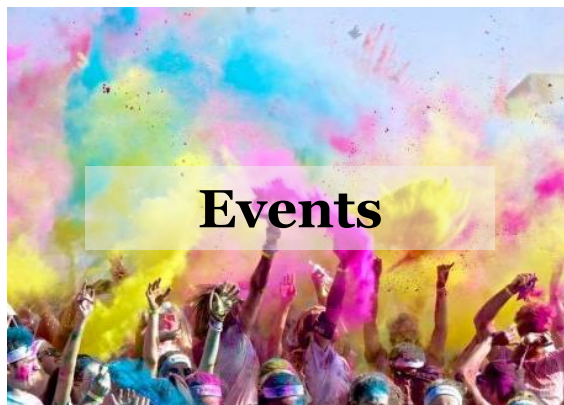


TARGETED SAMPLING

L'INTERDI
GIVENCHY





Galaxy

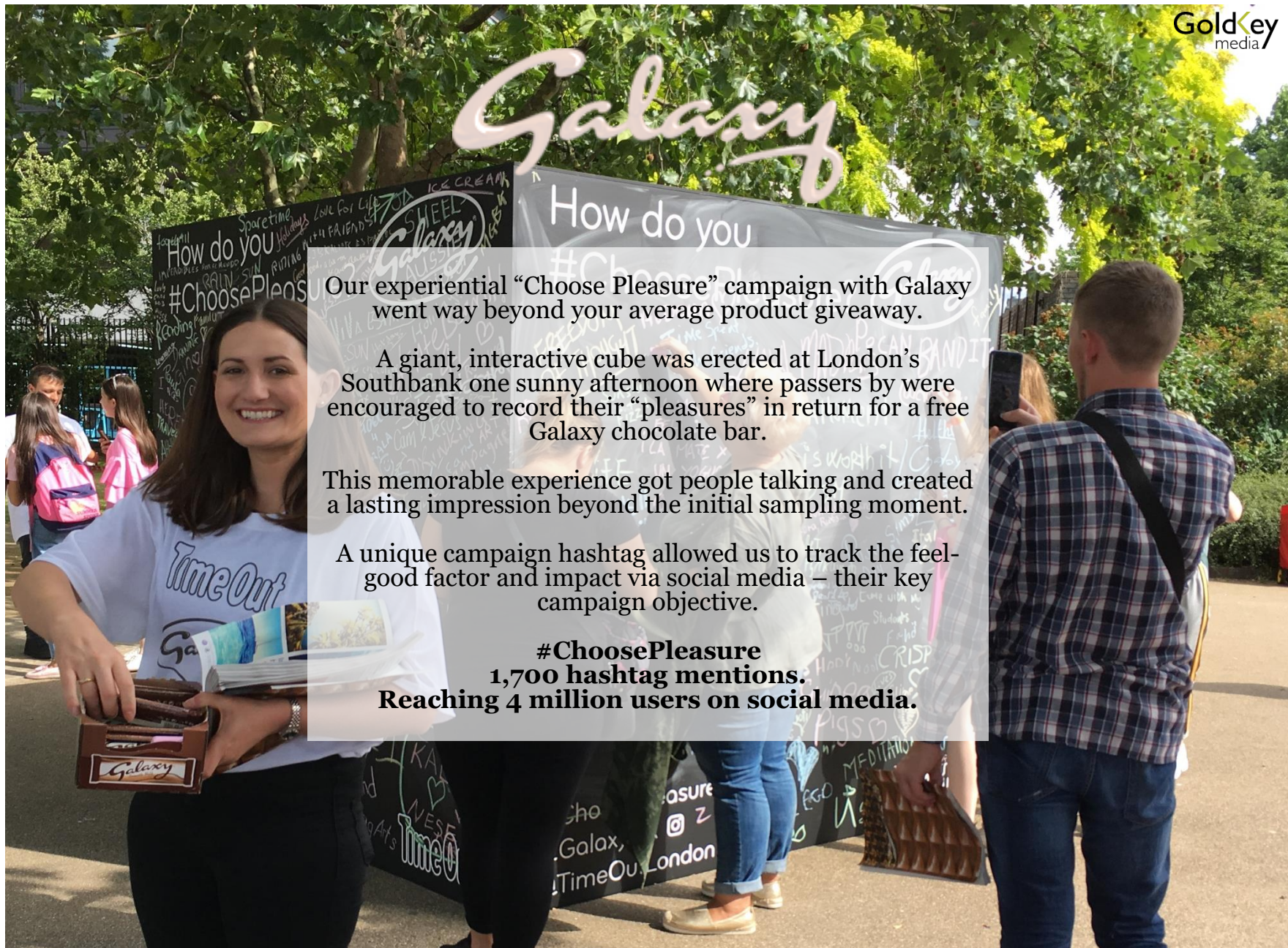
Our experiential “Choose Pleasure” campaign with Galaxy went way beyond your average product giveaway.

