

EVOLVE ACTIVATION 2019 Capabilities



A faded, orange-toned portrait of John Keats, showing his face and curly hair, serving as a background for the text.

“Nothing ever becomes real ‘til it is experienced.”

- JOHN KEATS

WHY BRAND EXPERIENCES ARE DIFFERENT

They provide consumers with hands-on interactions to develop
a deeper understanding of the product and brand

MOST IMPORTANTLY, IT BECOMES PERSONAL FOR THEM,
REWARDING... AUTHENTIC





GREAT EXECUTIONS REQUIRE THE RIGHT TEAM

At the heart of any great experiential marketing event is one team's tireless dedication to deliver an authentic experience.

We thrive on vendor resourcing across multiple continents, swiftly reacting to creative/production/venue curveballs, and meeting tight fabrication windows. We believe each experience has the potential to set fire to your target audience, but only if designed, built, and delivered by a team that won't settle for mediocrity.



**WE CREATE MEANINGFUL
EXPERIENCES WITH MEASURABLE
IMPACT WORLDWIDE**

OUR LEADERSHIP TEAM



JOHN FOX

**GLOBAL DIRECTOR
OF OPERATIONS**

28 years of experience designing, building, and producing events

Engineering every event detail including logistics, vehicle fabrication, and retail displays, while problem-solving along the way.



JUSTIN TAMONY

**GLOBAL DIRECTOR
OF ACCOUNT SERVICES**

20 years of experience delivering measurable event results on time and on budget

Quarterbacks client relations, ensuring that all stakeholders are aligned and vision and goals are realized.



RALPH HICKMAN

**GLOBAL DIRECTOR
OF CLIENT SUCCESS**

15 years of experience working with clients in the boardroom and in the field

Co-creates the event execution plan adding tools to measure event success, drive conversion, and increase sales.



EVOLVE BY THE NUMBERS

7,398

CAMPAIGNS EXECUTED AT
28,224 EVENTSITES OVER
THE LAST 3 YEARS

60,000

PERFORMANCE-RATED
FIELD STAFF READY
TO DEPLOY

9

COUNTRIES AND
5 LANGUAGES

110

CAMPUSES

20

MILITARY BASES

1000's

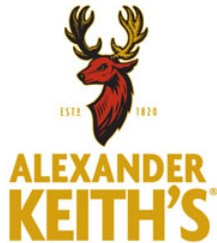
OF CITIES AROUND
THE WORLD

OUR CLIENTS

AGENCIES



BRANDS





OUR CAPABILITIES

WHAT WE DO



EXPERIENTIAL

Sampling campaigns, talent management, sponsorship activation, digital campaigns, large events, B2B, PR stunts, influencers



RETAIL

Dedicated assisted selling, syndicated sales teams, associate training, in-store demo, pop-up retail



MOBILE TOURS

Music tours, campus tours, tour planning & route management, vehicle safety, vehicle maintenance, DOT compliance, warehouse procurement, permits & licenses, reliable drivers, entertainment sourcing & management



HOW WE GET IT DONE



FABRICATION

Vehicle, event, and retail displays,
both pop-up and multi-use



LOGISTICS

300+ mobile tour stops yearly
utilizing our global network of
trusted vendors



COMPLIANCE

DOT, on premise permitting,
vehicle licensing, food safety,
alcohol sampling compliance, etc.



STAFFING

Database of 60,000 experienced field
managers, tour managers, mobile
tour drivers, and brand ambassadors





WHERE WE ACTIVATE

PLACES

Trade shows, festivals, citywide, universities, military bases, and stadiums

TACTICS

B2B, B2C, pop-ups, guerrilla, sampling, content, and digital

INDUSTRIES

Technology, CPG, food & beverage, health & wellness, consumer goods, entertainment industry, automotive, retail, sports, and tourism



STAFFING

WHY EVOLVE ACTIVATION FOR STAFFING?

