



SNIPER MARKETING

RECONNECTING STREET PROMOTIONS & CONSUMERS

the **amma**group

Operating at the intersection of
creativity and business savvy

Integrated Lifestyle Marketing & Consumer Engagement

**Effective marketing in a new era;
How Gen X and the Millennials
have changed the rules.**

december 2008

Consumer habits, particularly those related to brand selection, brand loyalty and the purchase decision making process have undergone a significant evolution over the past decade. Just as many agencies and brands retooled their operations and thinking to effectively market to the changing habits of a new generation of consumers in terms of both the message itself and the mediums where that message is delivered it, a second wave of change has already arrived. This second wave calls for a more fundamental change in how that message is delivered and how brands not just market to, but engage and interact with consumers.

It would be easy to dismiss Gen X and the Millennials as merely another generation with attitudes of their own for whom marketers simply need to “adjust the message.” That simplification however, ignores the greater changes brought about by these two distinct but very connected generations, the marked differences in how they live their lives and how we must change our approach to successfully market to them.

The Millennials earn annual income in the U.S. of over \$200 billion and spend more than \$170 billion each year,¹ one of the highest income to spending ratios ever seen in America. They face a greater degree of direct corporate marketing than any other generation in history and they exert significant influence over much more than their own spending.

This influential audience of consumers is skeptical about advertising that “talks at” or is “broadcast to” them, shunning the role of a passive consumer and instead wanting to be engaged. Having grown up in the era of ubiquitous internet availability, they not only expect the whole world to hear them when they speak, they expect them to listen.

Millennials and today’s consumers do not merely seek engagement, they expect it and it is fundamental to their lifestyle. To effectively market to these generations, marketing must be active, integrated and engaging. The marketing itself must exist across multiple mediums just as the consumers live their lives, each element not only effective in its own right, but fully integrated with and feeding into other elements of the campaign. This approach to marketing is built on a principal of constant engagement - experiential marketing driving online activity that feeds mobile engagement, instigating online participation, word of mouth promotion, product discovery, and ultimately, purchasing followed by continued engagement and interaction to build brand loyalty.

**This circle of consumer engagement is what we call
“Integrated Lifestyle Marketing” or “I.L.M.”**

¹ Harris Interactive Youth Pulse (SM) Survey

Integrated Lifestyle Marketing campaigns extend beyond any one medium, actively living simultaneously in each medium and as an integrated part of the consumers' lives, each element of the campaign feeding the others.

While Lifestyle Marketing is a category used to describe certain forms of marketing to consumers and the tactics used to effectively engage those consumers, Integrated Lifestyle Marketing is the strategic combining of these various tactics into one cohesive marketing campaign. This practice allows the promotion to not only continue, but to grow after the initial point of contact.

Every Integrated Lifestyle Marketing campaign is unique and can involve various elements of Non-Traditional Marketing such as Street-Level or Experiential Marketing, Guerrilla Marketing, Interactive Marketing tactics including Online or Mobile Marketing and tie-ins to traditional media marketing.

The goal with every Integrated Lifestyle Marketing campaign is to actively engage consumers where they work or play, invoking the emotional association with a brand or event that creates a lasting impression and takes on a life of its own.

Each element of an effective Integrated Lifestyle Marketing campaign is designed and executed to complement and reinforce each aspect of the overall campaign, constantly driving the next point of consumer engagement.

With an effective Integrated Lifestyle Marketing campaign, the brand becomes much more than something being advertised, the promotion and the brand itself become part of the consumers' lives, who they are and how they live as they interact with various elements of the promotion throughout their daily routines.

Integrated Lifestyle Marketing and Consumer Engagement is the core of every campaign we design and is the key to the most successful campaigns we execute for our clients and the agencies with whom we partner.

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Waves of Change in Marketing Strategy: The Driving Forces

Consumer habits, particularly those related to brand selection, brand loyalty and the purchase decision making process have undergone a significant evolution over the past decade. Just as many agencies and brands retooled their operations and thinking to effectively market to the changing habits of a new generation of consumers in terms of both the message itself and the mediums where that message is delivered, a second wave of change has already arrived. This second wave calls for a more fundamental change in how that message is delivered and how brands not just market to, but engage and interact with consumers.

Gen X and The Internet

Throughout the 1990s and early 2000s, the marketing industry underwent an evolution driven equally by new marketing avenues available through the internet and by the habits and attitudes of what is referred to as “Gen X,” comprised of those born between 1961 and 1981.

This shift in marketing strategies required brands and the agencies responsible for crafting and delivering their messages to not just change where they marketed (something happening for the first time in a half century), but also to alter the marketing message itself to a generation that “by and large... scornfully rejects the habits and values of the baby boomers, viewing that group as self-centered, fickle and impractical.”²

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The Millennials Rewrite the Rules

As internet usage grew to be as commonplace as the color television and Gen Xers advanced in the workplace, they brought a new approach and technical savvy to the marketing industry from within. Today, technology and a new generation are once again redrawing the boundaries and rewriting the rules for the marketing industry.

The Millennials, those born between 1982 and 2000, earn annual incomes in the U.S. of over \$200 billion and spend more than \$170 billion, one of the highest income to spending ratios ever seen in America. A study released by the American National Retail Federation found that the 80 million Millennials in the U.S. face a greater degree of direct corporate marketing than any other generation in history and they exert significant influence over much more than their own spending, influencing 81% of their families’ clothing purchases and 52% of car purchases.³

² Gross, D.M., and S. Scott. “Proceeding with caution” *Time* magazine 136, no. 3; July 16, 1990

³ Harris Interactive Youth Pulse (SM) Survey

The first generation to come of age entirely in the technology era, Millennials grew up in a world where the internet was “always there.” For this generation, the internet is the primary source of information, television commercials could always be “fast forwarded,” downloading music is the most common way to acquire or share music and there has never been much you couldn’t learn, find or order online. This generation grew up knowing cell phones as something “everybody” has and with a digital world that allowed them to control what information they got, how they got it and when.

For the Millennials and increasingly so for Gen X, their world is not one in which communication, information or their lifestyle and lives exist only in one medium at a time. While older generations’ lifestyles were defined by the separation between mediums that meant a consumer would put down the newspaper to watch television or bookmark a page in a magazine so that they could share it with a friend days later, these next generations of consumers lives are defined by a lack of separation. Their lives are defined by multi-tasking, constant engagement with multiple mediums and a complete blurring of lines between the mediums.

These new generations of consumers’ lives exist concurrently in multiple mediums - their MySpace or Facebook page are not just an extension of their social community but an integral part of it, text messages are not a separate form of communication but a continuation of a conversation begun face-to-face. When they find something they like, they are just as likely to text a friend, post a note on their blog or share a video for the world to see as they are to tell a friend at the gym or office. Investigation and exploration does not exist solely or independently in any one medium for these consumers and their lifestyles are immersed in a world of instant response and immediate action. These consumers are quick to search for what they want online on a computer or their phone, neither content nor accustomed to waiting to seek what they see, hear, taste or learn about “on the streets.” They are just as likely to text or “Google” something to get more information as they are to walk into a store. If they read about something in a magazine, online or in an e-mail, they expect to be able to find it immediately online or by texting or searching the internet on their phone.

