

The background of the slide is a photograph of a large crowd at a night concert. Confetti is falling from the sky, and the crowd is silhouetted against the bright stage lights. The word "evolve" is written in a white, lowercase, sans-serif font. The letter "o" is replaced by a solid orange circle. To the right of the word, there is a graphic element consisting of three vertically stacked circles: the top one is orange, and the bottom two are white.

evolve

2022 CAPABILITIES



“Marketing is no longer about the stuff you make, but about the **stories you tell.**”

-Seth Godin

A group of people, mostly young adults, are posing for a photo at what appears to be a costume event. They are wearing various costumes, including a tall, ornate crown, a fedora, and a t-shirt with 'XFINITY' and '#ApparelLGBT' printed on it. The entire image is covered with a semi-transparent orange filter. The text 'ABOUT evolve:' is centered over the image, with 'ABOUT' in a simple sans-serif font and 'evolve:' in a larger, stylized font where the 'o' is a solid circle. Two horizontal white lines extend from the left and right sides of the text.

ABOUT evolve:



is an experiential marketing agency

led by experts who blend industry experience with an unwavering passion for tackling new challenges. As perpetual problem solvers, we proactively anticipate challenges and work tirelessly to overcome obstacles to ensure program success.

OUR STORY

We have been planning and activating brand experiences long before the term “Experiential Marketing” was coined. Our expertise and networks grew as the industry evolved, as did our passion for creating memorable activations, so we joined forces to create Evolve.

Our ability to execute with speed and accuracy has made us a proven activation partner to some of the largest agencies in the industry. We still work as the silent force behind many of the experiential marketing activations you see today; however, we also partner directly with brands to brainstorm and develop concepts from the ground up.

As the industry continues to evolve, we do as well, and we look forward to future partnerships of all shapes and sizes.



OUR EQUATION FOR SUCCESS

We seamlessly plug into any stage of the planning and activation process, from event strategy to program development to on-site execution.

Our trusted network of production resources worldwide allows us to efficiently roll out programs in all markets, large and small, while leveraging local insights to ensure an authentic and relevant experience.

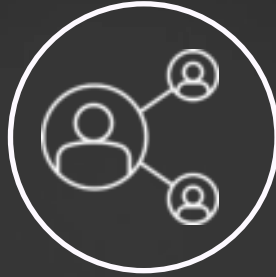
We are adept at swiftly reacting to curveballs, pivoting when goals shift and meeting seemingly impossible production deadlines.

Most importantly, we strongly value partnership, and go to all ends of the earth (literally) to deliver the best planning and activation experience possible.

OUR PROMISE



We will leverage our decades of industry expertise to recommend effective and efficient solutions to reach your goals.

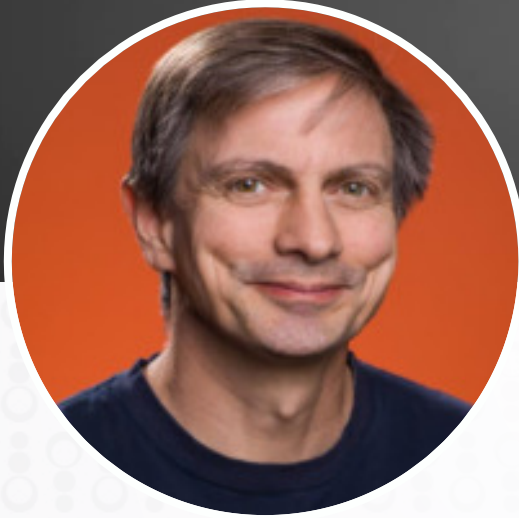


We will act as an extension of your team, working in close collaboration every step of the way.



We value partnership and accountability and will always be transparent about opportunities and challenges throughout planning and activation.

LEADERSHIP



JOHN FOX

DIRECTOR OF OPERATIONS

Fox will oversee production and logistics, leveraging a deep network of trusted resources to create and efficiently transport program assets.



JUSTIN TAMONY

DIRECTOR OF ACCOUNT SERVICES

JT will lead program development, helping identify and achieve program goals while staying on budget and maximizing KPI's.

OUR CLIENTS

prime video

SAMSUNG

THE BOSTON
BEER COMPANY



Degree

T.J. maxx



Google

SHOWTIME

Labatt

Tyson

Dove

SUGAR FOODS
CORPORATION



youththeory

CISCO

HEINEKEN

OMAHA STEAKS

Gillette

OnDeck



ZUMBA
FITNESS

ROLLING
ROCK

The Cheesecake
Factory

HAWAIIAN
Tropic

MilkyWay



SIMON

MOSAIC

ALEXANDER
KEITH'S

LG
Life's Good

CrispyCrunch

BY THE NUMBERS

7,398

campaigns executed at 28,224
event sites over the last 3 years

60,000

performance-rated field staff
ready to deploy

9

countries &
5 languages

110

campuses

20

military bases

1000's

of cities around
the world



The background image shows a large, dense crowd of people at what appears to be a concert or festival. The scene is dimly lit, with many people's faces and hands visible in the foreground. Above the crowd, a large amount of white confetti or small paper pieces are falling through the air, creating a dynamic and celebratory atmosphere. A solid orange horizontal band is overlaid across the middle of the image, containing the main text.

We create meaningful experiences with
measurable impact worldwide.

A group of diverse people, mostly women, are gathered in a hallway, smiling and holding up small cards that say "WIN". They are dressed in casual, athletic-style clothing. The scene is overlaid with a semi-transparent orange filter. A white horizontal line runs across the middle of the image, with the word "CAPABILITIES" centered on it in a bold, white, sans-serif font.

