

180<sup>P</sup>

**EXPERIENTIAL**

IMPACT MARKETING CAPABILITIES

# AGENCY OVERVIEW

180<sup>P</sup>

- ✓ Full-service Experiential Marketing
- ✓ Founded in 2007
- ✓ 12 Employees
- ✓ Over 2100 Active Independent Contractors
- ✓ 100% Privately Owned
- ✓ Women Owned & Operated

**Headquartered in Chicago with significant presence Midwest to Southeast US**

**WOMEN  
OWNED**



# ROOTED IN EXPERIENTIAL

## Service Lines



- Event Marketing - Experiential Marketing

## Client Focus



- Small business (<\$50M)
- Mid-Market (\$50M-\$10B)
- Enterprise (>\$10B)

## Industries Served



- Adult beverage
- Food & beverage
- Financial
- Other

## Program Sizes & Structure



- High Volume Modularized (>100 events/mo)
- Medium Volume Modularized (5-100 events)
- Specialty Curated High Fidelity (1-5 events)

# WHAT TO EXPECT

1

SALES

2

EXECUTION

3

ENGAGEMENT

4

COMMUNICATION

5

TRANSPARENCY

6

ACCOUNTABILITY

7

REPORTING

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# FOCUSED ON THE CONSUMER

We put the consumer in the driver's seat. We strive to deliver meaningful experiences focused on their needs, wishes, and desires.





## ATTENTION TO DETAILS

We are thorough and strive to accomplish the task at hand effectively and meticulously as we care greatly about our reputation and the work we do. Do what's right even when it is hardest. Discuss the good, bad and the ugly.

# PROACTIVE and RESPONSIVE

When challenges arise, we exhaust all options before giving up and we empower our team to make the necessary adjustments





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## TEAM PLAYERS

We work well with others to accomplish a common goal. We care about helping the team succeed. With teamwork and collaboration, great things can be achieved.



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OUR PROCESS



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# CURATED STAFF

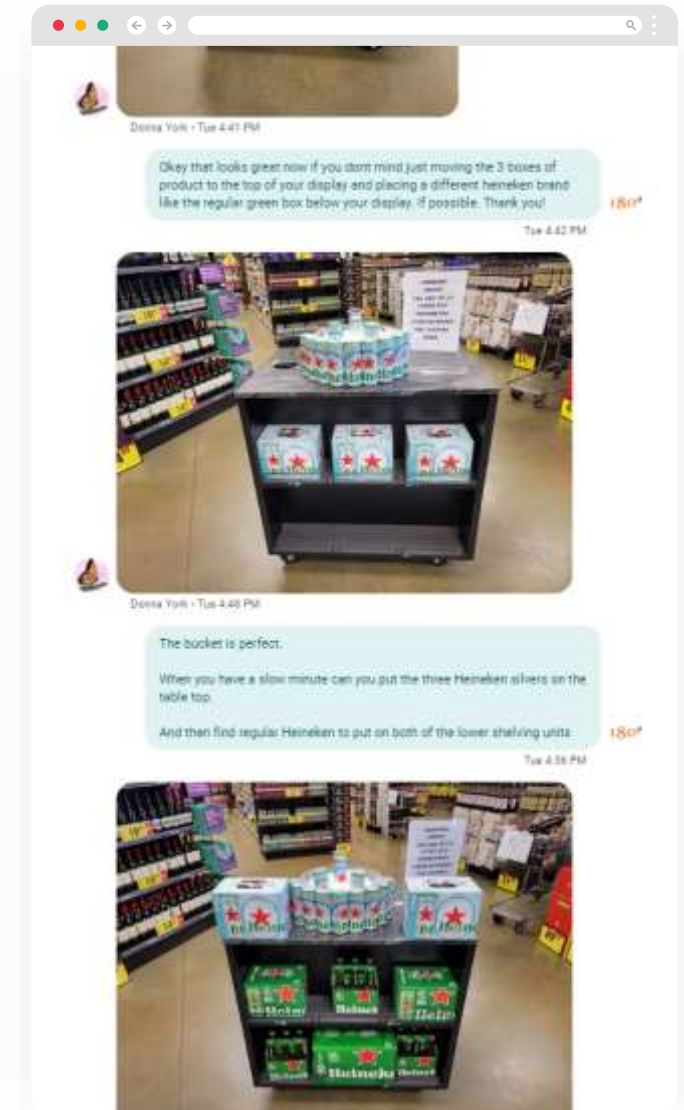
Our brands want to attract a young, energetic and engaging audience, so we know the importance of staff that exude those same qualities.

Staff is 100% 180, we never outsource. This allows us to have clear communication ensuring our staff knows its deliverables.

