



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.

## Experiential Marketing Strategy

We develop experiential strategies for our client partners – or we’ll review and evaluate your existing strategy – before we even start the ideation process!

**Consumer Motivation Research.** Tapping into existing client intelligence, the most reliable secondary studies and, when called for, conducting primary research to gain the edge on your consumer motivators rationally and emotionally.

**Strategic Planning.** Crafting research-driven fully integrated, out-of-the-box strategies that take brand promotions to whole new levels.

**Creative Development.** Developing strategy-driven creative concepts from scratch, through compelling copy, impactful design, and flawless production.

**Public Relations Savvy.** Igniting event creation and promotion with newsworthy promotional publicity.

**Social Media Acumen.** Strategically covering every social media platform to deliver the widespread digital buzz your experience deserves.

**Rich Media Experiences.** Bridging the gap between the physical world experience and a digital one.

**Real-time Data Capture.** Providing actionable data you can use to prolong consumer engagement well beyond the engagement.

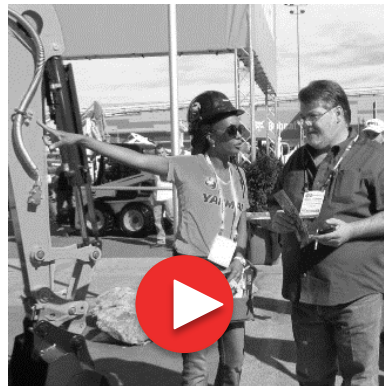
## We’ll activate your brand like nobody’s business!

### We create and execute integrated brand experiences.

We’re your strategic experiential marketing partners. We eat, sleep, breathe experiential marketing. Let us execute your big ideas seamlessly, or let us ideate with you. We’re a **creative concept company** – but where other companies may come to you pitching ideas from the start, we reverse engineer your campaign based on your specific and unique objectives. Our thought processes are rooted in strategy. Tell us your challenges, your targets and a little about your prospects, and we’ll strategically design a results-driven campaign that makes sense – and moves people emotionally. From replicating one of our tried-and-true methods to designing a brand new out-of-this-world, never-been-done-before way to connect consumers to your brand in both the physical and digital worlds – *we’ve got you.*

“Working with you allowed us to expand our creative thinking and make a large impact in a key campaign market, which led to surpassing client expectations.”

// **Samantha Flynn, Managing Supervisor, Jacobson Rost**



CASE STUDY



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