A giant, interactive cube was erected at London’s Southbank one sunny afternoon where passers by were encouraged to record their “pleasures” in return for a free Galaxy chocolate bar.

This memorable experience got people talking and created a lasting impression beyond the initial sampling moment.

A unique campaign hashtag allowed us to track the feel-good factor and impact via social media – their key campaign objective.

#ChoosePleasure
1,700 hashtag mentions.
Reaching 4 million users on social media.





RIMMEL LONDON

We promoted Rimmel's new Kate Moss make-up collection through an experiential pop-up at major shopping centres across London and Manchester, including Westfield & The Trafford Centre.

Shoppers were invited for free make-overs and manicures, allowing them to “try before they buy”. Encouraging trial was key in achieving their objective of increased in-store sales within the shopping centres, trackable through retail vouchers.

On top of this, shoppers could share their Rimmel experience on social media via the interactive, GIF-generating Photo Booth.

This overwhelmingly positive brand experience established emotional affiliations with the brand, encouraging long-term loyalty.

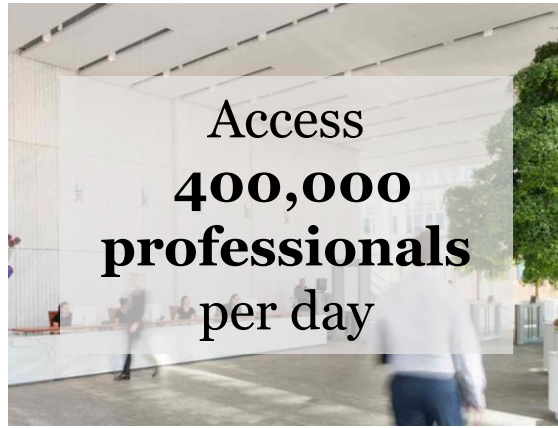
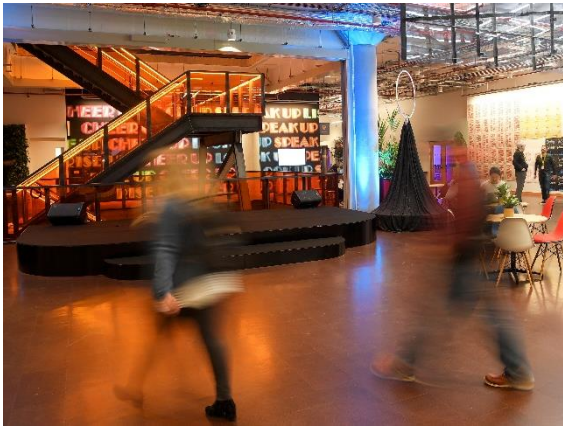
40,000 samples.
77% participant post-marketing engagement rate.
615 make-overs.
300 GIFs shared on Social Media.



“The Queue” for Berryworld brought a much-needed dose of fun to 15,000 of the Great British public queuing for an average of 3 hours 47 minutes to see the Wimbledon Tennis Championship.

An experiential photo booth combined with John McEnroe-style wigs created an invaluable photo opportunity, encouraging social media sharing. Brand Ambassadors on refrigerated promo-bikes handed out boxes of strawberries to this captive audience.

633 photo booth interactions.
100% positive brand reaction.
31k unique social media users saw posts containing Berryworld.

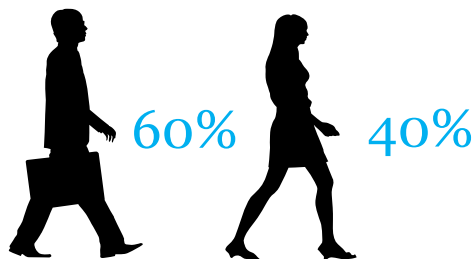


Workplace Audience Demographics



£81,000

Average annual income



AB audience 80%



Age range 21-54 80%



Some of our corporate locations...

facebook

wework

Google

adidas

Microsoft

SONY

itv

Disney

O₂

BBC

MEDIACOM

TOPSHOP

AON

YOUR M&S

BARCLAYS

NET-A-PORTER

HSBC

TIFFANY & Co.

