

## Brand Promotions is Featured in Event Marketer's Top 100 Event Agencies



The "It List" is a comprehensive list of the top experiential marketing companies in the United States that is published on an annual basis. Brand Promotions, an innovative event marketing company, is proud to announce that they've made the "It List" for 2015.

Successful experiential marketing companies create memorable product experiences and interactions with consumers that foster emotional responses. The consumer retains the memory and recalls the experience when they have an interaction with the company or brand in the future. The end result is a loyal customer that the company can count on for the foreseeable future.

Experiential marketing is an extremely competitive market sector and the "It List" defines the top 100 event agencies in the country.

### **The "It List": A Great Event Marketing Resource**

The Event Marketer, a reputable publisher of everything related to event marketing, has generated the "It List" for the past 13 years. The list is all-inclusive of the top event companies, and each event agency must pass a rigorous test to be included.

On top of being able to provide exceptional event services to their clients, experiential marketing firms must demonstrate an ability to consistently launch brand activation campaigns in conjunction with each event, and use digital marketing tactics as a means to maximize results.

Brand Promotions works with all types of companies from across the United States. From car manufacturers to retail companies and beyond, the company strives to help create unique consumer interaction experiences while driving long-term customer loyalty and return on investment.

### **Brand Promotions: A Top Event Agency**

The agency is very excited to be identified as a top event agency for 2015. The company has consistently proven to generate positive results for numerous clients in various sectors. Just in the last year alone, Brand Promotions was able to successfully put on over 200 events to help with their clients' event marketing needs.

The company excels by offering a number of different event marketing services to their clients. From planning and event staffing to creating unique product experiences for a specific targeted consumer base, the agency will take over the entire process from start to finish.

Brand Promotions is extremely grateful to be included in such a prestigious list of experiential marketing firms. The company will continue to strive for marketing greatness with every client they work with and will expand their knowledge and expertise in the marketing arena by meeting new event challenges head on with innovative solutions.

Call Brand Promotions today for more information about how they can help with your brand activation and event marketing needs.

## Brand Promotions Blog Article #2

Keywords:

- *event activation at the special olympics*: used 3 times
- *event marketing*: used 4 times
- *event displays*: used 3 times

**Title: Brand Promotions Develops Custom Displays for Event Marketing at the Special Olympics in LA**



Brand Promotions, an [event marketing](#) company with 35 years of experience, is extremely excited to be promoting [event activation at the Special Olympics](#) of 2015, taking place between July 25th and August 2nd in Los Angeles, California. As an organization, the Special Olympics is a worldwide leader in promoting sports and teamwork for people with physical and mental disabilities. The main goal of the Special Olympics is to bring the people of the world together and create global awareness for those who participate in the games.

### **The Special Olympics: Facts and Figures**

The Special Olympics attracts athletes over 6,000 athletes from 165 countries around the world. Athletes participate in a variety of sports, including Triathlons, tennis, aquatic events, gymnastics, golf and nearly every regular summer Olympics event. 2,000 coaches will be an attendance with their athletes, and the organization anticipates more than 20,000 individuals to volunteer and more than 500,000 people to attend the games as spectators.

Brand Promotions is extremely happy to be a part of the 2015 Special Olympics. The company is assisting with a variety of different [event marketing](#) aspects, including the planning and creation of [event displays](#) and with [event activation at the Special Olympics](#) itself. Event activation will not only help promote the games and garner more loyalty from customers, it offers Brand Promotions a chance to be part of one of the largest worthwhile causes in the world for people with disabilities.

### **Brand Promotions and the Circle of Inclusion**

The Circle of Inclusion is a multi-colored circle that represents the acceptance of every human being on earth, regardless of status, color, gender or any other identifying characteristic. Attendees can take pictures with the circles and share their photos on Facebook, effectively spreading equality awareness.

As part of their overall [event marketing](#) campaign for [event activation at the Special Olympics](#), Brand Promotions has designed a Circle of Inclusion that is over 12 feet wide that will be brought to the event and shared with everyone. As one of the largest [event displays](#) at the Special Olympics, attendees will be able to enjoy a life size Circle of Inclusion while being a part of the cause that both Brand Promotions and the Special Olympics cherish so much.

Brand Promotions specializes in total [event marketing](#) services, including [event displays](#), experiential marketing, brand activation and more. The event services they offer and individual experiences they create are one-of-a-kind. Brand Promotions has worked with numerous businesses of all sizes, and uses that experience to help further nonprofit causes. The company saw an opportunity to help by using event activation at the Special Olympics to increase spectator awareness and increase loyalty within the organization's target consumer base for the foreseeable future.

## Brand Promotions Blog Article #3

Keywords:

- *event activation*: used 3 times
- *brand awareness*: used 3 times
- *summer marketing event*: used 4 times

Title: **How to Use Experiential Marketing to Build Customer Loyalty**



Customer loyalty is essential, both when launching a new product or increasing loyalty for a well-known service. Experiential marketing is one of the best ways to increase customer loyalty because your target consumer base actually gets to use your product first hand and experience everything that you have to offer. Increasing [brand awareness](#) by hosting a [summer marketing event](#) is one of the best ways to build customer loyalty.

### **Personal Interaction: Promoting Your Brand with Experiential Marketing**

Experiential marketing is all about creating the best unique experience for every individual that tries your product or service. When promoting [brand awareness](#) at a [summer marketing event](#), you have the chance to reach a large number of people and create memorable experiences for each individual.

Summer events also keep customers coming back every year. If you peaked their interest last year with an effective [event activation](#) campaign, your customers will return to [your summer marketing event](#) just to see if your company has developed a new product or service.

## **How to Garner Strong Emotional Reactions from Your Customers**

Emotional reactions often drive customers to make purchasing decisions. During a [summer marketing event](#), you must maximize your face time with each customer during [event activation](#) so that they walk away feeling excited and will be able to identify your brand in the future.

Try to think outside the box when creating your unique brand experiences. Great examples of [event activation](#) that create emotional responses often come from car manufacturers. Whether they have their customers drive large SUV's onto steep platforms or simply allow people to take test drives at events, each experience creates a memory that will last in the mind of their consumers for years to come.

While your company likely doesn't make cars, the same principle applies. If you want to increase [brand awareness](#), create the best user experience you can think of when using experiential marketing. Engage your customers on a personal level and make them want to come back for more year after year.

## **Increase Customer Base Through Word-of-Mouth Advertising**

If consumers enjoyed their experience using your product at the event so much that they begin to tell their friends and family members about it, your experiential marketing campaign was a success.

Word-of-mouth advertising is the best way to attract more customers. While these customers might be new, the more people you can market to on a consistent basis, the more loyal consumers you'll gain on a long term basis.

Brand Promotions, a full service event marketing company, has 35 years of experience with increasing customer loyalty. Because there are so many aspects to consider when planning for a major campaign, marketing managers would greatly benefit from utilizing the services of a major event marketing firm.