



Strategic Marketing and Promotions, Inc. is your one source for the successful creation and execution of your next marketing campaign. Based in Washington, D.C., Strategic Marketing and Promotions is a fringe provider of experiential marketing, engaging solutions that drive purchases, inspire action, lead to understanding, generate word of mouth, and enhance marketing ROI.

We offer equipment and talent NATIONWIDE.

STRATEGIC MARKETING AND PROMOTIONS specializes in building and activating grassroots networks to execute non-traditional marketing initiatives and embraces word of mouth to market your brand. Strategic Marketing and Promotion's expertise is in the understanding of street psychology and how word-of-mouth networks and buzz hierarchies begin and spread.

1220 L Street NW, Suite 100-300, Washington DC 20005

Office#: 202-241-0671 Fax#: 202-688-2930 info@SMPagency.com www.SMPagency.com

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Strategic Marketing and Promotions hires the best people to serve as Campaign Director, Account Manager, Brand Ambassadors and Field Market Managers for your products and services. Strategic Marketing and Promotions approaches staffing with an eye toward matching the Brand Ambassadors to your target audience.

The Brand Ambassadors take your message to the streets and make your marketing events successful. Strategic Marketing and Promotion's Brand Ambassadors are outgoing, energetic, attractive, and connected to the local scene. They are trendsetters and spotters who share a common voice with your target audience members, making them a trusted source of opinion and information among your demographic.

Strategic Marketing and Promotions creates lasting impressions and a relationship between consumers and your brand. We deliver message saturation at targeted locations using our friendly Brand Ambassadors. Strategic Marketing and Promotion's creative staff, top Field Market Managers, and experienced models work together to exceed your expectations. Strategic Marketing and Promotions produces campaigns full of flair, originality, and substance. Let the buzz begin as our team of models representing your brand pass through the crowd for the first time. Strategic Marketing and Promotions creates powerful relationships one consumer at a time for less than the cost of a billboard!

Some of our marketing mediums include:

Glass Trucks – Segways – Publicity Stunts – Bikes – Scooters - Advocacy

If you are looking for an experiential marketing solution that is multi-channeled, dual-focused, and synergistic, then Strategic Marketing and Promotions is the choice for you. Strategic Marketing and Promotions combines veteran Account Managers with exceptional Brand Ambassadors to create unique, street-oriented, peer-to-peer experiences. From the formation of your marketing campaign to its execution, the professionals at Strategic Marketing and Promotions see to it that each element of consumer touch is executed with precision. Our Field Market Managers identify audience targets, and design an original experiential marketing campaign that delivers your message through multiple channels in a memorable way.

In recent years intercept marketing has been heavily embraced by Brand Managers and marketing professionals across the board. With intercept marketing, customers interact with the brand. In addition, intercept marketing is lower in overall costs while providing the brand an opportunity to touch the consumer one-to-one.

There are no limitations on who can add intercept marketing into their advertising mix. Anyone who uses advertising—retailers, consumer brands, technology companies—can take advantage of this word-of-mouth medium to communicate their message to potential customers.

BUSINESS-TO-BUSINESS (b2b): ON THE STREETS, ON-PREMISE, WORD OF MOUTH

BUSINESS-TO-CONSUMER (b2C): TRADESHOWS, PUBLICITY STUNTS, GRAND OPENINGS

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CAMPAIGN DIRECTOR - The Campaign Director is responsible for overseeing the entire campaign from start to finish. Based in-house, the campaign director oversees the execution of the entire marketing campaign.

FIELD MARKET MANAGERS – Field Market Managers are the extended arms of the Campaign Director, supervising city teams on the local level. The Field Market Managers help the Campaign Director plan a calendar of events specific to their own team’s goals and act as leaders in the field. Specific duties of the Field Market Managers include: recruiting/interviewing, calendar planning, motivating/ leading the team, training, and day-of decisions regarding foot traffic. The marketing managers are the eyes and ears in the local scene; they are the ones who bring together the entire marketing team to capitalize on promotional opportunities.

