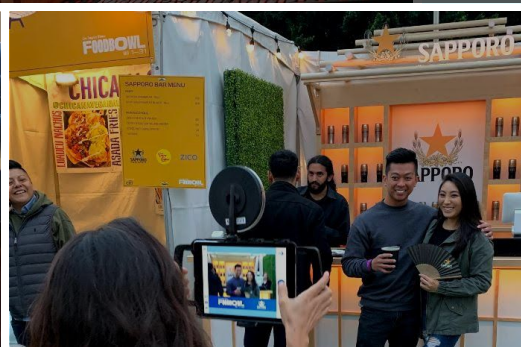


# PROMO SOCIAL

A BRAND ACTIVATION AGENCY

# BEER, WINE & SPIRITS MEDIA KIT





# WHO WE ARE

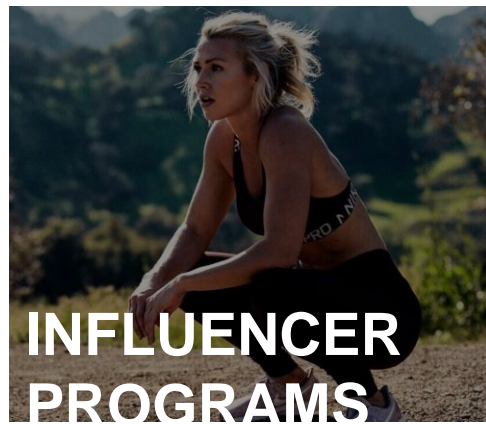
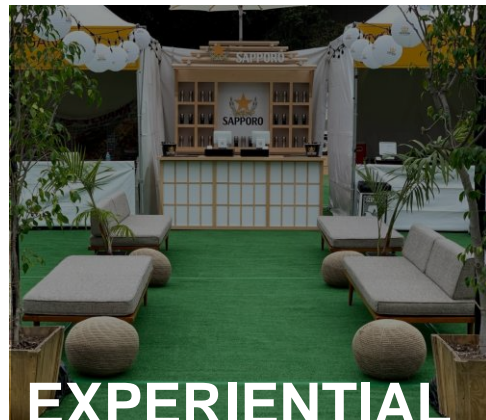
Promo Social is a brand activation agency that delivers the leading agencies and brands thousands of the most professional and experienced W-2 event staff and promotional talent, experiential services, sponsorship solutions and influencer programs. We help brands connect with their target consumers at the point of influence during the most memorable experiences.



# OUR AREAS OF EXPERTISE

Promo Social leverages the leading sports, entertainment and lifestyle channels across North America to engage with audiences through media, technology and live events.

We'll help your brand stay connected with the coveted millennial audience by delivering captivating media campaigns and unforgettable experiences all while providing key analytics from each interaction, to limit financial risk and maximize ROI.





# BRAND ACTIVATION PARTNERSHIPS

Promo Social can serve as your preferred brand activation agency. With 21+ years of brand activation experience in the beer, wine and spirits industry and offices in New York, Scottsdale and Los Angeles we have the national reach and capabilities to service experiential agencies, brands and distributors on both a local and national level.

Promo Social carries a \$5 Million National Liability insurance policy and all of our talent are W-2 temp hires, NOT 1099 contractors so you are covered and always protected from liability and risk. We have a national network of 57,000+ talented *market managers, ambassadors, demonstrators* that are eager to represent brands effectively and professionally with our “best in class” service and the highest level of expectation – we set the standards high – no exceptions. As your full-service brand activation partner, Promo Social will handle the following services; **scheduling, kit/premium storage and distribution, staff recruiting, hiring and training, bar spends, data capture, social photo sharing, recapping and reporting.**

We work with a vast number of brands executing national retail programs across Total Wine & More, Whole Foods, Binny's Beverage, Kroger, Albertsons, Lee's Liquor, Trader Joe's and Walmart.. To name a few. Representing brands such as: *Constellation Beer portfolio (Modelo, Corona, Pacifico), Beam Suntory, Boston Beer, EJ Gallo, Diageo, Sapporo* and many others.





# BRAND ACTIVATION EXPERTISE

Promo Social partners with the leading agencies and brands to help them better engage with their target consumers.

Experiences range from high profile special events, sponsorship activations, mobile tours, influencer campaigns, and more.

## A DATABASE OF 25,000 EVENTS & VENUES

- Media partnerships
- Live concerts & sporting events
- On & off premise activations
- Retail and mall activations
- Commuter hubs & airports
- Fairs & festivals
- Trade shows
- Travel destinations
- College campuses
- Pop-up experiences
- Charity events & fundraisers
- Hospitality events



A photograph of three people at an outdoor bar. A man in a black t-shirt and sunglasses stands behind a wooden bar counter. Two women, one in a yellow shirt and one in a black shirt, are seated at the bar. The bar has a large metal bucket with the Topo Chico logo on it. The scene is set under a yellow umbrella with string lights hanging above. The word "TALENT" is overlaid in large white letters.

