physically control the game through the app but can watch in real time on the block towers. Small business logos are branded on parts of the game (i.e Tetris blocks) and winners receive coupons to participating small businesses.
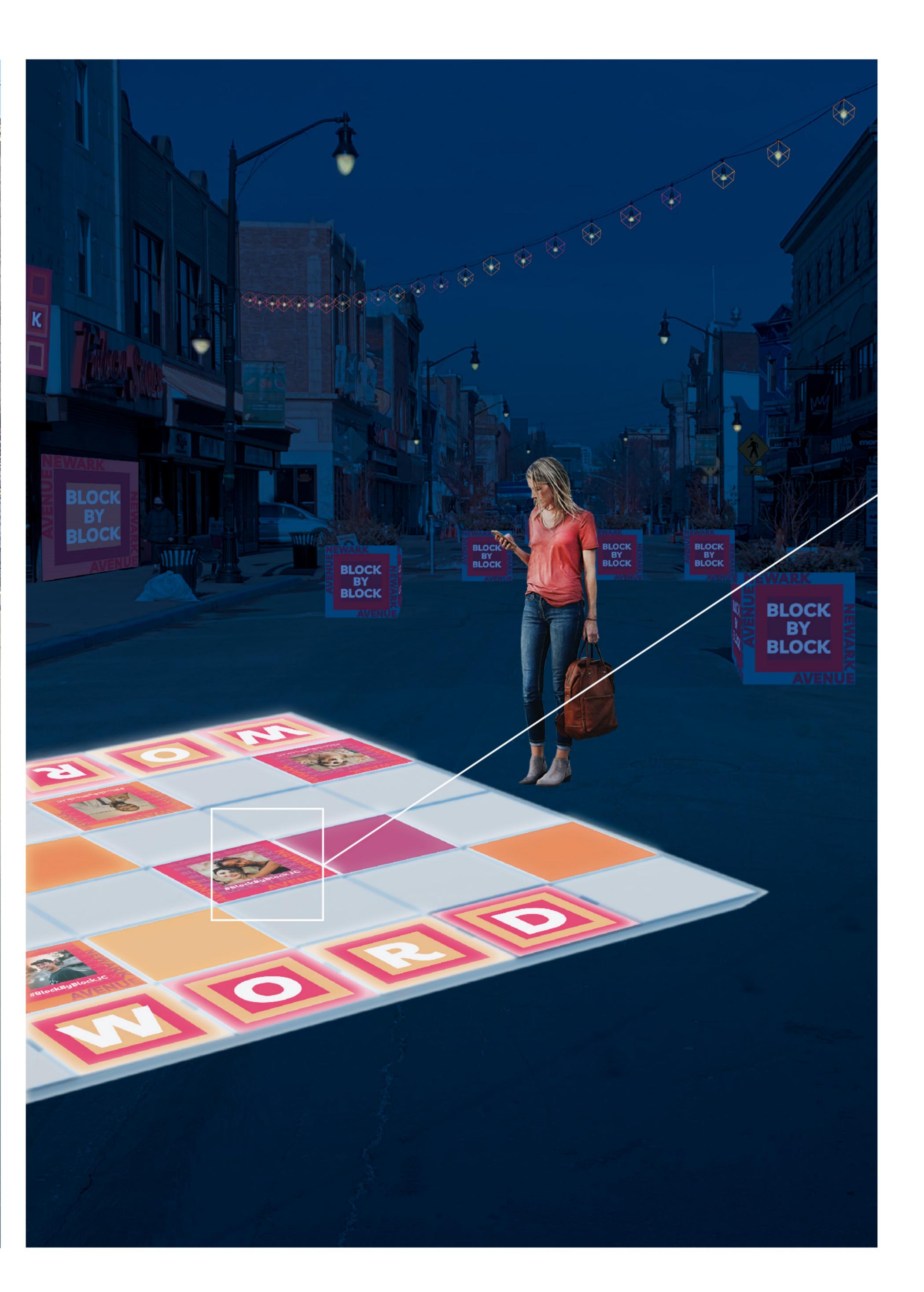
Dana Baumgartner

