

Providing brands with Innovative face to face marketing solutions, bringing brands to life.



# Creative Marketing

# Services

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# We Have Worked With

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Transport for London



# Our Beliefs

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The integrated experiential marketing methodology is a content driven strategy that is the best way to drive word of mouth and advocacy.



...is the number one driver in business growth

# Case Studies

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# Pop Up Shops

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## MARY KAY

### The Objective

Mary Kay, America's bestselling brand, appointed Love Creative Marketing to execute a pop up shop tailored to reach out to the core target audience of 30+ year old females. Implementing Cardiff's first ever pop up shop with tailored digital amplification.



### The Method

The eye-catching pop up shop dressed in a giant bow was created and filled with life size Mary Kay make up replica furniture. There were interactive zones with immersive brand building activities. Giveaways included delicious Mary Kay branded cup cakes, served with pink lemonade, and a Mary Kay goodie bag.

### The Results

- 335 participants
- 4,000 leaflets distributed
- 21,747 page views to dedicated microsite
- 50 posters displayed in local retailers

# BlackBerry Zone at Phones 4U

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# Field Marketing



## BLACKBERRY

### The Objective

Blackberry introduced their first “experience store” and requested a visually impactful launch campaign to generate buzz for the BlackBerry Zone. The aim was to invite the public to take part in the “Great Mates Competition.”

### The Method

The public had their photos taken in a branded stretch hummer and were given prints on branded frames. They were also given a chance to feature in the next ad campaign. A competition to win Blackberry’s ran in-store and drove footfall. This was encouraged by street dancers, roller-skaters and cheerleaders.



### The Results

- 22-35 target audience age
- 550,000 opportunities to see
- 100 Phones 4 U stores participating
- 1 branded stretch hummer



# Field Marketing

Blackberry introduced their first 'experience store' in Europe at Phones 4 U Tottenham Court Rd, and Love Creative Marketing designed and activated a visually impactful launch campaign to generate buzz for the BlackBerry Zone.



Roller skaters, and cheerleaders created hype and buzz to 'stop traffic'. Guerrilla pre-activity supported the weekend activity, including clean stenciling and static clings, to raise awareness of the launch to local professionals. The attention-grabbing performances and stunts combined with the interactive photo competition appealed to the target audience of 22-35 year-olds, and made for a very successful launch.

Results:

550,000 OTS (opportunities to see)

2 million reach estimated from word-of-mouth. BlackBerry experiential marketing campaign introduced the BlackBerry Zone with a big bang.

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# Statistics

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**93% of marketers said that experiential marketing generates advocacy on word of mouth recommendations**

# Experiential Marketing

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## EMINEM

### The Objective

Love Creative Marketing was appointed to create a live brand experience that marked the launch of Eminem's new album "Relapse."

### The Method

Target audience members would be invited to the "Relapse Rehab Centre" via social media platforms. The hospital style set featured different zones to chill out, listen to the album, drink "blood" (cranberry juice), have a massage and receive a prescription (candy). Focal points included giant "E" shapes filled with medicine pills, hospital bed wards and custom built "medical drips" that played the album.

### The Results

- 2,000 participants
- 48% increase in album them identity
- 21,000 photos released on facebook
- 685,000 social media coverage



# Road Shows

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## OLIVE OIL

### The Objective

Commissioned by Publicis and funded by the Spanish Ministry of Agriculture, this campaign aimed to take the four grades of oil masses and promote it as a vital, everyday cooking ingredient. Olive Oil wanted to communicate the health benefits of using Olive Oil over other ingredients such as butter and standard vegetable oils.

### The Method

Love Creative Marketing implemented an Experiential road show and designed a rustic style kitchen complete with wooden seating, a kitchen unit and trees. The appointed chef prepared simple recipes to inspire consumers of different ways to use the product and gave them the chance to enjoy the food in an "olive oil" atmosphere.

### The Results

- 4 oil masses
- 18,000 samples distributed
- 1 ambient kitchen unit
- 35 road show locations



