



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.

Strategy Services

- Experiential marketing strategy development
- Strategy review and evaluation
- Primary and secondary market research
- Buyer persona creation
- Creative concept ideation
- Full creative development
- Experiential KPI development and measurement

Examples of Execution

- One-of-a-kind experiences
- Multi-market tours
- Event and festival marketing
- PR stunts
- Pop-up marketing
- Product demonstrations and sampling
- Sponsorship activation
- Brand ambassadors, street teams, flash mobs
- Social / digital integration
- PhotoMarketing

“We loved the program! It was a huge win for us. In the process, we pissed off our biggest rival. People are still talking about it.”

// Karin Neri, Marketing Director, GlobalCloud

diousa.com // 717.858.4771     

Our Difference



We start at the beginning by developing an experiential marketing strategy first. Then, we craft customized campaigns based on your overarching strategic objectives.



We can activate anywhere in the U.S. and Canada, including Hawaii and Alaska – wherever you need to leave a footprint.



We offer scalable solutions, regardless of budget.



Our big brother company owns and operates a fleet of media formats, such as Segways, JetPacks and experiential vehicles, cutting out the need for additional vendor support.



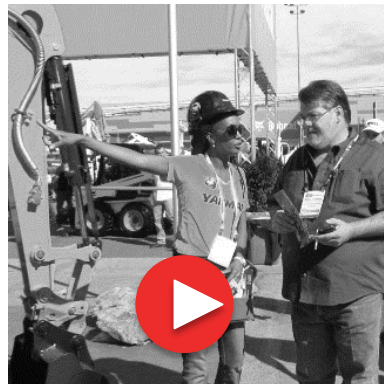
Unlike other experiential shops, we don't do brand ambassador outsourcing but rather use our own network of national field managers and recruit W2 employees to represent your brand in the field.



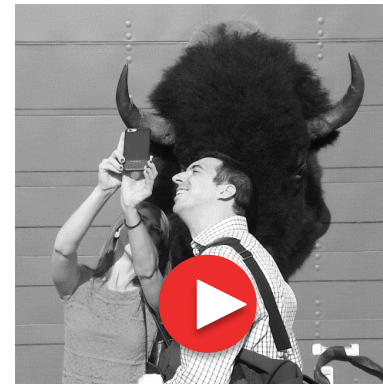
We provide robust daily reporting with qualitative and quantitative data.

We're a smart team of do-it-outstandings, who also have a great sense of humor.

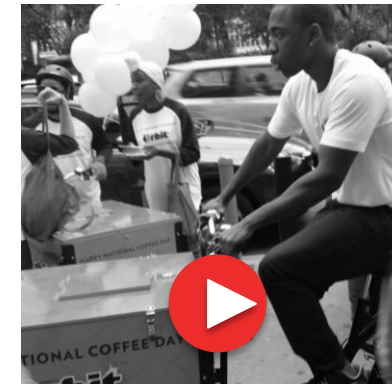
We're a Manhattan style boutique agency that you'll find located in Central Pennsylvania, serving brands across the United States. We'll work with you – and your agency partners – using our marketing acumen, promotional savvy, break-loose creative and the vast experiential tools we have in our arsenal to lift your brand to new heights...and beyond. We partner with our clients to achieve memorable brand experiences.



CASE STUDY



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