



A continuing series through 2010 in which Paul Soanes provides his insights into the venues that are attracting experiential marketing campaigns, and why.

Watch these spaces

What sort of year has 2010 been for the brand experience industry? If you judge by the loudest voices you might imagine that 2010 has been a stellar year, and of course this media has delivered some powerful and dynamic events in the last 12 months; the reality is that 2010's report card reads: "Good progress", a year in which more brands than in 2009 have spent relatively small amounts of money delivering compact and effective roadshows. It has been a year of consolidated recovery – a recovery that started to show itself with a flurry of business in Q3 and Q4 2009.

For agencies that were stretched to the financial limit in mid-2009, no wonder 2010 feels like a blessing. In truth the average shopping centre booking has gone up by a healthy 21 per cent in 2010 (to date - end November) vs 2009.

In keeping with this increase, the number of days that were booked is up by 13 per cent on 2009. That is a good increase, but it is not a revolutionary number. It is the kind of growth that is needed in order to pick up some of the previous recessive setback. Destination media still has a lot of prime activity media space to offer, with which it can attract more business.

The good news is that the appeal is broadening and some of our destinations are getting enquiries from business sectors that have not been major spenders in the last few years. Oil companies, for instance are investing and have plans to invest in this space in 2011, and we are expecting them to make bookings at our airports. Car dealers are looking at a notable return to shopping centres in 2011.

In 2010 the major return was technology and telecoms brands. Samsung was a major shopping centre client but has been one of many. These are largely energised product demonstration activities and they are continuing thick and fast in shopping centres between now and Christmas.

These are campaigns with an old-fashioned try-before-you-buy appeal where the hero product is the brand experience. Brands vary the depth of experiential veneer from campaign to campaign but the strategy has typically been a drive to gain product launch momentum via early adopters, or to broaden reach to a target demographic after the launch buzz. The continuing success of gaming and console promotions is in line with this.

New technology promotions have the advantage of being highly accountable. Telecoms products and games consoles can keep track of their own number and length of consumer engagements, and the marketing teams are equally likely to be well equipped with report technology. The persuasive power of brand experience is well known to these brands.

Success breeds success, and we expect the good growth levels of 2010 to lead through to a bigger percentage increase in 2011.



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Experience Brands

Experience brands? Participation brands? One of the exciting things about brand experience is that every live event is different. The consumer is always a bit in control of proceedings. How much control is down to the brand. Here Brand X assesses the rise of the experience brand with a look at four brands that encourage participation and interpretation – Monster Energy, Sky Television, Merrell footwear and apparel and Courvoisier.



Here's an interesting question. If the market sector you are competing in has had the marketing rulebook rewritten by the market leader what do you do to compete – imitate or try a different tack altogether?

The emergence of Monster Energy in the US was hailed by Bloomberg Businessweek as the arrival of an 'edgy' alternative to Red Bull.

On the face of it, the success of Hansen Natural brand Monster has been even more 'experience' focused than Red Bull. It has hardly ever advertised in any traditional way, starting out originally in the US with large sampling activities at parties. Ask many Monster brand fans what Monster means to them and the answers will evoke motorbikes and music as much as the drink itself. The brand's fans embrace the dark and moody look of the product packaging and pile in to wear the brand's merchandise when the right occasion arises.

Monster is a clear second in the US market, behind Red Bull, and it is establishing itself rapidly in Europe. Its independent edge is delivered by experiential event marketing but it is underpinned by some very solid friends in distribution, Coca-Cola and Anheuser-Busch.

"We are pleased to be partnering with the world's leading beverage system to expand the retail presence and penetration of our Monster Energy drinks," said Rodney Sacks, chairman and chief executive officer of Hansen. "We believe the relationship with The Coca-Cola Company and Coca-Cola Enterprises will enable us to build on the success of our Monster Energy brand in North America and expand into fertile new international markets. In the United States, the relationship will complement our existing long-term arrangements with Anheuser-Busch distributors, which have been and we expect will continue to be very important to Hansen. We believe that the combination of these two leading distribution systems will provide us with an unrivalled distribution network in North America."