For those marketing to these new generations of consumers and the older generations upon which these generations have exerted their influence, marketing must be developed with an understanding that their world of exploration and social interaction knows no bounds. As such, effective marketing can not exist independently or passively in any one medium. It must not simply be broadcast or delivered, but instead live and exist within their lifestyle.

To effectively market to these generations, marketing must be active, integrated and engaging. The marketing itself must exist across multiple mediums just as the consumers live their lives, each element not only effective in its own right, but fully integrated with and feeding into each element of the campaign. This approach to marketing is built on a principal of constant engagement - experiential marketing driving online activity that feeds mobile engagement, instigating online participation, word of mouth promotion, product discovery, and ultimately, purchasing followed by continued engagement and interaction to build brand loyalty.

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Gen X and the Millennials

Understanding Gen X, the Millennials and Marketing in the World they have created

The attitudes, behaviors and social values of every generation have always required those creating successful marketing campaigns to adapt the message to new audiences who act and think differently than their parents' generation. In those respects, the consumers of Gen X and the Millennial generation present the same challenges and opportunities as generations of consumers before them. The pendulum between more conservative values and social rebellion, between emulating and rejecting what a generation saw in their parents or grandparents brought rise to many of the pop-culture, political and marketing trends of much of the past half century.

It would be easy to dismiss Gen X and the Millennials as merely another generation with attitudes of their own for whom marketers simply need to "adjust the message." That simplification however, ignores the greater changes brought about by these two distinct but very connected generations, the marked differences in how they live their lives and how we must change our approach to successfully market to them.

The combined impact of these two generations is not only on the world they have created for themselves and future generations, but also on the lives and lifestyles of their parents' generations. The younger baby-boomers are rapidly increasing their use of the internet and that use extends well beyond e-mail or a limited feature cell phone. Increasing numbers of consumers over 40 years now own internet capable phones, use text messaging, shop online and research news, hobbies or issues of social interest online. Among social networking sites, the biggest increase in new users establishing their first social networking account is no longer teenagers, but consumers 35 and older. To say nothing of their own spending power and adoption of technologies, Gen X and the Millennials are having a major impact on the purchasing decisions and lifestyles of consumers of all ages who have found themselves living in a world more engaged and connected than ever.

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Who are Gen X and the Millennials?

In many ways, the attitudes and identities of Gen X and the Millennials could not be more different. It is those very differences that have interwoven to create a new fabric of social values, personal and work ethics, cultural identity and a way of living.

Gen X

The Hunter/Gatherers

Also called the “13th Generation”⁴ by William Strauss and Neil Howe in their book *Generations*, Gen X is broadly considered those children born between 1961 and 1981 who came of age in the post-Watergate and post Vietnam era whose formative years were under the “Reagan Revolution,” witnessing the end of the Cold War and fall of the Berlin Wall.

In a 1990 cover story for *Time Magazine*, D.M. Gross and S. Scott wrote that Gen X “possess only a hazy sense of their own identity but a monumental preoccupation with all the problems the preceding generation will leave for them to fix . . . By whatever name, so far they are an unsung generation, hardly recognized as a social force or even noticed much at all...”⁵

If no “identity” was known in 1990 when Gross and Scott first wrote about Gen X, the decade that followed would not only prove to bring about that identity, but with it, new industries and technologies that would define an era. It was the ingenuity, passion and imagination of Gen X that was primarily responsible for many of the commercial applications developed for the internet and the world of possibilities that opened for commerce, communication and social interaction during the “internet revolution”.

As significant as the technological innovations they were instrumental in bringing about, Gen X had a profound effect on the workplace. Gen Xers’ rebellion against the social structure of their parents’ generation carried far beyond youthful rebellion or their own social values and popular culture. At the dawn of the technology revolution, theirs were the skills more in demand than those who had toiled away in an office for decades, their creative approach and belief in “what if?” gave rise to multi-billion dollar industries. In the workplace, they rejected the notion of “Seniority,” instead believing in a Meritocracy where it was not age or experience, but results they believed should be the measure.

In “The Hunter Gatherers of the Knowledge Economy: The Anthropology of Today’s Cyberforagers,” David Berreby draws a number of parallels between the work and social behaviors of Gen Xers and those of a “typical band of foragers, people like the !Kung San of Botswana, the Ache of Paraguay, the Inuit of the Arctic, who live by hunting and gathering,” noting that “Far from being new, the Gen X style of working appears to be the oldest on earth.”⁶

It wasn’t that Gen X didn’t want to work or that their work ethic and style did not produce extraordinary results, rather it was their categorical rejection of long established workplace hierarchies that created professional tension and confusion between Gen Xers and the Baby Boom generation.

Discussing the workplace attitudes of Gen X and their near perfect alignment with the environment cultivated by Silicon Valley, Berreby wrote “Flexible, alert to opportunities, willing to change - the psychological profiles of hunter-gatherers, like the descriptions of their groups, sound quite a bit like the traits a high-tech startup company would see in its staff.”⁷

Looking beyond what was a fortuitous matching of the generation’s work and social values, Berreby underscored the long-term impact of Gen X and the technology revolution writing that “...the information economy is undoing a culture of hierarchy, stability and reliability, and is rewarding egalitarianism, adaptability and self-assertion. Because information will continue to expand its share of the economy, even through contractions, this cultural shift will continue. The forager employee is here to stay.”⁸

⁴ Strauss, William & Howe, Neil. *Generations: The History of America’s Future, 1584 to 2069*. Perennial, 1992

⁵ Gross, D.M., and S. Scott. “Proceeding with caution” *Time magazine* 136, no. 3; July 16, 1990

⁶ Berreby, David (1999-06-30). “*The Hunter-Gatherers of the Knowledge Economy*” (Booz & Company)

⁷ *ibid*

⁸ *ibid*

The Millennials

The Digital Generation Comes of Age

While Gen X rejected a world guided by seniority in lieu of their pursuit of a merit-based work environment, the Millennial generation has been described by many as expecting reward regardless of the outcome of their efforts or performance.

Millennials have been labeled the “Trophy Generation” or “Trophy Kids,”⁹ reflecting the trend in classrooms and youth sports for every child to receive a trophy and a belief that “no one loses.” While Gen X created a workplace to suit their hunter-gatherer style of bursts of work followed by periods of social interaction, the Millennials are recognized for their expectation that their jobs can be tailored to fit their lifestyles instead of adapting their lives to the existing workplaces.

