

MOBILE BRAND EMBASSY FACILITATION

A Service Provided By
SAILING MARKETING INC



INTRODUCTION

As part of a holistic strategy for raising brand awareness in North America, a mobile brand embassy offers a unique opportunity for a brand to introduce itself to and engage with target consumers in a memorable way.

These mobile exhibits and/or showrooms allow brands to show up where their target consumers already are (at shopping malls, high streets, conventions, music festivals, sporting events, etc.) and make a lasting impression that broadcasts the brand's unique products, voice, and messaging. Unlike standard brick-and-mortar storefronts, mobile embassies are able to move from neighborhood to neighborhood or event to event, expanding reach in a cost-effective manner.

With a creative approach tailored specifically to your brand and its unique offerings, a mobile embassy can raise brand awareness in a way that converts directly to customer acquisition and sales. Through recurring activations, we can generate first-party data, premium social media assets, and direct traffic back to e-commerce channels.

PHASE I: THE BUILD OUT

THE VEHICLE

We'll source the ideal vehicle for your mobile embassy's unique goals, budget, and needs – whether that be a push cart, food truck, converted trailer, or retrofitted school bus.

VISUAL WRAPPING

We'll customize the vehicle with your branding (i.e. logos, slogans, brand colors, custom banners) and create display features specific to your embassy's needs.

CUSTOM TOUCHPOINTS

It's all in the details. We'll ensure personal touches run throughout the mobile embassy, like branded merch, staff uniforms, and more. We'll also add the necessary tech and attraction elements to bring your mobile embassy experience to life while facilitating data capture.



PHASE 2: THE ACTIVATION PLAYBOOK



LOCATION STRATEGY

We'll secure permits for high-traffic spots in LA (i.e. Venice Beach, The Grove, Melrose Ave, Century City Mall, Hollywood Blvd, LA farmers markets) for monthly activations.

THE TEAM

We'll assemble a team to facilitate recurring activations. This team may include a driver, social media content creator, and dedicated brand ambassadors.

THE MECHANISM

We'll curate a mechanism for data capture and sales promotion that's designed specifically for your brand. For example, in a "scan to sip" promotion, consumers scan a QR code to follow the brand on social media or sign up for an email list. In exchange, they receive a free crafted coffee and a premium product sample.



LOOKING AHEAD: THE CLOSED LOOP

DIRECT SALES

Mobile embassies can offer the sales benefits of brick-and-mortar shops without hefty leasing prices by presenting products for engaged passersby to purchase on the spot.



FIRST-PARTY DATA

Your mobile embassy can consistently acquire social media followers and DTC email subscribers.

PREMIUM CONTENT ASSETS

Mobile embassies generate authentic LA lifestyle photos and native short videos to fuel organic social media and optimize ad creatives.



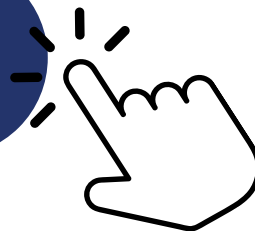
CULTURAL PENETRATION

Mobile embassies allow brands to strategically penetrate target markets by showing up at locations and events target consumers are already going to. This helps build a robust consumer moat.

READY TO BUILD YOUR BRAND MOAT?

Visit **www.sailingmarketing.us** today to fill out a contact form and schedule your strategic fit call.

GET STARTED



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