

pebble[®]
productions

Stick It On



Why use Stick It On?

LIVE COMMUNICATIONS EVENTS:

At a Stick It On event, your guests get to work the decks like superstar DJs as they 'wow' their friends & colleagues with 15 minutes worth of their favourite 'choons!' With a compere to introduce each DJ & a technical helper to assist them in working the decks, our clients are guaranteed a musical rollercoaster of a journey that spans every genre from Rock to Pop, Soul to Salsa, Dance to Disco & much, much more. With live images of all the stage & dance floor action beamed onto screens via the 'DJ-cam' & the guest DJs positioned prominently behind our mobile set, they are all made to feel every bit the superstar DJ!

Everybody wants to be a DJ, or so we would have you believe! A bold & insubstantial claim on our part me thinks, & yet there are certain facets & values embodied by Stick It On that do give it that illusive universal appeal, something attractive to event organisers & marketers alike...

STICK IT ON CORE VALUES:

- it is about people
- it is about self expression
- it is about sharing
- it is about exercising choice
- it is organic
- it empowers
- it is inclusive

STICK IT ON'S ATTRIBUTES:

- it is experiential
- it is interactive
- it is consumer content driven
- it is non-prohibitive
- it engages, challenges & excites



WHY USE STICK IT ON FOR LIVE MARKETING ACTIVITIES:

Stick It On's bespoke packages can deliver effective marketing communications through live interactive events (press launches, in store events, trade shows, product launches, B2B & B2C events, showcases & road shows).

They are especially effective when aligned with products or brands whose technologies or personalities encourage the consumer to communicate, share & exercise their right of choice. The ethos behind Stick It On encapsulates all these traits, in fact, they embody what everyone of our guest DJs is asked to do!

Mobile devices fall conveniently within this category- camera, video, Walkman phones with high speed connections through PSDA or Bluetooth- all this functionality serves to allow the consumer to express something of themselves, to share this &, above all, to entertain others.

The experience of choosing & playing music live is an exhilarating & moving one. When woven into a purposeful & meaningful engagement with a brand or product, it can, in itself, serve as a platform to help forge an emotional bond/connection with a brand.

What Stick It On can offer, in addition to this, is an experience that challenges peoples' perception of self, of their own abilities & how others perceive them. In becoming a 'non-superstar DJ' with Stick It On, your tune selection becomes something of an introspective journey, it tells you & others a lot about what makes you tick- it lays bear your soul! Your PDA, your handset with its collection of photos, contacts, personal messages etc is another window on your personality.

Stick It On is far more than INFOTAINMENT. It provides a platform for authentic experiential solutions in live communications campaigns. The whole experience is both distinctive & memorable. It elevates its consumers, makes them feel special & awakens them to new possibilities- it is a 3D brand experience in every sense.



FROM THE 100% NATURAL APPRECIATE AT ITS BEST WITH A LONG COOL COCKTAIL SPECIAL

DJ [unreadable] mixes to mix

Lucy

CASE STUDIES:

GOLFPUNK MAGAZINE & THE LONDON GOLF SHOW (LGS)



Held in the South Hall at ExCel London, 26-29th April 2007, with an estimated attendance of 26,500. Stand co-themed by IF Media & Pebble Productions, AV production by Pebble Productions.

- The aim was to drive visitors to the stand to increase sign up for magazine subscription
- Working in tandem with Nintendo who showcased their Wii Golf game, the emphasis was on interactivity & creating a positive experience associated with this IF Media publication
- Using our 'Dedication Sessions' package, visitors to the stand were greeted by 'The Golfettes' who distributed Dedication Session flyers: these flyers invited attendees to come & select tracks from our digital music library & to then dedicated their chosen tunes to a favourite golfer, golf course, the magazine, a friend or family member: whilst spinning their tracks, the guest DJs were photographed 'in the mix' with the Golfettes
- A selection of the photos taken over the two days were then published in the ensuing edition of the magazine & through its related website: where the guest DJs spotted their photos in either of these media, they could then claim a golfing related prize
- The Stick It On DJ-Cam fed real time footage of all the guest DJs onto plasma screens: this footage was mixed over the bespoke GolfPunk branded macromedia package put together by our Creatives,. Plasmas faced out into the main arena, ensuring that passers by got to view all the internal stand activity
- Objectives of firstly increasing stand footfall & secondly driving new visitors back to the magazine & its website were all achieved.



HUGO BOSS XX XY FRAGRANCE PRESS LAUNCH

Held in June 2007 at Maddox in the heart of Mayfair. Pax 75 with event theming by Urban Caprice. Event Commissioned by a division Saatchi PR for Hugo Boss.

- Attendance by invite only for all major fashion magazine editorial teams
- Key messages to be conveyed throughout the event were those of the contrasting themes of conflict & synergy between the sexes in line with forthcoming TV & print media ad campaigns
- Stick It On pitched teams of female & male fashion journalists against one another in a head to head DJ battle
- The stage was dressed as a boxing ring in Hugo colours with XX & XY branded DJ Stations: both DJ Stations had a Technical Helper to assist the guest DJs in working the decks
- Stick It On's MC hosted the event, linking the various segments (key note speeches from the Hugo European Marketing Manager & Jonathan Reece Myers (star of TV ad)
- Stick It On's Creative Team designed a bespoke macromedia visuals package incorporating client branding, photos of the stars from the TV ad campaign & images of the new fragrance bottles themselves
- Each pair of DJs played their three track DJ sets after which our MC turned to the audience to decide which of the contenders were to be crowned the winners of the bout: a visual dimension was added to this audience voting process by the inclusion in the macromedia package of 'The Hugometer': as guests cheered for each team, the XX & XY fragrance bottles appeared on screen, seemingly filling up from bottom to top according to the level of cheering



HERBAL ESSENCE FRUIT FUSION SHAMPOO LAUNCH PARTIES:



Launch nights in cities from Brighton to Glasgow over three months in 2004. Event commissioned by a division of Saatchi PR for Procter & Gamble.

- Using their popular 'Welcome to DJ Democracy' package, Stick It On organised UK-wide grass roots level club launches for this new brand to support the client's TV, Radio & print media advertising campaigns
- The aim was to increase attendance at these launch events in major UK cities by offering an experiential dimension to evenings entertainment: e-cards, microsites & print media campaigns encouraged attendees to submit 15 minute set lists to be played at one of the 12 UK venues: each prospective DJ was given a number of free passes for their friends to drive attendance at these events
- Promotional teams were on site to distribute shampoo samples & hand out promotional materials & prizes
- After the event, the microsites hosted photos of the Stick It On non-superstar guest DJs, thus driving visitors back to these URLs where additional promotional features & new give aways awaited them
- Bespoke macromedia visuals packages were put together & to raise brand awareness & convey key product information
- The objective of creating a strong emotive experience around this product for the client's key demographic was successfully met

Stick It On has further worked with the clients listed below on experiential driven activities:

- London Fashion Week for Selfridges: in store promotion (2006)
- Dr Martins brand re-activation, the Roundhouse, Camden: sponsored music event (2006)
- Sport Relief, Madeira Drive Brighton: live event based on audience interaction (2006)
- Virgin D3 Mobile: Style in the City tour across five UK cities (2005)
- BBC One Extra: One Live Road Show, Honey Club, Brighton: experiential workshop activities (2005)

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