# LIVE CHECK-INS

Every event is reviewed in live time with a remote manager who provides feedback on quality & presentation.

Managers offer troubleshooting so that retail staff is not overloaded with questions.





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## PREPARED FOR CHANGE

If inventory is out, the remote manager makes live changes to get the most out of the staff's time by changing to another in stock brand SKU.

When this happens with small brand that have only one SKU we immediately contact the wholesaler to see if this is a pattern to be able fix the issue at future stores.

# INCENTED TO WIN

Our staff is trained and bonused on sales execution and continually develop a keen sense of how engage their audience.

We actively watch sales and invest to elevate staff if they are not reaching goals. If we can't elevate, we look for a replacement to find the best fit.





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# TELLING ON OURSELVES

Our daily check-in procedures allow us to track and flag the possibility of a cancellation.

If cancellation occurs, the remote manager will immediately try to find a replacement or rebook for that weekend on the spot at prime times.

Once we have handled the situation at the staff and store level, the brand teams and wholesalers are notified of any modifications.

# SHARING INSIGHTS

We capture results and artifacts from all events so that the brand, the retailer and the agency can understand campaign results.

We continually challenge ourselves to say, "Are we enhancing the shopping experience to keep customers coming back?"

**Kroger**

**Foot Traffic Meter**  
Completed 100% (4000) vs. similar 100% (4000) categories events

**Willingness to Sample**  
Sampled 100% (4000) vs. similar 100% (4000) categories events

**Sales Conversion**  
Sales per sample vs. other 100% (4000) categories events

**Age Group**

| Age Group | Count |
|-----------|-------|
| 18-24     | ~100  |
| 25-34     | ~200  |
| 35-44     | ~300  |
| 45-54     | ~400  |
| 55-64     | ~500  |
| 65+       | ~600  |

**Gender**

| Gender | Percentage |
|--------|------------|
| Male   | ~30%       |
| Female | ~70%       |

**Top Item Sales**

| Item                         | Count                  |
|------------------------------|------------------------|
| # of units                   | 32                     |
| # of impressions             | 5,756                  |
| # of samples                 | 2,246                  |
| Units                        | 847                    |
| Cost                         | \$126                  |
| Revenue                      | \$1,079 (after rebate) |
| Product Margin (25 of items) | 100%                   |

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**BRAND:** Topo Chico HARD SELTZER

**RETAILERS:** Kroger

**CALENDAR OVERVIEW:**

- 17 Events
- Kentucky - area stores
- Month of February 2022
- 0 cancellations

**SAMPLING conducted by:** 180<sup>P</sup>

Customers were not concerned about sampling considering COVID and were generally excited to see sampling in stores

**Brand Feedback**

The 180 team had a blast sampling the Topo Chico Hard Seltzer varieties with an unbelievable introductory promotion of \$16 Instant Rebate!

- Exotic Pineapple
- Tangy Lemon Lime
- Strawberry Guava
- Tropical Mango

The appealing nutrition label of 100 calories and 2g sugars makes this offering an easy presentation to customers. All flavors have unique appeal, but Strawberry Guava is the most universal. The most buzzworthy flavor is the Exotic Pineapple. Customers unfamiliar with Topo Chico's seltzer brand seem pleasantly surprised. Notable quotations from customers include: "I like that it meets my strict dietary restrictions and is different than beer" and "tastes so good for 100 calories." The most critical feedback comes from customers who do not enjoy hard seltzers, with notes such as "not sweet enough".