In spite of its efforts in Europe to gain Energy share with brands such as Relentless and Burn, Coca-Cola is the distributor for Monster in 6





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METHOD

Combine all ingredients in giant purpose built tank within an old London Embassy... and stir.

Once steeped, float across on giant orange segment raft until merry.



White Label

European markets. It is in these markets that Monster is delivering its event focus, logistically underpinned by an ex-Red Bull supplier, the events and roadshows and logistics fixer, Gorilla. Gorilla and Monster have become seamless at these events. Clearly most of the time Monster has the creative idea and Gorilla delivers it, but Gorilla is also an ideas exchange for the brand. Both businesses have a passion for high voltage events with an extra pinch of cool attitude.

Gorilla's MD Andy Butts spoke to Band X shortly after the coup of pulling off a display of competitive motorcycle stunt display acrobatics in Monaco. "Monster has a great association with two-wheeled motor sport", he said "and we were especially excited to pull off an event in Port Hercule, Monaco where so few events get permission to go ahead. It is a very exclusive destination."

The event saw the world's top Freestyle Motocross riders Nate Adams, Adam Jones, Remi Bizouard and Edgar Torronteras battling it out to impress the crowds with their own blend combination of jumps tricks and stunts at this night time spectacular.

Andy Butts commented: "We have worked very closely with our client, Monster Energy, and the authorities in Monaco to make sure that this event conforms to all of the required regulations and yet delivers an entertainment spectacular that supports the brand ambitions of Monster. The iconic venue and the quality of the riders make this a truly awesome event." At tie in concurrently with the Monaco International Clubbing Show at Grimaldi Forum, made the connection between the outdoor event and Monster's nightlife trade objectives. Alan Clark, commercial director of Monster Energy Europe said: "Gorilla does an incredible job from conceptualisation to execution."

Monster has made the connection from elite sport to its fanbase very successfully. The brand supports a large range of motorcycling two wheeled sports stars and events, from Valentino Rossi and title sponsorship of the French Moto GP through to Jamie Bestwick, the current top vert BMX rider in the world and numerous other action sports stars of speedway and stuntriding.

The connection to fanbase can be seen in the merchandise sales. "I'd say that 50 per cent of spectators at the GP were wearing Monster shirts," says Butts. That fanbase is actively engaged. Butts calls Gorilla an activation agency, and Monster is often the life and soul of the party as it builds up a buzzy 'good night out' reputation. Gorilla's trucks are used to open up into exciting club arenas and the brand fans who take part in the sports can sign up to join the that accumulate are known as the Monster

sponsorship activation and stunt events Gorilla and Monster have combined forces to engage music fans, including a guest area a couple of year's ago at Live Nation's Download Festival for heavy metal fans that Butts describes as 'legendary'. "There were 10,000 people in our area", he says, "it was a stand out moment in the progress of the brand in the UK".

Currently Red Bull has moved into the festival space with some exclusive rights, including Live Nation, but the edgier promotional work of Monster has left its musical credibility strong, an impetus that is being maintained in the US with Monster supporting tours by Congregation of the Damned and 2Cents at the time of writing. Connecting and engaging with fans of bands like these would be a challenge these days for Red Bull – its global mass appeal through the enormous success of its F1 team elevates the brand and makes it that bit harder for the individual to touch it.

Touching individual lives has to be a central tenet of experience brands. That can be especially challenging when you have a large and diverse customer base and the more so when the focus of your business is centred on broadcasting.

Nevertheless Sky television is one of the UK's most active direct marketing and direct sales brands and the broadcaster has learnt how to narrowcast its message. It indulges in all manner of brand experience marketing, such as its semi-permanent demo stands that proliferate in shopping centres ahead of major televised exclusives – such as the Ashes – and in line with new technology advances, such as 3D TV. These events are generally good for the brand and gives it a blend of retail and entertainment, but it is not really doing so as an experience brand.

However, this practical side of Sky does not detract from the more ambitious end of its experiential marketing that is moving the brand towards 'experience brand' territory. The prime example of this currently is the part of the brand that associates itself with cycling, an association that the brand brings to participation relevance in a wide range of ways.