# Promotional Staffing

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## LYNX

### The Objective

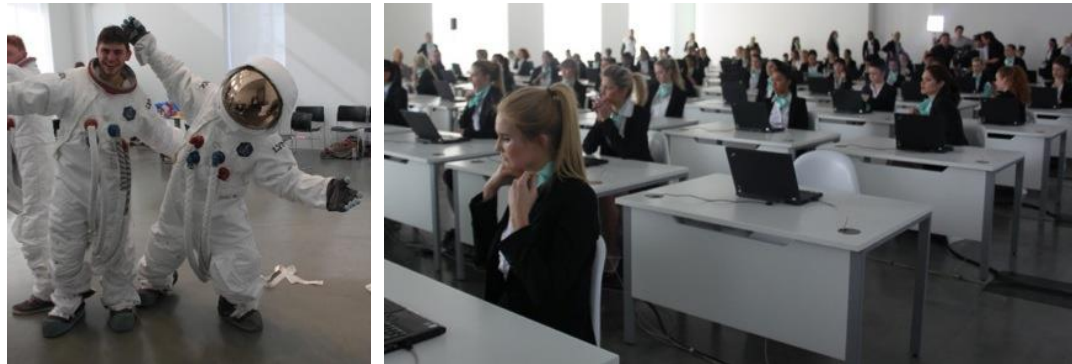
BBH contacted Love Creative Marketing Events Agency to provide over 100 professional models for a large viral campaign for Lynx.

### The Method

Love Creative Marketing created a slick and on brand clinical set for an exclusive viral Lynx Apollo campaign. Over 100 professional female models all dressed in smart matching office wear and 10 professional male models in astronaut suits were provided to feature in the exceptional campaign, where one lucky winner won a trip into space.

### The Results

- 100 stylish office tables and chairs
- 110 professional models
- 5 hours of successful filming



# 02 Business Picnic Events

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**O<sub>2</sub>**  
**Business**  
**Picnics**





To help promote O2's business phone packages, and to position O2 as the preferred network provider for business professionals (both male and female), Love Creative Marketing worked with pd3 on O2 picnic experiences at various London parks targeting professionals to attend during their lunch breaks.







The O2 team welcomed the consumers upon arrival to help make them feel immediately at ease. Data capture was then acquired by trading a blue wristband entitling the consumer to eat a free picnic lunch, in return for filling out a contact form. The Brand Ambassadors then promoted the business packages and explained the benefits to their target audience as they ate a well-deserved lunch. In addition to the food, several activities such as giant Jenga, chess and more, provided different layers to the experience and brought to life the brand's intelligent theme which was a key message for the business package offering

**Consumers who engage in a live brand experience are likely to tell an average of 17 people each**

Love Creative Marketing selected the O2 Team based on intelligent, friendly and communicative attributes being the most important factors for selection.

Smart, branded outfits and phone replica costume characters were designed for the team to wear in line with the brand personality look and feel.

**Results:**

Over 3000 leads obtained per picnic

180K (Opportunities to see)

2800 Participants

O2 was positioned as caring about their business customers and their needs.

# Benefits

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Memorable experience stays in front of mind



Enables you to tap into the five senses

Generates word of mouth

Creating brand relationships

Return of investment

# Projections

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## Moët and Chandon 3D Projection & Sponsorship

Kinetic on behalf of MediaCom approached Love Creative Marketing to implement and drive a spectacular sponsorship initiative that took place at the fireworks finale for the Christmas lights switch-on in Manchester for the prestigious brand Moët and Chandon. Targeting a mass audience of families, city workers and residents of Manchester, the fireworks finale was leveraged with a stunning, visually impressive feature, projecting 3D mapped content on to the façade of Manchester Town Hall.

LCM fully managed the sponsorship, all the creative content and sequences of the 3D mapping, by developing the assets to bring to life the building's face, including the faux destruction of the clock tower & the building filling up with Champagne.

The public watched in amazement as a selection of sophisticated graphics such as the Moët logo, teaser images and other creative were displayed from 6pm right up until the fireworks were let off at 8pm, following the countdown to the Christmas light switch on, hosted by well known celebrities. The Moët and Chandon 3D projection showcase was an astounding success, generating word of mouth and becoming the focal point of the grand finale.

## Results

20,000 OTS (Opportunities to see)

\*Huge Crowds of people packed into Albert Square for the switch on

\*Videos were uploaded onto youtube by members of the public, and picked up by ITV news where the Moët and Chandon spectacle was aired on prime time TV.



# Mobile App

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## JD SPORTS

### The Objective

Love Creative Marketing were appointed by JD to work with them on a planning strategy and implement their first every nationwide integrated campaign of finding 16 faces to become the 'Faces of JD'.

### The Method

An online app and customised Facebook page were created, providing a platform for contestants to enter a competition. Targeting social media sites helped raise awareness and obtain coverage. Buzz teams were sent out to hit streets across London & Manchester, handing out wristbands directing them to the Facebook competition page.



