

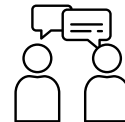


ACTIVATION
CASE STUDIES

CASE STUDIES OVERVIEW

At Strategic Marketing & Staffing, LLC we have developed and executed a variety of experiential marketing and market research programs focusing on several key consumer segments.

We provide our brand partners with an experiential approach to achieve accurate, profound, and actionable information to effectively reach and connect with highly sought-after consumer segments.





First launched in Canada, The White Distillery is the first and only crafted distillery in North America that specializes in producing Mediterranean-inspired spirits. Though they had a presence in the Canadian market, their brand needed to be made aware of in the U.S. market. By partnering with Strategic Marketing & Staffing LLC we created the route-to-market strategy, the budget, and the launch plan to get them to store placement and sales.



APPROACH

Developed a program and established market territories that supported the launch of The White Distillery in the United States. Our team researched market areas in Florida and collected data to understand the position and establish territories to target, to get The White Distillery store placements and sales. This included over 100 samplings and events. - driven by market-specific micro-influencers, activation at high-visibility events (e.g iHeartRadio Jingle Ball), and a Social Media push to help drive broader awareness and digital engagement with The Whit Distillery.



Market Segmentation



Experiential



Business Development Representatives



Digital

SERVICES PROVIDED

- Route to market strategy and financial model
- Market launch plan and execution
- U.S. marketing & brand management
- Staffed and managed brand ambassadors
- Human Resource Services
- Payroll
- Sourced, coordinate, and execute events

RESULTS

- Executed over 100 samplings and events during the launch year
- Placed in over 300 accounts throughout the Florida market
- Secured distribution partnership with Park Street
- Sales increased by 40% quarterly

PERFECT HYDRATION

Perfect Hydration is an alkaline water brand that enhances its water with electrolytes to help consumers hydrate better. They promote health/wellness and sustainability. Strategic assisted in expanding the attraction of Perfect Hydration among multicultural and millennial audiences by executing a grassroots marketing program in California.



APPROACH

Our team developed a multifaceted program that included over 40 small planned events (SPEs) and activations at selected high-visibility festivals (e.g. Uncorked Wine Festival) and events leveraging custom-made event elements.



Staffing



Brand Ambassadors



Market Segmentation

SERVICES PROVIDED

- Staffed and managed brand ambassadors
- Human Resource Services
- Payroll
- Sourced, coordinate, and execute events

RESULTS

- Staffed brand aligned suitable brand ambassadors
- Perfect Hydration was exposed to an estimated of over 100,000 people
- Over 15,000 cans and bottles distributed
- Increased brand awareness



Bauducco Panettone is the world's largest producer of panettone and the largest producer of baked goods in South America. Their goal was to increase their visibility and brand awareness for the holiday season.



APPROACH

Assisted with the planning and execution of a 2-month guerilla sampling. We marketed and ran ads to find experienced and suitable brand ambassadors for the vacant positions needing to be filled. Candidates were vetted by phone and video call to ensure they were ideal for the job. Candidates were then trained on the product prior to working their shifts.



Experiential



Brand Ambassadors

SERVICES PROVIDED

- Staffed and managed brand ambassadors
- Human Resource Services
- Payroll
- Sourced, coordinate, and execute events

RESULTS

- Increased brand awareness by having face-to-face consumer interactions Staffed 6 brand ambassadors and 1 lead brand ambassador
- Increased visibility and brand awareness
- Over 5,000 boxes distributed



Caliwater is committed to contributing \$.05 cents for everyone who can sell to No Kid Hungry. Caliwater is packed with skin-fortifying antioxidants and 200mg of Prickly Pear Extract.



APPROACH

Assisted with recruiting brand ambassadors for demos in Cali Water store accounts. Candidates were vetted by phone and video call to ensure they were ideal for the job.



Brand Ambassadors

SERVICES PROVIDED

- Recruiting and Staffing brand ambassadors

RESULTS

- Increased brand awareness by having face-to-face consumer interactions Staffed brand ambassadors from Miami, Florida to Jacksonville, Florida.
- Increased visibility and brand awareness

Koe

KOE kombucha blends real fruit juice, probiotics, and refreshing sparkling water into a craveable drink with many benefits. Strategic has supported with marketing blitzes such as guerrilla missions and ongoing activations throughout the country to gain more visibility.



APPROACH

Strategic sourced and executed events aligned with KOE's positioning and the brand's target consumers' portraying a healthy lifestyle. We developed a 6 - Month pilot to target KOE's audience and gain more exposure within the wellness and fitness community.



Experiential



Brand Ambassadors



Staffing



Market Segmentation

SERVICES PROVIDED

- Staffed and managed brand ambassadors
- Human Resource Services
- Payroll
- Sourced, coordinate, and execute events

RESULTS

- Increased brand awareness by having face-to-face consumer interactions
- Increased visibility and brand awareness
- Over 24,000 cans distributed