Authors Strauss and Howe describe the Millennials as “institution builders” and “civic minded heroes.”¹⁰ In a 2007 article Steven Rothberg wrote that “Gen Y does work to live rather than live to work. They are more community focused than any generation since the GI Generation a/k/a Beat Generation - those who were young adults during World War II.”¹¹

The very world conceived of by their predecessors in Gen X has been the only world the Millennials have known. Comprising a generation more than 50% larger than Gen X and soon to make up the majority of the workforce, this generation has the power to effect change and they are wielding that power. Not content to simply accept the “New World” in which they’d grown up, the Millennials have driven an endless circle of innovation in the world around them. Their habits drive new technologies to provide even greater “instant access” and those new developments further shape the lifestyle of not just their own generation, but those of older generations now living in the world created, shaped and moved by Gen X and the Millennials.

At once called the “overachieving, overscheduled” generation¹², but also a generation typified by a demand for instant gratification and an attitude of entitlement¹³, defining the Millennials has been a challenge for many who see only a generation of contradictions. Psychological anthropologists and marketing researchers have described Millennials as the most globally aware, pragmatic and technologically savvy generation yet.

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⁹ Alsop, Ron (2008-10-13). *The Trophy Kids Grow Up: How the Millennial Generation is Shaking Up the Workplace*, Jossey-Bass.

¹⁰ Strauss, William & Howe, Neil. *Millennials Rising: The Next Great Generation*. Vintage, 2000

¹¹ Rothberg, Steven (2007-03-30). “Gen Y: Community Focused or Money Hungry?”. *College Recruiter*.

¹² Devine, Miranda (2006-10-19). “Gen Ys Dish it Back, for the Right Reasons”, *The Sydney Morning Herald*.

¹³ Cal State Fullerton Career Center and Spectrum Knowledge. “The Gen Y Perceptions Study”

While previous generations, were viewed through the prism of their adoption and acceptance of technological advances, the lifestyle of the Millennials is not defined or determined by technology, it simply is technology. In their 2007 book *Connecting to the Net.Generation*, Reynol Junco and Jeanna Mastrodicasa note that among the key findings of their survey of college students:

- ★ 97% own a computer
- ★ 97% have downloaded music and other media using peer-to-peer file sharing
- ★ 94% own a cell phone
- ★ 76% use instant messaging and social networking sites
- ★ 75% of college students have a Facebook profile and most of them check it daily
- ★ 60% own some type of portable music and/or video device such as an iPod
- ★ 49% regularly download music and other media using peer-to-peer file sharing
- ★ 34% use websites as their primary source of news¹⁴

This influential audience of consumers is skeptical about advertising that “talks at” or is “broadcast to” them, shunning the role of a passive consumer and instead wanting to be engaged. Having grown up in the era of ubiquitous internet availability, they not only expect the whole world to hear them when they speak, they expect them to listen.

Millennials and today’s consumers do not merely seek engagement, they expect it and it is fundamental to their lifestyle. Weekend plans made with one friend over coffee are texted to another from their phone and posted on their MySpace or Facebook page for dozens or hundreds more to see, reply and participate in the planning. Information about music they just heard, products they saw and food or a drink they just tried is instantly communicated to friends, researched, investigated or ordered online. There is a world of constant communication, discovery and investigation.

Lifestyle Marketing

What it is, what it isn't and why it works

Lifestyle Marketing is the practice of seamlessly integrating marketing initiatives into the worlds and lifestyles of consumers. This style of marketing both engages consumers in a two-way conversation and allows that message to be “seeded” to live and grow in the consumer’s own world. The consumer is encouraged to experience and take an active part in the life cycle of the product or brand and engaged in the promotion itself beyond merely watching, reading or hearing a message.

Lifestyle Marketing is not simply about targeting the message so that it reaches a particular lifestyle based demographic through strategic selection of advertising mediums and channels. Nor is it just about crafting a message designed to resonate with a particular audience based on their lifestyle through imaging, word choice or the emotional appeal of the message (though those are critical in the design and execution of each campaign).

While traditional media primarily allows an advertiser to “talk” or “broadcast” to consumers through print, television, radio or outdoor advertising, Lifestyle Marketing campaigns are centered on direct contact and engagement with the consumer.

Although some use the term “Lifestyle Marketing” to refer strictly to a variety of street-level promotions such as experiential marketing and product samplings that are generally conducted by what is broadly referred to as a “Non-Traditional” Agency, our Lifestyle Marketing practice also includes some methods that are typically under the umbrella of Interactive Advertising. These can include online interaction with consumers and mobile phone promotions that involve a “call to action” or otherwise engage the consumer to participate.

It is important to note that while they can be highly effective, not all “Non-Traditional” or street-level promotions are necessarily Lifestyle Marketing nor are all forms of web-based marketing. A street-team distributing flyers does involve more direct consumer engagement and can be more cost effective than a print or broadcast message, but that practice itself is not necessarily Lifestyle Marketing. Similarly, although a web advertisement does provide the opportunity for the consumer to “click through” for more information or to make a purchase which does provide a level of interactivity, absent a greater engagement after the consumer “clicks,” it would not be considered Lifestyle Marketing. While traditional media advertising (print, radio, television and billboards) are not in and of themselves Lifestyle Marketing, they can be utilized to promote other aspects of a campaign that are Lifestyle Marketing. This can include a billboard, print ad or commercial that calls on consumers to “text” for more information, promotes an experiential marketing event or advertises an interactive online activity.

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ADVERTISING

LIFESTYLE MARKETING

NON-TRADITIONAL	Street Team Guerilla Wrapped Vehicles	Segway/Scooter Brigades	Street Theater Stealth	Pop Up Stores Promotional Schwag	Experiential Promotional Tour Trendsetter Mktg
	Web Banner Ads Internet	Pop Up Ads	Text Messaging	Short Code Social Networking	Cell Phone Apps
TRADITIONAL	Billboard Print	Radio	Television		
	PASSIVE	DISRUPTIVE	ENGAGING	IMMERSIVE	

Effective for reaching nearly any target audience, Lifestyle Marketing in many forms is among the most effective means of reaching Gen X and the Millennials whose technology driven lifestyles often mean they are not as effectively reached through television, radio and print advertising.

Lifestyle Marketing campaigns are particularly effective when experiencing and interacting with a product, the brand or personality behind it is likely to sway consumer opinion, to introduce a new product or brand and to reinforce the primary messaging from larger-scale or mass-media campaigns. Because these campaigns can be highly targeted, they are also very effective in local or regional roll-outs and when budgetary restrictions prevent mass-media marketing.

Non-Traditional Marketing

Called “Street” or “Field” Marketing by some, “Guerrilla” or “Buzz” Marketing by others, Non-Traditional Marketing is perhaps the oldest form of marketing.

With its earliest incarnation the rhythmic call of newspaper salesmen on street corners and employees with a sandwich board hung over their shoulders outside neighborhood delis, for nearly half a century Non-Traditional Marketing was primarily known for its use by restaurants, night-clubs, political activists and the entertainment industry, who dispatched teams to distribute flyers and staple posters to any wall, pole or board in sight.

