

LIVETM EXPERIENCE

exclusive opportunities at music venues across the UK



UNIQUE MARKETING OPPORTUNITIES

EXPERIENTIAL | SAMPLING | TECHNOLOGY | STAFFING | ONLINE MEDIA

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LIVETM
EXPERIENCE

THE EXPERIENCE

Experiential and Space Management service "Live" hosts exclusive partnerships with the UK's largest entertainment destinations, providing brands with access to top events. Live brings your brand closer to your target market allowing you to take advantage of guaranteed footfall and positive brand relationships.

Operating at high footfall entertainment events Live offers Experiential and Sampling Rights, Staffing, and Event Management services. Each campaign is individual, so whether you are a make-up brand looking to target 13 –25 females, or a car dealership targeting a 40+ audience, we can tailor a complete promotion specific to your brand.

Read on for more information on what Live can do for you.

"75% of consumers say that participation in a live marketing experience would make them more receptive to a brand than traditional advertising."

LIVETM
EXPERIENCE

LIVETM EXPERIENCE



“Working with Live was a fabulous experience. Travelling from London to Glasgow with promotional items and sales stock was no easy feat. Live took care of the logistics before, during and after the event, which allowed the team to concentrate on the execution of activities on the day.”

This was a great platform to raise brand awareness and talk to our target consumer, our makeovers were well received and its definitely an activity that we will repeat in the future.”

Traci Walters; PR & Advertising Manager, Sleek MakeUP

BENEFITS

Live Experience offers an opportunity to engage with consumers and promote positive brand relationships in many new experiential zones within some of the UK's top venues.

Being part of this exciting venture means your brand has the opportunity to connect with the target audience in a relaxed and captive environment.

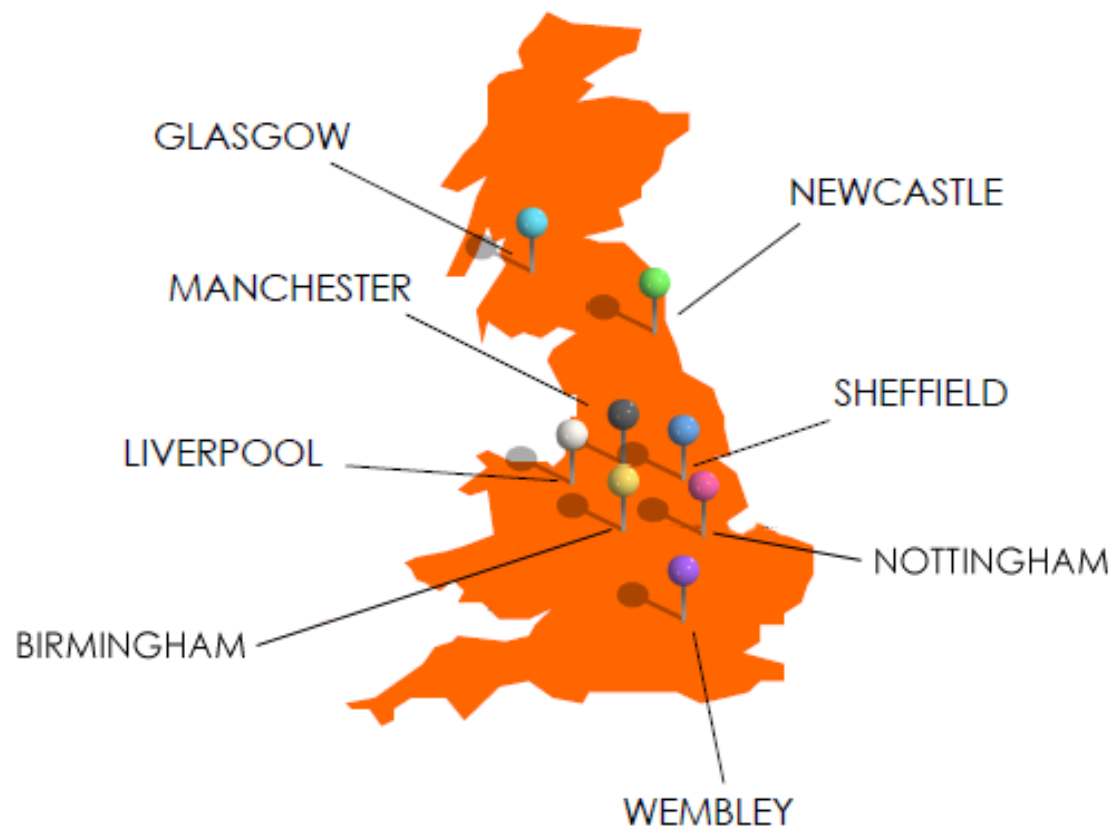
By matching the right brand to the right event Live Experience can guarantee that every person your brand interacts with will be the exact demographic you are looking to target.

