

BRAND ACTIVATED

"The Leaders In Effective Advertising!"

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BRAND ACTIVATED
THE LEADERS IN EFFECTIVE ADVERTISING

STREET TEAMS:

MINI-SUMMARY:

Street teams are a great way to get your message on to the streets, with our high energy brand ambassadors targeting your consumers to help generate interest in your products or service. This is a vital way to establish word of mouth marketing and will be essential to your overall promotional marketing mix.

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary, New York and Chicago.

MATERIAL DEADLINES:

4 Weeks booking

3 Weeks for Artwork and supplies, uniforms and handouts

10 days prior to the promotion if your company is supplying.

PALM:

Planning, Administration, Logistics and Management fee may be required depending on the type of promotion.



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SANDWICH BOX BOARDERS

MINI-SUMMARY

This product is similar to Street Teams but they will be actually wearing a Styrofoam box basically looking like a walking billboard. Your company's product or service will be inserted in the front and back of the Sandwich Box in the form of a poster. This is a great way to promote in high traffic areas and it's very noticeable from long distances. Cars and pedestrians will be able to notice from 50 yards away.

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary, New York and Chicago.

MATERIAL DEADLINES:

4 Weeks booking

3 Weeks for Artwork, supplies and handouts

14 days prior to the promotion if your company is supplying.

PALM:

Planning, Administration, Logistics and Management fee.



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UNDERCOVER MAREKTING

MINI SUMMARY:

We send out staff that generally has an interest in your product or service to a 1 to 2 mile radius of where your product or service is located. These staffers will talk about how much they like your offerings to help generate a buzz. The promotional staff will be wearing regular clothes. Each team leader will be wearing a spy cam for our review. This is like social marketing but in the field with live people. The staff we choose are influencers.

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary, New York and Chicago.

SPECIAL NOTE:

Staff will not be in one area for longer than 2-3 hours. We will have a detailed list of locations.

PALM:

Planning, Administration, Logistics and Management fee.

From Wikipedia, the free encyclopedia

Undercover marketing (also known as [buzz marketing](#), [stealth marketing](#), or by its detractors roach baiting) is a subset of [guerrilla marketing](#) where consumers do not realize they are being marketed to. For example, a marketing company might pay an actor or socially adept person to use a certain [product](#) visibly and convincingly in locations where [target consumers](#) congregate. While there, the actor will also talk up their product to people they befriend in that location, even handing out samples if it is [economically](#) feasible. The actor will often be able to sell consumers on their product without those consumers even realizing that they are being marketed to.

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SUMO SUITS

MINI-SUMMARY:

We send staff out to your events wearing a branded Sumo Suits, it's definitely a great eye catcher and it helps consumers stay in your event area a little longer. We can also supply suits for your event so your audience can try them on for a little game we like to call "Sumo Style Wrestling".

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary, New York and Chicago.

MATERIAL DEADLINES:

5 Weeks booking

3 Weeks for artwork that will be painted on the suits.

We can provide artwork from our in-house design team

PALM:

Planning, Administration, Logistics and Management fee.



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AIR BRUSHING

MINI-SUMMARY:

We send out our Air Brushing staff for your promotional event that will brand your consumers 1-2 days by placing a temporary tattoo anywhere on their body except for the private areas of course. By giving away promotional items in exchange for a temp tattoo is a pretty good deal to us. Your consumer will now be branded for your event or promotional area.

MARKETS:

Toronto, Montreal, Vancouver.

MATERIAL DEADLINES:

5 Weeks booking

3 Weeks for artwork design.

2 Weeks for stencil design

We can provide artwork from our in-house design team

PALM:

Planning, Administration, Logistics and Management fee.



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POSTERING

MINI-SUMMARY:

Posters are placed in high traffic areas mainly on construction boards, restaurant message boards, convenience stores (take one method), street poles, transit shelters, trees. This is a great way to reach your audience, posters can stay up for a long time, depending on your campaign we have staff that will replace the posters just in case. This is a really great branding tool, especially effective for launches of products and services. We also have a high school and campus network that will reach over 1 million students in Canada.

