



CONSILIUM
EXPERIENTIAL MARKETING



The background image is a dynamic night scene of an outdoor festival. A large, diverse crowd of people is in the foreground, many with their arms raised in excitement. In the middle ground, a stage is lit up with blue and white lights, and several thick plumes of white smoke are being released from the front. Behind the stage, a multi-story building is visible, and a spectacular display of red and orange fireworks is exploding from its top against a dark blue sky. The overall atmosphere is festive and energetic.

RELATIONSHIP BUILDING

We are dedicated to creating strategic partnerships that revolutionize the way brands build authentic and lasting relationships with their target consumers.

CONNECTORS

Consilium is an experiential marketing agency. We create authentic and purposeful marketing experiences that grow businesses and build lasting relationships between brands and consumers.

With consumer attention being divided more and more, we have learned this important factor: powerful, effective marketing will rely upon a brand's ability to form unique relationships with its audience. We know there's no better way to achieve that than through an experience.



EXPERIENCE MAKERS

In this hyper-digital, disconnected world, we find ourselves seeking unique live experiences that connect us to the real world and each other. Brands that create memorable live engagements, filling this need, will create brand advocates. What brands do is more important than what they say.

We provide notable actions and interactions that connect consumers with brands (e.g. social good, web & mobile, social content, online and in-store shopping, and events & experiences).

Every day we are inventing and innovating for brands from a variety of industries to ensure their desired outcomes are achieved and their expectations are exceeded.

CREATIVE + INNOVATIVE IDEAS

We believe brands need extraordinary ideas that create emotional connections, fuel conversations, tell impactful stories, and deliver business results.

We work to help our clients build lasting relationships through our solutions: Strategy & Creative, Experiential and Digital.

Strategy & Creative + Experiential + Digital

THE ROAD TO RESULTS

Strategy & Creative: Growing your business - What should we do and why? The CEMA strategy team answers this question through consumer insights and reframing problems to enable businesses to think, act and communicate more effectively in an always-on, connected world.

To deliver on this promise, our team is an intentional mix of management consultants, brand strategists, communication planners, service design experts, search and social strategists and creative consultants who use the following strategies and techniques to help you grow your business:

- Consumer Segmentation
- Brand Strategy
- Communication & Content Planning
- Ecosystem Strategy
- 'Big Idea' Campaign Development
- Audience Generation
- Brand Consulting
- Competitive Analysis
- Financial Strategy and Pricing
- Executive Support and Project Management

MAKE LASTING IMPRESSIONS

Experiential: Through design and production of imaginative, interactive, and immersive experiences, we bridge the gap between audiences and some of the world's most well-known and respected brands.

We are all about experiences that drive business results, build lasting consumer relationships, and bring brands to life. We are story tellers and experience makers.

While experiential marketing includes everything from street teams to pop-up events, mobile tours, trade shows, music festivals (and beyond), it means more than just events. It requires seamless brand strategy, architecture, publicity, design, content development, technology, artistry and production, to name a few, all working together. To ensure this synergy, we provide the following:

- Event Marketing and Design
- Product Tours & Road Shows
- Pop-Up Shops and Installations
- AR/VR Activations
- Retail Events and Product Sampling
- Sponsorship Negotiation & Activation
- Event Production Services
- Sweepstakes Administration and Fulfillment
- Event Planning & Project Management
- Travel Hotel/Hospitality Management
- Live Production
- Press Event Design & Production
- Trade Show Exhibit Design
- Venue & Accommodation Management
- Press Event Design & Production
- Exhibition and Tradeshow Management

REACH · INTERACT · INVOLVE · ACTIVATE

Digital: We know the importance of and how to use digital media to create extraordinary brand experiences.

People expect technology to help them interact with a brand — to give them what they want with efficiency and ease. That's our approach to digital: create experiences so seamless, the technology feels invisible (but not the results). We make technology work for you.

- Web + Mobile
- Digital Installations
- Integrated Collaboration
- Social Media
- Digital Production
- Creative Graphics
- Digital Products
- Interactive Content
- Authentic Engagement

BECOME THEIR FAVORITE

To make lasting impressions through innovative experiences, a brand must first know how to create an emotional connection with its consumers -- a connection that inspires and delights. It's a tall order, but it's one we've accomplished time and again.

Our approach is rooted in empathy and a thorough understanding of your ideal customer. Using our consumer behavior data, we build audience profiles that capture the needs and desires of your target market, which -- along with how your brand seeks to meet consumer needs—will uniquely establish that emotional connection. We understand your consumers and know just how to help you develop authentic relationships with them.