Today, this broad category is used to describe everything from street-teams, mobile or “rolling” promotions and promotional tours to publicity stunts, product samplings, experiential marketing as well as the more truly “guerrilla” marketing tactics.

Because they involve direct consumer contact and engagement, many Non-Traditional Marketing tactics are ideally suited for implementation in Lifestyle Marketing campaigns.

Discussing the importance of consumer engagement, one marketing executive commented in an article in Brand Week about the need to “opt not just for what’s surprising, but what’s participatory and engaging” and the necessity for these marketing efforts to be “... more than disruptive. It has to be appealing enough that someone in a walking cocoon actually wants to stop and engage.”¹⁵

Street-Team Promotions vs. Guerrilla Marketing

Simply conducting a “Street Campaign” does not itself make the campaign or promotion “Guerrilla Marketing.” While street-team promotions can be highly effective even at the basic level of distributing flyers or other collateral, a good rule of thumb is that “If the consumer sees you do it, it isn’t guerrilla.” Guerrilla campaigns come in two varieties – those that are so subtle and stealth that only the targeted consumers ever know what it was or that it even happened, and those that are so bold and high-impact that consumers are left to wonder “how did they do that?” and as importantly, “When did they do that?!” With any guerrilla campaign, the goals are to leave behind the unexpected in a way that truly captures consumers’ attention, creates online and “water-cooler” buzz about it and has consumers searching to learn more.

“Street teams handing out 25,000 flyers on street corners is not “guerrilla” marketing. It may be effective, but it’s not guerrilla. Wheat-paste over one thousand 4’ x 6’ posters all over Manhattan and power-wash stencil 1,500 logos on sidewalks in less than 24 hours, now that’s guerrilla!”

Aaron Gaines, Managing Partner & Chief Creative Officer, Sniper Marketing

Experiential Marketing and Promotional Tours

For many consumer products, foods or beverages and entertainment media (music, television or film), product sampling and other forms of experiential marketing can be among the most effective forms of marketing. While consumers’ tastes may vary and any experiential marketing effort is only as effective as the product being

¹⁵ Klara, Robert (2008-10-05). “Herd on the Street”, *BrandWeek*

promoted, there is no substitute for the consumer actually being able to see, touch, taste or hear a product they are considering buying or for introducing a new product to consumers. In the hands of an experienced marketer, print, radio and television can all tell a compelling story, but nothing compares to in-person interaction.

Experiential marketing conducted by well trained Brand Ambassadors also provides an excellent opportunity to engage the consumer in a conversation about the product, gain valuable feedback and acquire information such as e-mail or phone number to begin developing a two-way communication with the consumer.

A natural extension of experiential marketing, promotional tours provide a great opportunity to bring a product, brand or marketing campaign directly to consumers where they work or play. Promotional tours are an excellent marketing tool for reaching large concentrations of targeted consumers, such as college campuses, Spring Break destinations, Winter hot-spots, industry specific conventions or gatherings and a wide variety of lifestyle targeted locations and events. In addition to the opportunity to interact directly with consumers at events or locations targeted based on their lifestyle or interests, many promotional tours feature vehicles that are fully wrapped with the product or brand's marketing message, logo and graphics, providing additional branding both at the event and in transit. Vehicle selection for promotional tours can range from passenger vehicles or S.U.V.s that primarily serve as mobile billboards to fully outfitted R.V.s and buses that feature product demonstrations. The vehicles themselves can also be selected to underscore the brand's message such as the use of 4-Wheel drive vehicles for outdoor lifestyle targeted products, bio-fuel or hybrid vehicles for environmentally conscious brands or other specialty vehicles like retired military vehicles, ambulances or classic cars.

Trendsetter, Stealth and Brand-Placement Marketing

Every social group or community has them – the ones who are the first to know about the hot new restaurant or club, the latest in fashion and music or the coolest new gadget. Sometimes overtly, other times more subtly, their peers look to them for the latest trends, to know about the “next big thing” and the “must have” or “must go” things and places. Trendsetter marketing involves effectively identifying the most influential individuals or groups based on the product or brand being marketed and providing them with samples of products or access to events, locations or services. The marketing impact of reaching these trendsetters and early-adopters can be exponential as their behaviors and preferences influence their social and professional networks. Also referred to as “Tastemaker” marketing, these campaigns are among the most effective in developing word-of-mouth and grassroots level buzz.

Marketing to consumers without them knowing it was in fact marketing can be highly effective when done properly and integrated into the lifestyle or day-to-day activities of consumers. This “Stealth Marketing” generally involves Brand Ambassadors engaging consumers directly or indirectly about a product, brand or service. A stealth marketer may ask a passerby to take a picture with their “new camera,” ask a fellow shopper at a store if they've tried or seen the new line by a particular brand or attractive stealth marketers may order a particular drink at a bar to introduce the brand to other customers who overhear the conversations. All of these stealth marketing tactics provide an opportunity to casually engage the consumer in a conversation about the product or brand free from perception of pressure or other challenges that may be confronted in more overt marketing.

Integrating a brand or message into consumers' lives can also be achieved through strategic brand placement. Coasters at a bar promoting an upcoming film or music release, coffee-cup sleeves with information about a new gadget being released, hangers from a drycleaner or the take-out box from a local restaurant with information about a new store, product or website are just a few of the possibilities. Brand placement marketing campaigns can be developed solely to market the product or brand or may also be created to build an association

between the product or brand being marketed and something with which the consumer is already familiar. Depending on the medium used, these campaigns also allow the consumer to extend the reach of the message as they bring the message into their own home or work-place where additional and repeat impressions are likely to be generated.

Pop-Up Stores

For those marketing a single product, an entire product-line or brand and needing to get “front-and-center” instead of getting lost among the aisles and other brands in a store, “Pop-Up Stores” offer extensive branding and marketing opportunities. Pop-up stores let consumers test, try and interact with the product or brand and are a great way to reach new consumers in a captive environment. Most effective in highly trafficked urban areas and cities, pop-up stores can appear nearly overnight and are particularly effective when combined with other street-level buzz-building campaigns. These stores can feature limited-edition or early preview items or can be a fully functioning retail store that sells an entire product line. Typically staying in place for only a matter of weeks or a few months at most, pop-up stores can be a great way to quickly make an impact in a targeted city or neighborhood and generate a buzz about a product or brand while also creating urgency among consumers.

The Value of Promotional Schwag

For nearly a century, businesses have placed their brand on nearly anything and everything to keep their product or service on the minds of consumers. From the pens that fill our drawers with the name of a local bank or dentist and calendars from realtors or travel agents to the plumber’s magnet on the refrigerator and the water bottles adorned with the logo of the latest sports drink, promotional items have long been used to bring marketing messages into consumers’ lives.

A study released on November 10, 2008 by the Advertising Specialty Institute underscored the impact of promotional schwag and shed light on its cost effectiveness compared to traditional media.

