

★ ★ PARTNER ALL-STARS ★ ★

PROFILES OF TOP EXPERIENTIAL MARKETING PARTNERS FOUND AT EMS 2016



FEATURED ALL-STAR

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What was the most challenging project you have got this year?

Creating a circus in the middle of the Grove in Los Angeles! Yes, a real circus with live acrobats & custom circus tents in 4 days! It started when I received a call on a Thursday night from Ashley, an agency in LA, asking me to recreate a circus in the middle of the trendiest mall of the city in only a few days.

"Ok Ashley, I'll let you take care of the acrobats and I'll definitely help you with the printed tents & displays."

This is when I announced to my team that their weekend would consist of a team building, creative weekend to find solutions and comply with the agency's requirement for launching of a British make-up brand in the US. "Thank you boss" joke apart. I knew the team loved taking on projects that are exciting and interactive. This is what drives us all!

In the end, the client loved it and the activation was phenomenal. We loved seeing top celebrities post photos of the event all over social media.

What is the new trend in the outdoor display?

Standing out! You would say this isn't new, but what is new is the extraordinary creativity of our clients. We have never created as many innovative projects as these last 12 months. The beverage war between sodas and energy drinks has pushed agencies and brands to become edgier.

This is definitely a push for manufacturers like us to get out of our comfort zone. We've had to integrate new talent to the team and add new machines in the factories to meet customer demands. Everyone is looking for a distinct tent that is printed, branded & customized. This is how we developed the AirDome or the super fun, Air Lounge, inflatable furniture. It's definitely a fun time to be part of this industry!

Ins'Tent is a Tent and Signage Manufacturer - Covering successful events since 1997 - 5 Factories in 4 Continents.