Deutsche Bank

UNIVERSAL
A COMCAST COMPANY

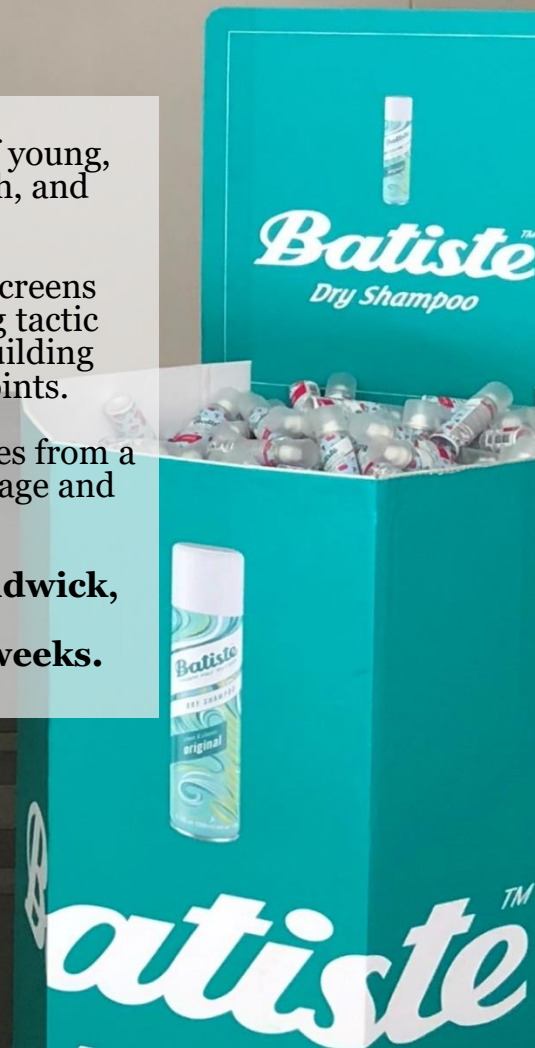
Batiste™

We sampled Batiste Dry Shampoo to an audience of young, female office workers in London across media, tech, and finance companies.

Eye-catching digital advertisements displayed on screens within the buildings was an effective pre-marketing tactic making workers aware of the upcoming activity, building excitement and creating multiple brand touch-points.

Our energetic Brand Ambassadors handed out samples from a branded display unit whilst relaying the brand message and key product info.

Brands engaged: Facebook, ITV, Weber Shandwick, Ford, TUI, Voyage Privé, WeWork.
75% intent to purchase in the following 2-3 weeks.



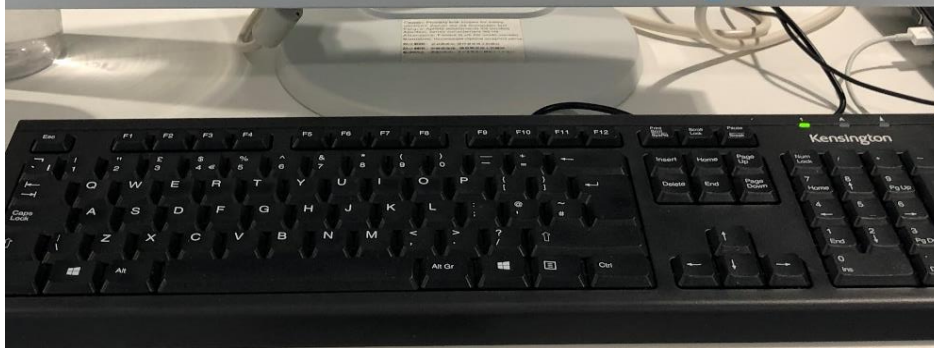
G I V E N C H Y

With Givenchy's new female fragrance L'Interdit, we took a "quality over quantity" approach by cherry-picking premium corporate offices in London to host sampling activations, using our detailed demographic database to reach a highly exclusive audience.

