

Experience DEVELOPMENT Journey



BRAND & TARGET INSIGHTS	STRATEGIC MAPPING	IDEATE / CONCEPT	TEST, PITCH & COLLABORATE	EXPERIENCE DEVELOPMENT	EXECUTE	VERIFY EXPOSURE
<ul style="list-style-type: none"> Business Goals Campaign Objectives Buyer Personas Consumer Motivation Market Research Technology Landscape Brand Standards 	<ul style="list-style-type: none"> Experiential Strategy Separate Creative & Mixed Media Briefs 	<ul style="list-style-type: none"> Individual & Team Concepting Whiteboard Ideas Divergent Thinking/Brainstorming Convergent Thinking/Refining Ideas Problem Solving 	<ul style="list-style-type: none"> Mock-ups Rough Prototypes Digital Experience Surveys Focus Groups Client/Agency Collaboration 	<ul style="list-style-type: none"> Creative Mechanicals Production Logistical Planning Strategic Routing Staffing & Training Event Sourcing Permits Final Details 	<ul style="list-style-type: none"> Field Activation Consumer Engagements Electronic Daily Recaps Client Check-Ins Public Relations Social Media Monitoring 	<ul style="list-style-type: none"> Proof of Performance Report Client Portal for Campaign Activity

BRAND DISCOVERY	EXPERIENCE BRIEF(S)	IDEATION	SHOW 'N TELL	BUILD THE MASTER PLAN	LET'S ROCK OUT!	#D4TA

Through brand discovery, we collect essential brand and target insights. We will review and evaluate your existing experiential strategy or develop customized strategies for your objectives. If needed, we will perform primary research or tap into reliable secondary studies to gain the edge on what motivates your consumers.

Our thought processes are rooted in strategy. Before we start pitching ideas, we reverse engineer your campaign based on your specific and unique objectives. This experience brief becomes a roadmap for the rest of our journey.

We're a creative concept company. Using the experience brief, we develop strategically-designed, results-driven campaigns that make sense rationally and move your target consumers emotionally.

Once we have a few solid campaign concepts, we have a variety of ways to test the experience, either before or after pitching the big ideas to you for approval and further refining.

Once a strategy has been developed and a concept tested, we move into the production and planning phase. Here, every detail is ironed out and the campaign begins to come to life. With turnkey solutions, we provide all logistics and operations.

When we launch the experience, it's all eyes on you! Our team of experts will be in the field, ensuring a successful campaign. We'll report back how the campaign is unfolding and if there are any adaptations we need to make once in market.

We will measure the campaign's effectiveness against your KPIs, such as brand awareness, consumer engagements, intent to buy and media mentions. Paired with your own sales and consumer data, we can work with you to prove ROI.