# TALENT

# TALENT & EVENT STAFF

We provide thousands of the most professional and experienced W-2 event staff and promotional talent. Our national network of talent are not independent contractors, so you are protected from liability and risk, as we are fully compliant with all state rules and regulations nationwide.

## BEST IN CLASS TALENT WE PROVIDE:

- Brand Ambassadors
- Promo Models
- Bilingual Models
- Liquor Promo Models
- Atmosphere Models
- Greeters
- Product Specialists
- Hosts & Hostesses
- Bartenders
- Cocktail Waitresses
- Street Teams & Samplers
- Costume Characters
- Photo Ambassadors
- And More!



# TALENT MANAGEMENT & APP TECHNOLOGY

Promo Social leverages cloud-based event management technologies for all client campaigns.

1

## TALENT GPS CHECK-IN APP

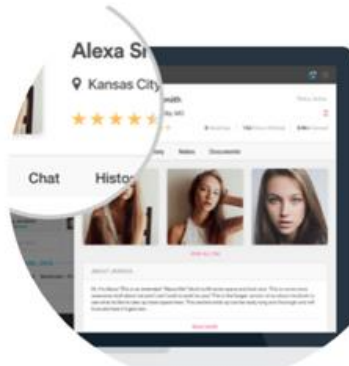
At 48 and 4 hours before each event Talent receive automated notifications to confirm their attendance and arrival at your event or promotion in real-time.



2

## DATABASE MANAGEMENT

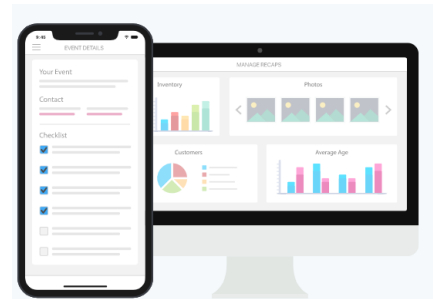
We can track all talent and client campaign activity in one user-friendly and intuitive platform.



3

## LIVE STREAMING RECAP DATA PORTAL

Clients can monitor all campaign data and analytics in real-time as your event unfolds, as talent delivers samples and captures sales data and uploads photos.







The image shows a large, yellow, stucco-style building with a scalloped roofline, serving as a booth for 'La Rojeña TEQUILA CUERVO'. The building has arched doorways and windows, some of which are decorated with string lights. In the foreground, there is a yellow counter with the same branding. To the right, there are several round wooden tables with matching chairs, set up on a green artificial turf surface. The background features a modern glass skyscraper and other event tents. The word 'EXPERIENTIAL' is overlaid in large white letters across the center of the image.

# EXPERIENTIAL

**La Rojeña**  
TEQUILA CUERVO

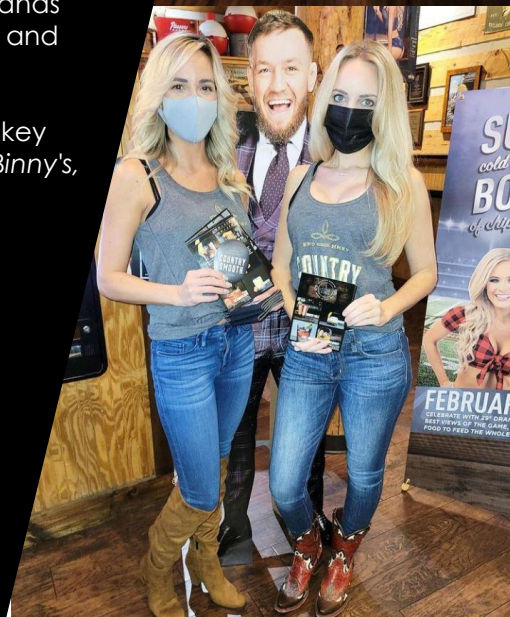
# ON & OFF PREMISE

For the past 20+ years Promo Social has partnered with the leading beer, wine and spirits brands and distributors nationwide to handle all of their on and off-premise activation responsibilities.

Promo Social carries a \$5 Million National Liability insurance policy and all of our talent are W-2 temp hires, NOT 1099 contractors so you are covered and always protected from liability and risk. We have a national network of 60,000+ talented market managers, ambassadors, demonstrators that are eager to represent brands effectively and professionally with our "best in class" service and the highest level of expectation – we set the standard!

We are a preferred off-premise activation partner for many key retailers nationwide that include; *Total Wine, Whole Foods, Binny's, Lee's Liquor, Walmart, Krogers, Albertson's* and others.....

