



## Core Capabilities Overview

### OUT-OF-HOME

**AD-BLOCKS:** Wave Omnimedia's newest out-of-home product. The AD-BLOCK is a modular, stackable advertising block, wrapped in a proprietary 5-sided vinyl cover. Used for branded events, music festivals, sporting events, trade shows, corporate events, NASCAR, and retail launches.

- 5-sided vinyl wrap
- delivered anywhere in U.S.
- stackable up to five high
- evening illumination, on-site power via generator available
- build out interior space for a customized, mobile, traveling solution

**PROJECTION ADVERTISING:** With Projection Advertising you can display your ad loud and clear on the side of a building as big as 15 stories tall by 150' wide (larger in some cases).

- all major U.S. markets
- permanent, guerilla, short-term/event based and sponsored clock projections
- we manage site selection, permits, production and execution

**WALLSCAPES:** Wave Omnimedia's commitment to innovation and adaptability is demonstrated by an expanding inventory of customized wallscape locations. We understand that every campaign is unique and has special requirements; therefore, if you need a wallscape in another market, we can secure wall locations and procure installation in any major U.S. market.

**INTERACTIVE DIGITAL SIGNAGE:** The emergence of interactive digital signage has forever changed how marketers present themselves and their products in a one-to-one setting to consumers. Despite this change, marketers have only just begun to realize the full potential of interactive digital signage and how it can increase revenue at the point-of-sale, increase brand and product awareness, educate consumers, leverage strategic relationships, etc. Wave Omnimedia offers project design/architecture, media creation, hardware integration and a web-based content management platform providing remote media updates.

## EXPERIENTIAL MARKETING

**EVENTS:** Wave Omnimedia can provide a comprehensive turnkey solution for any custom event or experience, incorporating ideation, space design, execution, technical production, talent booking and giveaway development.

- all major U.S. markets
- strategic planning and research
- measurable results, proof-of-performances and analytics for each project

**MUSIC & TOUR MARKETING:** Its been 20 years since Neil Young famously declared that he wouldn't sing for Miller or Bud. These days, most rockers are singing a different tune as the relationship between artists and marketers has changed drastically. Marketers understand the appeal for music marketing, you get access to a captive audience during an enjoyable activity. Concert tours and music events offer fertile ground for new media initiatives, from interactive installations to mobile marketing and projection media.

- Interactive SMS Messaging
- Bluetooth proximity marketing
- Wrapped marketing vehicles
- Street teams
- Projection Advertising
- Branded balloons
- Presenting title sponsorship
- Wrapped tour bus
- Private corporate concert

**BRANDED CONCERTS:** Wave Omnimedia offers branded concert management; we provide brands with innovative opportunities to leverage music as part of their overall marketing mix. We help develop strategies for the brand, space + event design, licensing, merchandising, product design, and full production for the entire concert environment.

## INTERACTIVE + DESIGN

**WEB DESIGN + DEVELOPMENT:** NEW! Need a micro site or mobile site for your next campaign? We can deliver one in less than two weeks flat. Our expertise extends from content creation to development of XHTML, CSS, Flash, Flex, PHP and MySQL.

**SPACE + EVENT DESIGN:** Need an outsider's perspective on your space and/or event design? We offer you our great designers coupled with our Brand Experience Marketing team to design your space as cohesively and integrated as your advertising and branding efforts. From branding and theme concepts, to space layout, to ambient lighting, we help you with a more strategic approach.

**PACKAGING DESIGN:** From focus groups to conceptals, we can help launch or re-launch your product. From paper to polypropylene, we can help source the most applicable, cost effective and environmentally friendly substrate. Our designers are great at creating prototypes, just ask!

For example photos and more information, go to:

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