Sky Ride is an annual event delivered for Sky and British Cycling by RPM. It has developed through 3 successful years. Its primary aim is to get lapsed cyclists back on their bikes.

The Sky Ride events took place at key locations

across the country, transforming ten city centres and two London Boroughs into unique, traffic free, cycling experiences.

With the biggest London event organised by London Mayor Boris Johnson, the Sky Ride initiative is designed to encourage people to rediscover the enjoyment of cycling. As with previous years the campaign is backed by big name sporting celebrities including Sir Chris Hoy, Victoria Pendleton and Bradley Wiggins. Tricia Thompson, head of Sports and Arts of the Bigger Picture Team, Sky explained her ambitions for using Sky Ride to filter down to major participation:

"Our goal is to get 1 million more people cycling regularly by 2013, and the Sky Ride initiative is a great opportunity to get people back on their bikes through a fun event for friends and families of all ages and abilities."

Research conducted after the last two events found that Sky Ride had inspired 300,000 people to start cycling again on a regular basis (at least once a month or 12 times in a year). Over 205,500 riders took part in this year's event over the space of three months.

Dom Robertson, managing director at RPM added:

"Sky Ride is a perfect example of how experiential marketing can create powerful connections and long-lasting experiences between people, businesses and communities. In previous years people have told us it is a genuine catalyst for lifestyle change, which is something we hope to continue year on year."

In addition to the Sky Ride events, Sky and British Cycling will also be running Sky Ride Local, a programme of weekly Led Rides whereby trained British Cycling leaders open up cycling in the local area to less confident riders; and Go Ride Racing, a British Cycling Initiative, giving under 16's the opportunity to test out their competitive cycling skills in an exciting and safe environment.

Speaking to Brand X, Dom Robertson felt that Sky was running events like Sky Ride as a major platform for communicating the core brand with consumers, "They need to explain to consumers what they stand for and Sky Ride is all about participation and engagement." I suggested to him that Sky was actively getting people off their sofas and was generating opportunities for health for the nation – and as such moving into experience brand territory. He replied that Sky is not exactly aligning itself with health, but clearly Sky is doing more than many brands with sports sponsorship properties to activate its elite sports sponsorship and make it relevant nationwide.

Sky Ride does this on two levels, first by getting Britain cycling again, and second by extending the appeal using other icons from its favourite channels. At the event, as well as cycle displays, the Cycle & Explore with Dora the Explorer trail engaged children and Ben 10's Humungousaurs also provided entertainment. Sky Art's season of Gilbert and



Army which helps generate grass roots interest.

As well as sport



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Sullivan was celebrated using street performers en route.

Sky's consumer engagement may not be focussed entirely on an 'experience brand' agenda, but in Sky ride it is delivering a major physical presence at street level.

Motivating people to get into the great outdoors is a more brand-aligned challenge for outdoor footwear and apparel brand Merrell but the brand still achieves its objectives under the strapline 'Be Outside' in an interesting way such as through this autumn's 'Its Out There' campaign.

A nationwide treasure hunt competition called "It's Out There" was geared to encourage people to get outside and enjoy the experience of the outdoors. As an added incentive to take part, treasure seekers had the chance to win a series of prizes including a 5 star UK family adventure holiday in the Lake District.

The treasure hunt, which ran from 1 September until 31 October 2010, was launched by Merrell in conjunction with Garmin, the global leader in satellite navigation. The activity drew upon the worldwide phenomenon of 'geocaching' - an outdoor pursuit in which adventure seekers use a GPS device to hide and seek containers called 'caches'. These 'caches' are hidden in both rural and urban spaces with varying levels of accessibility - providing an outdoor adventure challenge for all ages.

Chris Merrell, UK marketing communications manager, Garmin, commented: "It's Out There" is much more than just a treasure hunt as it teaches us about the geography of land we live in as well as encouraging people of all ages, backgrounds and genders, especially families, to have fun and get more active. It's an activity that keeps on giving, especially when you compare the cost of a treasure hunt adventure versus a family theme park visit every weekend."