01

ROBUST DATABASE
WITH 60,000 DIVERSE
AND RATED STAFF

02

ONGOING RECRUITMENT TO
FILL UNIQUE STAFFING NEEDS

03

CUSTOMIZABLE STAFF
TRAINING AND EVENT
REPORTING

04

DEDICATED SUPPORT
STAFF FOR
EMERGENCY NEEDS



OUR TEAM & TECHNOLOGY

Our proprietary software sets us apart from the competition by allowing us to select the best staff for the specific needs of each event.

Staff profiles include bios, resumes, photos, and the event industry's only rating system, which features an overall rating along with performance ratings within specific event categories.





RECRUITMENT & STAFF SELECTION

STANDARD PROCESS

An invite is sent to staff that meet program criteria

Interested staff accept the invitation

Candidates are reviewed and the staff that best fit the program's needs will be booked

Additional staff that express interest are kept in the “waiting area” and called as needed

UNIQUE SITUATIONS

If our database pool does not meet program needs, we will utilize job boards, social media, and other outlets to surface the right staff

Background checks can be performed when appropriate based on event specifics

When requested, we can facilitate phone or video interviews with candidates

STAFF TRAINING

WE WILL ENSURE STAFF ARE READY TO HIT THE GROUND RUNNING

Document Review	We send training materials to staff via email prior to the event
Online Quiz	We host an online quiz to test comprehension of training materials and set a minimum score for program participation
Phone Trainings	We schedule staff to connect with you via phone prior to activation
Static Webinars	We develop pre-recorded content for staff review
In-Person Trainings	For larger programs, we schedule staff for an on-site training the day of or day before the event





PERFORMANCE & CONTINGENCY PLANS

HOW DO WE MINIMIZE NO-SHOWS?

Communication: We require staff to re-confirm availability after they are booked and we send reminders to staff the day before the event

Accountability: Staff are aware that their performance rating in our database greatly impacts future work opportunities

Motivation: We can offer incentives to staff based on program performance

CONTINGENCY PLANS

Overbooks: We proactively overbook large events, providing 1 BA for every 7 booked at no charge

Back-Ups: We maintain an active list of staff who expressed interested in the program to call as needed



EMERGENCY & AFTER HOURS

OUR TEAM IS AVAILABLE 24 HOURS A DAY,
7 DAYS A WEEK

In case of an after hours need, call the 24-hour hotline

The staff working the hotline are informed about all activations
that week and can schedule additional staff if needed

The background of the slide is a blurred photograph of several strings of warm-white LED lights hanging in a room. The lights are out of focus, creating a bokeh effect with soft, glowing circles. The strings of lights are draped across the frame, creating a sense of depth and a warm, inviting atmosphere.

MEASUREMENT



EVERYDAY MEASUREMENT

LOCATIONS, DAYS, HOURS OF
ACTIVATION, ATTENDANCE,
VISIBILITY, INTERACTIONS, DEMOS,
PREMIUM, AND COUPON
DISTRIBUTION

These indicators have measured event success since
the dawn of experiential marketing.

MEASUREMENT THAT MATTERS

WE TRACK THE STEPS THAT LEAD TO CONVERSION,
ALONG WITH MEETING YOUR OBJECTIVES

DURING THE EVENT

Events provide socially sharable moments along with authentic content for your digital team. We build events that drive engagement while providing a way to obtain data, generate leads, and increase product purchase/download.

AFTER THE EVENT

Coupon usage, friend referrals, email open rates, contest entries and continued brand interaction via online engagement, social sharing and more help track the extent of program reach.