The objectives were simple; to build luxury brand perception, and attain qualitative feedback from this quality audience. Utilising our strong relationships with the offices, we ensured that a follow-up email was sent to workers circulating an online feedback survey.

Brand Ambassadors were strategically positioned in the main reception areas, allowing them to engage with this captive audience within a receptive environment.

67% positive shift in brand perception.
84% said they would be recommending the fragrance to "at least a few" people.
69% said they would definitely buy it for themselves or gift to someone else.



GIVENCHY cont.

For the next stage of Givenchy's fragrance sampling promotion, we orchestrated **individual desk drops** to all 1,200 Net-a-Porter employees based at their West-London HQ in Westfield Shopping Centre.

Every single high-fashion employee arrived at work to find 2 x fragrance samples and a promotional flyer on their desks, as well as an internal email which landed directly in their inboxes later that morning to support the campaign.

The objective was simply to convert samples into sales. The flyer & email detailed how workers would receive free gifts by sending a copy of their receipts back by a certain date.

The feedback from Net-a-Porter was overwhelmingly positive, with strong ROI results for the client.

- 1,200 desks drops**
- 1 x L'Interdit sample per worker**
- 1 x Givenchy Gentleman sample per worker**
- 1 x promotional flyer per worker**

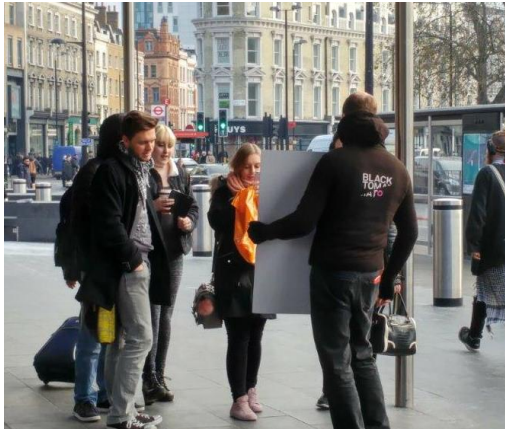


GoldKey media

Audience Reach – Audience Delivery



Capturing and engaging targeted Audiences



- Audience Engagement Agency and Media Distributor
- Capturing your audience in a receptive and engaging environment
- Securing access to global venues and events
- Bespoke distribution plans based on brand principles
 - Venue Placement
 - Event Distribution
 - Brand to Hand Sampling
 - Sponsored Copy Distribution
 - Brand Activations and Subscription Campaigns
 - Digital
- Fully ABC and BPA audited

Some of the audiences we access

- 5* Hotels
- Airline Lounges
- Private Jet Centres
- Eurostar*
- Investment Banks
- Luxury Health Spas
- Private Members Clubs
- Superyachts
- Private Medical Facilities
- Corporate Offices
- Cruise Ships
- Health Clubs
- Leisure Centres
- Universities
- Marinas
- Bars and Cafes
- Ferries
- Doctors Waiting Rooms
- Hair Salons
- Shopping Centres
- Boutique Retailers

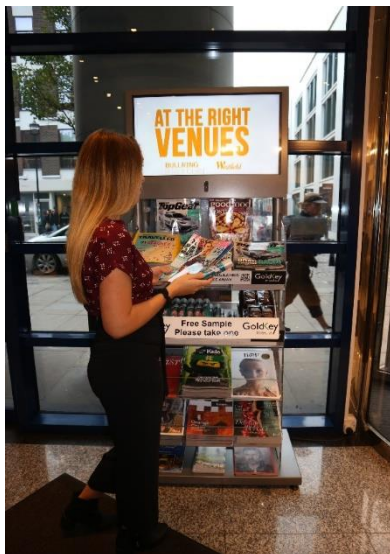


Some of the Global brands we work with



Corporate Offices & Media Agencies

- A network of highly targeted corporate offices & headquarters of global brands
 - e.g. Microsoft HQ Paddington, 7,000 employees
- Reaching all major Advertising Agencies
- Put your brand in front of key industry decision makers



THE LEADENHALL BUILDING
CITY OF LONDON



THE
GHERKIN

HERON
TOWER

TOWER
42

Average age:

35

60%
Male

40%
Female

Social grade:

AB



Daily Footfall: 450,000

Digital Screen Advertising

708,000

**AVERAGE
WEEKLY AUDIENCE**

AB

**CLASSIFIED
PROFESSIONALS**

UNIQUE ADVERTISING
Daily delivered, complimentary magazines, guaranteeing a constant flow of visitors to the highly visible screens, resulting in high levels of engagement with your digital content.

