

PRODUCT
DESCRIPTION



Experiential
marketing

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Experiential *marketing*

MARKET TRENDS

- Need to increase business results and link sales through powerful branding experiences

- Engage and sustain relationships with potential customers

- Build customer-based experience

- Need to differentiate and connect closely with audiences, building brand affinity and loyalty

- Events need to support the promise of the brand

- Faster global time to market

BRAND EXPERIENCE

We consider events to be an essential part of an Experiential Marketing Campaign, because they offer your customer the opportunity to have a personal experience with your brand. This experience needs to be at the utmost possible quality, appealing to the emotions and promise of your brand. Our focus is to help you provide your customers with a complete face-to-face brand experience; having them experience how excellent a brand can be. Matchcode's value added approach is based on understanding and aligning the business goal from the point of view of the customer to make a whole integrated event solution. While your company focuses 100% on your core business, our team of marketing consultants will develop your Experiential Marketing Campaign; one which will delight your customers.

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1. PHASES UNDER A PROVEN METHODOLOGY

We envisage three (3) phases for a successful Experiential Marketing Campaign:

- Planning and business alignment
- On site production
- Follow up

Matchcode's approach is to develop a complete brand experience. This starts with targeting the right audience, message definition and building the ideal ambience thus connecting the brand to the audience's emotions. Matchcode's view is that an event is part of an ongoing process. An experiential marketing campaign is meant to create a prospect's interest, to involve them in the event, turn them into customers, and ultimately to build customer loyalty.

2. BUSINESS ALIGNMENT

Previously, an Event Managers' performance was measured on the number of attendees and how spectacular the event production was; nowadays Event and Marketing management need to justify every marketing investment through the generation of new businesses.

Experiential Marketing is about understanding business goals and the need to integrate all business areas within the company. From Sales to Product Development, Finance to Research and Development, all core business areas need to be merged into a single goal; to generate new business.

In order to improve our customers' business results, Matchcode has gathered Best Business Practices from top companies around the world, and developed Best-of Breed Experiential Marketing solutions.

3. CREATIVITY

Today, a customer is confronted with multiple messages distributed through many channels. Stronger competition has led to information overload, making it harder for the brands to engage and sustain relationships.

Thus, events must evolve into something broader and be highly creative in order to capture the heart and mind of the customer. Matchcode has put together a hybrid team of talented professionals, who combine business expertise with creativity. From small intimate engagements to mega events with thousands of attendees, we can and have developed high impact creative concepts for our clients to help them achieve their business goals.

4. ONE SINGLE POINT OF CONTACT

Experiential Marketing Campaigns require us to manage and coordinate a great number of suppliers. Proven indicators show that event managers spend over 50% of their time managing suppliers; indeed taking the focus away from the main strategy.

Nevertheless, success in any Experiential Marketing Campaign is inherently linked to managing risk. The greater the number of suppliers involved, the higher the risk taken.

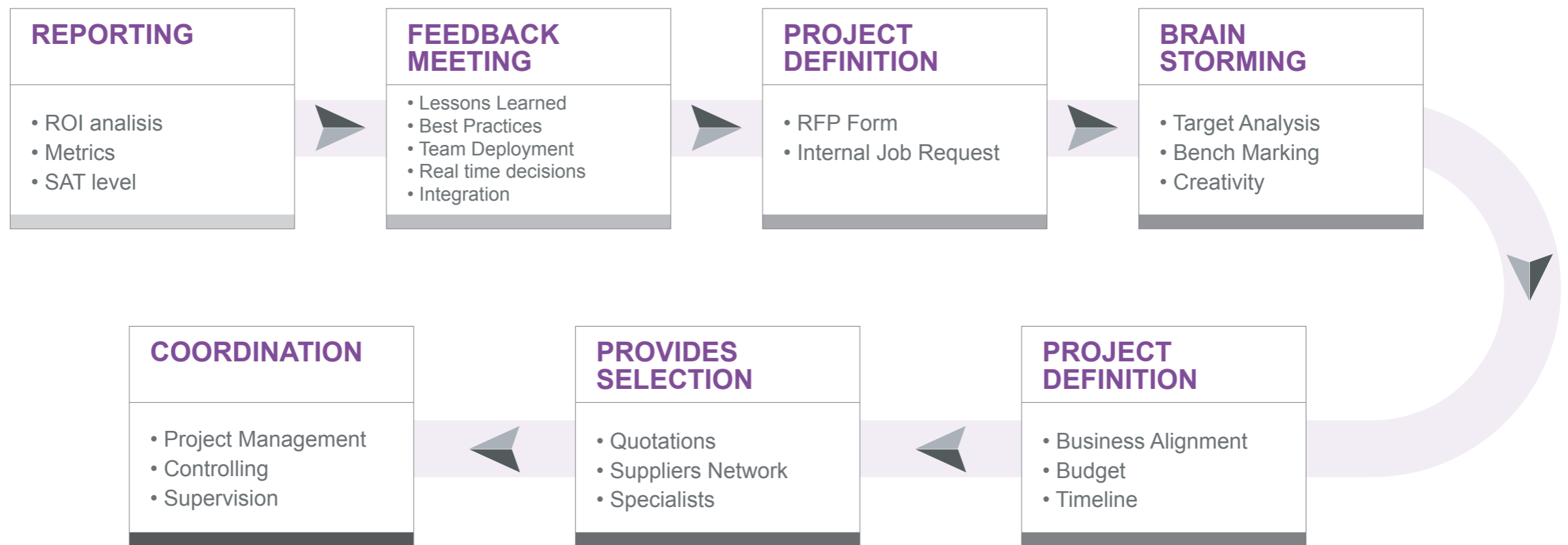
Matchcode can act as your single point of contact and thereby guarantee a successful campaign by taking over the management of multiple suppliers and in doing so keep your Experiential Marketing Campaign tightly under control and making your life easier.

