



brand activations

▶ case study

About Client



Millennial Media is the leading mobile ad marketplace, making mobile simple for the world's top brands, app developers and mobile web publishers. AOL acquired Millennial Media in 2015. Today, the brand boosts AOL's global, mobile capabilities and scale across ONE by AOL for advertisers and agencies. It's a monetization platform for app developers. www.MillennialMedia.com

Goals of Campaign

- Raise awareness, create buzz for Millennial Media
- Drive traffic to the Millennial Media website

Highlights

- Multiple conferences, trade shows during the year
- Brand ambassadors carrying free, hot coffee in JetPacks
- One-to-one engagement to generate interest

Results

- 500 average daily amount of cups of coffee distributed
- 2,000 average estimated daily impressions

About dio

diousa.com // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.



Millennial Media stood out to tech conference attendees

Multiple Conferences

By having a presence at multiple tech conferences throughout the year, attendees began searching for the Millennial Media team – and their free coffee.

Multiple Engagements

The JetPack team interacted one-to-one with conference attendees. This fostered a personal interaction, which allowed the attendee to learn more about Millennial Media and where they go to learn more.

Multiple Mentions

An eight-person team dressed alike and carrying JetPacks, greeting attendees outside the main convention hall entrance is hard to miss. And that alone creates buzz and excitement.

“You're everywhere! What a great way to get noticed!” // Ad Week Attendee



“Your team is my favorite part of the WWDC each year! It's great to see you again. Thanks for the coffee!” // WWDC Attendee



For more campaign information, please visit http://diousa.com/work/millennialmedia/.