



Six Steps to Brand Adoption





What is experiential marketing:

Experiential marketing creates engaging experiences that immerse consumers in a brand's world. Experiential marketing is the most effective way to build relationships with today's clued-in consumers. Experience is everything.

What we do:

3DM is Edelman PR's experiential marketing agency. We help brands build and develop relationships with consumers. We create fully-integrated experiential campaigns that connect with consumers and deliver the brand message in a compelling way.

Introduction

Six steps to brand adoption

01



02



03



04



05



06



It starts with an idea...

- Brand Objectives
- Consumer targets
- Pick the right team



Step 01— Idea

Today's consumers are savvy and know what's going on. Our strategic planning capabilities are based on our knowledge of the clued-in consumer, the world they inhabit and our knowledge of brands.

- Consumer insight
- Tactical planning
- Brand consultancy
- Strategic planning



Step 02— Planning

Good design can say more than 1,000 words. We work with the right people to ensure your brand personality and values are expressed correctly.

- TTL suites
- Brand identities
- Copy writing
- Invites
- Posters



Step 03 — Design

Your consumer lives in a digital age. We integrate new and exciting ways of communicating into a wider experiential marketing plan.

- Websites
- Podcasts
- Applications
- Widgets
- TV
- Mobile



Step 04— Digital

From broadsheets to bloggers, spokespersons to influencers, our media relationships can deliver through the line cut-through for your brand.

- *Traditional media*
- *Blogs*
- *Twitter*
- *Social networks*
- *Forums*
- *PR*

Step 05— Communi- cations



Whether it's a compact product launch or an event for 30,000 people, we have the skills and contacts to make it happen.

- *Creative concepts*
- *Talent sourcing*
- *Event production and venue sourcing*



Step 06 — Event



Love = Brand
Heart = Adoption

Just some of
our clients...

Canon

Coca-Cola

O₂

power of one
energy efficiency for Ireland

sky

XBOX 360

Budweiser
KING OF BEERS®

Who we
work with



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