

IGNITE



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With the holidays quickly approaching, the team at Formula Street is looking back at a summer full of success, both with activation and personnel. Take a look at some of the exciting happenings over the past few months and look forward to some great new things coming soon!

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Formula Street Activates Summer Dos Equis Coastal On-premise Program

This summer Formula Street partnered with Mirrorball in support of [Dos Equis](#)' quest to discover the shores of California, making pit stops along the way and sharing their stories with anyone who has an ear to listen. Doves of people flock to the beach cities every summer, making this season an optimal time to

execute the on premise program and engage with consumers. With a goal of 150 events, the aim of this unique program was to create buzz within each account through elaborate costumes, scripts and challenges. Formula Street ambassadors, dubbed as backpacking groupies, joined Mirrorball actors, known as The Rogue Explorers, on their travels of the California coast. The backpacking groupies were tasked with distributing bar bucks, educating consumers and driving awareness to the #StayThirsty Summer of Challenges. Formula Street ambassadors have ensured consumers stayed cool this summer with a Dos Equis beer in hand interacting with over 8,400 consumers and distributing 7,800 bar bucks.

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AQUAhydrate Expands Sampling Program to Five Major Markets

High-performance water brand

[AQUAhydrate](#) has once again partnered with Formula Street to execute a sampling program in five major markets across the country. Last year, the team successfully conducted a two-and-a-half month campaign in three markets, during which brand ambassadors engaged with 16,241 consumers and handed out 10,906 bottles of the beverage. Launching in mid-October, the new six-week program targets Los Angeles, New York, Miami, Chicago and Boston, with the goal to increase brand awareness and drive purchase in local retail locations. Formula Street will provide strategic guidance and employ a team of Hydration Experts in each market to engage with active lifestyle consumers and execute guerilla sampling in various high-profile locations, including concerts, sporting events, yoga studios, art walks, night clubs and marathons.



Formula Street Brings Little Miracles to Both Coasts

[Little Miracles](#) has traveled across the pond to make its mark in the U.S. The UK based organic tea and juice blend brand brought Formula Street on board to support the initial launch in Los Angeles and New York, with strategic sampling and program initiatives to increase awareness and build the brand's presence. To support Little Miracles' current widespread distribution in NY, Formula Street launched a three month sampling program focusing on increasing consumer trial and driving purchase. Execution focused on sampling full size bottles of the

four unique flavors at high traffic locations near retailers, strategically selected product drops, and sampling at key events targeting the brand's health and fitness demographic, including sponsorship of the Color Me Rad race at MetLife Stadium. The program kicked off in mid-July and completed with the distribution of over 150,000 samples by the program's end in early October. As Little Miracles is building distribution in Los Angeles, Formula Street took an alternative approach and focused on selling into retailers by executing in-store demos to drive purchase, while differentiating the brand from its competitors and highlighting product benefits such as the natural energy source and USDA organic certification. As Little Miracles continues to aggressively grow distribution across the country, Formula Street is alongside to provide strategic guidance and sampling execution to continue to drive consumer awareness and trial.



Brittany Mecouch Moves Up to Program Manager

Throughout her nearly four-year tenure with Formula Street, Brittany Mecouch's incredible organization and out-of-the-box logistical mind have awestruck clients on every project she's been involved with. Brittany's attention to detail and spot-on strategic activation management has matched and exceeded the high standard of quality work in which Formula Street prides itself. In recent months, Mecouch has impressed with the execution of Fox Hispanic Media's Upfront Roadshow and has been a large part of the continued

success of Popcorn, Indiana's mobile marketing tour. As program Manager, Brittany will play a larger role in brand strategy as well as budget management for such clients as Affligem and Dunkin' Donuts, in addition to the aforementioned.



Alison Lafferty Joins Formula Street

Formula Street recently hired Alison Lafferty as program manager. Lafferty joins Formula with more than eight years' experience in the event management space. Prior to joining the Street team, Alison managed multiple accounts including Nissan, Infiniti and BMW while working at George P. Johnson, an LA based experience marketing agency. There, she managed on-site services for approximately 100 auto shows, trade shows and special events each year. Additionally as a meeting coordinator, Alison was responsible for planning and implementing logistics for meetings, conferences and events for up

to 1.4 million union members, belonging to the American Federation of Teachers. Alison brings a deep understanding of event logistics, client service and budget management to lead her Street teammates and provide strategic counsel for clients including neuro drinks, Little Miracles, and AQUAhydrate.