



EXPERIENCE!

AS YOUR CREATIVE CONSULTANTS

We start with some of the coolest ideas drawn from our global network of Look Media companies, and apply them to the parameters of your campaign. From single events to multi-city tours, our professional staff and systematic execution ensure great results. Check out some of our media options on the following pages...

Interactive, wearable, mobile, flexible, customized, targeted, guerilla – **all the things you're looking for in an experiential media vendor.**

ABOUT STAFFING

Look Media has been vetting, training and managing special event staff since 2006 nationwide. Whether a simple flyer campaign or a multi-city tour, we know what it takes to do a great job.

We'll help you identify a campaign's concept & purpose while suggesting branded attire, props, premium samples and media integrations.

Then we'll assemble the best possible team, considering your budget, program length, locations and the type of engagement and reporting required.

We provide paid back-up staff, real-time check-in, and offer custom proof-of-performance including photo, video, written reports and GPS tracks.

Options

- Brand Ambassadors
- Street Teams
- Promotional Models
- Product Specialists
- Event Staff



>> The face of your brand should be the most **skilled, experienced and highly** trained people.



ABOUT WALKERS & JET PACKS

Look Walker backpack signs put your street team on steroids.

Additional messaging & impressions from wearable signage far exceeds that of a plain vanilla street team. The bright backlit signs are highly visible & attractive. These dual-sided boards can be seen from virtually any angle and grab attention. We recommend teams of 4 - 8 members for ideal impact.

Beverage Jet Packs provide an amenity that resonates.

Who doesn't like getting a free drink? Distribute hot or cold beverages in branded paper cups to get your message and sentiment into your audience's hands while ingratiating them to your brand.

Size

Walkers: 51" x 19"
Jet Packs 28" x 17"



>> Illuminated backpack signs, coffee jetpacks & iPad surveys **draw people in and greatly increase** acceptance & interaction rates



ABOUT SCOOTER CONVOYS

Custom Campaigns

Our scooter drivers double as brand ambassadors for highly-customized sampling & promotional campaigns. The teams run custom routes & times, trailers are backlit and can be outfitted with audio & interactive displays. Great for conventions, special events & weekend-only promotions.

Media Only

For about the same cost as one billboard truck, we provide a convoy of 3 scooters on regular advertising routes at 4-week rates. Reach the best locations at peak times in the most eye-catching way possible. Includes GPS tracking & daily photo PoP.

Size

56" x 36"



>>
When our stylish & unique **scooters towing 3-sided** trailers cruise by, people don't just look – they watch.



ABOUT CYCLES

Cycles with trailer-signs provide excellent street-level exposure and can access public plazas, walkways and other areas barred to motorized vehicles. They also lend an aura of healthy, eco-friendly fashion-forward thinking.

We offer several cycle options including racing cycles (with riders decked out in custom-branded lycra outfits), European-style delivery bikes for carrying samples, and several sizes of trailers, including an extra large 6' x 8' version.

Size

Standard Portrait:
70" x 45"

Xtra-Large Landscape:
70" x 90"

Delivery Box Cycles:
2.5' cube box



>>
Create **positive associations** with your brand – eco-conscious, sleek and forward thinking.



ABOUT SEGWAYS

Segway scooters are a time-tested medium for pedestrian thoroughfares. The highly visible brand ambassadors stand slightly higher than everyone else, while the attractive curved shield and cute vehicle design attract attention and get a strong reaction from the public.

Typically sold in teams of 4 units., this is a perfect sampling platform, now backlit for night campaigns.

Size

48" x 68"



>>
This **classic sampling platform** puts your team head and shoulders above the crowd.



ABOUT PEDICABS

Chauffeured Special Events

For conventions, up-fronts, sporting and other special events, provide a great branded amenity – free rides! Drivers can be supplied with samples, outfits and talking points. Meanwhile, the pedicabs can be fully wrapped, and outfitted with custom canopies and extensions. Custom routes & times, of course, available in most major cities.

Media only

At a more affordable price point, utilize pedicab branding as the vehicles go on their regular routes. The media is available in 4-week blocks - full wraps or back panels only.

Size

Full wrap
38" x 97"



>>
Provide
**chauffeured
rides** with
custom routes,
special
extensions &
sampling, or
straight media
only.



ABOUT WRAPPED VEHICLES

Whether a single ice cream truck distributing branded samples or a convoy of Smart Cars turned into mini airplanes, this is a great way to send a customized brand experience on tour.

We can wrap any vehicle imaginable, add exterior augmentations or custom interior builds for interactive brand experiences. Add video, sound, interior dioramas, product demonstration stations – you name it.

Vehicles

- Food Trucks
- Glass Box Trucks
- Tankers
- Smart Cars
- Mini Coopers
- Cargo Vans
- Hummers
- Any Other...



>> Ideal for multi-faceted **custom brand** experience tours, demos & sampling campaigns.



ABOUT POP-UP EVENTS

When special things suddenly appear in ordinary places, people take notice. Custom builds, oversized messaging, interactive touch screens, bi-lingual staff. These elements combine for encompassing brand experiences, sparking curiosity. Combined with some amenity, free sample, product demo or other benefit that creates goodwill and makes people want to reciprocate, spreading enthusiasm for the brand.

Professional staff can run contests, registrations & lead generation efforts as part of an event.

Contact us for ideas and capabilities for an activation that matches your strategic goals.

Venues

Conventions
Malls
Retail Parking Lots
Parks & Plazas
Urban Centers
Boardwalks
Any Other...

>>
Pop-up events
are **sudden,
memorable
and impactful**
encompassing
brand
experiences



ABOUT URBAN LOOK SCAPES

Size-Matters

Typically 2 – 8 times bigger than bus shelters, these high-impact ads dominate the scene in busy urban centers and aren't cluttered like 'wild posting' boards.

Street-Level Media

Occupying storefronts in hot locations, these high-impact ads come to life only when your target demographic is around. When the mom

& pop shops close, the partiers come out. When our bar locations sleep late, the commuters are buzzing.

Heart of the City

With over 120 sites and counting, we reach every urban slice from Harlem to Melrose, and will secure new locations to match your campaign objectives.

Size

Typical range:
4 – 20' wide
7 – 10' high



>>
Clean, bold
images reach
**nightlife &
commuters** in
New York and
Los Angeles