SIZES:

"8x11, "11x17, "24x36, "42x60

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary

MATERIAL DEADLINES:

2 Weeks for Artwork if Brand Activated is producing

10 days for materials if posters are shipped to us.

SPECIAL NOTE

**Rush charges will apply after the cut-off dates*

**Shipping Charges will also apply to each market*



BRAND ACTIVATED
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SIDEWALK CHALK ADS

MINI-SUMMARY:

This is an effective advertising tool that that can last from 1 to 30 days. Brand Activated will perform the stencil and the removal. The product is great for marathons and ads at the store front level. There are no guarantees on how long the ad may last, however if you are doing a lengthy campaign we may need to repost the ad. This product will definitely create a buzz and people will remember the ad for a while.

MARKETS:

Toronto, Montreal, Vancouver

MATERIAL DEADLINES:

4 Weeks booking

2 Weeks artwork

COMMENT:

This medium has been known to receive complaints when it is used anonymously however, Brand Activated will work with management to execute these programs for Marathons and Storefront level Campaigns and Events.



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WRAPPED VEHICLES

MINI-SUMMARY:

Wrapping your vehicle is a great way to produce cost effective advertising. You will generally get 30,000-100,000 impressions a month from other drivers and pedestrians.

DETAILS:

*Your car will be turned into a moving billboard.
It is safe and won't ruin your cars finish or paint.
We use a special vinyl wrap.
The wrap will not affect your ability to see out of any window.*

MARKETS:

We have installers across Canada and America.



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BICYCLE BILLBOARDS

MINI-SUMMARY:

This is a great promotional for product launches and events and it is also environmentally friendly. We will also provide a street team member to manage the bike.

MARKETS:

Toronto, Montreal, Vancouver

MATERIALS:

*8 Weeks booking
4 Weeks artwork*

PALM:

Planning, Administration, Logistics and Management fee.

- *May not be exactly as shown.*



BRAND ACTIVATED
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EXHIBITS AND DISPLAY'S

MINI-SUMMARY:

The theme for a lot of events and trade shows would have an exhibit and display for your consumers to enjoy and remember your brand. We can help you have one of the most eye catching displays there that will help you feel more confident and friendly while interacting with consumers.

MATERIAL DEADLINES:

12 Weeks preferred booking

10 Weeks design and artwork

SPECIAL NOTE:

*5-7 business days your exhibit will be shipped to the site. Shipping and storage will be extra.**

MARKETS:

*North America (*including Canada)*



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SIGN SPINNERS

MINI-SUMMARY:

Promotional staff will hit the streets holding up signs in high traffic areas spinning the signs and making them visible for pedestrians and motorists. The spinners are usually used for grand openings, new product launches and special events.

Materials & Booking

*8 Weeks booking
4 weeks for artwork*

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary



BRAND ACTIVATED
THE LEADERS IN EFFECTIVE ADVERTISING
CORPORATE PRODUCTS & PRINTING

MINI-SUMMARY:

We also provide corporate products with printing for your promotional events or just for your company. We provide, Mugs, pens, pencils, t-shirts, clothing, erasers and other specialty items. This is great for promoting your brand in the field or just promoting from within.

MATERIALS AND BOOKING

Brand Activated can supply the materials and printing

Your company can supply the materials and we can do the printing

4 weeks booking

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary and the U.S



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SOCIAL MEDIA

MINI-SUMMARY:

As the Social Media landscape grows Brand Activated can promote your companies services and products online through social networking sites and online chat rooms. We will manage your sites daily and stay relevant through chat rooms as well.

BOOKING AND PROGRAMS:

8 Weeks booking

Programs can last from 1 month, 3 months, 6 months, 12 months or yearly campaigns.

MARKETS:

Nationwide.



BRAND ACTIVATED
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EVENT MANAGEMENT & EXECUTION

MINI-SUMMARY:

Brand Activated can bring your company to life through events in Canada and the U.S from start to finish from planning, coordinating, staffing, and training and also the construction of your exhibit and display.