SCREEN FORMAT
24" HD full motion screen.

CONTENT
Display & Video - banners, logos, GIFs, animations...

LOCATIONS
110 high footfall corporate HQ reception areas and lounges, plus break-out areas and restaurants.



25-40 80%

AGE

60%

40%

GENDER



Case Studies: *Brand to Hand*

Chloé

Elle sponsored cover wrap with Chloe, brand to hand activity outside John Lewis Oxford Street to promote new product launch in-store



Elle sponsored cover wrap with Nike, brand to hand activity outside Nike Town Oxford Street to promote new product launch of air force one trainers



THE ROYAL EXCHANGE

The Royal Exchange Christmas Gift Guide. Distributed across 12 shifts, staff directing people to the Royal Exchange.

Cartier sponsored activity with Financial Time, promoting Regent Street Cartier store re-opening

Cartier



Case Studies: *Brand to Hand @ Events*

CARNABY

*Carnaby magazine, promoting
brands on street. Copies
distributed at London Fashion
Week 2019*



*Harvey Nichols magazine, copies
distributed at London Fashion
Week 2019*

**HARVEY
NICHOLS**

Harrods

*Harrods magazine, copies
distributed at London
Fashion Week 2019*

*Land Rover sponsored cover for
Top Gear magazine. Copies
distributed at Land Rover
Owners Show in Peterborough,
2019*



Case Studies: *Copy Placement*



Brochure distributed to luxury London venues (Kensington and Knightsbridge door drops, corporate offices, airline lounges, 5 hotels, Mayfair Boutiques, family wealth offices, Harley Street medical venues)*



Magazine distributed to international luxury venues (London, Paris, Monaco, Geneva, Frankfurt, Milan) (5 hotels + spas, corporates, private members clubs, private jet centres, airline lounges, on-board superyachts)*



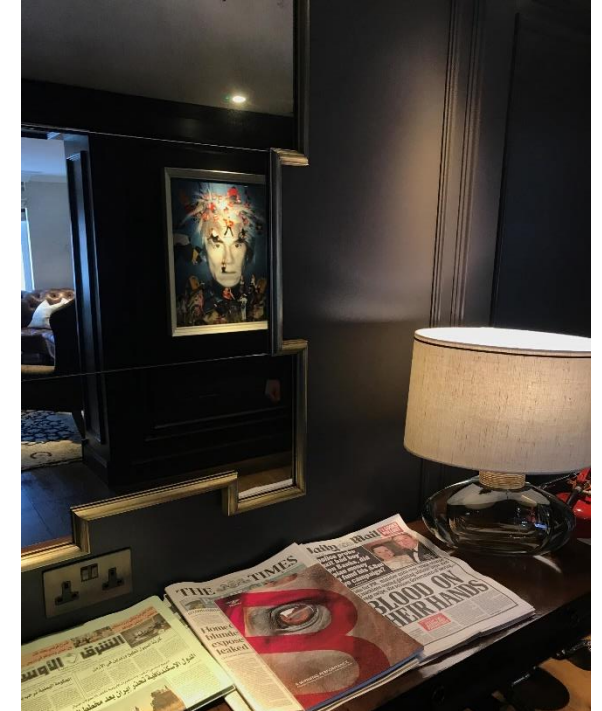
BENTLEY



Magazine distributed to venues around Cowes Week 2019 (hotels, marinas, restaurants, travel points)

Financial Times sponsored cover wrap with Richard Mille – newspaper placed within international private jet centres

RICHARD MILLE



Sampling

GIVENCHY

Givenchy perfume sample, on-desk placement at Net-a-porter corporate offices



Bacardi sampling activity to promote National Pina Colada Day. Staff handing out coconuts to promote free drink at London Cocktail Club, acting as a redemption code



