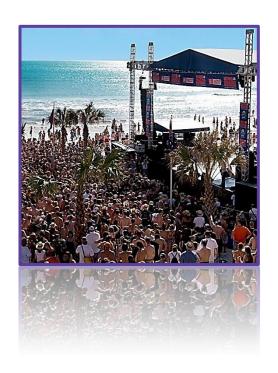
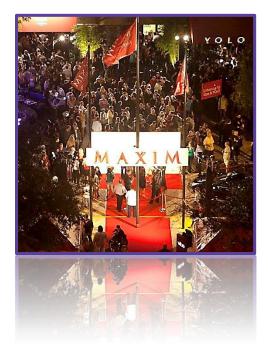
# driven by passion







### partner with passion

The Passion Group is a full service, nationally recognized and award winning event marketing & management firm. Since our inception in 1983, we have delivered quality targeted consumer events for recognizable brands to America's youth market and beyond. We are committed to our clients' goals and resourceful in delivering the best programs in the most efficient and effective manner, allowing our clients premiere access to engage with consumers and achieve mass market success.

In-House Creative and Design Team
Public Relations and Media Support
Event Activation and Logistical Teams
Exclusive National Partnerships

Production of Signage and Displays
Full Staff Hiring and Training
Extensive National Vendor Database
360 Degree Marketing Approach

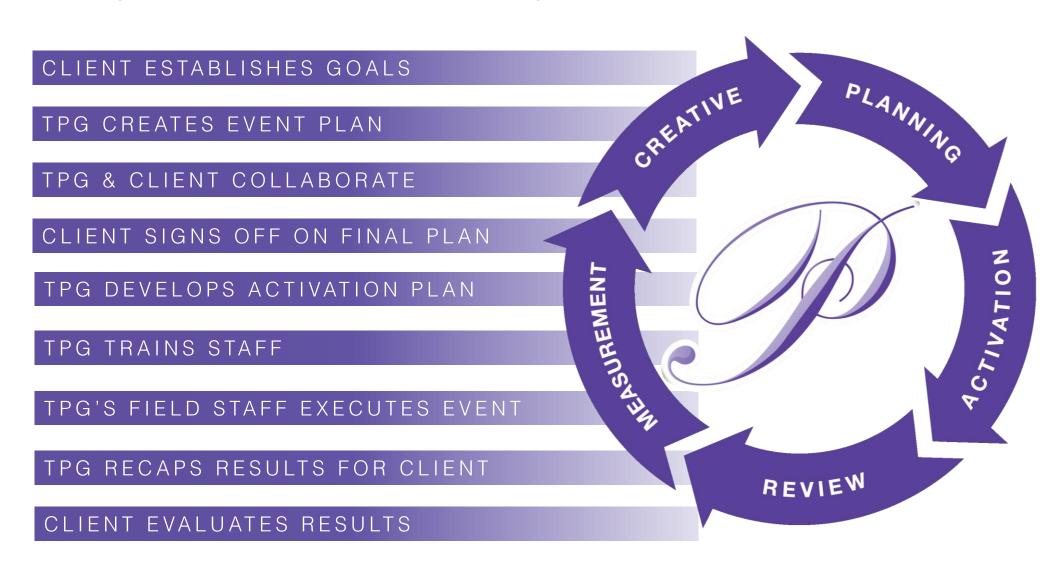






## plan with passion

Our in-house design, pubic relations and event activation teams encompass a 360 degree marketing approach to each one of our client's programs.



### engage with passion

spring break college campus automotive

military

custom events







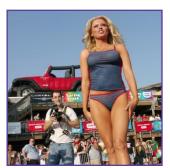


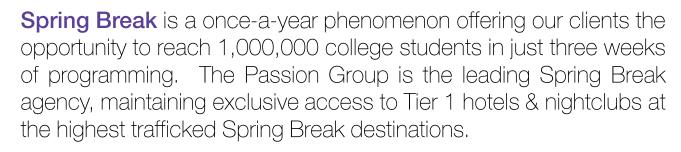


### We create engagements that never expire!

## spring break











Through our established partnerships, we are able to offer our clients 24-hour access to engage consumers through interactive events and media opportunities:





### BEACHFRONT









NIGHTCLUB

it's all about LOCATION, LOCATION!