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## CASE STUDY





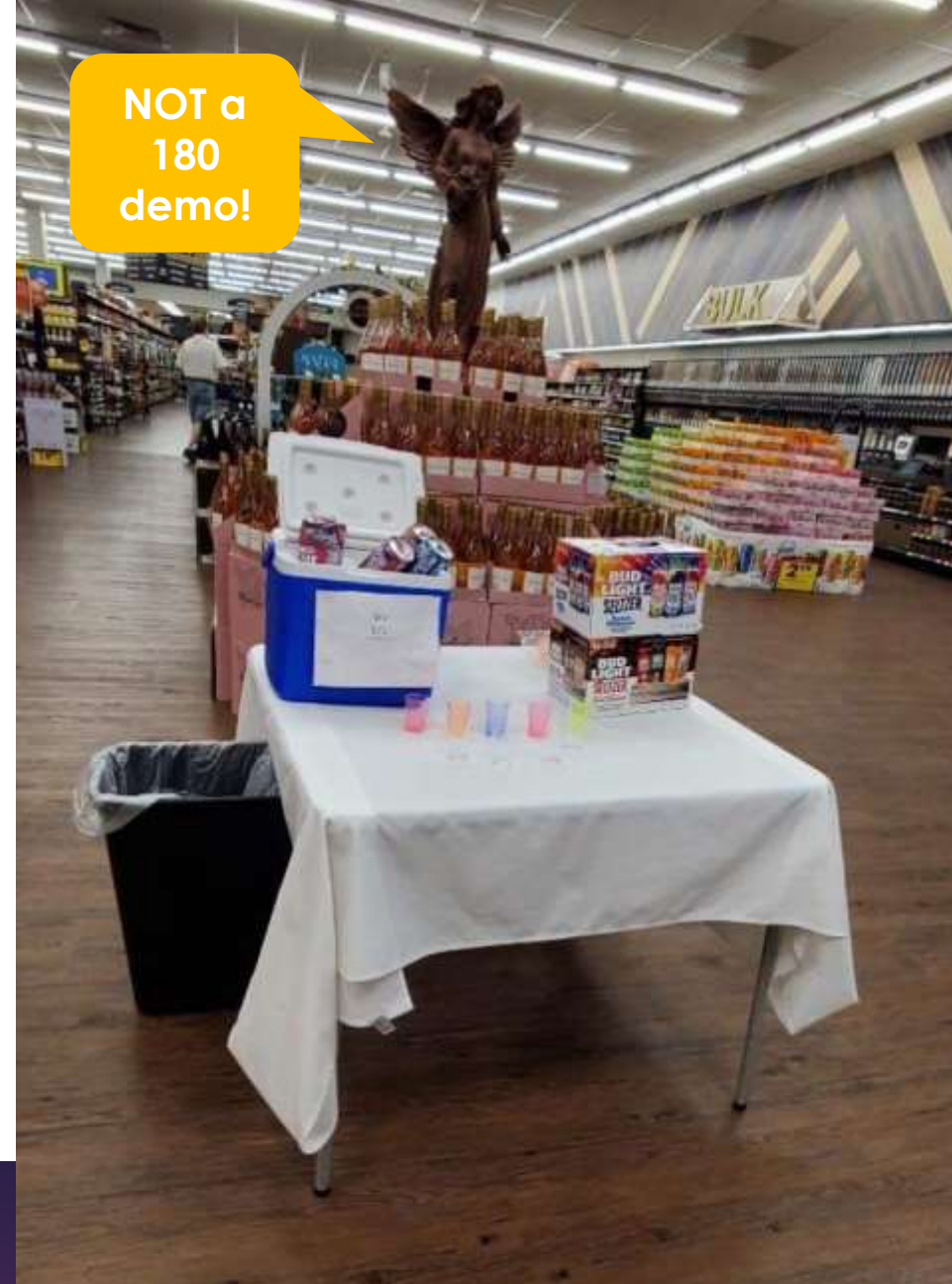
# TYPICAL INTERNAL STORE FEEDBACK CHALLENGES WITH SAMPLING

The biggest issue that continues to plague in-store sampling is a lack of accountability by the in-store demo company. The in-store demonstrators are not accountable to anyone at the retail level, and demonstrators can exploit that lack of oversight if in-store demo company does not keep a close watch on execution.

## Common Retailer Pain-Points:

- Unfamiliar with store policies
- Not knowledgeable of brand
- Didn't attempt to sell product
- Staff inattentive or missing
- Dressed inappropriately
- High phone usage
- Disruptive to the retail team
- Unreliable punctuality

Third-party sampling can be a  
**bast if executed poorly**



Who would want to sample here???

# HOW 180 PROMOTIONS IS DIFFERENT A BETTER **EXPERIENCE**

With our in-house partnership, we are accountable for upholding your brand standards. We bring to life a brand's personality while representing a premium retail experience. Dedicated samplers are familiarized with day-to-day operations of each store's processes and procedures.

## Points of Difference:

- Professional, trained staff
- Presentation instructions that incorporate the retailer's standards
- High standards of conduct
- Self-reliant execution with remote, live manager feedback
- Staff not permitted to adjust schedule
- Real-time rebookings when a cancellation occurs
- Rebookings always at prime times

Sampling can provide **meaningful uplift and customer engagement** if executed well



## CASE STUDY – MIKE'S HARD LEMONADE CAMPAIGN AT KROGER STORES

# A TALE OF TWO PROGRAMS

### Data:

- Mike's Hard Iced Tea wet sampling
- 35 sampling events each  
July 4th weekend, 2021 (Competitor events)
- May Derby Weekend, 2021 (180 events)
- Same store list - 35 Kroger Ohio stores

