

THE 2021 GUIDE TO GETTING BACK TO LIVE



SOUTHPORT MARKETING

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Core Capabilities: Southport Marketing is a full-service marketing agency with clients on both the brand and agency side. Our focus is to provide a turn-key experience to our clients with strengths in creative and design services, production and fabrication, logistics and execution, staffing, App development, digital and new media offerings, fulfillment, and warehousing operations.

Key Features: We have brought services such as staffing, App development, fulfillment and warehouse operations in-house to directly manage those offerings for our clients. This allows us to have more control over the outcome of our execution and be nimbler with turn-around time. Likewise, Southport places a strong emphasis on operations and logistics as part of our front-end preparation to ensure a successful execution.

Pricing: Our pricing is based on services selected, elements produced and fabricated, and level of customization.

Client List: Agency 720 — General Motors, Alaska Airlines, Los Angeles Rams, TaylorMade Golf, Ford, Los Angeles Football Club, SDCCU

Client Testimonial: “Southport has been a key partner in concepting and executing major events and activations for Alaska Airlines. Their expertise, attention to detail and level of service is unparalleled. We are proud of the work we’ve accomplished together!” Whitney Ellison — Manager, Brand Marketing, Alaska Airlines

Pandemic Features: Our ability to adapt and move quickly, all while looking at the quality of the consumer experience, allows us to be flexible during this changing event environment. Southport’s approach has always been to think ahead while planning, developing creative ideas, and procedures that are on target with our client’s goals and brand objectives. Likewise, the ability to utilize our in-house resources allow us to be nimble and have quality control over every campaign.

As part of our in-house offerings, Southport focused on marketing fulfillment and digital client programs when events were at a standstill. Marketing fulfillment provides an avenue to bring the brand into the consumer’s hands. Clients can integrate into a specific campaign or program to increase brand awareness, build loyalty, and further engagement. Custom kits included: Surprise & Delight, Product Launch/PR, Activation kits, POS, and Virtual Event extensions.

Secondly, creating custom Apps for our clients allowed us to build platforms specific to their consumers and retail networks. Custom content and timely updates allowed for relevant information to seamlessly reach their audiences.



X-FCTR

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Core Capabilities: We create experiences that make emotional connections between people and brands, turning audiences into enthusiasts and consumers into lifetime loyalists.

- Pop-Up Stores
- Mobile Tours
- Virtual Events
- Product Launches
- Brand Activation
- Retail Experiences
- Grand Openings
- Press & Influencer Events
- Sampling Programs
- Tradeshow Activation
- Internal Events & Meetings
- Sports Marketing

Key Features: We surround your brand with a dedicated team from concept through completion across Account Service, Strategy, Creative, Production and Project Management. Customizable measurement dashboard for real-time results. Large warehouse to store client assets and prep program deployment. Boutique agency with no bloated overhead. Offices in Dallas and Minneapolis.

Pricing: We are Flexible, Nimble and Transparent. We strive to provide detailed, clear and seamless solutions to our clients and are flexible to their needs.

Client List: Target, NBC Sports, Petmate, Philips, Rally Health, Safeway

Pandemic Features: Just because we could no longer connect person-to-person didn’t mean we couldn’t create relevant experiences for our target audiences. Starting with the consumer need state, we journey-mapped touch points that would be meaningful to each group by re-thinking the kinds of experiences we could deliver.

- Virtual Meetings
- Interactive Digital Game Experiences
- Touchless Drive-Through Retail Experiences
- Social Content & Strategy
- Influencer Strategy
- National Sweepstakes

Client Case Study Snapshot: We drove awareness for Petmate with National Fetch Day. The program consisted of a national sweepstakes promoted by four influencers, free doggie bags at restaurants in 22 markets on NFD, and the Virtual Fetch Challenge where throwing a virtual ball online launched a real Chuckit! ball at a rescue shelter.

One Client Testimonial: “X-FCTR has been such a joy to partner with. I know that we can trust them to not only concept memorable experiences for our guests, but they will execute with high attention to detail!” — Tara Meyers, Lead In-Store Events Planner, Target Retail Brand Experience