This is a great way for brands to sample and interact with a mass amount of guaranteed target market, have brand association and create brand loyalty.

- Engage with consumers;
- Promote positive brand relationships;
- Highly targeted captive environments;
- Receptive audience in social environments;
- Create brand loyalty.

"72% of 18 -23 years olds say Experiential Marketing would make them more receptive to a brand. 59% say it would lead to a quicker purchase."

LOCATIONS



EVENTS

TOP EVENTS FOR 2011:

- 1) **Peter Kay** (Reach of 350,000)
- 2) **Alan Carr** (Reach of 250,000)
- 3) **Torvill and Dean's Dancing on Ice** (Reach of 250,000)
- 4) **X Factor** (Reach of 200,000)
- 5) **Premier League Darts** (Reach of 100,000)
- 6) **Justin Bieber** (Reach of 90,000)
- 7) **Katy Perry** (Reach of 90,000)
- 8) **Rihanna** (Reach of 90,000)
- 9) **Duran Duran** (Reach of 90,000)
- 10) **Iron Maiden** (Reach of 90,000)

LIVE™
EXPERIENCE

TWO OPTIONS

CONCOURSE SPACE

Experiential zones within or outwith the concourse.

Gives your brand the opportunity to carry out an interactive promotion, sampling, distribution of vouchers, retail, data-capture, demonstrate or simply increase awareness. Alcohol sampling is also permitted.

Space sizes range from 4m x 5m to 1m x 2m.

Starting from £800 +VAT



EXIT SAMPLING

Exclusive exit sampling rights at all the exit points at each of our arenas.

Exclusivity guarantees you're the only brand sampling at each event which ultimately means more samples getting directly into your target market hands.

Storage at the venues mean less hassle for you when transporting samples and marketing collateral.*

Starting from £600 +VAT



ROAMING RIGHTS

Take advantage of roaming rights around the arenas.

Roaming rights allow you to walk around the arena and let you reach beyond the consumers walking directly past your stand.

Available exclusively when booking concourse space or NomadiX Screenwalkers, roaming rights are a great way to draw people to your concourse area or engage with people on the move.

Starting from £450 +VAT



ENHANCE THE EXPERIENCE

CONVENTIONAL



Production & Design

- > Sampling Trailers, stands & Pods
- > Full branding service available

Promotional/Event Staff

- > Professional Brand Ambassadors
- > Experienced in sales & sampling
- > Full pre-campaign briefing and post-campaign reporting

INNOVATIVE



Bluetooth

- > Send permission based content and measure your campaign using the latest in Bluetooth Technology
- > Video, Music/MP3, Imagery, Customised Applications, Text, WAP, VCard, Vcalendar content can be transmitted to mobiles
- > Full post-campaign evaluation and statistics

PixAngels

- > Using elite models with specialised wearable photo-technology, PixAngels room, engage and shoot, producing high quality photos, handed over in a bespoke, branded frame
- > PixAngels offers a unique online gallery linked from the client website. The opportunity exists to view, download, e-card and seed images to social networking sites, thereby increasing brand chatter
- > Highly measureable technology

ENHANCE THE EXPERIENCE

INNOVATIVE



NomadiX Screens

- > Mobile, wearable, over-head screen technology featuring 17" sunlight-readable screens with stereo sound capability
- > Standard DVD playback, or can be used in conjunction with Gaming, 3G/Wifi, Shortcodes, Redeemable E-Coupons, EPOS, Data-Capture and Mobile Bluetooth



Bluetooth NomadiX Projectors

- > Mobile, wearable, hand-held projection units with stereo sound capability
- > Standard DVD playback
- > Add Mobile Bluetooth to measure your campaign's success



CONTACT US...



For further information please call

The LIVE Team on **0845 050 2816**

or email **derrick@liveexperience.co.uk**

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