### spring break in numbers

| Destination                | Attendance |
|----------------------------|------------|
| PANAMA CITY BEACH, FLORIDA | 596,000    |
| SOUTH PADRE ISLAND, TEXAS  | 193,000    |
| LAKE HAVASU CITY, ARIZONA  | 48,000     |
| MIAMI, FLORIDA             | 23,000     |
| ACAPULCO, MEXICO           | 22,000     |
| JAMAICA                    | 20,000     |
| LAS VEGAS, NEVADA          | 18,000     |
| CANCUN, MEXICO             | 15,000     |

### **AVERAGE DEMOGRAPHICS**

AGE: 22 Years Old TRAVELERS: Nearly 40% of College Students

GENDER: 55% Male 45% Female SPEND: \$1 Billion in Texas and Florida

## spring break gallery





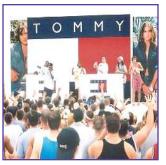












































## spring break case study

#### **EXECUTION**

The Passion Group has successively executed the U.S. Army's Spring Break events for over ten years, which has become one of the top three lead generating programs of all their events throughout the year. The program physically challenges students to be "Army Strong" through custom elements such as a 75' climbing tower as well as a nine-level obstacle course replicating the activities found in the traditional U.S. Army basic training program.

#### **RESULTS**

96% Lead Qualification Rate
Over 250,000 Leads Generated
Granted Award for Grass Roots Category at GenY Awards
Excess Inventory of Recruits for the U.S. Army









## spring break case study

#### **EXECUTION**

The Passion Group engaged Spring Breaker's to not only learn about the Navy and their recruitment process but also interact with physical fitness elements creating a fun and exciting environment. Students were able to challenge themselves in a sit-up, pull-up, push-up challenge with Navy Recruiting Officers on-hand to push them and even have the change to compete against each other in jousting, boxing and volleyball. The 21 day, 2 city event generated qualified leads from around the country. **RESULTS** 

Lead Generation increased on average 10% annually Interaction with Recruiting Officers transferred leads into recruits **Excess Inventory of Recruits for the Navy** 









## spring break case study

#### **EXECUTION**

The Passion Group executed **Gillette**'s Spring Break activations to further the brand awareness, drive sales and evoke brand loyalty and devotion. We created buzz, memories and an entertaining experience through programming that pampered both male and female consumers. In addition to the Spring Break activations, we surrounded the target with brand touch points pre and post Spring Break at 50 college campuses across the country.

#### **RESULTS**

Generated Over 3,000,000 Impressions Annually

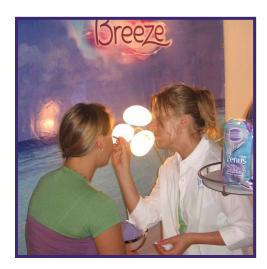
Received Maximum Media Exposure through Features on Outlets such as "Live! with Regis & Kelly" and "The Washington Post"

Over 400,000 Razors Distributed Each Year









## college campuses

















College Campus Initiatives bring the products and services that college students want right onto their doorstep. We help create stimulating events that offer free programs and activities for college students, while helping marketers reach this elusive audience.

Through our association with multiple on-campus organizations, we create a natural tie-in with the most influential collegiate organization on today's campuses and offer nationwide access to over 1,000 major universities with instant access and credibility. Programming opportunities include:

INTERACTIVE EVENTS

SAMPLING

GREEK LIFE

CAMPUS MEDIA

NIGHTCLUB PROMOTIONS

## college campus gallery













































### college campus case study

#### **EXECUTION**

Seventeen Magazine hired The Passion Group to further their brand identity and that of their advertisers. We developed and executed a turn-key college marketing event, reaching both loyal and prospective readers alike. The Campus Groove Tour visited top university and college campuses geographically located in the three major U.S. regions – East Coast, West Coast and Midwest during a five week period.

#### **RESULTS**

Annual Event Generating Over 2,500,000 Impressions
Over 300,000 Samples were Distributed for Seventeen
Magazine and its loyal advertisers
Media Received Both On & Off Campus at Each Tour Stop









## college campus case study

#### **EXECUTION**

The Passion Group coordinated a national campus event for Yes-To-Carrots unveiling the new product into the marketplace. College students had the opportunity to test the product directly on-site and learn more about this unique new beauty line through interactive games as well as a photo-op area for data capture to follow-up with students offering more coupons and brand awareness. The positive feedback and brand awareness amongst the trend spreaders and setters helped launch this product to become a mega-brand it is today.

#### **RESULTS**

National Reach visiting 8 College Campuses

Program couponing helped increase sales and awareness around each campus

Event supported by pre-promotional plan at each stop







carrots

### college campus case study

#### **EXECUTION**

Chrysler Group engaged The Passion Group to produce their inaugural event marketing campaign targeted to college students. The Jeep Collegiate Health & Fitness Tour successfully visited 100 college and university campuses annually via simultaneous East & West coast activation teams. Each two-day event offered a unique opportunity to test drive the full line-up of Jeep vehicles in addition to raising awareness to the dangers of drunk driving and the Chrysler Corporation Body Image Program promoting healthy lifestyles.