Jonathan Pennington, UK marketing manager, Merrell, added: "A treasure hunt is a timeless game that everyone can participate in - you don't need to be an ardent outdoor enthusiast. With over 65,000 official treasure items hidden in various locations, "It's Out There" will give treasure hunters as much of a challenge as they desire, be it a walk in the park or a trek in Snowdonia. Get your boots on, get involved and enjoy the hunt!"

For Pennington the idea of 'experience brand' is not a novelty for Merrell, but a marketing strategy that Merrell has been working towards. He told Brand X "For nearly 30 years we have made it our mission to get people outside. We inspire the outdoor athlete in everyone, with product at the horizon of performance and style - whatever their outside is. We design product with the consumer and their needs in mind, through comfort, performance and style. The outdoors is varied place and our consumers need versatility which the Merrell brand successfully provides."



Sponsorship partnership with US National Parks is another recent move for Merrell that

allows shoppers in UK retailers to aspire to family competition prizes in places like the Grand Canyon and Yosemite. This brings the brand aspirations alive to shoppers in a competition that they are likely to take seriously. The activity was devised and executed for Merrell by agency 3sixteen. Marketing included POS and window displays.

Merrell is creating quite a fanbase for its products through its 'Be Outside' event and instore led marketing strategy. It does not seem to have covered off the online social network integration that is a strategy for other brands in the experience space.

A brand that has developed its influencer network superbly is Courvoisier. The headline-grabbing attraction was the Architectural punchbowl with which Courvoisier announced its arrival at the cutting edge of marketing a year ago. White Label's and Bombas and Parr's creation - in the old Sierra Leone Embassy - of a bowl of punch so big you could raft across it on a massive slice of orange, was a heroic brand experience but the true 'Spirit of Revolution' was just being developed via the induction of the CV future 500 (CV500), a club for Courvoisier's brand influencers. These are the people - restaurateurs,



chefs, mixologists, trendsetters, business owners, party people, whose real and online network is currently delivering a word of mouth campaign where every event is different but each of these shows the hero product in a different light. This was why we wanted the Courvoisier team to create a unique recipe for the FMBE award's reception, because we knew that by tapping into the influencers in this project we would be able to give FMBE guests a unique flavour experience created with a brand that has been established as elite

through centuries of production.

Courvoisier is billed, in the context of this marketing as the 'Revolutionary Spirit', a strap line that also evokes the history behind the elite brand, and the thinking of the CV500 members, and which was brought spectacularly to life this Summer (peaking around 16-17 July) when the CV500 threw their



collective creative talents into the ring across two days of uplifting artistic and creative partying with a mix of diverse themes.

What is remarkable here is the way in which Courvoisier, has handed the care and trust of the brand over. It has thrown itself into a project where the control of the experience is left in the hands of others - and even the way in which the product is presented and flavoured is always different.

The Revolutionary Spirit is very well named - for the

product, the participants, the campaign and the unifying of historical Napoleonic references with a thought leading future. Revolutionary Spirit experiences included:

- A short film evening at The Barbican showing off 3D short films from around the globe with Short and Sweet
- A pop-up urban health spa
- An evening of cello and performance art at the Future Gallery
- A supportive event with the English National Opera and Punchdrunk Theatre Company performing The Duchess of Malfi in a disused office block in Newham together with a hidden Courvoisier bar

Events popped up all over the place, created by CV500 inductees and because of that each was a unique occasion. Courvoisier was the link, empowering the influencers to influence.

A headline four-day event was called "The Complete History of Food with Bombas and Parr." It started on Bastille Day, 14th July. Bombas and Parr took over 35 Belgrave Square, London to create a journey through The Complete History of Food. Visitors will be given the opportunity to wander through the spectacular five-floor Georgian townhouse moving through revolutionary eras from a medieval banquet all the way to molecular gastronomy in the 21st century. Guests moved from the past, in the basement to the future, on the roof, climbing through experiences on route (and inside of a stomach art installation for instance). It was an interactive event with dining, including a meal in which Courvoisier played a part with every course - from cocktails through to jelly. Other CV500 members played their parts, a Michelin-



starred chef and a famous mixologist. The experience cost £25, and was a truly immersive journey for the participants.