8 REASONS WHY YOU SHOULD CHOOSE EVOLVE

01

PARTNERSHIP

We're 100% on your team,
not our own

02

CULTURE

Our positive work environment
translates into quality work,
solid communication, and
a team you can trust

03

FLEXIBILITY

All briefs are a work in process;
the only fixed element is
creating results

04

TRANSPARENCY

We keep you informed of
successes and challenges
every step of the way

05

ACCESS

From partners to field staff,
you have direct access
to our entire network

06

MEASUREMENT

We deliver tangible metrics
customized to your specific goals

07

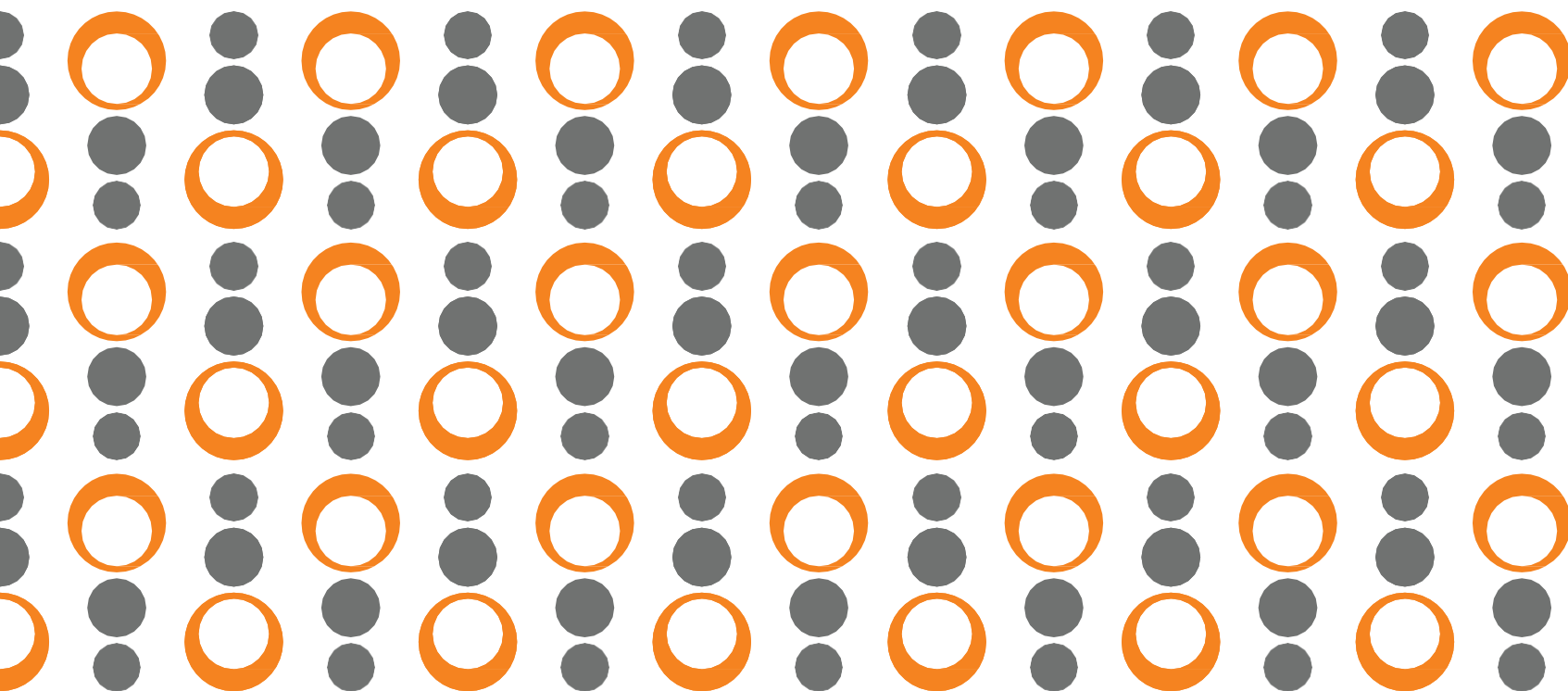
SERVICE

Challenge us, we aim
to please

08

EFFICIENCY

Our resourcefulness and top-
light (not top-heavy) leadership
structure means your marketing
dollars are spent on the
execution, not on overhead



THANK YOU

RALPH HICKMAN
DIRECTOR OF CLIENT SUCCESS

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