MATERIALS AND BOOKING

12-10 Weeks if Brand Activated will handle your overall promotion

8 Weeks prior to event if your company will provide promotional items and event space

10 Weeks if we will handle the construction of your exhibit if needed

4-6 Weeks for your promotional items

SPECIAL NOTE

*Late and rush charges will apply **

*Charges will apply shipping per market **

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary and the U.S



BRAND ACTIVATED
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PR STUNTS

MINI-SUMMARY:

Let Brand Activated put together a PR stunt for you, it would usually be for a launch of a new product or service and it is also great for new store openings. We will contact various news outlets for you to help gain attention to your brand and promotional stunt.

MATERIALS AND BOOKING

4-3 Weeks prior to the stunt for materials

8-4 Weeks booking (Depending on the stunt)

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary and the U.S



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TISSUE PACK ADVERTISING

MINI-SUMMARY:

These Tissue packs are a substitute to handing flyers and post cards. The packs are printed on with your brand logo and promotional messages. People tend to keep the packs a bit longer because of the usefulness.

MATERIAL DEADLINES:

12 Weeks booking

12 Weeks artwork

NETWORK:

All high traffic areas in each city.

We can provide you with a location list up request

BEST USES:

It's usually best to use this media during winter and allergy seasons.

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary and the U.S



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PRINT ADS

MINI-SUMMARY:

If you are planning to put a newspaper or magazine ad together or a poster for transit or just a poster let our in-house design team take care of your advertisement.

BOOKING:

12 Weeks booking

MARKETS:

Nationwide



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RADIO ADS

MINI-SUMMARY:

Let our creative team help your company put a radio ad together. We do everything from the creative and also the negotiating of rates and time slots.

BOOKING:

12 Weeks prior

SPECIAL NOTE:

Your radio ad can be as long as:

10 second ad

15 second ad

20 second ad

30 sec ad

40-45 sec ad

60 sec ad



MARKETS:

Nationwide

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SPONSORSHIP INVOLVEMENT

MIMI-SUMMARY:

If you are thinking about sponsoring an event we can help and sometimes when you become a sponsor you may have a certain amount of Sponsorship Involvement whether it's a few signs at an event, or a merch table you want a certain way or having particular banners at the promotion or event and you don't want to leave one stone unturned that's where Brand Activated will step in to make sure your Sponsorship will be handled the right way.

MATERIALS & ASSIGNMENT:

8 Weeks prior for materials

12-10 Weeks Booking

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary and the U.S



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DOOR HANGER ADS

MINI-SUMMARY:

This is a good field marketing technique for mid to higher class neighborhoods. We would make a catchy add for example like "Stay out of my room dad" and at the bottom of the hanger it would have you brand logo or promotional message.

BOOKING:

8 Weeks booking

6 Weeks artwork

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary also New York and Chicago.



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MASCOTT PRODUCTION

MINI-SUMMARY:

Mascots are great for school spirit but it also helps companies for branding and field marketing. The Mascots are great for generating a buzz and they are carefully designed and once approved they can be shipped to the location of your choice.

MATERIALS & BOOKING

13 Weeks Booking

10 Weeks for Artwork

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary and the U.S

SPECIAL NOTE:

** Allow 3-4 days for shipping*



BRAND ACTIVATED
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FLASH MOBS

MINI-SUMMARY:

Street teams are a great way to get your message on to the streets, with our high energy brand ambassadors targeting your consumers to help generate interest in your products or service. We will create a unique promotion in a high traffic area that will include choreography and signage to assist this promotion. All Flash Mob Campaigns will be videotaped.

MARKETS:

Toronto, Montreal, Vancouver, Halifax, Ottawa, Winnipeg, Edmonton, Calgary, New York and Chicago.

MATERIAL DEADLINES:

12-10 Weeks booking

3 Weeks for Artwork and supplies, uniforms and handouts

2 Weeks prior to the promotion if your company is supplying.

PALM:

Planning, Administration, Logistics and Management fee may be required depending on the type of promotion.