It is with events like this, a living breathing social network that is inspired to create events that people will pay to participate in that Courvoisier seems to have thrown off advertising traditions and become a brand that its trusted followers don't just participate in, they but interpret the brand into their own creativity. As such the brand benefits from a collective consciousness. The agency White Label steers the brand's presence at these events, but it is up to the CV500 to build the occasion. It is a not just a fantastic concept, but one with legacy that can always be repeated and always be different.



That was the Summer...

Brand X's events, festivals and fairs reports team (Emily Cramer, Felix Cramer and Frank Wainwright) look back at the best the most and least memorable brand events and promotions from this Summer

Smart Festival: Mobile Promotions

This event was a celebration for Smart Car owners. Mobile Promotions ran the whole event and provided the central expandable trailer which was used for staging.

The event was focussed on launching the Smart Fortwo Electric Drive whilst strengthening the existing Smart owner's identity with the brand.

The event was publicised through driver clubs and also dealerships, some of whom turned the event into a club style outing, arriving at it in Smart convoys.

Daily Activities

- Over 370 people test drove the Fortwo
- Smart Car Football: 3 on each side with a large inflatable football in main arena
- A Smart Car Egg and Spoon race
- Crazy golf, coconut shy and Wii games
- A Flash Mob surprised the audience whilst gathered to watch the percussion music from Boomwhackers. As 'Carwash' played and they performed their impromptu dance. Boomwhackers handed out several varied instruments to the audience and encouraged participation.

Overall this was a family oriented event that was promptly scheduled and managed. Lewis Hamilton attended which gave the event a people's champion to buzz about.

Superdrug at Leeds Freshers: N2O

A Superdrug bus, managed and staffed by N2O brought together product promotions for Maxfactor, Mountain Dew and Lipcote. The bus was parked outside Leeds Metropolitan University (A660) and just down the road from The University of Leeds. As such it was ideally situated as it caught large stream of students walking towards the city centre.

The bus split into two, Mountain Dew bar downstairs and MaxFactor upstairs.

On board were three make-up artists, three Superdrug Brand ambassadors and 2 Mountain Dew Ambassadors.

It was very popular with female students, often with the top bus being crowded but managed well by the staff. There was a lot interest in goodie bags (Lipcote samples, Carmex lip balm tube, Nivea body lotion and 20% Superdrug voucher)

There were high product sales directly following a makeover with students selecting products assisted by staff.

Statistics we saw after the first seven of 11 events for the bus revealed:

Student Discount cards distributed, 18,000; goodie bags distributed, 6000; Mountain samples, 2130; Lipcote applications, 494; Max Factor makeovers, 585

Bristol Balloon Fiesta

This event, enjoying its 32nd edition, drew 50,000 to
XII BRAND X Winter 2010

the Night Glow alone. As the balloons were tethered due to strong winds, there was plenty of opportunity for brand promotions to grab attention.

The Circle Agency and EA are total professionals in circumstances like these. We saw customers who come back to the stand each year as part of their day out expectation. Staff were noted as being very skilled in making sure everyone has a fair go. A discount sales stand was alongside the promotion and also popular.

Frozen Yoghurt brand Yog and Sensodyne toothpaste were are very interesting shared sampling tactic that was busy with interest for both brands. A good buzzy atmosphere was being delivered by BEcause.

Gillette's Fusion stand by Haygarth and expertly staffed by Kreate was another real draw. The stand is split male/female. On the female side I was able to enjoy a foot massage whilst hearing about the products. [Frank received a lovely shave on the male side of this stand at Boardmasters, Newquay]

Jamie Oliver's Fabulous Feasts were also in action at the event, explaining their concept of travelling gourmet food. Staff were well trained for selling,



sampling or just answering questions from intrigued visitors.

Bulmers at Bristol Harbour Festival

The Harbour Festival is a great day out and provided a nice platform on which Bulmers really shined with



Emily Cramer

"For a brand-owned event, I'm choosing the Smart Festival at Mercedes Benz World as a stand out, whilst Superdrug at Leeds Freshers Fair was very memorable. I also enjoyed the brand promotions at Bristol's Balloon Fiesta for EA Games, Yog with Sensodyne and Gillette"

Felix Cramer

"The Bulmer's promotion at Bristol Harbour Festival was the best one for me. Seat's promotion at Reading Festival was also good one, especially from a targeting perspective."