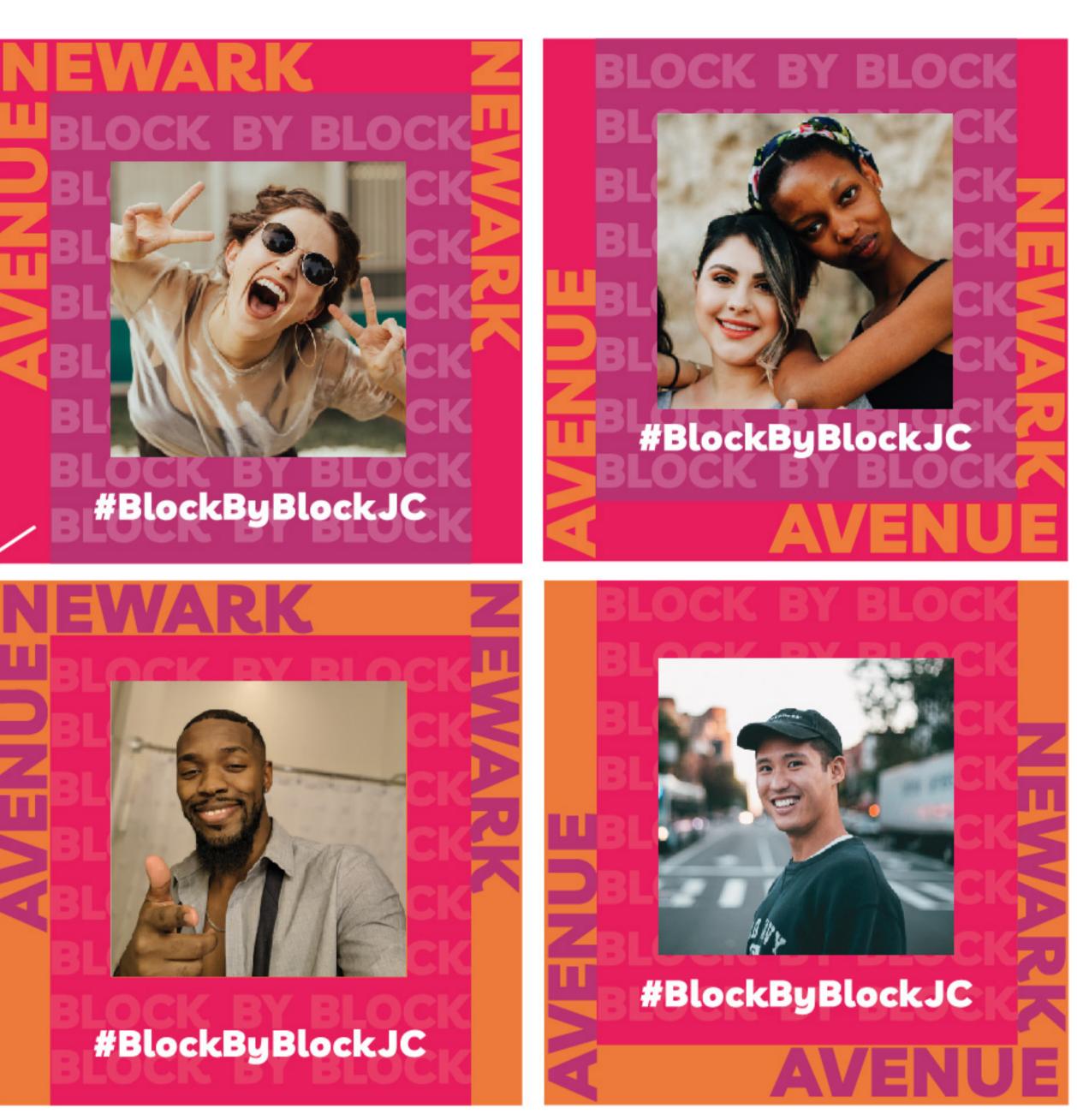*Day and night examples of the Block Light Board*

Special Block By Block photos taken on the app and projected onto the Block Light Board

The Block Light Board is an electronic street activity that pedestrians can walk, jump & dance on. The board flashes through several phases continuously: blinking colored blocks, names of participating small businesses and uploaded customer photos who opt in to have them projected on the Block Light Board.

#BlockByBlockJC is the unique hashtag for the campaign to share on social media. This campaign is easily scalable to other local shopping districts.

We will build Jersey City back together,
Block By Block.