BRAND AMBASSADORS - Brand Ambassadors are the direct communication link between the brand and the consumer. They are energetic, outgoing individuals who mesh with target audience members. Brand Ambassadors introduce the brand to the market in a non-threatening manner via peer-to-peer relationships and word-of-mouth advertising. Specific duties for brand Ambassadors include: direct promotions through nightlife, event and street outlets, educating consumers, and creating an exciting atmosphere around the brand.

FACT FIND - Strategic Marketing and Promotions researches your brand, product category, competitors, target audience, and the marketplace. Our experienced marketing managers establish your goals and objectives. After the facts have been gathered, the overall look, feel, and touch points of your marketing campaign are defined by Strategic Marketing and Promotion’s visionary Field Market Managers.

CONCEPT - Strategic Marketing and Promotions vets every aspect of the marketing campaign to ensure that your message is engaging and resonates with your target audience.

EXECUTION - Strategic Marketing and Promotions prides itself on exceeding client expectations. The experiential marketing campaign must provide maximum impact and ROI to meet our standards. When it comes to impressions, quality counts more than quantity.

REPORTING - Key learning’s are documented, and the entire program is measured and evaluated against the goals and objectives. This program recap becomes the basis for determining the success of the experiential marketing campaign.

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When **Cricket** prepared to launch in Philadelphia, Strategic Marketing and Promotions was chosen to execute the guerrilla campaign and staff the special events. We hit the streets with a small army of well-trained brand Ambassadors to saturate the footprint spreading the message.

Cricket branded umbrellas popped up on hotdog carts all over the city and people were finding “lost” Cricket wallets everywhere. We targeted commuters at high traffic locations with “random acts of kindness”, created significant presence at large parades, engaged consumers at the world’s largest cell phone, and at Cricket store grand openings.

Our staff delivered the brand message to consumers helping Cricket exceed their goal of new subscribers by 240% early in the launch.



During the recession of the 2008 holiday shopping season, **Lord & Taylor** partnered with Strategic Marketing And Promotions in an effort to bring some holiday joy to the streets of New York City.

Surprised consumers were given activated \$25.00 Lord & Taylor gift cards. We fielded twenty “holiday elves” in high traffic areas during the morning commute at three locations in Manhattan to distribute \$275,000 in gift cards. Many consumers were calling and texting friends and co-workers advising them of our presence and spreading word-of-mouth. A total of 11,000 gift cards were distributed with estimated impressions exceeding 165,000.



Mezzetta Pasta Sauce called on Strategic Marketing and Promotions’ team of twelve Brand Ambassadors to create buzz and excitement around their new pasta sauce. We targeted evening commuters utilizing Grand Central Station in New York City with a little taste of Italy. Heavy foot traffic could not escape our branded shopping carts which established the sampling area while increasing brand recognition.

Our uniformed staff exceeded 20,000 consumer impressions by distributing 5,000 small jar samples and 10,000 manufacturer’s coupons. Coupon redemption exceeded the client’s expectations.

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Peek Wireless partnered with Strategic Marketing and Promotions in New York City to create a counter-buzz for the launch of the “Blackberry Storm”. Our stunt teams dressed as prisoners and were chained to six foot tall replicas of the blackberry representing the two-year contract requirement. Our team interacted with consumers on queue at the Verizon stores as they awaited the new “Blackberry Storm”. The stunt was covered by Promo Magazine, NBC’s Today Show, and the local media.

Peek also engaged Strategic Marketing and Promotions for the launch of their “Simply Wireless” device.

Our knowledgeable Brand Ambassadors targeted holiday shoppers at key events while creating awareness and educating consumers about the features of Peek.



Self Magazine came to us for help with lagging sales in San Diego for their annual “Workout in the Park”. This annual event brings together a litany of sponsors and female consumers for a day of exciting workouts, beauty, fashion, and nutrition - all to benefit Susan G. Kolman for the Cure. One week out from the event and with ticket sales lagging, we took to the streets to create a buzz around this annual event.