The key findings of the study included:

- ★ 84% of people remember the advertiser on a product they receive.
- ★ 42% have a more favorable impression of an advertiser after receiving an advertising specialty.
- ★ Nearly one quarter, or 24%, indicate that they are more likely to do business with an advertiser on items they receive.
- ★ Most respondents (62%) have done business with the advertiser on a product after receiving it.
- ★ The majority (81%) of promotional products were kept because they were considered useful.
- ★ More than three-quarters of respondents have had their items for about seven months.
- ★ Among wearables, bags were reported to be used most frequently, with respondents indicating that they use their bags on average nine times per month. Bags deliver the most impressions, with 1,038 impressions per month on average.
- ★ The average cost-per-impression of promotional products is \$0.004, making it less expensive per impression than nearly any other media. (According to Nielsen Media data, the CPI for a national magazine ad is \$0.033; a newspaper ad is \$0.0129; a prime time TV ad)¹⁶

Writing for BrandWeek Magazine, Elaine Wong wrote that “ASI president and CEO Timothy Andrews said the findings indicate that promotional products yield a higher ROI, along with very low cost-per-impression, compared to other advertising media. Moreover, items received this year still generated a high recall rate among recipients, leading to greater purchase intent.”¹⁷

¹⁶ Advertising Specialty Institute (2008-11-10). Advertising Specialties Impressions Study

¹⁷ Wong, Elaine (2008-11-10). “Promotional Swag More Effective Than Ads”, *AdWeek*

Interactive Advertising

In the late 1990's a new category of advertising agency burst onto the scene to exploit the marketing potential of the internet. Initially serving the marketing needs of internet businesses by designing and placing web banner ads on other websites to drive traffic to the advertisers' websites, these early web marketing agencies quickly grew in number and in the scope of their services as more companies sought to extend their reach and leverage their marketing dollars to online consumers. These firms came to be known as "Interactive Agencies."

As consumers increasingly turn to the internet and their mobile devices... these mediums have grown to be much more than an optional component of an effective marketing campaign

Today's Interactive Agencies have a wide range of offerings and specialties - from simple banner ads, e-mail campaigns and sponsored key-word advertising programs to viral games and videos, social networking site promotions and mobile or cell-phone marketing campaigns.

A Zogby Poll, commissioned by IFC, found 37.6 percent of those asked consider the Internet the most reliable source of news while just 20.3 percent consider national TV news most reliable and 16 percent say radio is the most reliable source.¹⁸

As consumers increasingly turn to the internet and their mobile devices for news, product information and their routine communications, these mediums have grown to be much more than an optional component of an effective marketing campaign, their inclusion in overall marketing strategy has become essential.

The broad penetration of high-speed internet, explosive growth of social networking communities and the wide use of internet capable mobile phones have created extensive opportunities to not just reach, but to engage consumers as they go about their daily lives and routines. It is these opportunities and the consumer habits fueling their growth that make a variety of online or mobile marketing initiatives ideally suited for Lifestyle Marketing when effectively executed.

It's Online or Mobile, but is it Interactive?

There is a critical difference between web-based marketing and interactive marketing. While early web-based advertising consisted primarily of web banner ads available in a limited set of sizes and the multi-billion dollar "black sheep" of marketing, unsolicited bulk e-mail (SPAM), neither of those tactics provide substantially more opportunity for consumer engagement than do billboards, print ads or direct mail. Marketing experts have differing opinions on the effectiveness of these campaigns and whether they should be classified as "interactive," or simply a new medium for delivery of traditional forms of marketing. Regardless of those opinions, because of this limited opportunity for direct interaction with the consumer and the lack of consumer engagement, these basic forms of web based marketing are generally not considered Lifestyle Marketing.

Lifestyle Marketing on the Web

Engaging consumers' online lives

Social Networking Communities

Behind the popularity of MySpace, one of the highest trafficked websites ever, and the ever-growing list of social networking sites like Facebook, Yelp, A Small World and Friendster, is perhaps one of the oldest human desires and needs – the desire for community and the need to “belong.”

Internet social networking communities provide an almost unlimited opportunity to engage consumers while they interact with peers online and to strategically target the consumers based on their lifestyles and interests. MySpace alone has over 2.5 million interest or affinity based groups¹⁹ that the more than 100 million registered users can join and the site's user base is growing at a rate of more than 300,000 new users per day.²⁰

Many businesses have begun to establish a presence on these web communities, but there is a critical distinction between having a presence and having a purpose and an equally important difference between making information available to a consumer and engaging them. The Gen X and Millennial consumers have been drawn to these communities because they provide interaction, the opportunity to participate and for their voice to be heard so marketing in these communities must be developed accordingly.

“We find that if a brand builds an application as their social strategy and not as a tactic that contributes to their overall strategy, then more than likely they won't see good results.” Mike Murphy, VP of Global Sales, Facebook²¹

Effective marketing within any one of the many social networking communities requires the campaign, brand or event to live and grow on the site(s), with the consumers playing an active role in that growth. These promotions can range from a limited time promotion to build excitement around an upcoming release, opening or product launch to ongoing information-driven communities and groups for fans and consumers. The common threads to any of these promotions are the opportunities for the consumer to participate in a two-way dialog with the company or brand as well as their peers and the promotion's existence in the online world with which these consumers interact each day.

Branded Widgets and Custom Applications

Just as promotional schwag distributed at events or as part of street-level promotions is highly effective in building brand loyalty, branded promotional “goods” online can be highly effective at building brand loyalty among consumers.

One of the many ways today's consumers employ technology to get “their information, their way” is through the use of the thousands of “widgets” and custom applications that can be placed on nearly any website. With content that can include almost anything available on the internet including news feeds, photo-sharing, streaming music, weather and snow or surf reports, a widget or application can be developed that appeals to almost any group of consumers. A wide variety of custom widgets or applications can be easily developed

¹⁹ MySpace <http://groups.myspace.com> Retrieved on 10 Dec 2008

²⁰ Owyang, Jeremiah (2008-11-19). “Social Network Site Usage” *Web Strategist*

²¹ Morrissey, Brian (2008-12-08). “Apps: The Newest Brand Graveyard” *AdWeek*

and fully branded for a marketing campaign and depending on the needs of the promotion, can include static, rotating or streaming advertising. Widgets and applications that allow the consumer to select or personalize what content they get are more likely to be given a place on the consumer's own website or page on a social networking site, creating a lasting association between the content they like or find useful and the brand sponsoring or advertised on the widget.

Although many social networking sites at one time blocked users from placing third-party widgets on their sites, the tide has shifted and most have now opened up their communities for developers of custom applications and widgets. Developers have built some 25,000 applications for Facebook with an average of 140 new applications being added each day.²² With its highest growth rate among the 25 and older consumers and an average of 250,000 new registrations per day,²³ Facebook is widely known for the custom applications that are available for its users to place on their Facebook page, many of which are ideal platforms for engaging consumers.

