

evolve<sup>3</sup>

2024

# Capabilities Deck

BOLD

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COURAGEOUS

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MEMORABLE



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# COURAGEOUS

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# MEMORABLE



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We create  
brand  
experiences  
that ignite  
the **senses.**



01



# About us



# Evolve Activation

Evolve Activation is an independent experiential agency providing strategic, creative, event management, and logistics services to brands worldwide. A full-service marketing agency that can plug into any stage of the planning process, Evolve connects brands and consumers through transformative experiences.

We are nimble and agile, with account teams, field teams, and trusted resources across the globe. Evolve supports hundreds of activations each year across a wide range of industries, including CPG, Automotive, Insurance, Technology, and Media.



# 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.

[About Us](#)



03

# Our Clients





# Our Partners

evolve<sup>o</sup>



SAMSUNG

THE BOSTON  
BEER COMPANY



Dewar's  
— ESTD 1846 —

T.J. maxx



Google

SHOWTIME

Labatt



milk

Inspired by  
Iceland



HEINEKEN



Gillette



GURU

HAWAIIAN  
Tropic

MARS  
WRIGLEY



KETIE  
— BRAND —

P&G  
Procter & Gamble



HiRoad



zevia

Our Clients



04

# Capabilities





# Strategic Program Development

We dive deep to understand your brand's unique needs, infusing decades of industry experience into strategic solutions driven by experiential design, consumer insights, and impactful event platforms.

Capabilities



# Creative Excellence Unleashed

Our creativity shines through modern design, sustainable materials, and interactive technology.

We guide you from concept to execution with stunning visuals and captivating video production.

Capabilities





# Efficient Program Management

Our transparent, collaborative team seamlessly executes programs, closely managing budgets and effectively overcoming supply chain challenges.

With integrity at our core, we are genuinely nice people and fun to work with.

uttheory<sup>®</sup>  
youtheory.com

Capabilities



# Data-Driven Insights

We deliver real-time consumer insights, from concept testing to ROI measurement, aligning metrics with your marketing goals for future optimization.

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# Sustainable Activations

Being a steward of the planet is in our DNA. As such, we provide sustainable options throughout the program development process. From material choices to carbon offset programs to waste reduction strategies, we are committed to finding eco-friendly opportunities for each activation we support.

Capabilities

26



# Activation Tactics

Sponsorship Activation | Mobile Tours | Tradeshows  
Meetings Conferences and Corporate Event Planning  
Non-Profit Marketing | College & Universities  
Retailtainment & Sampling | Ride-and-Drives  
Field Marketing | Guerilla Marketing & Street Teams  
PR Events & Stunts | Nightlife/On Premise  
Multicultural Events | Pop-Up Stores



# Activate**GOOD**

Activate**GOOD**, our purpose-driven department at Evolve, dedicated to providing marketing services to brands and charities committed to **creating positive change** in the world. With a team boasting previous nonprofit experience at renowned organizations like **Salvation Army, Leukemia & Lymphoma Society, and OneLegacy Donate Life**, we believe in the power of small, positive actions to drive lasting impact. Proudly supporting organizations of all sizes, we're committed to bringing more good to our **work and communities**.

## SERVICES WE OFFER

Data Analytics | Blog Writing | Crisis Management | Copywriting  
SEO | Social Media | Media Relations | Content Creation

## ACTIVATEGOOD PARTNERS

We are proud to collaborate with charities dedicated to making a difference in various regions across the United States:



Capabilities



# THANK YOU!