

Mobile Tour Brings the Product to the People

A Hands-On Experience for Clients and Prospects



About the Client

Our client is the advertising sales division of a US-based telecommunications and mass media company. They provide custom media solutions, utilizing national cable networks, internet advertising and promotional events.

The Challenge

Our client's goal was to reach more customers and prospects (than traditional sales calls) in order to showcase their new data-driven technologies.

The primary objectives included:

- Supporting their advertising campaign
- Educating and demonstrating new products services to clients and prospects
- Driving leads via engaging, experiential activations and scheduled special events

The Solution

Take the Show on the Road

We created the first-ever mobile activation tour for our client, and it promoted their data-driven advertising solutions. The tour was customized by market but had consistent elements to provide a turn-key activation for field marketing teams. The four-month tour made 25 stops in nine states – starting in Greenville, SC and concluding in El Paso, TX. The routes were based on direction from sales and field marketing, thus engaging the right clients and prospects. In addition, the tour stops were scheduled to coincide with high-profile industry events,

including Advertising Week and Digital Dealer, to garner additional media attention.

Interactive Product Demos

A focus of the tour was to enable field marketing teams to educate their clients and prospects, providing real-time local market data so they could see the direct benefit of using this media. This was achieved with immersive product demonstrations inside the vehicle, and educational games and entertainment outside.

To engage people waiting to enter the vehicle, games, foods and giveaways were provided, including: a "Big Data" trivia game, a giant Plinko game, Oculus Go VR gaming, a photo booth, local on-site entertainment, music and local gourmet treats.

Leverage Media, Celebs & More

All the mobile event stops were invite-only, bringing in a select list of clients and high-potential prospects based on the local market and their region's top sales lists. To further enhance participation, we combined local attractions and high-profile speakers in key cities. From the NASCAR Hall of Fame in Charlotte, NC, to the SLO Brew Rock brewhouse in San Luis Obispo, clients and prospects were treated to thought-provoking seminars, business after-hours events, and even a night out at the ballpark.

Integrated Support

This program was supported by a robust communications plan that helped create awareness and excitement for the tour. Pre-launch elements included social media support, tour website, internal newsletter, and a sizzle video that was sent to each local market's clients,

prospects and media. During the tour, social media was used to keep the momentum rolling, and post-tour social posts continued, as well as further newsletter updates.

The Outcome

With over 1.2 million impressions (and a media value worth \$221k), the tour delivered well beyond expectations! But that's not all – we created over 18 million digital impressions,

 **+18M**
digital impressions

264k social impressions, massive increases in followers of our client's social media platforms and added 1k prospects to the database. It all added up to tell a story that a highly targeted, b-to-b mobile tour can build your business.