Consumer Segment Groups

- Multi-Cultural
- Millennials
- U.S. Military Communities
- Baby Boomers
- Generation X and Z

CATEGORIES OF EXPERTISE

Industries We Serve:

- Consumer Electronics
- Travel & Hospitality
- Gaming
- Sports Equipment & Apparel
- Fashion & Footwear
- Beauty & Skincare
- Entertainment & Media
- Consumer Products Goods
- Franchises & Retailers
- Technology
- Finance & Banking
- Transportation & Automotive

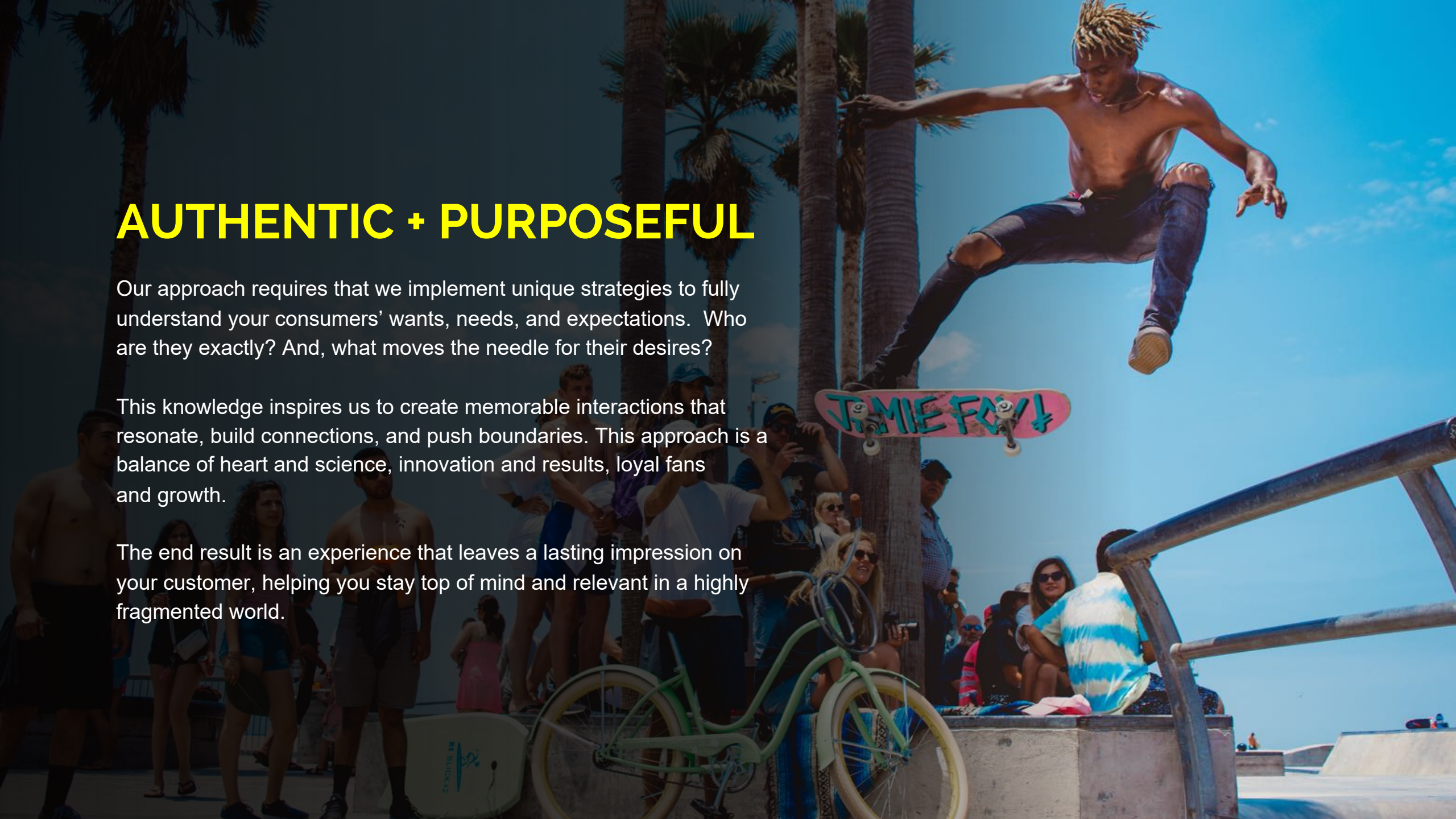


AUTHENTIC + PURPOSEFUL

Our approach requires that we implement unique strategies to fully understand your consumers' wants, needs, and expectations. Who are they exactly? And, what moves the needle for their desires?

This knowledge inspires us to create memorable interactions that resonate, build connections, and push boundaries. This approach is a balance of heart and science, innovation and results, loyal fans and growth.

