

# ★ ★ PARTNER ALL-STARS ★ ★

## PROFILES OF TOP EXPERIENTIAL MARKETING PARTNERS FOUND AT EMS 2016



### FEATURED ALL-STAR

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#### Why are so many people in the industry partnering with your company?

Mosaic President, Jeff Stelmach, was recently quoted in an Event Marketing Institute Press Release stating that "Using live experiences to create content for the rest of the marketing mix is one of the fastest-growing trends in the world." His quote, stemming out of their findings from a recent study, is why clients work with OHM to effectively & thoughtfully document their activations. The industry gains value not only from our skilled national network of photographers who are adept at capturing content for experiential marketing activations, but also from our services that cater to agency & industry needs.

*Citation: Event Marketing Institute. Exclusive Research: Study Finds Experiential Marketing Becoming a 'Content Factory' for Fortune 1000 Marketers. PR Newswire. N.p., 06 June 2016. Web. 9 June 2016.*

#### How are events evolving?

OHM has been exposed to a diverse representation of live activations. As we partner more and more with events in the B2B landscape, we're starting to see the lines blur between 'consumer' and 'employee,' wherein companies are integrating B2C experiential tactics. Their initiatives are designed to engage their audiences in a meaningful way as a means to drive loyalty and performance.