

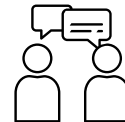


ACTIVATION  
CASE STUDIES

# 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



Recruiting and Staffing



Advertising

## SERVICES PROVIDED

|  |   |
|--|---|
| Route to market strategy and financial model   | Staffed and managed brand ambassadors     |
| Market, launch, and execute in the U.S. market | Human Resource Services   Payroll         |
| Brand management                               | Sourced, coordinated, and executed events |
| Digital Marketing and Advertising              | Sales Training                            |

## RESULTS

Executed over 100 samplings and events during the launch year Product placed in over 300 accounts throughout the Florida

Secured distribution partnership with Park Street Sales increased by 40% quarterly

Secured billboard space and Radio (99 Jamz) Partnerships

Secured and nurtured celebrity influence relationships





Nulo is high in animal-based protein, low in carbs and use low-glycemic ingredients to promote healthy body conditions and stable energy.



## APPROACH

Strategic partnered with Nulo to execute a 6-month pilot. We assisted with PetSmart store trainings and managing existing accounts to increase sales.



Account Management



Sales Training



Merchadising



Brand Ambassadors

## SERVICES PROVIDED

- Account Management
- PetSmart Staff Trainings
- Planogram Maintenance
- Merchadising

## RESULTS

Increased brand awareness by having face-to-face consumer interactions, gained better product placement and successfully trained 50 employees on brand knowledge.

# 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



Deliveries

## SERVICES PROVIDED

- Staffed and managed brand ambassadors
- Sourced, coordinate, and execute events
- Human Resource Services | Payroll
- Retail Stores Gift Bags Drop-offs

## 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

# AXE

Axe has a full line of grooming products including daily fragrance sprays, deodorants, anti-perspirants, shower gels, shampoos and styling products,



## APPROACH

Assisted with recruiting brand ambassadors for demos in Wal-Mart stores. Candidates were vetted by phone and video call to ensure they were ideal for the job.



Account Management



Brand Ambassadors



Staffing



HR Solutions

## SERVICES PROVIDED

Staffed and managed brand ambassadors

Human Resource Services | Payroll

Account Management

Sourced, coordinate, and execute events

## RESULTS

Executed 24 store demos and increased Axe sales at Wal-Mart on a constant basis.

# Humming Homes

Humming Homes provides a digital home manager that handles any home service for you - from plumbing repairs to replacing your HVAC system and much more.



## APPROACH

Strategic Marketing partnered with Humming Homes to spread awareness of their company's platform and services to generate more prospects.



Market  
Segmentation



Business  
Development



Field  
Marketing

## SERVICES PROVIDED

Business Consultant Services  
Guerilla Marketing

## RESULTS

Increased company awareness and identified an effective formula to drive revenue.

# 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





Zoom Marketing Partners is a full-service marketing agency focused on connecting brands with the passions of their consumers.



## APPROACH

Assisted with clients brand management and optimization to ensure they were trending towards success by targeting their desired audience.



Brand Optimization



Field Audits



Recruiting



Brand Training



Event Management

## SERVICES PROVIDED

- Brand Optimization
- Recruiting and Staffing
- Brand and Sales Training
- Field Audits and Research
- Event Execution

## RESULTS

Assisted with successfully launching MyBlu in retail locations and making an debut across the US as well as implemented brand optimizing.





ARC Smart Quoter, is the only technology on the market using exact pricing from data providers and parts suppliers to give shoppers an accurate quote customized from your shop in less than 60 seconds.



## APPROACH

Strategic assisted with a 3-month pilot by staffing, prospecting, execution planning, and managing new accounts.



Account Management



Door to Door Sales



Marketing



Staffing

## SERVICES PROVIDED

Staffing

Account Management

Door-to-Door Sales

Prospecting and Lead Generation

## RESULTS

Created and executed a successful formula to increase revenue.



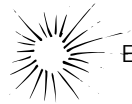


Bauducco Panettone is the world's largest producer of panettone and the largest producer of baked goods in South America. Their goal was to increase their visibility and brand awareness for the holiday season.



## 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



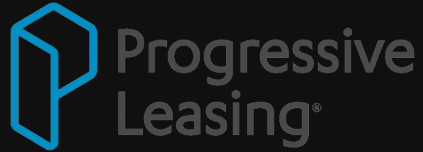
Brand Ambassadors

## 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



Progressive Leasing provides lease-to-own purchase options for furniture, electronics, jewelry, appliances, and more. With flexible payment plans and automatic withdrawals, customers can manage their finances while enjoying their purchases.



## APPROACH

Strategic partnered with Progressive Leasing to execute a 3-month pilot. We assisted with Lowes store training and managing existing accounts to increase sales.



Account Management



Sales Training

## SERVICES PROVIDED

- Account Management
- Lowes Staff Trainings
- Planogram Maintenance

## RESULTS

Increased company awareness and drove traffic to portals creating a spike in sales.

# OfficeMax<sup>®</sup>

Office Max has office supplies, furniture & technology. Office Depot operates 1,400 retail stores in the United States under the Office Depot and OfficeMax brands, as well as e-commerce sites and a business-to-business sales organization.



## APPROACH

Strategic assisted with a 2-month holiday basket giveaway to all of their loyal customers. Our brand ambassadors delivered to small and midsize businesses.



Brand Ambassadors



Deliveries

## SERVICES PROVIDED

Brand Ambassadors

Delivered 250 Office Depot Baskets

## RESULTS

Successfully delivered 250 office depot baskets within a 2-month span.



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

# BLOSSOMED BEAUTIES

Blossomed Beauties is an mental health cosmetic e-commerce brand that sells feminine hygiene products.



## APPROACH

Strategic partnered with Blossomed Beauties to assist in launching their e-commerce brand on social media platforms.



Brand Management



Digital Advertising



Digital Marketing

## SERVICES PROVIDED

- Meta Ads Management
- Brand Management
- Business Consultant
- Content Creation

## RESULTS

Increased revenue by 90% within three months of launching and gained retail placement.



Frontline Media Solutions (FMS) provides integrated direct response marketing and advertising campaigns that attract interest from highly-targeted audiences .



## APPROACH

Strategic assisted with recruiting sign holders for stores going out of business. Candidates were vetted by phone and video call to ensure they were ideal for the job.



Sign  
Holders



HR  
Solutions

## SERVICES PROVIDED

- Staffed and managed sign-holders
- Human Resource Services | Payroll
- Sourced, coordinate, and execute events

## RESULTS

Recruited 40 sign holders to drive traffic to stores.





Water Wheels is the ultimate water sports car that allows you to explore wheels on waves. Customers can rent or own their sports car.



## APPROACH

Strategic assisted with digital marketing, videography and photography.



Digital  
Marketing



Photography



Videography

## SERVICES PROVIDED

Creative Directing

Digital Marketing

Videography

Photography

## RESULTS

Delivered high quality content for tradeshow presentations.