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Workflow

Thanks to the experience gained through the organization of over 2,000 events around the world, we have designed and developed our own Best Practices Program, which has shaped our service. Our working methodology guarantees high quality projects and has been specially designed to meet the needs of each project or customer.

Project's Phase



Internal sub-process

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Delivery

1. PLANNING

- Objectives
- Content & Agenda
- Messaging
- Target & Data Base Analysis
- 3rd Parties (sponsors-partners)
- Communication and Call Strategy
- Project's Date
- General Concept
- General Layout
- Overall Budget

2. PRE PRODUCTION & PRODUCTION

- Hiring Suppliers
- Venue
- Stage & Construction
- Ambience and Decoration
- Catering
- Hostesses and Support
- Photo and Film
- Audio, Lighting & Video
- Tech Equipment

- Security and Hygiene
- Deliverables and Merchandising
- Design, Web and Printers
- Shows & Productions
- Agenda
- Content Supervision
- Speakers Coordination
- Budget & Cash Flow Control

3. REAL TIME EXECUTION

- Team Management Event Test
- Overall Supervision
- Suppliers Coordination and Integration
- Attendees and Speakers Coordination
- Troubleshooting

4. POST EVENT

- Evaluation Forms Collecting and Process
- Results Presentation
- Mailings
- Closing the Loop

Regional Coverage

Matchcode's possibilities regarding Experiential Marketing Campaign deliveries are vast– all with fully owned offices in Latin America, the United States and Europe.

SERVICE SCOPE

One of Matchcode's unique values is that we have fully owned office in more than 10 countries on more than 3 continents. This makes us an ideal partner for organizations who are conducting regional and or global marketing campaigns. Benefits:

- Uniform methodology
- Data and information shared with your subsidiaries
- Ability to roll-out a consistent strategy and brand message across the countries and regions
- Full use of Best Practices
- One contact interfacing with your regional/global marketing experts
- Country specific contacts to work with your local people

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Offering brand experiences in a wide range of opportunities

- World Tours
- Product Launches
- Seasonal Sales Events
- Trade Shows
- Conventions
- Sales Force Events
- VIP Customer Relationship
- CEO Tours
- Press Events
- Analyst Events
- Company Parties
- Partner Events
- Insight Days
- Sports Events

From small local events to simultaneous global product launches, Matchcode has produced over 2,000 events for the world's leading brands. All projects are managed and controlled through our proprietary events management tool.



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Regional Coverage

GEOFFREY MOORE, BEST SELLING AUTHOR, MANAGING DIRECTOR FOR TCG ADVISORS AND VENTURE PARTNERS AT MVD

“How do you communicate globally?”

One city at a time.

That's the lesson learned at the SAP World Tour, powered by Matchcode, where corporate strategies and campaigns are localized and discussed in over 50 cities across the globe in a six-month interval.

Not only does it bring the customers up-to-date, but it also makes sure the employees and partners are all on the same page, too”.

BASED ON THE LATEST MILLWARD BROWN TOP 100 MOST POWERFUL BRANDS RANKING:

Matchcode has served 7 out of the top 10, 10 of the top 15 and 50 of the top 100 technology brands in the world. We are proud to have recurring business with all of them.

LES HAYMAN, SAP AMBASSADOR, SAP AG

“Reach a large number of prospective clients in an environment that showcases SAP as the premier choice. Matchcode truly links sales with powerful branding experiences”.



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About Matchcode

Matchcode offers creative and business oriented marketing solutions to meet the needs of our local, regional and global customers. We provide integrated marketing services to the world's leading brands. Our passion is to align marketing with sales and speed up business. We believe in best practices, one voice and syndication to maximize our customers' marketing investments. Today, we execute creative end-to-end marketing services in more than 10 countries on 3 continents.

OUR VALUE TO THE CUSTOMER

- INCREASE PROFITABILITY WITH RIGHT MARKETING INVESTMENT

We maximize marketing spend and make it measurable

- CONSISTENT GLOBAL OFFERING

Designed centrally, but with local adoption and execution for e2e approach

- INCREASE SALES OPPORTUNITIES

We align marketing investment with sales goals



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