#### **RESULTS**

Annual reach of 2.5 Million college students

Developed intricate data base for continued engagement with the consumers

Daily average of 3,050 geographically targeted qualified leads







### military

















Our young men and women of the **Armed Forces** represent billions of dollars of buying power for marketers. The Passion Group's exceptional partnership with the U.S. Army's Morale, Welfare and Recreation (MWR) organization allows us to connect with a well defined target audience on the military installation where they live, work and play. We create a presence into this accessible audience, also know as "the other youth market".

Through our experience and exclusive partnerships, we are able to offer opportunities on military installations that include:

### SPORTING EVENTS

### MEDIA

SAMPLING DISTRIBUTION

DATA CAPTURE

## military gallery

















































### military case study

#### **EXECUTION**

Scion is a brand of vehicles produced by Toyota Motor Corporation specifically targeted for the North American Gen Y market. Due to our automotive field experience, Scion contracted us to create, produce and execute a turn-key 3-on-3 tournament/car show tour, titled Scion Slam that visited military installations across the country. Scion Slam built the brand a database of interested consumers in the military community while providing entertainment and appreciation to our military personnel.

#### **RESULTS**

Generated 52,500 Leads Annually

Each year, Scion Slam Visited 20+ Military Installations

Scion Dealerships within a 60-Mile Radius of Each Installation Reported a Significant Spike in Traffic for the three Months Following the Tour







### automotive



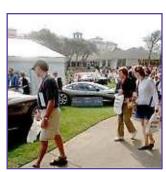














**Automotive Programs** provide an effective platform to showcase and demonstrate vehicle capabilities to the youth market as they begin to consider their first motor vehicle purchase. We offer turn-key solutions to automotive companies and advertising agencies throughout the country. Each event reinforces brand identity; gaining product exposure and awareness to develop owner loyalty.

With over 20 years of automotive experience, The Passion Group has access to venue spaces throughout the country including:

#### PROFESSIONAL STADIUMS

NATIONAL PARKS

FAIRGROUNDS

MILITARY INSTALLATIONS

PRIVATE FACILITIES

## automotive gallery

















































### automotive case study

#### **EXECUTION**

The Passion Group created the ultimate ownership experience for **Jeep** owners, their friends and families..."Camp Jeep". These events still run simultaneously across the country, visiting multiple venues in major cities. We coordinate the Ride & Drives, entertainment, logistics and staffing to help demonstrate the superior off-road, adventurous capabilities of **Jeep** vehicles to America's youth.

#### **RESULTS**

Named Promo Magazine's Best Event

Camp Jeep has sustained its success for 15+ years

Jeep Dealerships in the Area See, on Average, a 40% Spike in Sales









### custom events

















Custom Events offered at The Passion Group provide our clients the opportunity to focus on their target demographic through our extensive database of venue partners and third party vendors. We work with each brand to develop strategies and experiential events leveraging music venues, malls, nightclubs, sporting events, fairgrounds, downtown and beach areas, trade shows, and numerous other establishments in order to align brands with consumer interest. The Passion Group's experience with social media integration and data capture helps drive engagement with the event and offers our client's qualified ROI through some of the following strategies:

### MOBILE TOURS

VIP PARTIES

CHARITY EVENTS

SAMPLING & PUBLIC RELATIONS

## custom events gallery















































### custom events case study

#### **EXECUTION**

The Passion Group kicked off the marketing campaign for the re-launch of TwixPB with the "Sticky Situation" National Tour. This large scale, mass sampling event covered the country by visiting the youth market at retail outlets, popular beaches, concert venues, college campuses and nightclubs. We developed a customized event space and branded mobile unit that included a film studio for students to create content for TwixPB's next advertising campaign.

#### **RESULTS**

1,500,000 Samples were Distribute at Over 120 Venues
Mobile Filming Studio Provided TwixPB with Content for
their Next Commercial

Received Over 12,000,000 Impressions









### custom events case study

#### **EXECUTION**

The MAXIM Magazine Super Bowl events are large scale productions featuring high profile entertainment celebrities and athletes and are widely anticipated parties by MAXIM's loyal readers. To reach the target market, we coordinated 15 simultaneous nightclub events inclusive of talent, VIP celebrity coordination, public relations, logistics, venue acquisition, sponsor activations, vendor relations, creative, collateral production and staffing.

#### **RESULTS**

The MAXIM Parties Accommodated over 230,000 Attendees Annually

Media Coverage Included Nationally Televised Morning Show Coverage and National Newspaper Leading up to the Party









## share our passion

The Passion Group 600 Cookman Avenue Asbury Park, NJ 07712

(732) 897-1111 director@thepassiongroup.com Thepassiongroup.com

© 2014, the passion group all rights reserved.

all ideas, concepts and materials contained herein are the proprietary and confidential property of the passion group. this presentation, its contents, and any portions thereof shall not be disclosed to any third parties without signed authorization from an authorized representative of tpg. all concepts provided herein are the sole and exclusive property of tpg.





