



concept driven event marketing

has always been at emc outdoor

we felt it was time to formally introduce the two of you!



announcing "emc events"

emc events is a new division at emc outdoor dedicated to *concept driven event marketing* of any size—anywhere! From brainstorming ideas with you to having a dedicated National Events Manager overseeing all media elements for your event, it's another one-stop media buying and planning experience from emc outdoor.

it's what we've always done, only better

For over ten years, emc has been helping clients design strategic, concept-driven events that combine outdoor media elements with the wonderful ideas in their heads. The result? Campaigns that reach out to people in unique and memorable ways while speaking to the core of what our clients are trying to achieve. Now we're dedicating ourselves to you and this type of advertising even further.

create, engage, shine.

Outdoor advertising is changing—and so is the way that brands reach consumers. TV, radio, print and the traditional stars of OOH now share the stage with outdoor media that can reach an audience in more dynamic and memorable ways, resonating beyond the "impression". **Move past impressions and towards deeper consumer engagement with emc events.** Create the place where your brand's visibility can really begin to shine!

emc events offers the same expertise and depth of service that you've come to expect from emc outdoor:

- ensured delivery & flawless executions
- years of experience across the OOH palette
- dedicated AE and production team partners
- campaign summary and proof of performance

in addition, you will receive:

- supervision by a dedicated event manager
- more alternative OOH media than ever
- additional planning and logistics support
- deeper audience engagement and recall

— from concept to activation, it's all covered!

emc: leading the way in event marketing

Let us take you to the next level. Please contact us at 610.353.9300 or info@emc-events.com



Bloom Grocery Stores: Putting the Brand in their hand.

What do you get when you combine a team of enthusiastic Brand Ambassadors handing out free gifts, with a huge branded Grocery Cart? The recipe for a unique brand experience for the communities near local retail stores.

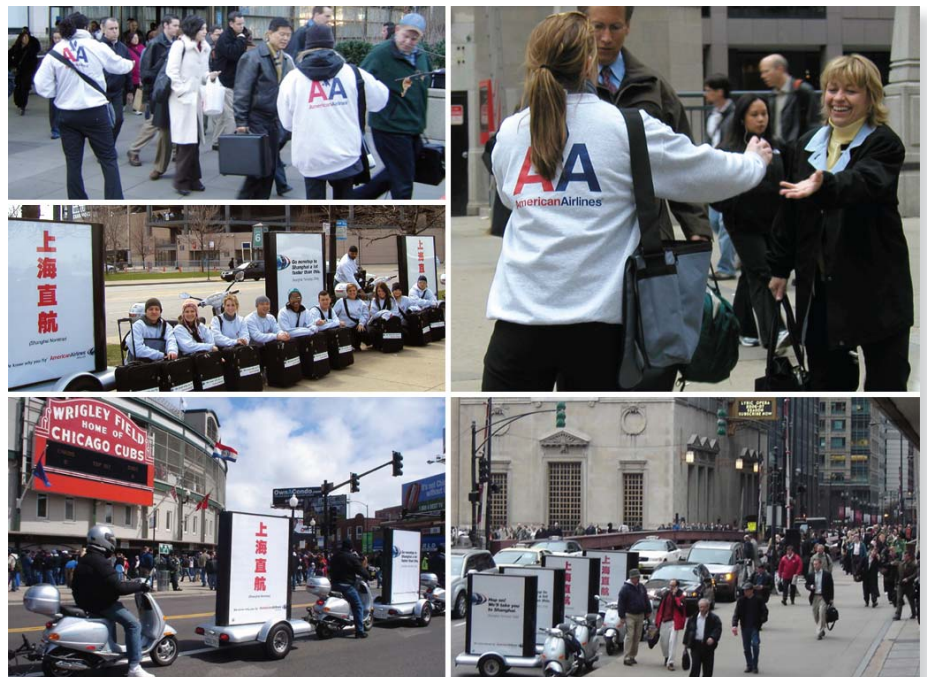
When Bloom needed to promote their “different kind of grocery store” in smaller markets throughout northern Virginia, they found that broadcast was too expensive and traditional outdoor was unavailable. So, their team turned to EMC for a “different kind of advertising solution”.

The answer was a street team campaign, centered on the roving, giant shopping cart, and covering **7 markets over 4 months**. The head turning nature of the giant shopping cart drew people from homes, offices and stores and gave the team the chance to engage and interact with the crowds: handing out free samples, branded frisbees and info about Bloom — making a positive and memorable impression on the store’s target audience.

American Airlines: Handing out 100,000 ads — one fortune cookie at a time!

When American Airlines needed a unique way to announce the launch of their direct flight to Shanghai from Chicago, they turned to EMC to plan the outdoor media needed to reach their audience in Chicago.