- Campaign Strategy & Execution
- Recruiting, Hiring, Training & Bookings
- Kit Distribution & Storage
- Digital Recapping & Reporting
- Data Capture & Social Integration
- Bar Spends & Reconciliation
- State by State Compliance





# PHOTO ACTIVATION EXPERIENCES

Break free from the limits of traditional stationary photo booths. We will turn every on-site engagement with your audience into a social photo sharing experience using our mobile app-based technology.

- We capture branded photos, GIF's and 360 video of your customers that include your logo and messaging
- We collect your customers email address and send them their branded photos and video content in just seconds
- The app prompts customers to post on their social channels (Facebook, Twitter and Instagram) while at your event serving as advocates for your brand and helping to drive your social exposure
- We provide data captured, full analytics and reporting





# VR & AR EXPERIENCES

Virtual Reality provides your consumers with a truly immersive brand experience. We can custom create interactive Virtual Reality gaming experiences that integrate your branding and imagery, giving your consumers the opportunity to become one with your brand.

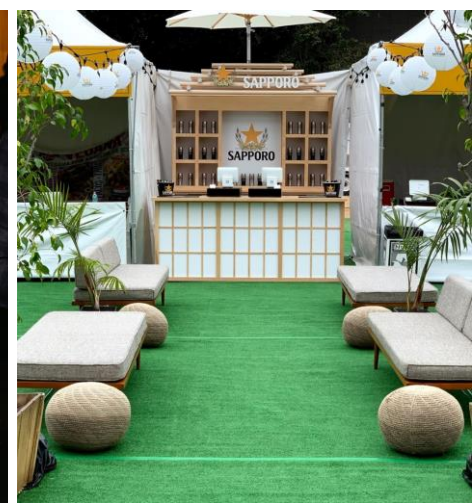
- VR & AR game development and experiences
- We provide all of the equipment and training
- VR experiences can be stationed at special events or in high-traffic venues to engage with your target consumers
- Brand ambassadors will invite consumers to participate in the excitement of the custom VR experience



# POP-UP EXPERIENCES

We provide full event production, fabrication and execution of your ephemeral pop-up experiences that give brands a one-of-kind taste of your product or service. Its impact extends far beyond the life of the activation. Let us help you make that emotional and memorable connections with your consumer through a Pop-Up experience!

- Promo Social will handle all aspects of your pop-up experience from ideation to execution
- We handle all shipping responsibilities, set-up and build-out, event staffing, technology integration
- All pop-up experiences are mobile and can be transported to any large scale festival or event.
- Turn-key recapping and reporting will be provided regularly once campaign is activated



# NATIONAL SAMPLING NETWORK

Promo Social can effectively deliver a national network of targeted sampling experiences and touchpoints that can help brands drive awareness, trial and sales of their products and services with their customers in fun and safe environments.

Here is our network of vetted and confirmed national sampling opportunities that allow for brands to safely sample and engage on a local level and nationally, at scale.

- Drive-In Movies & Concerts
- Drive-Thru Experiences
- Festivals
- Health & Fitness Events
- Marathons, 5K's and Mud Runs
- Movie Screenings
- Outdoor Mall and Retail Street Teams
- Pop-Up Dine & Drive Experiences
- Retail Sampling
- Student Housing / Campus Sampling
- Tailgate and Sporting Events
- Virtual Event Gifting & Sampling

We follow all social distancing guidelines and protocol





A woman with blonde hair, wearing a black t-shirt and a green apron, is smiling and holding up a glass of red cocktail with a cherry on top. She is in a kitchen with white cabinets and a white subway tile backsplash. On the counter in front of her are various items: a bottle of Blue Chair Bay rum, a bottle of Pellegrino, a large clear pitcher, a metal shaker, and some fruit including watermelon and lemons. The word "VIRTUAL" is overlaid in large white letters across the center of the image.

**VIRTUAL**

# VIRTUAL EVENTS & EXPERIENCES

Promo Social can produce a variety of virtual events and experiences that integrate your products through sampling demos, branding and digital media integration and livestreamed to your preferred audience.

Our virtual event platforms offer solutions that transforms live, in person events into engaging virtual experiences where attendees can interact 1-on-1 or in a group setting, as themselves or as an avatar in a fun and engaging virtual world.