Viral Videos and Games

With the internet, "chain-letters" have gone digital and that funny comic-strip that readers once tore out of the paper to share with friends at the office or post on their cubicle wall is now sent to dozens or hundreds with a few clicks of the mouse. This consumer-driven distribution of digital media to their peers presents a significant opportunity for marketers to have their message delivered to consumers by their own peers.

Most online viral marketing campaigns either entertain or educate consumers and the marketing itself can range from clear and bold to more subtle messaging focused on creating the association between the brand being marketed and the entertainment or information contained in the media. These campaigns can be used both to spread the marketing message and increase overall branding as well as to drive customer traffic to a website, store or event. From more serious videos that educate consumers about a topic to engaging and fun games with the marketing of the product built into the game, viral games and videos can be developed for nearly any product or brand and targeted to a broad or narrow lifestyle based demographic.

Blogs, Vlogs, Chat-Rooms and Message Boards

Consumers today are increasingly turning to the internet for information or research, for social interaction and for their own "15 minutes of fame," creating a wide range of opportunities for marketers to interact with consumers. These campaigns can include overt marketing, promotion and information distribution or can be designed and executed as stealth, seemingly peer-to-peer marketing.

A blog (derived from "web log"), is an online journal or website that contains regular "posts," stories or commentaries from the blog's author. One of the key elements of most blogs is the ability of readers to leave comments that are publicly displayed to other readers. For marketing purposes, blogs can be maintained by (or on behalf of) a company to share news, information and updates about a product, brand or event or to provide consumers an "inside" look at a company or brand through regular entries by a representative of the company. Video logs, known as "Vlogs" allow a company or brand to post a series of videos in place of or to complement a written blog, providing additional opportunities for product demonstration. Vlogs that feature an individual, whether an actual representative of the company or a marketing character, can create a more personal connection with visitors as they develop a sense of "knowing" the individual and become engaged in "following their story."

²² Nash, Kim S. (2008-08-31). "A Peek inside Facebook", *PC World*

²³ Krivak, Thomas (2008-03-01). "Facebook 101: Ten Things You Need to know about Facebook" *Info Today*

In addition to the overt marketing that can be conducted on blogs, the anonymity of the internet also lends itself to more stealth marketing tactics that tap into consumers' interest in blogs and their participation in chat-rooms or on message boards. These include campaigns that engage in promotion of a product or brand through what appears, when properly executed, to be peer engagement. Frequent visitors to these sites or pages are quick to reject messages or posts that they can readily recognize as marketing so these campaigns are most effective when they appear to be genuine peer recommendations or reviews. With millions of blogs, message boards and chat-rooms that serve every interest group imaginable, there is a tremendous opportunity for targeting specific interest-based groups or demographics of consumers. By engaging other readers or visitors in a conversation about a topic marketers executing these campaigns can gain acceptance in the online peer group. Once a level of peer acceptance is developed, marketers can then make reference or provide links to a product, brand or event that they recommend or more surreptitiously, ask others if they have information or links, engaging the consumer in the marketing process.

Mobile Phones and The Connected Consumers Press “Send” to Engage

Call them PDAs, mobile devices or any one of the branded device names like iPhone, Blackberry or Sidekick, today's mobile phones are much more than simply a phone. More than 200 million of the 263 million mobile phone subscriptions today include text messaging²⁴ and an increasing number, including those most in demand, provide access to e-mail and the internet. Their integration into consumers' lifestyles provide marketers an “any time” and “any place” platform to engage consumers.

From text messaging promotions and membership or loyalty programs to branded mobile applications and store or brand locators, opportunity abounds to create an ongoing relationship with consumers through their mobile phones.

Text Messaging, Loyalty Programs and Shortcode Marketing

Mobile phone users in the U.S. now receive more text messages each month than they make phone calls, with teenagers receiving an average of 1,742 text messages each month and even those 35 to 44 receiving more text messages than they make calls on average. Text messaging is rapidly growing in its effective engagement with consumers. In a recent study, it was found that of those consumers who recall viewing some form of advertising while using text messaging, 45% say they have responded.²⁵

Among mobile subscribers who saw any form of mobile advertising in the quarter, 25 percent say they responded at least once by sending another text message—emphasizing the interactivity and engagement this medium presents.²⁶

While direct mail involves print and delivery costs and bulk e-mail contends with the increasing use of junk-mail filters, permission based mobile phone marketing faces neither of these limitations and provides the ability for marketers to engage the consumer at any time.

²⁴ The Nielsen Company: “The Shortcode Marketing Opportunity”, Dec 08

²⁵ ibid

²⁶ ibid

As with other forms of permission based marketing that require the consumer to provide contact or other personal information in order to receive the marketing, their participation is often directly related to the perceived benefit they may receive.

Mobile phone marketing programs can be one-time promotions that allow consumers to send a text message to receive a discount or a notification about a particular brand, event or promotion or they can be ongoing loyalty programs and membership clubs. Ongoing promotions can be consumer or marketer driven depending on the consumer preferences and goals of the campaign. Consumer driven promotions may allow a consumer to request a notification on their cell phone of any sales, new product releases or openings. By offering consumers advance notice via text message of new products or sales, marketers can strengthen brand loyalty and build excitement around a product launch, event or opening. Marketer-driven campaigns allow companies or brands to react quickly to market, inventory or in-store conditions and factors by notifying loyal customers instantly.

Not limited to a company or brand's own consumer lists, there are an increasing number of mobile marketing platforms that provide access to their network for marketing. Among the growing trends are geo-targeted networks that allow consumers to text a word to receive a list of retailers, events or locations based on their location. With these promotions, a consumer may text the word "lunch" or "pizza" to identify restaurants near them or those offering specials or they might text the name of a particular brand to receive a list of stores either carrying that brand or with a sale on a particular item.

Mobile Phone Applications

With more than 7 million iPhones sold in the 3rd quarter of 2008 alone,²⁷ Apple's iPhone now holds 30% of the U.S. market share for smart-phones.²⁸ The more than 10,000 applications available for iPhones have generated over 300 million downloads.²⁹ This explosive use of custom applications creates a significant opportunity for marketers to establish a presence on consumers' phones by developing useful applications for consumers that contain a company's branding or message.



Utilizing mobile phone applications to market a product, brand or event can be accomplished either by developing and making available a proprietary application or by partnering with another company that has an existing application. A number of applications have been developed and are already in use by consumers that provide marketing opportunities for multiple advertisers in particular "verticals" such as those that provide listings and directories of restaurants, travel information, movie show-times or upcoming music concerts. Many of these applications offer programs that allow an advertiser to pay to be a featured listing or on a "per-click" basis for each time a user of that application clicks to receive additional information by text message or on a mobile accessible website.