Planning and researching the best way to reach potential passengers, yielded a unique approach: street teams would distribute fortune cookies to commuting business professionals. Each cookie would contain a customized fortune like, “Nonstop to Shanghai on American Airlines, your perfect match”.



In addition, a caravan of 4 scooters towing backlit panels would tour the city streets day and night to help spread the word. The scooters were also be parked as stationary signage at highly visible locations like Union Station, the Financial District/Loop, and Wrigley Field. The result: 10 brand ambassadors distributed 100,000 cookies over 6 days to highly receptive Chicagoans. **100,000 ads literally placed in the target audience’s hands with 147,000 total direct interactions!**



Sprint: Spreading Holiday Greetings with the Segway Personal Transporter!

When Sprint wanted to get their message directly into the hands of shoppers in Manhattan during the crucial last weeks of the holiday shopping season they turned to EMC and one of the most exciting new media forms to roll down 5th Avenue—Segway Advertising.

Even jaded New Yorkers stopped in their tracks and were drawn to these unique vehicles, opening the door for a team of ambassadors to engage them in a very personal brand experience, and distribute promotional materials.

The “Wow” factor of the Segways is not their only strength, their mobility allowed them to target multiple retail locations in one day and easily follow the crowds of pedestrian traffic, quickly re-deploying to the busiest areas around their target stores. The result: **6,000 contest entries put directly into consumers hands in just 3 days.**

Scott Paper: Taking the power of the brand on tour!

To connect with Hispanic audiences across the country Scott Paper began compiling the world’s first “Dichonario”. “Dichos” are Spanish proverbs, the linguistic cousins of English sayings like “a rolling stone gathers no moss” or “a penny saved is a penny earned”.

To reach into Hispanic communities in a very personal way they turned to EMC for a team of scooters, all equipped with an interactive kiosk, that allowed participants to enter their dichos via a touch screen text pad, recorded audio or video.



The Scooter teams traveled across the country making appearances in more than **30 markets in 6 states**. As they traveled they made stops at local shopping centers in Hispanic communities in order to collect dichos from the customers there, while distributing Scott brand products to those who took part. Crowds young and old are lining up to take part in this interactive fiesta.



Bud Light Lime: Making a big splash with your brand

When Budweiser wanted to launch the newest member of their product line—Bud Light Lime—and reach audiences on the beaches of Southern California they turned to EMC Outdoor to help them make some waves.

The answer was a pair of branded 50' high sails cruising just off shore at some of Los Angeles' and San Diego's most popular and crowded beaches over summer weekends surrounding the launch, including the 4th of July.

The sails were also used to target special events like the PGA U.S. Open Championship at the world famous Torrey Pines course in San Diego which boasted **daily attendance in excess of 20,000 fans** for key dates. This surprising media put Bud Lime's new brand in front of thousands of hot and thirsty vacationers in an environment where the only competition was the occasional seagull.

American Century Investments: Everyone loves Free Ice Cream!

If you need to reach attendees at a summer event one sure way to get their attention is to offer them free ice cream. That's just how EMC helped American Century Investments reach attendees at the recent Northwestern Mutual conference in Milwaukee, WI.

A team of Brand Ambassadors were stationed directly outside the event to inform attendees about the free ice cream, hand out the coupons and direct people to the Wrapped Ice Cream Truck parked nearby. **The result: over 3,000 pieces handed out in 2 days.**



The conference was a family event, and the ice cream was a welcome surprise to everyone. In addition to the free ice cream a team of branded Pedi-cabs were chartered and on hand to offer attendees complimentary transportation back to their hotels after the meetings, another fun way to beat the heat and enjoy their stay in the city.



Take over the whole city at your next major event.

When Alcon Laboratories was getting ready to attend one of the biggest events on their professional calendar—the annual ASCRS meeting in San Diego—they turned to EMC to provide a dominating presence away from the clutter of the convention center floor.

From the concourse at the airport, to the streets around the Convention Center, to the historic Gaslamp Quarters popular restaurants and shopping, EMC orchestrated an innovative mix of media that allowed Alcon to stay with the attendees every step of the way.

Teams of wrapped Segways and Walking Billboards covered the entrance to the convention center and engaged pedestrian traffic, distributing literature to attendees. Meanwhile Scooters, Mobile Billboards, and a wrapped Hummer made a big impression along surfaces routes and around attendee hotels. Finally, a Mobile Projection (bottom left) provided spectacular nighttime coverage in popular tourist areas.

How do you manage 2 separate divisions, 10 different brands, 8 unique types of media, with 20 different creatives, and more than 50 pieces of highly specialized print production, while coordinating the deployment, supply, scheduling and routing of almost 20 individual drivers and brand ambassadors, for a campaign that only has a critical 4 day window of opportunity?

Easy—make one phone call to EMC.