Virtual events and experiences we offer include:

- **Concerts & VIP Events**
- **Conferences & Tradeshows**
- **Culinary Dinner Series**
- **Executive Meetings**
- **Happy Hours**
- **Mixology Series**
- **Product Training & Education Sessions**
- **Private Campus**
- **Wine Tastings**





A nighttime photograph of a crowded outdoor festival or market. In the background, a tall, illuminated building with a distinctive tower is visible against the dark sky. The foreground is filled with a large crowd of people, many of whom are standing under large, dark-colored umbrellas. The scene is lit with warm, yellowish light from street lamps and festival lights, creating a vibrant atmosphere. The word "SPONSORSHIPS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

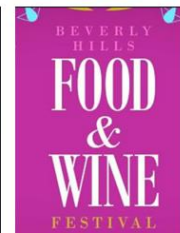
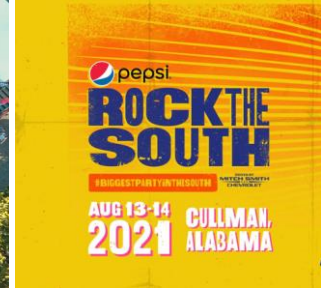
# SPONSORSHIPS

# SPONSORSHIPS & INTEGRATED MEDIA

Promo Social in partnership with the leading media properties and entertainment brands can create seamless live and virtual events, festivals and experiences that help clients better engage with target consumers at the point of influence. We focus on delivering our agency and brand partners access to turn-key sponsorship and media integration packages across an extensive portfolio of sports, entertainment, culinary and lifestyle events nationwide.

## 2021 Sponsorship Event Portfolio:

- Rock The South Music Festival
- Beverly Hills Food & Wine Festival
- Las Vegas Food & Wine Festival
- Eat, See, AZ
- Festival of Books
- Food Bowl (LA, Chicago, & NYC)
- LA Times HQ Series (Comic Con, SXSW, Sundance, TIFF)
- The Taste
- LA Times Super Bowl 2022





A woman with long blonde hair, wearing a light blue sports bra and grey leggings, is crouching on concrete steps. She is smiling and looking to her left. The word "INFLUENCERS" is overlaid in large white capital letters across the center of the image. The background shows a concrete wall and a building with teal and white panels.

# INFLUENCERS

# INFLUENCER MARKETING

We are proud to offer the world's best influencer marketing solutions with incredible engagement and ROI.

Our influencer database gives you access to:

- 12 million influencers in our network
- 30 categories
- 20 targeting options
- Foodies, Chefs, Mixologist and more....

Word-of-mouth is by far the strongest form of promotion for any business. With Influencer Marketing you can create strong, compelling branding and sales campaigns that are very economical with high rates of engagement.

Current industry studies\* show a consistent 5x-8x ROI on Influencer campaigns. We provide full-service Influencer Marketing Campaigns from identifying the right influencers for your business, hiring, management, tracking and reporting.

\*Sources: Survey conducted by Influencer Marketing Hub with 8-00+ brand managers.  
Newreth.com / Viralnation.com / Instagram.com / Google Trends





A photograph of a mobile food truck at night. A man in a black t-shirt and grey apron is behind the counter. The truck has a wooden exterior and a sign that says 'BULLDOG'. There are string lights hanging from the roof. Two large vases of orange and yellow flowers are on the counter. A menu board is visible on the counter. The text 'MOBILE GEO-TARGETING' is overlaid in large white letters.

# MOBILE GEO-TARGETING

# MOBILE GEO-TARGETING

Want to target and engage thousands of consumers on their mobile devices both on and off-premise while they are at bars and restaurants or shopping for beer, wine and spirits brands at your key retailers? Now you can, with real time location-based advertising that can influence your customers at the point of sale.

## → Location-based targeting

- ◆ In-store
- ◆ Proximity
- ◆ Geo-conquesting your competitors locations

## → Device Level Targeting

- ◆ Behavioral Targeting
- ◆ Re-Targeting

- Real-Time Verified Walk-Ins (VWI): identifying consumers who interact with an ad on their mobile device and then walk into a physical location
- Target by location, by competitors or event
- Deliver special offers, coupons, time sensitive incentives





# PAST & PRESENT PARTNERS

Chateau Ste Michelle



BUD  
LIGHT

MADE WITH REAL FRUITS AND SPICES  
INFUSE  
SPIRITS



Jose Cuervo



APOTHIC

DANO'S  
TEQUILA



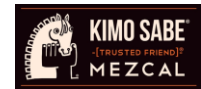
BULLEIT  
BOURBON

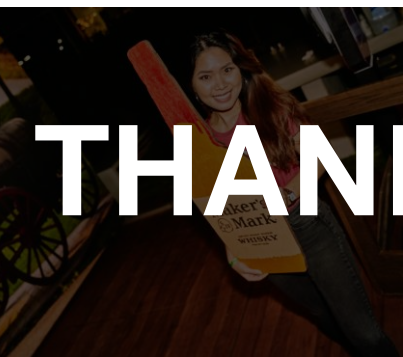


1909  
SAGAMORE SPIRIT  
◆◆◆



Yuengling  
AMERICA'S OLDEST BREWERY.





THANK YOU!

