

Creating a BUZZ...



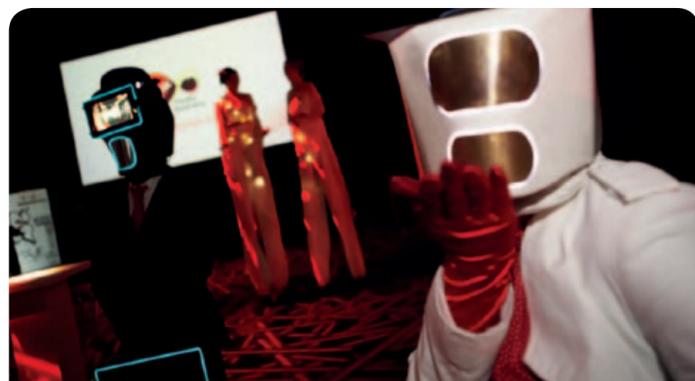
...on the high street, at the train station, among festival goers, with university freshers...

For over 20 years we have been creating experiences that get people talking: **eye catching, engaging and relevant campaigns** that help bring brands closer to their target audiences. We have flourished through the desire to constantly innovate and the ability to deliver on objectives, time after time.

To us, experiential marketing is not about impressing people with clever, expensive gimmicks. Success is achieved through a firm focus on strategy, creativity, audience research, metrics, feedback and integration with other communications. The deep thinking, attention to detail and ability to deliver the creative concepts make all the difference.

So who are we? In short, a well established team of individuals with our own perspectives and personalities. What we do have in common is our passion, energy, focus and desire to keep things simple – smart, but simple.

Our approach is to **listen, create and exceed**; our commitment is to deliver what we promise.



"...I just wanted to sing the praises of my ... Account team... They are just wonderful, no task is too big or small for them, they are endlessly committed and enthusiastic, and no matter how much work we throw at them the standard never falters. I actually think it gets better!

They have just performed a minor miracle turning round 12 events in 48 hours!"

Retail Events Manager – T-Mobile



Below are just some of the brands we have worked with...

you can spot some our work on the High Street!

Radisson Hotels	Nokia	Electronic Arts
Titan Airways	T-Mobile	BSkyB
Microsoft	Johnson & Johnson	Virgin Trains
Fujitsu	TNT	Britvic
Siemens	Virgin Media	McDonald's
Mars	Bosch	Orange
Carte D'Or	Apple	Blackberry
Lipton	Renault Trucks	Dell

If there's enough here to stimulate your interest, get in touch or take a look at our website for a flavour of how we've been creating buzz around brands. And then challenge us to show how we can help you...



Experiential Marketing The art of creating an emotional connection

In today's highly competitive marketplace, The MotivAction Group create experiences that deliver an emotional connection between brands and their target audiences.

We know people buy emotionally and then justify with logic. Helping project your brand personality through face to face activity creates the emotional connection and allows your brand to stand out from the crowd.

The effectiveness of Experiential Marketing is driven by:

- The ability of face to face interaction to improve sales and create an emotional experience;
- Consumers avoiding the 'noise' from traditional media e.g. advertising and direct mail – it is more difficult to ignore someone in person;
- The need for brands to stand out from the crowd and be noticed in commodity markets – people remember and talk about experiences to others;
- The need for virtual companies to create a physical presence;
- The requirement to create relationships and engage with customers in order to build advocacy – a valuable intangible asset;
- Its ability to demonstrate more targeted value to customers as competition increases – experiences go a step beyond product and service;
- The ongoing desire to deliver outstanding 'customer experiences' consistently as a service differentiator.

Ultimately, brand experiences can:

- Create awareness
- Increase brand consideration
- Deliver the brand personality
- Drive footfall
- Reinforce brand values, reputation
- Increase sales

Our experiential marketing campaigns bring all of the following aspects together for superb consumer engagement...

Field Marketing

The desire to make marketing budgets more effective is common to all organisations.

Field marketing is one of the fastest and most effective ways to reach your target audience. Our knowledge and expertise means we can offer full service, support and ideas for anything from one-off local campaigns to national promotions.

Brand Ambassadors

Our team of brand ambassadors take your key messages, add enthusiasm and engage your target audience. Their ability to get to grips with your brand and objectives ensures campaign success and positive brand reinforcement.

Project Management

Our experienced team take full ownership of your campaign from conception to completion. Delivering detailed planning, faultless logistics and consistent, clear and open communications we're confident anything is possible.



Design Studio

Our in-house Design Studio is on hand to help produce integrated brand experience campaigns that really bring your brand to life. Graphic design, print and digital solutions that complement the live experience.

Creative Team

Your brand experience challenge, our stimulation. You give us the problem and we'll create the solution. Armed with bags of enthusiasm, a passion for breaking the mould and hatfuls of ideas, our creative team feed on looking at things differently.

Measurement & Evaluation

Designing results driven solutions and SMART thinking is at the heart of our business.

We produce the tools and reports to help assess the effectiveness and establish the ROI of any brand experience campaign against your SMART objectives.

Employee Engagement

Winning the hearts and minds of your staff and key stakeholders is an integral part of a successful campaign. We focus on communicating effectively with these audiences to gain their support, understanding and commitment to each and every project.

Product Sampling

The truth will out. There's no better way to demonstrate a brand's qualities and promises than by testing it for yourself. Our promotional team are highly effective at engaging the target audience and involving them with the brand through trialling.

Integrated Campaigns

Integrated brand experience campaigns help extend the life of your campaign and deepen the relationship with your audience. As a full service agency, we have the in house expertise to apply the mix of experiential marketing communications tools to reach beyond the face to face.

Strategic Thinking

We invest time and energies into building a closer and deeper understanding of our clients. We're in it for the long run and creating sustainable relationships as well as brands drives our approach to Account Management. This allows us to work close up with key stakeholders, help shape experiential marketing strategy and be proactive with tactical ideas.



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