

NBA "Larry O'Brien Trophy Tour"

ProMotion, Inc.



- **Duration:** 2 Weeks
- **Location:** California
- **Events:** Walmart Stores
- **Tour Vehicle:** Unbranded cargo van
- **Staff:** 2 Tour Managers

We traveled around the Sacramento / Bay Area promoting the partnership between Walmart and the NBA. The NBA Championship trophy was displayed at 17 Walmart stores and we encouraged customers to take photos and share on social media.

Promotional Elements:

An actual Larry O'Brien Trophy; a trophy display case (base and plexi-glass top); an NBA branded step-and-repeat for the backdrop; and NBA wristbands for giveaways

CHACO's "Traveling Taqueria"

Highline Marketing



- **Duration:** 11 Weeks
- **Location:** Nationwide
- **Events:** Music Festivals, Street Fairs, Retail locations
- **Tour Vehicle:** 18' Trailer and F250 tow; 20' Food Truck
- **Staff:** 4 traveling staff, 4 BA's

A 4-person tour team traveled with two vehicles for this 11-week program. Large, multi-day music festivals were the focus, promoting a line of sandals to a mostly younger demographic.

Promotional Elements:

2 main elements: A trailer converted to a showroom for consumers to try on different sandals; a food truck serving a free taco to each consumer in exchange for providing an email as part of an interactive quiz.

INVACARE: "Rockin' Rollout" Tour

ProMotion, Inc.



- **Duration:** 13 Weeks
- **Location:** Nationwide
- **Events:** Conference Centers, Hotel Ballrooms, Large Event Spaces
- **Tour Vehicle:** Two 24' branded Sprinter Vans
- **Staff:** 5-10 client representatives

A 13-week program designed to allow Invacare sales representatives to connect with occupational therapists and other potential customers, providing them a platform to demonstrate the wide array of Invacare products.

Promotional Elements:

25 different types of wheelchairs in a "rock and roll" themed setting, including an obstacle course, interactive television, on-stage photo opp, professional lighting and power-chair operated Guitar Hero.

REI: "Member Village" Tour

LeadDog Marketing



- **Duration:** 15 Weeks
- **Location:** Nationwide
- **Events:** Large festivals, outdoor recreational events, REI retail locations, various partner locations
- **Tour Vehicle:** 30' custom designed trailer pulled by a branded Chevy Silverado 4WD
- **Staff:** 1-10 BAs per event, Local REI staff, Rhino Staging Labor

This 18-week pilot program for REI traversed more than 10,000 miles in 4 months to show REI Members gratitude and appreciation, partnering with recreational groups focused on getting more people into the great outdoors.

Promotional Elements:

A 30' custom designed trailer anchored the 50'x100' footprint, featuring many camp lounges, games, giveaways and demonstrations. 6 iPads ran customer sweepstakes and surveys. An instagram print kiosk provided consumers with a memorable takeaway from each event.

Fiskars: "Discover the Difference" Tour

ProMotion, Inc.



- **Duration:** 15 Weeks
- **Location:** Nationwide
- **Events:** Home Shows, Retail Outlets, and Markets
- **Tour Vehicle:** Ford F-250 and a 24' Airstream trailer
- **Staff:** 1-3 BAs per event
- **Reporting:** Daily event recaps, including videos and photos of consumers used for social media.

We visited 12 states in 12 weeks throughout the country in a 24' branded Airstream trailer which also served as the backdrop for a large, interactive footprint. Consumers were given the opportunity to use various Fiskars' garden, lawn and craft tools firsthand.

Promotional Elements:

A 30' x 40' interactive footprint, including 3 "trees" with dowel rods, an axe display, a craft table, a touch-screen television with product videos, and 2 iPads to capture email and online purchases: all designed to give consumers a hands-on opportunity to test a variety of Fiskars' products.

Mrs. Meyer's: "Garden Fresh" Tour *On Board Experiential*

- **Duration:** 33 Weeks
- **Locations:** West Coast, into Canada
- **Events:** Farmers Markets, Festivals, & Retail Outlets
- **Vehicle:** 24' branded Sprinter van
- **Staff:** 2-5 BAs per event
- **Reporting:** Weekly Power Point presentation, weekly conference calls with the client.

This 8-month grassroots marketing tour took us throughout the West Coast and into Canada. Our passion for the product allowed us the opportunity to effectively promote while genuinely connecting with customers. We were able to exceed all goals for the tour, including samples, coupons, hand-washing trials and interactions.

Promotional Elements:

A 10' x 20' interactive "Garden Retreat", featuring 8' tall walls, living vertical gardens with almost 50 potted plants, and 2 sinks (for customer to test the hand soaps), all constructed of reclaimed barn wood.

CNN: "Presidential Debate" Tour *Havas Impact*

- **Duration:** 10 weeks
- **Location:** Nationwide
- **Events:** Sporting events, fairs and festivals.
- **Vehicle:** 11 ton Freightliner, glass-sided 30' box truck.
- **Staff:** 5+ BAs/event; multiple roaming "Nomads"
- **Clients:** CNN, XFinity, Comcast

This high-profile tour for CNN took place during the 2012 Presidential Elections campaign. Activations were held at large scale events, such as NFL football games and State Fairs. Thousands of guests boarded our vehicle to "debate" a Presidential candidate and take home a souvenir photo.

Promotional Elements:

A simulated debate stage built inside the glass walled CNN truck, featuring an instantly printed augmented reality photo, a digital download card and product promotions from local affiliate marketing partners.

Sony: Spiderman "Secrets Unmasked" Tour *ProMotion*

- **Duration:** 12 weeks
- **Locations:** North East U.S.
- **Events:** Walmart parking lots
- **Tour Vehicle:** Branded Ford F-250 with 10' trailer
- **Clients:** Sony, Walmart, Straight Talk, Kellogg, Marvel
- **Handled PR and media events throughout the tour,**

This was the largest parking lot promotion ever accomplished by Sony and Walmart. We were one of 17 teams simultaneously promoting throughout the US. We set up and activated a large, highly technical footprint in 2 locations each day, 5 days a week.

Promotional Elements:

A 40' x 80' interactive footprint including a photo opportunity, an augmented reality application, 4 televisions, a gaming station, a "fly guy" and multiple product giveaways.