



experiential  
ideations

brand activations



## About dio

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty. Our work has been with trade show exhibitors, tourism/travel brands and CPG brands, among others.

## Experience Management

We're hard workers – with a sense of humor. We make it easy for you to work with us...and make it fun, too!

**Discovery Call.** From step one, we're engaging with you by asking strategic questions and trying to fully understand your audience, marketing objectives and existing strategies.

**Strategy Sessions.** We involve you – and your existing agency partners – in our meetings of the minds, where we delve into the intricacies of what makes your consumers tick, your objectives and challenges, and how to merge experiential with your overall media mix.

**Ideation and Creative Development.** You'll enter our world of creative madness to develop strategy-driven concepts – that make sense rationally and emotionally – and align with your strategic objectives. Be as involved (or not) with the brainstorming as you wish!

**Production and Execution.** Flawless production, logistics, staffing and field operations are turnkey solutions with our every campaign. We can test the experience pre-launch and collect consumer data throughout. No sweat for you!

**Campaign Communication.** With a kickoff call and daily reports, you'll always know how the activation is unfolding in market. We honor full transparency. A post-campaign debriefing and ongoing evaluation included.

# Our goal is to deliver excellence – and amazing experiences.

## Starting with yours!



You'll always know your one point of contact. The one person you can call no matter what time or matter....but you'll be linked to a full team of support.

While we streamline the communication, you'll always know who is managing your strategy, marketing, social media, creative designs, field activations, campaign operations and evaluation.

We'll even collaborate with your existing agency partners, so we're delivering on your brand's excellence – and ensuring your experiential strategy aligns with your entire marketing mix.

**Let's all be friends.**

We appreciate all of the hard work your team put into this to make it a success. Please thank each member of the team; they were professional and delivered our messaging accurately and in the most personable way.”

// Linda Evans, VP Cross Platform Strategy,  
Time Warner Cable