

IGNITE



June 2013

We often ask ourselves where the time has gone, and here we sit halfway through the year already! The following issue provides a peek at some of the things we have been working on over the past few weeks. We think you'll agree, it's been a busy start to the summer for Formula Street. Enjoy!

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Popcorn, Indiana Tour Kicks Off

In late May, Formula Street helped new client [Popcorn, Indiana](#), innovator of all-natural popcorn and whole grain snacks, launch a four-month mobile marketing tour called *FIT Across America 2013*. The nationwide tour will be traveling to 15 key cities across the U.S. to fuel a healthy lifestyle while promoting the brand's new better-for-you popcorn line, FIT, and its recent partnership with NBC's *The Biggest Loser*. To build brand awareness and share the love of its all-natural yet delicious tasting popcorn with the world, Formula Street custom wrapped and fabricated a sampling truck that will be attending various fairs, festivals, races, retailers, and

popular hot spot locations. Each stop on the tour will give consumers a chance to sample Popcorn, Indiana's FIT popcorn, a better-for-you, ready-to-eat popcorn available in five mouth-watering flavors including Sea Salt, Real Butter and Olive Oil. Every one-cup serving is only 40 calories or less with just 2 grams of fat; the perfect option for those who want to snack smarter but don't want to sacrifice fun or flavor. In addition, some fan favorite *Biggest Loser* contestants are expected to visit a few stops. To check out the tour route, visit [here](#).





'Moods of Rhône' Shines Over Manhattan

On May 30 Formula Street executed the "Moods of Rhône" trade and press event for French-based client [Rhône Valley Wines](#) in New York City. The event was held on the penthouse and rooftop levels of the beautiful Gary's Loft in Manhattan. Moods of Rhône served as a platform for brand representatives to engage one-on-one with trade industry influencers and media while also

showcasing that their wines are "Always Right" in any social setting. To bring this concept to life, Formula Street and Inter Rhône worked together and transformed each room of the house into its own theme, adding specific furniture, décor and activities. Rooms included a family/art room where guests could play board games or paint; a kitchen featuring live cooking demos; an educational wine cellar hosted by sommeliers; and a terrace including a live BBQ station, acoustic guitarist, and photo station offering the Empire State Building as a spectacular backdrop. Each room hosted hors d'oeuvres as well as an expansive array of 44 different wine varietals. At the conclusion of the event, guests (which included *Wine Enthusiast*, *Epicurious*, *The Nibble*, and *Wine Spectator*) were provided a takeaway gift bag that included informational brochures, cookbooks, and branded premium items.



Dos Equis Engages Consumers During Cinco de Mayo

Leading up to Cinco de Mayo in May, Formula Street's [Dos Equis](#) brand ambassadors helped create holiday-related activations at on-premise accounts across the U.S. Sampling engagements included an interactive quiz (conducted via iPad) to determine which Dos Equis beer

was best suited to the occasion, and sharing Cinco celebration ideas taken straight from The Most Interesting Man's unpublished memoir. Street executed a total of 1,247 on-premise samplings reaching nearly 85,000 consumers and providing more than 40,000 samples of Dos Equis Lager and Ambar. Overall, the campaign was incredibly successful at providing brand education while encouraging trial during a peak selling period.





Neuro Drinks Executes Sampling & Integrated PR Program

Formula Street recently started working on an integrated PR and sampling program for [neuro drinks](#), a line of great tasting drinks with a purpose—to enhance your daily life. Each neuro drink has a carefully crafted blend of healthy

vitamins and minerals that provide a specific benefit such as boosting mental performance, reducing stress or helping you sleep better. Coordinated in tandem with the brand's new marketing approach, Street is executing local teams in nine top markets throughout the country to strategically sample only one flavor at a time to small target groups when they need it the most. The first flavor of focus is Bliss, which helps the drinker de-stress and amplifies their mood. To support these efforts, Street is creating a customized sampling vehicle to elevate consumer engagement and allow for maximum branding and mobility during each sampling mission. In addition to the sampling program, Street is working with Formula and other agency partners to incorporate PR, social media, and stunt layers into the multifaceted program, amplifying reach and impact.



Sampling & Social Media Efforts Raise Awareness for CalNaturale Svelte

Formula Street launched phase two of a [CalNaturale Svelte](#) sampling program this spring. The program focused on sampling the line of premium organic protein shakes in three major U.S. markets. The schedule reflected a balance between high redemption areas and high-traffic hot spots with teams visiting

popular shopping centers, key retail locations, and local events. In addition to full-size product samples, the teams distributed coupons and branded pedometers. This year's program supported Svelte's summer campaign to encourage consumers to get beach body ready by inspiring active lifestyles. In addition to raising awareness through product trial, Formula Street aided in growing Svelte's social media presence. Sampling locations were posted on the brand's Facebook and Twitter pages, and consumers were encouraged to post a photo to Instagram using the #streetsvelte hashtag to receive a branded tote bag. The combined online and activation efforts helped Svelte gain new, loyal customers while building stronger brand awareness.

Founded in 2004 and headquartered in Los Angeles, Formula Street is a full-service national brand activation agency. The company develops and executes buzz-building programs that enable brands to connect with their target consumers. Featuring a seasoned management staff and an extensive database of brand ambassadors across the country, Formula Street's services include street teams, promotional events, publicity stunts, on-premise and off-premise sampling, multicultural events, and mobile marketing tours.

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