

IGNITE



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With the first quarter of the year swiftly coming to a close, we'd like to pause for a moment to reflect on some of the exciting work we've done over the past three months. From a New Year's Eve sampling campaign and Super Bowl tailgate party to a 13-city mobile marketing tour, we helped our clients engage with target audiences through relevant experiences. As we prepare for an even busier summer activation season, we hope you enjoy this issue of IGNITE!



Formula Street Wins FOX Hispanic Media 2015 Upfront Experiential Road Show

Formula Street recently won a competitive pitch to partner with [FOX Hispanic Media](#) and take the brand's traditional upfronts in a new direction with its 2015 Upfront Experiential Road Show.

The event series will be executed from April 3 to May 1 in four markets: Miami, Chicago, Los Angeles, and New York City. Attendees will encounter a whole new upfront experience as they enter the world of FOX Hispanic Media and are given the opportunity to participate in a variety of interactive brand activities, including filming a segment for Central FOX, participating in a game show, and testing their mind with illusions. Venues will be transformed into themed areas correlating with the network's four media brands—FOX Life, MundoFOX, FOX Deportes, and Nat Geo Mundo—and offering guests the interactive engagements complemented by signature food and beverages. Charged with overall strategy, planning, event production and design, Formula Street is focused on creating a memorable experience.



Formula Street Executes SodaStream's Ultimate Tailgate Party

As Super Bowl XLVIII approached, [SodaStream](#) encouraged consumers to use the latest in soda technology at their Super Bowl gathering by giving away SodaStream machines, creating a buzz-worthy TV ad, and implementing a social media sweepstakes. The sweepstakes gave consumers the chance to win a SodaStream machine and, as a grand prize, the ultimate tailgate party at their home. Formula's PR team drove traffic to SodaStream's Facebook entry page by promoting the sweepstakes

on the brand's various social media outlets, including Twitter and Instagram. Two weeks prior to the Big Game, the grand prize winner was selected from the 6,000 entries, and Formula Street started executing against its strategic plan. The ultimate Tailgate Party included a branded luxury RV, big screen TV, catering, and a SodaStream bar. While enjoying the game, the winner and her 20 guests participated in product demonstrations, sampled a variety of flavors, and participated in tailgate games. Despite the turnout of the game, everybody walked away a winner with a variety of SodaStream-branded giveaway items.





Popcorn, Indiana's Third Mobile Tour Takes 'FUN Across America'

With two successful nationwide tours in the rearview mirror, Formula Street and [Popcorn, Indiana](#) have teamed up once again for the FUN Across America 2014 mobile marketing tour. Currently on the road building brand awareness and excitement for the brand's all-natural and delicious tasting popcorn, the FUN tour will visit festivals, races, retailers, and high-traffic locations in 13 key cities. Featuring a rebranded vehicle

showcasing Popcorn, Indiana's variety of products, the tour will engage and educate consumers on the smarter way of snacking, without losing flavor or fun. At each stop, people can take photos with the FUN truck and sample five featured flavors, ranging from salty sweet Kettlecorn to rich Aged White Cheddar Popcorn. Already bringing samples and smiles to thousands of satisfied customers nationwide, the tour will end with a month-long stay in San Francisco March 20 to April 30. To join in on the fun, check out <http://funacrossamerica.com/>.



'Chief Marketer' Recognizes Formula Street for Nestlé Sampling Campaign

Formula Street was recognized in the [Chief Marketer Special Report "Holiday Lights"](#) for its exceptional work with Nestlé surrounding the brand's holiday sampling campaign. The article details the brand's strategic approach as well as activation details and on-site execution. For the activation, brand ambassadors armed with samples of [Nestlé Abuelita](#) and [NESCAFÉ Clasico](#) set out on Colorado Boulevard in Pasadena on New Year's Eve to give a warm treat to people

camping overnight for the Rose Parade. The teams strategically honed in on areas along the parade route with the largest number of campers, distributing more than 900 cups of hot chocolate and coffee via backpack drink dispensers, 11,000 dry samples and 5,500 coupons. The *Chief Marketer* article recognized Formula Street's logistical approach by featuring an *Idea to Steal*, as well as explained the campaign strategy of targeting consumers on New Year's Eve rather than New Year's Day, which allowed ambassadors to fully engage with attendees and direct their attention to the products rather than the parade.



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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