Frank Wainwright

"My favourite event was Boardmaster's in Newquay, but no one brand stood out above the rest on the day. However, on reflection, the Gillette promotion was memorable and I became a customer a month later!"

an event staffed by Hel's Angels (managed by Chris Riddy) and created by Exposure

This event was a really well run and provided one of the coolest zones to hang out it at the festival.

Music was being provided by Sun Lovin Criminals who were on tour with Bulmers all Summer. They were spot on for the enclosure, playing acoustically with guitars and accordion. The campaign was called 'Awake your summer side.'

Bristol was the second event in the tour and event manager Chris Riddy already knew he was piloting a success "Its going even better than expected, an amazing number of people turning up."

The cool vibe was supported with a controlled sampling campaign and an interactive voucher mechanism. Holding the voucher up to a webcam showed a 3D graphic of your win/lose.

Seat at Reading (and Leeds)

'Club Seat' were sponsors of both these events with the prominent and much discussed 'human car wash' which would

send muddy festival-goers home showered off in public (on a sheltered stage displayed above the crowds) by sexy girls provided for Seat by Hel's Angels. Seat's targeted and fun approach to its music sponsorship was further aided in the wet at Reading by the handout of protective ponchos.



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MADE up and running

Simon Sa Feio's appointment at Made in August coincided with the name change from Madmedia.

MADE stands for "Marketing, Advertising, Design, Events" he says, showing that the new agency name is a full-blooded commitment to media neutral planning and integrated solutions.

Simon's arrival was also a full-blooded commitment. He had left behind a strong attachment to brand experience integrated agency Carbon in order to take up a new role that also made him a business partner with a financial stake in MADE alongside Madmedia's originator, Dean Dempsey.

"I had known Dean for a while, and we had always kept in touch" says Simon, "I always thought we might work together, and I especially liked what he was doing with Madmedia – forward thinking and edgy. When the opportunity came to partner up and have ownership of it, it was hard to resist."

For Dean Dempsey, the opportunity was there to bring in a lead player with the experience of working on the blue chip accounts that Carbon handles – such as Mars.

Speaking with Simon in November, I felt sure that his influence would have already been brought to bear on an integrated campaign, calling on his experiential and shopper marketing skills. He had.

Diesel asked MADE to help them launch a revolutionary new product, Diesel Turbo Denim. It is a fabric with a special enzyme, an enzyme that allows the jeans to develop a fashionable vintage worn look that picks up on the movement habits and traits of the wearer.

MADE was engaged to launch the product with

ideas and designs that would cut through clutter and that would translate consistently into advertising,



online, PR stunts, outdoor and digital displays, in store and even in shop windows.

MADE created a series of action ident images aimed at Diesel's target young male, drawings that owe a heritage to Airport safety cards except that the characters in these are all men of action, in jeans, with a twist. The series (pictured) shows Turbo Diesel

Denim being worn out in a manner of innovative ways – burning the jeans on the carpet in an amorous moment or enjoying the sport of jumping through a hedge. It is this latter image that MADE brought to life in very striking window displays – a mannequin performing a Fosbury flop through a real hedge.

These action images are being used in all marketing collateral, including a digital slideshow on the relevant Facebook page and digital posters at Tube stations. The message is also being driven around four key cities on digital ad vans.

The images have been brought to life in a surprising way – 2 minutes of jean-wearing silent performance passion on artificial grass out in the streets or at Selfridges (where Diesel has a concession), followed up with silent signs holding explanation of the show and

staff handing out Z-Cards encouraging consumers to take up the challenge themselves.

The Turbo launch feels like the right product for the right agency. It is an urban edgy and inventive product and the agency, with its

passion for its Soho location, which matches its aspirations and understands its target audience.

Simon Sa Feio has clearly enjoyed the challenges presented by the Diesel campaign. He's anticipating more integrated challenges as the agency moves forward in 2011.



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