

THE 2021 GUIDE TO GETTING BACK TO LIVE



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NEXT MARKETING

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Core Capabilities: From supermarkets to Super Bowls, we create live and virtual experiences for a wide variety of clients across North America.

- Mobile Tour Design, Management & Operations
- Creative Design
- Event Staffing & Management
- Sampling & Retail Activation
- Sponsorship Evaluation, Negotiation and Activation

Pricing: As an independent, our client relationships are transparent, fair and mutually beneficial, working on a retainer or project basis, we customize our pricing to meet each engagement.

Key Features:

- Experience: Founded in 1993, we're established, sharp and just hitting our stride
- Independence: We think without fear, partner precisely and act fast. Because we can
- Diversity: The audiences we reach span a broad spectrum of diversity, as do the people on our team.
- Performance: Driven through powerful insight-based experiences.

Client List: U.S. Air Force, General Tire, Weber, Community Coffee, HPI

Client Case Study: Since 2012, Next has worked with GSD&M to elevate The U.S. Air Forces' recruitment campaign into a force to be reckoned with. Each of our six unique touring assets deliver an exciting journey of performance competition testing potential recruits through challenges that embody the world's most technologically advanced fighting force.

Pandemic Features: In early 2020, Next put its logistic and operational expertise to work partnering with industry leaders NIC and Impact Health to create TourHealth: a turnkey COVID-19 testing and vaccination solution. After administering 1 million+ COVID tests and vaccines across the U.S., no one is more prepared or qualified to guide marketer's re-entry to events.

Next has safely and successfully re-launched touring assets for General Tire, Weber and the Air Force. By deploying specific training, tactical activation protocols and having a distinct understanding CDC and local guidelines, we have engaged tens of thousands of consumers at dozens of events since mid-2020.

Client Testimonial: "Next Marketing continues to provide us strategic approaches to make our events more efficient and effective. With their insights, we continue to get better." — L. Tyler Selhorst, Experiential Marketing Manager, Weber-Stephen Products LLC

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AN EXPERIENTIAL AGENCY.



WHAT'S NEXT FOR YOU?

NEXTMARKETING.COM