

# IGNITE



## October 2013

Formula Street has been busy the past few months with no sign of the work letting up as we approach the holidays. While it's easy to move from one activation or sampling program to another, it's important to stop once in a while and reflect on how far we've come. This month, we had the opportunity to do just that when we learned Formula Street had been named one of [PROMO's 2013 Top Shops](#). We are honored to be considered one of the best promotion agencies in the U.S., and we look forward to continued growth and success in 2014.

# 1



### Sound United Selects Formula Street for First Nationwide Mobile Tour

Formula Street recently won a competitive bid to plan and execute a mobile marketing tour for existing Formula PR client [Sound United](#). The six-month-long nationwide "Listen to the Music" tour launched in September and is focused on promoting the brand's [Polk](#) line of products, which include headphones, speakers, and gaming accessories. The sound recording studio on wheels—a 14 ft. trailer and custom Prevost RV—will visit retail locations and consumer events across the country. Formula Street

is charged with supplying overall strategy, an experienced tour manager to head up programming, staff management, and reporting. In addition to educating store employees at key retail locations, the tour will visit college football games and other large-format events to engage consumers and introduce them to Polk's iconic products. Furthermore, in each market local bands will be encouraged to enter the studio and record a cover of the Doobie Brothers song "Listen to the Music" for a chance to win the opportunity to open for YouTube sensation Walk Off The Earth and John Legend in Las Vegas.



# 2



### Formula Street Supports Heineken Activation at US Open

For 15 days at the U.S. Open in New York, [Heineken](#) executed its Heineken House activation, which included interactive games, a photo booth, and "Perfect Pour" competition. Placed at three stations throughout the venue, Formula Street brand ambassadors supported the activation by greeting guests, engaging them in corn hole

and a life-sized Connect Four game, and encouraging them to share their photo booth images in social media posts using the #HeinekenHouse hashtag for a chance to win branded merchandise. Additionally, ambassadors manned the daily "Perfect Pour" competition, in which 10 participants learned bartending skills and then competed for VIP tickets to an upcoming match. Across the two-plus-weeks, ambassadors interacted with more than 40,000 consumers.





## Dos Equis Conducts On-Premise Signature Cocktail Series

Leveraging the key summer selling period, Formula Street brand ambassadors activated the [Dos Equis](#) Signature Cocktail Series by breaking the ice at the right time with the right people, through building a quick connection and educating consumers on a new and exciting way to enjoy Dos Equis. The program is aimed at promoting trial of three exclusive beer cocktails incorporating Dos Equis: the **Dos-Arita™**, **Michelada**, and **Dos Sidra**. Brand ambassadors equipped with

an iPad and customized taste assessment app guided consumers to sample the signature cocktail that best suited their particular preference. Consumers across the country were also invited to create their own signature cocktails and submit them in the Dos Equis Cocktail Competition, for the chance to win a trip to Oaxaca, Mexico. Nationwide teams executed more than 480 on-premise events, ultimately reaching 34,000 consumers and providing more than 8,000 samples of Dos Equis Lager and Ambar.



## Allie Ekblad Promoted to Director

Since joining Formula Street in 2010, Allie Ekblad has impressed clients and team members alike with her smart point of view, attention to detail, organization, and solution-oriented attitude. Her success managing national and regional event marketing programs, planning skills, and leadership qualities have been instrumental in Formula Street's growth, earning her this promotion to director. Most recently, Ekblad successfully led planning for the Popcorn, Indiana and Sound United mobile tours, as well as the neuro drinks sampling initiative.

As director, Ekblad will play a greater role in strategy and managing clients such as Heineken USA, Nestlé®, and Rhône Valley Wines, in addition to the aforementioned. She will also continue to serve as a mentor to her team while supporting new business efforts including creative ideation and proposal development.

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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