

Client Success Stories

Created BMW sweepstakes and experiential partnership campaign that was 100% bartered between partners. Promoted through integration through mannequin/ floor displays, online, catalogs, storefront windows, within BMW dealerships and even presence on an enormous Times Square billboard.

bloomingdale's



SAMSUNG



YOOX
NET-A-PORTER
GROUP

Negotiated Samsung Pay mobile marketing partnership that offered \$500 YOOX Net-A-Porter shopping spree prizes and 15% discount coupons. Promoted through Samsung Pay app, Promotion Lists, Push Notifications, Samsung.com, Twitter and Facebook posts resulting in 26,000+ redemptions. Leveraged partnership to obtain significant new customer database acquisitions.

Developed and negotiated a Timothy's Coffee multi-year marketing partnership that included \$3.6 million coffee sale, in-flight branded cups, and airport/onboard promotion. Supported with monthly sweepstakes offering travel to coffee-themed destinations that were promoted in all Timothy's Coffee Shops with signage, thematic music and other promotion.



UNITED 

Canon



LACMA

Brokered and executed Canon photo and instant printer product placement at LACMA, the largest art museum in the western US. Museumgoers were encouraged to "Discover the Artist in You" at exclusive member events held amidst artistic backdrops at interactive kiosks staffed by trained artists. Created high profile platform that allowed us to obtain media coverage and significant database acquisitions.