



A new BX regular page dedicated to the best suppliers to this industry

EFM makes Sense

As all brand experience agencies know, exceptional planning is the key to any live campaign, and the reliance on loyal, trustworthy suppliers is a must. The team at Sense have streamlined their supplier database over the years to ensure they work with the best in field.

Operations director at Sense, Rich Adams, has worked with a number of production and logistical partners to deliver a multitude of campaigns over 15 years in the field. "Brand Experience campaigns are ever evolving, as is the scale of the rigs. Gone are the days of a basic pop up stand and box of leaflets, and in comes the dedicated vehicle to transport the experiential platform, and secondary vehicle for engagement tool and delivery of product samples".

Sense realise that specialist partners are required to ensure exceptional campaign delivery. One such partner is freight management company EFM.

Sense regularly assigns EFM as guardians of their campaign logistics. Earlier this year Sense appointed EFM to manage the logistical arm of the nationwide Muller Rice campaign.

"When handling products with specific health & safety storage guidelines, EFM have a world of knowledge and experience", comments Adams

The campaign required chilled warehousing across a network of regional depots along with chilled distribution between sites.

"We briefed EFM at a very early stage to ensure the storage and delivery of product ran like clock work. We often need to be reactionary to the elements and to the locations and EFM understand that a brief may change from day to hour or in some cases hour to hour" says Adams.

Warehousing and distribution is rarely considered a sexy part of a live campaign, but it is often the element which can make or break an event. Clients have limited involvement in the background operations so it is essential to use suppliers who keep the wheels turning whilst promotional teams provide the face of a campaign.

Delivering with Intent

Baconinflate's stylish constructions will often catch the eye at experiential events. Director Gary Bennett comments: "It has been our ability to understand the market within three inextricably linked areas which continues to make Baconinflate stand out from the crowd; Creative Manufacture and Operation. We have become a Temporary Structure Agency which seems to seamlessly fulfil our client's needs and objectives".

Baconinflate was recently contracted by Ignition to supply and operate its 11m EventStation as a green team base for ice yogurt manufacturer Stony's first mission in the UK - sponsoring the world's largest climate awareness event Live Earth on 07.07.07

Stony also supports I Count (www.icount.org.uk), the campaign of the UK's Stop Climate Chaos Coalition - to further demonstrate their commitment to tackling climate change.

Stonyfield Farm is an award-winning company and the first in the US (1997) to offset its carbon emissions from its facility energy use by an impressive 100%, as well as donating 10% of profits to protect and restore the environment. Stony intends to continue this legacy in the UK keeping production close to home, with milk sourced in the UK and Ireland from small organic farms, and ensuring all pots and materials are recyclable and sourced from sustainable managed resources.

Baconinflate has also had several sizeable structures to deliver this Summer pushing the boundaries with bespoke projects such as the recent 'O2Chill' within new TheO2Arena.

Recent product launches include EventVillage, e:pod and MicroStation, ensuring a fresh approach for 2008.



New rates for theatre

Live communications agency CommentUK has conducted a piece of research amongst 100 brands in the UK with the result that the majority of marketers surveyed feel that experiential marketing that uses a bespoke live communications element is too expensive when compared to field marketing and sampling. 65% of respondents said they would be happier diverting funds to this form of marketing if costs come down.

In response CommentUK is launching a new service to the market which will bring the costs of high end brand theatre in line with standard experiential campaigns. The service will give clients access to the skills of professional performers at

promotional staffing rates.

Justin Foxton CEO of CommentUK says: "The industry is pricing itself too high at the moment and therefore missing the chance to enjoy the larger briefs that longer established marketing techniques have secured for so long. It is time to give clients maximum bang for buck; top notch talent to spread the message of their brand or service for little more than their ordinary staffing budgets. We can achieve the new service through the block booking of performers' time on an ongoing basis, reducing day rates and extending the saving on to the client. I think that this move will set a new cost and quality benchmark for the industry as a whole."