



# ARTISTS & FLEAS // EXPERIENTIAL ACTIVATION



# STRATEGY

- Partner with arts and culture venue to host experiential activation - cultivate mutual brand awareness and connect to new audiences and consumers.
- Continue annual disruptive series to “take dance out of the theater” as a way to make it more accessible and exciting to the general public.
- Gain sponsorship and bolster presence on a national scale by pitching well-known food and beverage companies who want to support start ups/non-profits.
- Promote our upcoming show and preview highlights of the performance to give people an exclusive sneak peek.



# EVENT PLAN

- Artists & Fleas, an established marketplace of vendors with locations across the country, wanted to promote the backspace at their Soho location as a rentable venue but no one knows about it!
- At 6pm on December 11th, 2019, when people are doing their Christmas shopping, we simulate a pop-up “flash mob” by dancing in the aisles unexpectedly to tunes by their house dj!
- We entice shoppers to the back where they are met by invited guests to enjoy sponsored drinks, food and short performances.
- Vendors from the booths in the marketplace attend to promote their products and allow attendees to shop post show.



Check out a [teaser](#) from the event!



# PROMOTION

BC+A

- Using their tagline of “Be Extraordinary,” we bring to life “Dance Extraordinary” - a positioning of what makes our company **extraordinary** in our collaboration and community engagement.
- Hashtag #dancextraordinary utilized on all media channels.
- Gain press in the following publications:
  - [Soho Broadway](#)
  - [Broadway World](#)
  - [Guest of a Guest](#)
  - [ArtNet - Editor's Pick](#)
- Use social media channels to publicize event as a party.
- Encourage our sponsors to promote event on their social platforms.



Artists & Ideas

BC+A

BE EXTRAORDINARY

# OUR SPONSORS

- We pitched food and beverage companies of different scales for sponsorship to promote the Soho neighborhood community while also establishing relationships on an international scale.
- Our partnerships with ABSOLUT and Smartwater were ongoing - for this event, we had an ABSOLUT(ELY) EXTRAORDINARY cocktail!





“BRYN SEAMLESSLY PRODUCED AN EXPERIENCE THAT FAR EXCEEDED OUR GOALS TO ENHANCE OUR RETAIL SETTING AND OFFER CUSTOMERS A MEMORABLE IN STORE EXPERIENCE WHILE SIMULTANEOUSLY CREATING TRUE ART. BRYN IS A STRATEGIC PLANNER WHOSE PROJECTS DON'T LOSE THEIR MAGIC ANYWHERE IN THE PROCESS.”

MICHELLE FRIEND, DIRECTOR OF MARKETS



**THANK YOU!!!**