Targeting both retail outlets and consumers direct hand-to-hand, our staff created hundreds of interactions and nearly 6,000 impressions which helped to double advanced ticket sales leading up to the event.



When **Reynolds** decided to hit the streets and sample the **Reynolds Handi-Vac** food saver system, Strategic Marketing and Promotions made it happen in ten cities. Our team of 154-Brand Ambassadors sampled 863,000 starter kits over ten-days in eight states. Driving word-of-mouth, each consumer was given two starter kits, one for them and one for a friend. Over 27,000 unique email addresses were captured for follow up marketing efforts. We estimate in excess of 1.5 million impressions for this program. Capitalizing on word-of-mouth we identified countless blog, email and web references about the team. Consumers were given a \$1.00 off coupon towards their purchase of refill bags. There was a 28% lift in sales first month and 8% sustained lift four months later.

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Strategic Marketing and Promotions executed **Dr. Pepper** promotions in the following markets: San Francisco, Sacramento, Tucson, Wako, Rio Grande, Miami, El Paso, and Knoxville. Each event was specifically targeted on Hispanic consumers.

We deployed a team of bi-lingual (English/Spanish) Brand Ambassadors for each event (Dr. Pepper Futbol, Dr. Pepper Sabrosura, Hola Knoxville) to create a buzz around a contest to win a tricked out Chevy pickup truck. The team successfully communicated with consumers to increase brand awareness and sales within the Hispanic population.



Strategic Marketing and Promotions teams of two Field Mangers and four Brand Ambassadors were deployed to distribute 40,000 **Arnicare** samples and 30,000 coupons at local mostly female oriented gyms in NYC and Los Angeles.

Our goal was to create awareness and buzz around the Arnicare product, specifically among women, and to increase sales within the two markets. We reached 152 gyms, 39,530 members, and achieved 118,590 impressions through word-of-mouth.



In 2007 and 2008, Strategic Marketing & Promotions generated buzz for a **UWC Mixed Martial Arts** fight in Washington, D.C. With more than 3,000 in attendance in 2007, and over 5200 in 2008, the event was a huge success! Approximately 20,000 flyers and 80 posters distributed. Targeted male oriented establishments; sports bars, barbershops, gyms, pool halls, and boxing/karate studios. The client was so pleased with the results that they have retained Strategic Marketing & Promotions to manage all guerilla marketing for future fighting events, including nightlife promotions, posters, gym outreach, and hand-to-hand interactions on the streets.

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When **Lance Armstrong's Foundation** wanted an innovative way to spread the **LIVESTRONG Day** message to those on Capitol Hill, Strategic Marketing & Promotions came through. Fielding a group of six LIVESTRONG-branded Segways, Strategic Marketing & Promotion's uniformed Brand Ambassadors yielded more than 43,000 impressions while intercepting consumers and distributing over 7,000 of the famous yellow bands. Strategic Marketing & Promotion's event contributed to the successful launch of livestrongarmy.org.



Strategic Marketing & Promotions street team intercepted live dance and performance art patrons in New York with "**Fall for Dance Festival**" flyers in and around NYC for 20 days between 8/1/2008 and 9/6/2008. Our goal was to increase interest and sales among non-traditional dance performance patrons, targeting younger generations. Our Brand Ambassadors successfully communicated with potential new audiences, increasing interest for the festival.

Our street team was scheduled to cover other dance events around the town in order to reach the audience, and most of them were very excited to learn about Fall for Dance Festival. A total of 17,500 flyers were distributed, with estimated impressions in excess of 100,000.

NY City Center utilized Strategic Marketing & Promotions for similar campaign programs in 2009 and 2010.



Strategic Marketing & Promotions teams were deployed in 16 markets over three weeks to create awareness of an experiential VIP **PUMA** shopping event. These events featured a DJ, Photo Booth, Manicures, Chair Massages and Open Bar. Our teams intercepted 7,265 targeted-consumers at high traffic locations like malls, colleges, coffee shops, commuter locations and happy hour spots. The teams were nimble visiting many locations throughout the day distributing a total of 12,275 invitations.

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