Because of the large number of mobile phone applications available, those developed to be used as marketing and consumer engagement tools must not simply be advertisements, but must first and foremost provide useful or entertaining content to the consumers to entice them to install the application on their mobile phone. There are few limitations on what content or information can be made available through mobile phone applications other than considerations of data transfer for large files or streaming media. In developing a mobile phone application as a marketing tool, the content to be included is generally selected based on the lifestyle and interests of the target consumers as well as the product, brand or service itself. A tax preparation service might provide a tax and interest calculator, a surf or outdoor clothing company could offer a surf or weather report application or one that provides hiking trail information or a health food company could provide an application that displays the nutritional value of foods – all with the application itself fully branded, linking to a website or with integrated text based promotions registration.

²⁷ Golson, Jordon (2008-10-22). "iPhone vs BlackBerry" *The Industry Standard*

²⁸ Golson, Jordon (2008-12-03). "Analyst: Apple snags 30% of U.S. smartphone market" *The Industry Standard*

²⁹ Lowensohn, Josh (2008-12-05). "Apple App Store tops 10,000 applications" cnet news

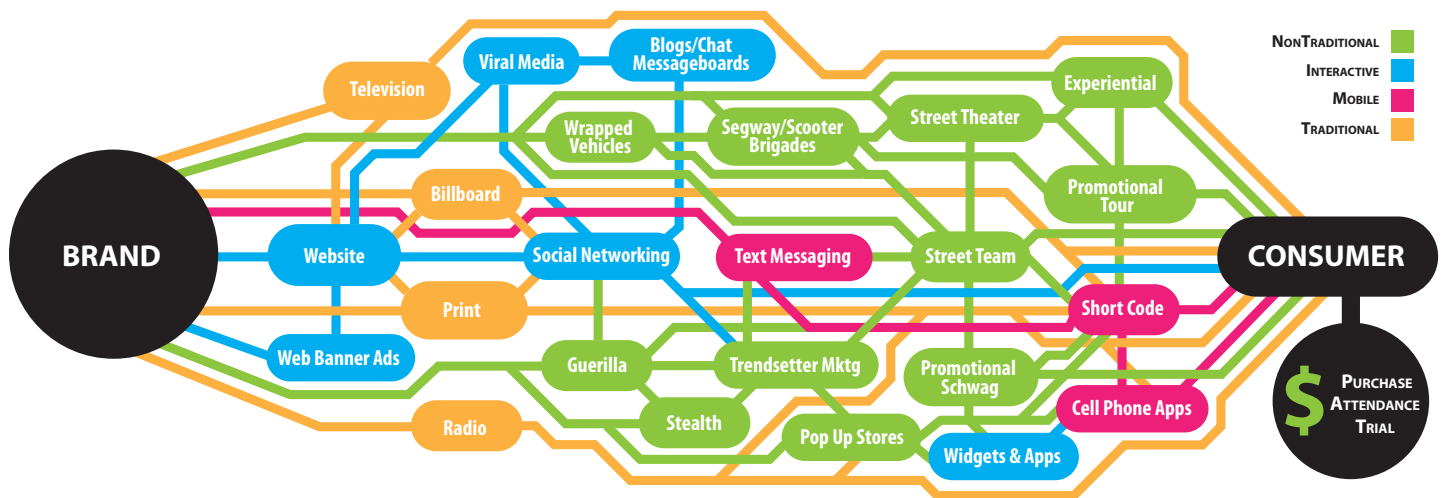
Integrated Lifestyle Marketing

While Lifestyle Marketing is a category used to describe certain forms of marketing to consumers and the tactics used to effectively engage those consumers, Integrated Lifestyle Marketing is the strategic combination of these various tactics in one cohesive marketing campaign. This practice allows the promotion to not only continue, but to grow after the initial point of contact.

In developing this type of campaign, the overall strategy for the promotion is as important as the tactics used to execute that strategy. Each element of an effective Integrated Lifestyle Marketing campaign should provide the potential to trigger consumer purchasing decisions but should also be designed and implemented to instigate and drive further consumer engagement with other elements of the campaign.

Integrated Lifestyle Marketing campaigns extend beyond any one medium, actively living simultaneously in each medium and as an integrated part of the consumers' lives, each element of the campaign feeding the others.

The goal with every Integrated Lifestyle Marketing campaign is to actively engage consumers where they work or play, invoking the emotional association with a brand or event that creates a lasting impression and takes on a life of its own. With an effective Integrated Lifestyle Marketing campaign, the brand becomes much more than something being advertised, the promotion and the brand itself become part of the consumers' lives, who they are and how they live as they interact with various elements of the promotion throughout their daily routines and lives.



Every Integrated Lifestyle Marketing campaign is unique and can involve various elements of Non-Traditional Marketing such as Street-Level or Experiential Marketing, Guerrilla Marketing, Interactive Marketing tactics including Online or Mobile Marketing and tie-ins to traditional media marketing.

To maximize messaging continuity, marketing effectiveness and the ability to leverage each aspect of a campaign, an Integrated Lifestyle Marketing campaign should be developed as part of the overall marketing plan. When this is not possible, many Lifestyle Marketing efforts and even more traditional advertising can often be easily adapted or modified to be part of or to support an Integrated Lifestyle Marketing campaign.

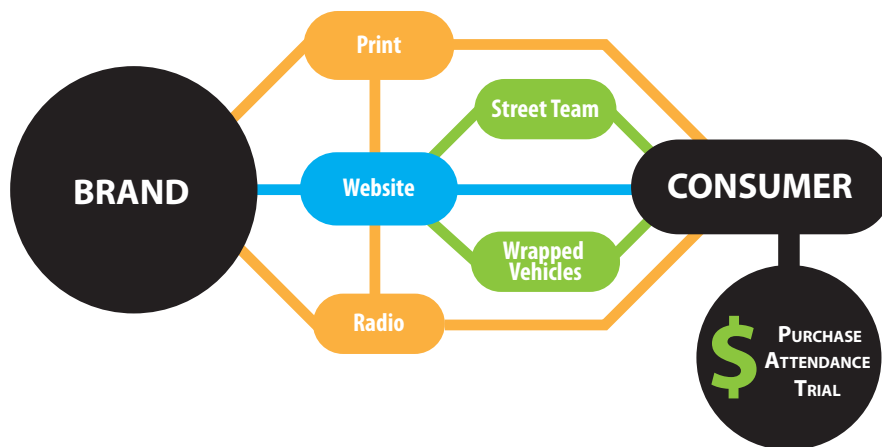
Transforming Traditional or Non-Traditional into Integrated Lifestyle Marketing

For one agency representing a national chain of quick-serve restaurants, our challenge was how to drive more customers to their client's new lunch-time special through a campaign targeting business people in a number of urban cities and major metropolitan areas. With a heavy print and radio plan already in place, the agency was looking for a street-level promotion to build awareness of the newly launched specials and to boost impulse lunch-time decisions.