### The Results

- 1,904 competition entries
- 3,806 facebook votes
- 16 faces of JD
- 630,000 word of mouth

# Guerilla Marketing

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## BARBIE

### The Objective

On behalf of Barbie, Love Creative Marketing recruited talent for the unique tour to mark the launch of the “Do the Barbie” dance routine with the Barbie Fashionista Dolls. Love Creative Marketing brought the dolls to life by appointing look-a-like real life Barbie's.

### The Method

Touring the country in a branded tour bus, the Barbie's drew attention in high footfall locations. They performed and taught the routine, using the customised Barbie Boom Box and dance mat.

### The Results

- 957 total sign ups
- 18,120 leaflets distributed
- 186 voucher codes redeemed online

# Ambient Media

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## SKODA

### The Objective

Kinetic commissioned Love Creative Marketing, on behalf of Skoda, to activate a large scale national ambient media campaign to spread awareness and generate word of mouth for the car launch; the "Yeti."

### The Method

An interesting guerrilla activity in highly exposed pedestrian areas included graphic impressions of "Yeti footprints" with a teaser campaign on a "Yeti spotting" website and Flogo's (logo shaped clouds in the sky).

### The Results

- 8 weeks
- 12 cities
- 680 executions

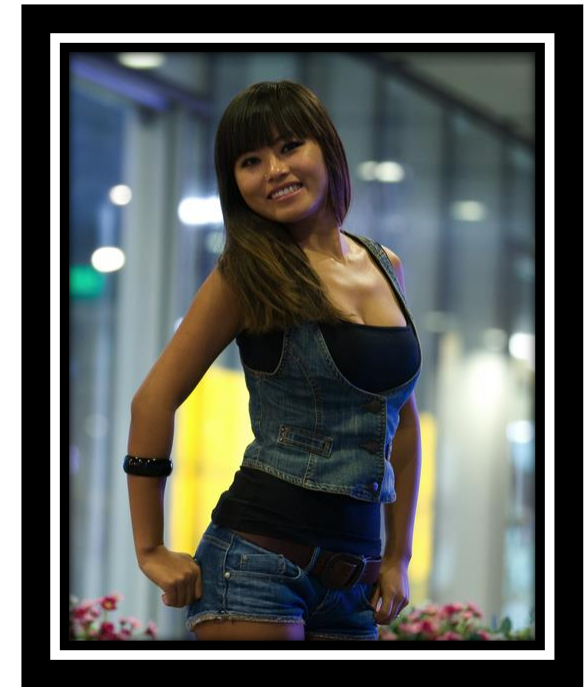


# Example Profiles - Girls

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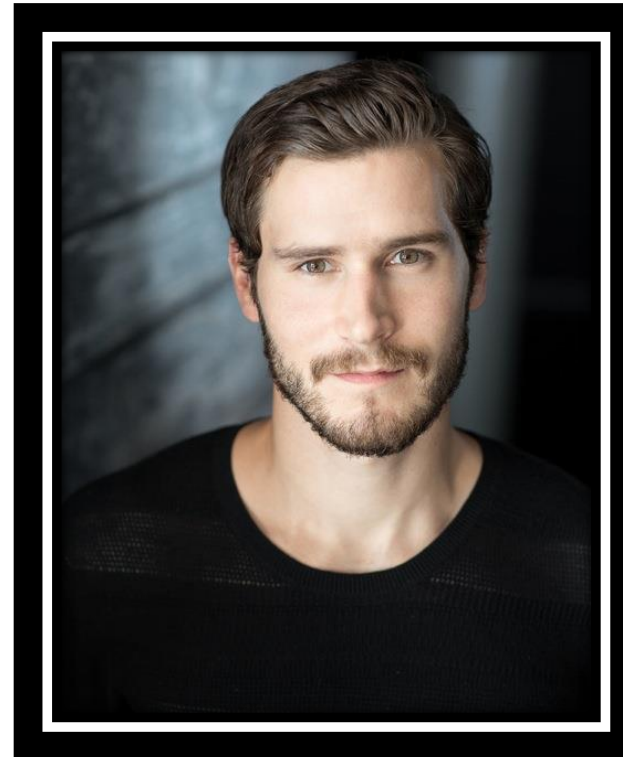


# Example Profiles - Guys

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# Staff Operations

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# Staff Training

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An Immersion day is an integral part of team training. Allowing the whole team to immerse into the world of the brand. This usually takes place at the brands HQ or our office.



We train our Brand Ambassadors on:

- The History of the Brand
- Brand USPs
- Key Brand messages
- Purchasing or ordering procedures



# Feedback

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After each live activity we provide data, this data is used to create a final report for the client. These reports include consumer feedback, visuals, and some cases recorded footage.

This data will help marketing departments in the next planning stages for future campaigns.

# Contact us

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