

Taking Safe Events on the Road

With a Bonus Community Giveback Too



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

Like many others, our client's marketing and outreach strategies were hampered because of COVID-19, but by the fall of 2020, they were ready to take their mobile tour on the road again. The objectives included driving brand awareness of their products and services with custom, market-level client activations and thought leadership opportunities. They wanted to utilize their mobile truck to showcase interactive new products and deliver memorable edu-training and safe activations for key clients and prospects in their local towns. They also wanted to support their "Rebuild My Town" national brand campaign by helping local communities and businesses rebuild following the economic downturn.

The Solution

The mobile tour traversed the country, visiting nearly a dozen cities and meeting with hundreds of clients and prospects. Their activations were focused on providing business and media insights.

During the tour planning phase, great consideration was given to engagement tactics (enticing people to visit, learn and network) as well as safety protocols. It was critical to the planning team that participants felt safe and comfortable interacting with others while the pandemic was still an important consideration (and before vaccines were available).

Each of the tour stops included a community giveback to support local merchants, create opportunities for small businesses and say a big THANK YOU to the COVID-19 front-line workers who had carried a heavy burden.

Audience Engagement

During a Buffalo, NY tour stop, participants had a chance to meet Buffalo Bills legend, Thurman Thomas. He spoke at a local restaurant's ballroom (where groups were safely spaced out, two per table) and shared stories of his experience in football and as a small-business owner in Buffalo. Thomas also took photos with attendees and signed autographs. Following the presentation, guests received a gift bag and enjoyed dessert outside the mobile tour bus, where bistro lighting and heaters extended the event into the evening. Everyone, including Thomas, participated in the outreach/giveback activity as well.

Safety By Design

Each market could choose from a large format event experience or a smaller pop-up that catered to variations in attendance, audience type, and entertainment venue options - all focused on safety considerations.

- Within each tour stop, safety protocols were in place that included social distancing, hand sanitizers, regular surface cleaning and the usage of facemasks
- Truck sanitation protocols were in place before, during and after each event
- Considerations were taken for local caps on the size of outdoor gatherings and the number of people permitted inside the mobile truck at any time

Community Outreach

At the Cleveland, Ohio tour stop, event participants delivered meals to front-line workers at the Cleveland Clinic, also one of our client's customers. Area caterers (that advertise with our client) supported the outreach by providing meals that our teams delivered.

Each stop had a similar CSR outreach component that was centered on meal deliveries to front-line workers at hospitals and other medical facilities.

The Outcome

Our client was very happy and plans to host the mobile tour again next year. Big wins were achieved as the mobile tour brought:

- People safely gathered together, live and in-person with 1,517 (masked) but smiling faces
- Food to our frontline healthcare heroes with 1,430 people fed at nine different healthcare facilities
- Miles of smiles – 1,733 driving miles, to be exact
- Over 175,000 impressions!