The client had a reasonable budget for a team of Brand Ambassadors and a fleet of wrapped vehicles but was looking for "something more" to get their message to stick with consumers between the time they saw or heard an advertisement or were engaged on the streets and when they made that decision of where to have lunch. In the competitive space of quick-serve restaurants, the client not only wanted that added "stickiness" in the campaign, they also wanted to build customer loyalty and a level of "buzz" or excitement around the promotion. All big challenges, but with a little modification of the traditional media, the addition of an online and mobile component and some modifications to the street-level promotion, an Integrated Lifestyle Marketing campaign was crafted to address the challenge.

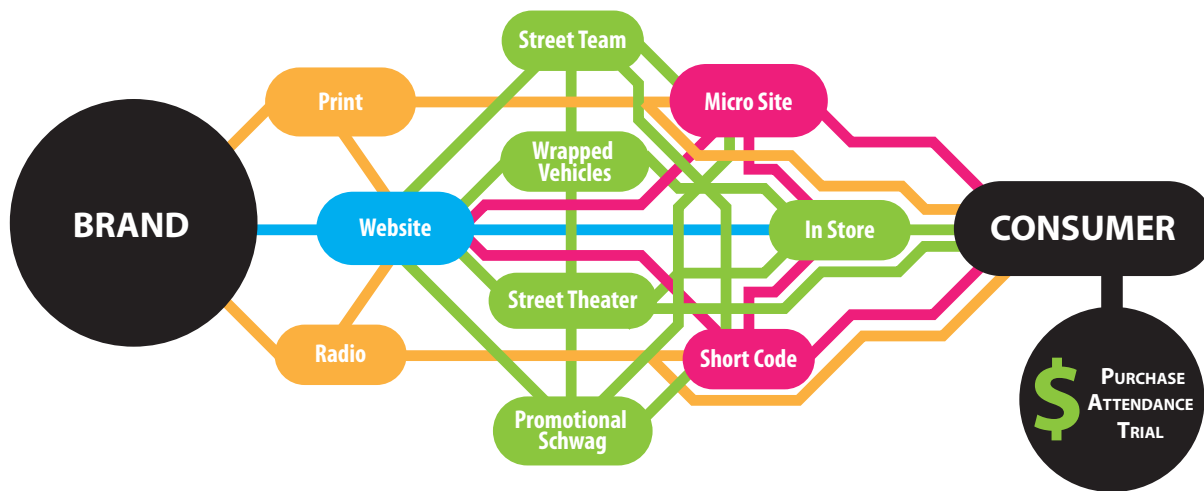
The Original Marketing Plan

- ★ Print and radio ads promoting the lunch specials
- ★ Brand Ambassadors distributing flyers with limited time discounts and promotions
- ★ Wrapped vehicles with graphics promoting the restaurant and new lunch-time specials
- ★ Corporate website with location and menu information



The Integrated Lifestyle Marketing Plan

- ★ Modify promotion to include opportunity to “Win lunch for the entire office,”
- ★ Win free lunch for a month” and a “grand prize” in each market of “Free lunch weekly for a year.”
- ★ Add pre-launch guerrilla and impression marketing campaign to build buzz
- ★ Expand and modify collateral distributed by Brand Ambassadors to drive consumers to restaurant to redeem flyers for game token and “chance to win”
- ★ Increase consumer interest in street-team promotion with addition of costumed mascot
- ★ Add a line of promotional schwag including t-shirts and gym bags
- ★ Add a (web) micro-site to track location of wrapped vehicles, Brand Ambassadors and Mascot for consumers to locate them and receive tokens and schwag
- ★ Add shortcode marketing to allow consumers to text to receive newest promotions or limited time specials and to be notified of Brand Ambassador teams in their city
- ★ Modify print and radio to drive traffic to website and shortcode feature



The Integrated Lifestyle Marketing campaign developed addressed the client’s goals for additional “stickiness” and “buzz” by enticing consumers to engage with the brand and certain aspects of the promotion online and through shortcode marketing. Not only did the campaign that was developed maintain the marketing targeted to lunch-time impulse decision making, it also increased the consumer excitement through the use of additional giveaways which serve to extend branding beyond the point of contact and to develop customer loyalty. The street-level, online and mobile-based components of the campaign were all significant expansions of the level of interaction with consumers that created opportunities for future promotions and ongoing engagement.

While the example above was exactly what one agency and client needed to fit their marketing goals and budget, no two Integrated Lifestyle Marketing campaigns are exactly the same. Which elements of Non-Traditional or Interactive marketing and what if any tie-ins with traditional media are used is determined based on the current market positioning and the marketing goals, timing and budget of each unique product or brand.

The key considerations in the development of each campaign are the message or identity of the brand, product or event and the lifestyle of the target consumer audience. With an understanding of these two factors, a campaign can be designed that integrates marketing into the day-to-day lives of the consumers through a variety of Lifestyle Marketing tactics that each drive further consumer engagement with the brand and the promotion.

Each element of an effective Integrated Lifestyle Marketing campaign is designed and executed to complement and reinforce each aspect of the overall campaign, constantly driving the next point of consumer engagement.

Integrated Lifestyle Marketing and Consumer Engagement is the core of every campaign we design and is the key to the most successful campaigns we execute for our clients and the agencies with whom we partner.

About Sniper Marketing

Sniper Marketing's principals have been at the cutting-edge of non-traditional marketing for more than fifteen years. Sniper Marketing utilizes both under-the-radar and high-visibility tactics including Street & Mobile Marketing, Promotional Tours, Buzz Building Campaigns, Experiential Marketing, Brand Ambassadors and other non-traditional marketing approaches to connect directly with each client's target market.

Every Sniper Marketing campaign is designed to increase brand awareness, build excitement, drive attendance, instigate trial or purchase and strengthen brand loyalty. With a national network of Brand Ambassadors and influencers who live, work and play in the local communities where trends are born, we develop campaigns and promotions based on an in-depth understanding of the target audience.

Our services do not replace traditional marketing activities or the services of traditional ad agencies, but rather we take them to a new level and a new market.

For more information about Sniper Marketing, visit www.SniperMarketing.net or contact us at (877) 324-1757 or email inquiry@snipermarketing.net

About The Amma Group

Artists and story-tellers; business analysts and consumer profilers; cutting-edge designers and seasoned business professionals. It's an unlikely mix for an advertising agency. It's who we are and it's that combination that defines The Amma Group approach.

Operating at the intersection of creativity and business savvy, we help clients define their brand, craft their message and deliver it to consumers across the full spectrum of advertising mediums from print to mobile, from the web to the streets and everywhere in between.

Our skills are in delivering our clients' messages anywhere and everywhere. Our strength as an agency is developing brand identities and campaigns that break through the noise of consumers' every day lives, engaging them where they work or play and invoking the emotional association with our clients' brands that creates a lasting impression.

For more information about The Amma Group, visit www.TheAmmaGroup.com or contact us at (303) 800-4500 or email info@theammagroup.com

Integrated Lifestyle Marketing & Consumer Engagement

Effective marketing in a new era;
How Gen X and the Millennials
have changed the rules.

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