The end result is an experience that leaves a lasting impression on your customer, helping you stay top of mind and relevant in a highly fragmented world.



COLLABORATIVE PARTNERSHIPS



Our clients are some of the world's most recognizable and respected brands. Fortune 5000 companies from various industries, associations, sporting teams, nonprofit organizations, award shows and conferences, are a few of our clients.

We help our clients by creating premium experiences that strengthen the relationships between brands and the people who matter most to them. Our innovative ideas and unique solutions unlock the potential of people and brands.

We capture a very clear picture of who our clients are, what they stand for and what they really desire to achieve. We articulate the purpose of brands. We then create content, actions, and tools to show and tell to the world.





NEXON

ENGAGEMENT EVENT

Comprehensive Experiential Buildout Of Parking Lot

NEXON



JOHN DEERE SALES INCENTIVE

Experiential Concept Development + Production



RECORDING ACADEMY GRAMMY WEEK EVENTS

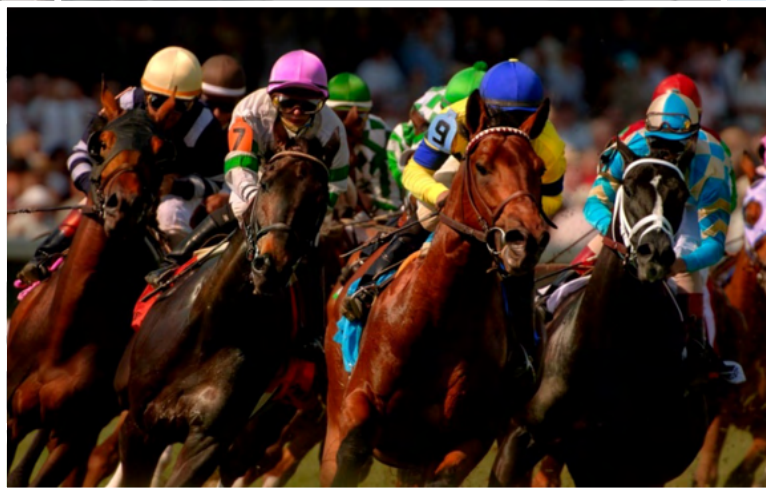
Event Production and Design for Three Special Events
Centered Around Music's Biggest Night





First National Bank EXPERIENCE

Exclusive Branded Parties & Custom Green Rooms
for VIPs at the Kentucky Derby



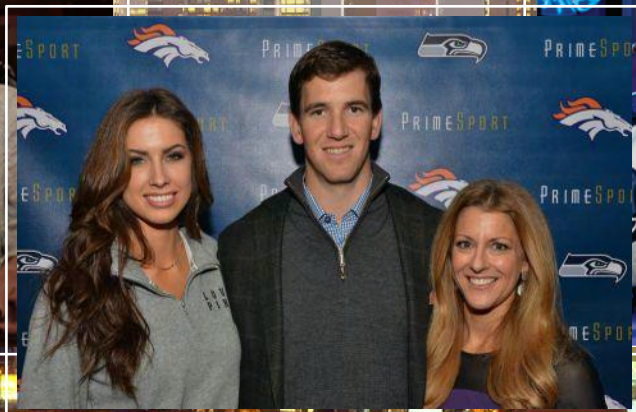


CORPORATE HOSPITALITY EXPERIENCES FROM AUGUSTA NATIONAL



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Exclusive Hospitality Suites And Interactive All Access Events



SUPER BOWL

XLVIII

NEW YORK FASHION WEEK

Influencer Engagement

**NEW
YORK
FASHION
WEEK**



LONG BEACH GRAND PRIX

Social + Digital Experiences



U.S.ARMY



SUPPORTING THOSE WHO SERVE

We see it as part of our responsibility to contribute to the world in a meaningful way.

We have a deep understanding of the U.S. Military, veteran consumers and military communities and how to interact with them. Their interests, wants, and needs are often overlooked and underserved.

We are committed to helping brands build relationships with this most brand loyal and deserving group of consumers. Our partnership with Project Experience Gratitude allows brands to interact and engage with those who selflessly serve and protect us.

MEASURABLE SUCCESS

So, it's no surprise that, as consumers become even harder to reach, clients are turning to us more than ever to create integrated marketing campaigns – across a range of categories.

Today, marketers need to work harder than ever to create a brand – and marketing – that meet consumers where they are: online, at retail, on the street and more.

What separates us from other agencies is our unique ability see marketing channels not just as a way to communicate messages, but as an experiential pathway for a brand to extend a promise and deliver on that promise through interactions with consumers.



EXPLORE SYNERGIES

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