CAPABILITIES



“ Do what you do so well that
they will **want to see it again**
and **bring their friends.** ”

- *Walt Disney*

PROGRAM DEVELOPMENT

We develop new activation concepts and refine existing engagement tactics, utilizing our event expertise and in-market intel to create experiences that best achieve program goals.



LIVE EVENTS

- Conferences
- Concerts
- VIP Events
- Brand Activations

RETAIL ACTIVATIONS

- Pop-up Stores
- In-store Demos
- Associate Trainings
- Assisted Selling

FIELD MARKETING

- Samplings
- Street Teams
- PR Stunts

MOBILE TOURS

- Campus Tours
- Music Tours
- Sponsorship Activations



DESIGN & FABRICATION

We concept and build activation footprints that effectively bring brands to life, with assets designed to be durable, easy to transport and optimized for attendee flow and engagement.

MOBILE VEHICLES

Promotional Vehicles
Sampling Vehicles
Custom Trailers
B2B Vehicles
Mobile Fleets

EXHIBITS & DISPLAYS

Trade Shows
Retail Displays
Mall Programs
Outdoor Exhibits
Kiosks

LARGE FORMAT GRAPHICS

Graphic Wraps
Pop-Up Retail
Murals and Signage
Inflatable and Tents

SPONSORSHIPS & VENUES

We identify events, venues and high traffic public spaces best suited for each activation. We initiate and develop event sponsorships, negotiating placement, cost and additional marketing opportunities to maximize awareness and impact.



SPONSORSHIPS

- Trade Shows
- Sporting Events
- Festivals
- Community Events

VENUES

- Commuter Locations
- Public Parks
- Universities
- Retail Properties
- Military Bases
- Stadiums



TOUR MANAGEMENT

We oversee all aspects of mobile tours, utilizing experienced tour staff to bring experiences to top markets nationwide. We leverage decades of experience on the road to develop tour infrastructure and cost efficient routing, providing budget reconciles along the way for visibility into costs.

INFRASTRUCTURE

- Tour Staff Management
- Asset Maintenance
- DOT-Compliant Routing
- Driver Monitoring
- Travel Booking

TOUR VEHICLES

- Procurement
- Licensing
- Insurance
- Branding

ASSET PRODUCTION

We partner with brand creative teams to ensure consistent expression on all program elements, including digital and physical assets. We utilize trusted vendors for cost efficiencies to produce all consumer-facing touchpoints.



PHYSICAL ASSETS

- Premiums/Giveaways
- Branded Merchandise
- Apparel/Uniforms
- Signage
- Coupons
- Flyers/Brochures

DIGITAL ASSETS

- Mobile Apps
- Gamified Experiences
- Data Capture Platforms
- Queue Management Applications
- Cashless Payments



LOGISTICS & COMPLIANCE

Our relationships with the world's top freight vendors ensure that assets will arrive onsite in time and on budget. We utilize our deep knowledge of regional and nationwide rules and regulations to ensure activations are compliant, securing all required licensing and permits.

LOGISTICS

- Shipping
- Warehousing
- Fulfillment
- Food Storage
- Cold Storage
- Fleet Management
- Inventory Management
- On Site Assembly
- Procurement
- Materials Handling

COMPLIANCE

- DOT
- IFTA
- F&B Permits
- Vehicle Licensing
- Vehicle Registration
- Alcohol Permits
- Sampling Permits
- Film Permits

STAFFING & PAYROLL

We understand the importance of having the right staff on the front lines. We work with you to develop a staffing profile, hand select the best staff for the specifics of your event, then oversee training, field management and payroll.



60K ACTIVE STAFF

- Field Managers
- Brand Ambassadors
- Street Teams
- Tour Managers
- Mobile Tour Drivers
- Labor
- Specialty Staff

PERFORMANCE & CONTINGENCY PLANS

- 24/7 Staffing Support
- Performance Ratings
- Performance Incentives
- Overbooks and Backups

STAFF TRAINING

- Online Quiz
- Phone/Video Trainings
- Static Webinars
- In-Person Trainings

PAYROLL

- Staff Paid via W2
- Processed Every 2 Weeks

REPORTING & MEASUREMENT

We partner with you to define key metrics then leverage one of our existing partners, create a custom platform or work with your preferred partner to track and share all data collected. We use this information to refine program strategy and onsite specifics to maximize engagement and results.

PROGRAM REACH METRICS

- # of Locations
- # of Activation Days
- Total Hours of Activation
- Miles Driven (Branded Vehicles)
- Total Estimated Impressions

CONSUMER INSIGHTS

- Contact Info
- Demographics
- Repeat Visits
- Brand/Product/Experience Feedback

ENGAGEMENT METRICS

- Number of Guests Engaged
- Samples Distributed
- Demos Conducted
- Onsite Sales
- Premium and Collateral Distribution
- Duration of Engagement
- Dwell Time in Footprint



HEALTH AND SAFETY

All current and upcoming programs will include additional measures to keep staff and attendees safe and help prevent the spread of COVID-19. We work with each client to determine full coverage at each activation, including:

- Ensuring activations are compliant with CDC and local regulations, both from conceptual and operational standpoints
- Developing a plan for creating social distancing signage, plexi dividers and other elements that support a safe activation environment
- Training staff on protocol and best practices in compliance with regulations from the CDC and local organizations
- Providing staff with all required and recommended PPE supplies for each activation type and location, such as masks, gloves, face shields, etc.
- Conducting staff wellness checks including detailed questionnaires and onsite temperature screenings





THANK YOU!

JUSTIN TAMONY

Director of Account Services

562.756.2753

jtamony@evolveactivation.com