**Our program is focused on moving the needle and emptying the shelves!**

### Sampling Program - Competitor

- Price: \$210 - \$240 for 4 hours
- No transparency for cancellations
- No commitment to post-event recap

### Sampling Program - 180° Promotions

- Price: \$210 for 3 hours
- A committed goal of 100% execution
- 100% reporting on any event modifications or cancellations
- Full reports from every completed event, including images, execution issues & customer feedback
- Staff individually trained on products and competitive landscape for conversions

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CAMPAIGN AT KROGER STORES

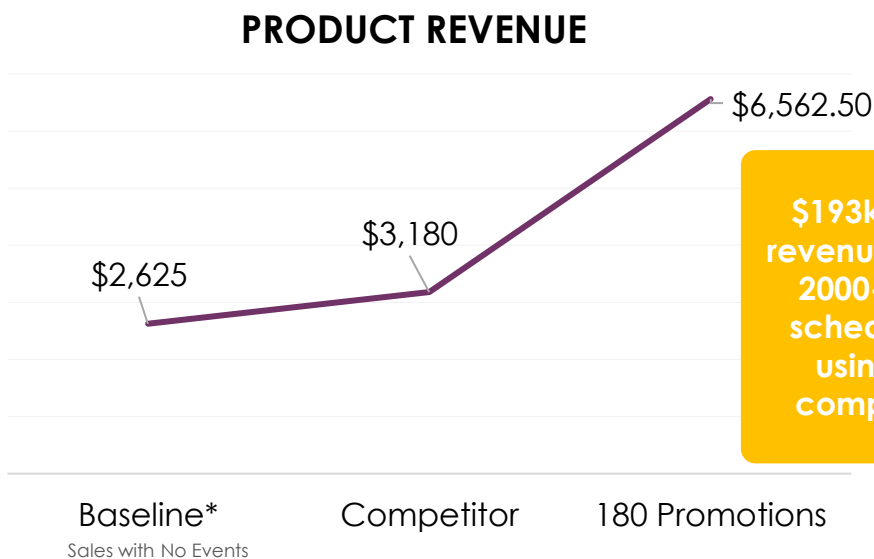
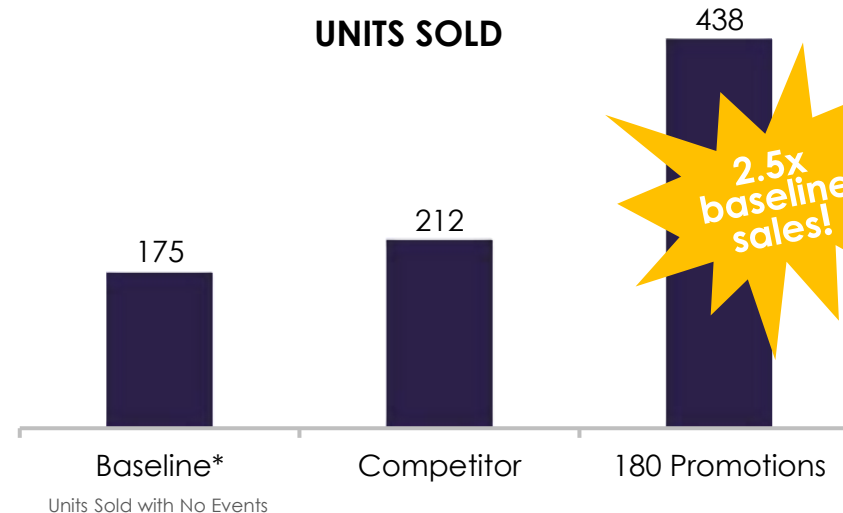
# COMPARISON OF RESULTS

## Sampling Program - Competitor

- 70% Completion / 30% no shows
- No planned rebooks
- 30% lift in sales vs. non-sampled stores
- Approx. 35 events

## Sampling Program - 180° Promotions

- 95% Completion / 5% no shows
- 100% execution with rebooks
- Rebooks completed in prime timeslots
- 125-175% lift in sales vs. non sampled stores
- 35 events



\*Results as viewed from 35 events x 5 units sold per site baseline @\$15/unit

SPECIAL  
EVENT  
DAYS



SPECIAL  
ENGAGEMENTS  
- ETCHINGS



SPECIAL  
ENGAGEMENTS  
– CELEBRITY  
ENDORSEMENT



—  
MORE  
EXECUTIONS





MORE  
EXECUTIONS



MORE  
EXECUTIONS



—  
MORE  
EXECUTIONS



# 180<sup>P</sup>

## WORK WITH US



### WEBSITE

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180 PROMOTIONS CAPABILITIES