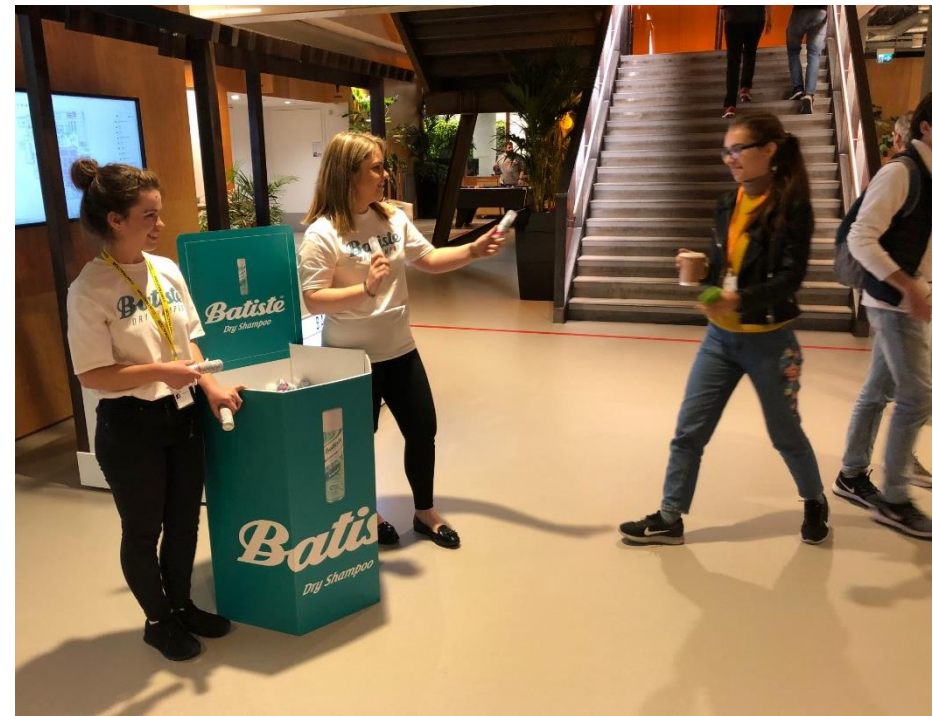
Batiste™

Batiste hair spray samples. Distributed within GKM corporate racks, and through brand to hand activity within select corporate locations



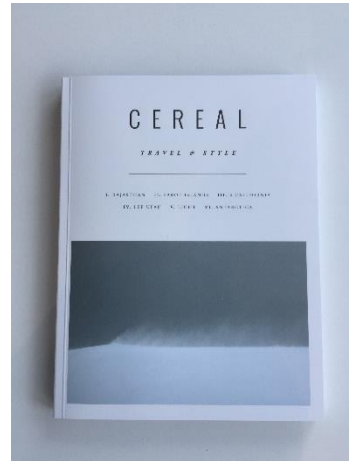
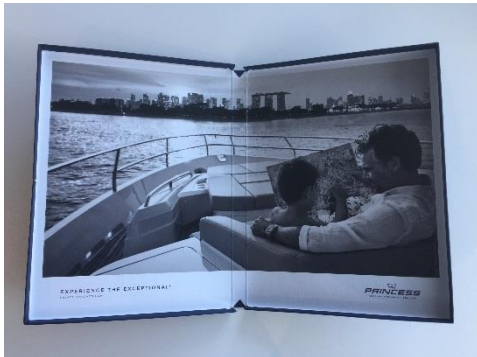
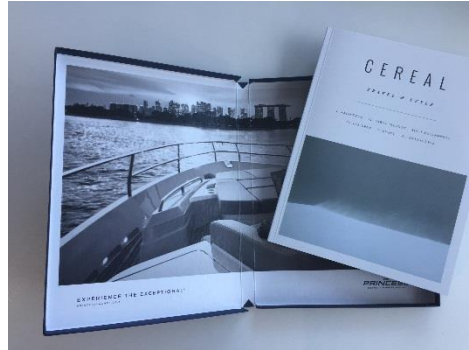
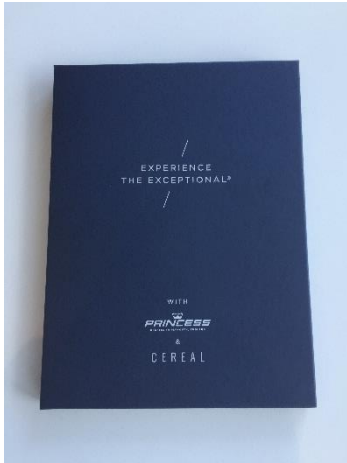
Galaxy sponsored activity with Time Out. "Blackboard Cube" built, encouraging passers-by to interact, who would then receive a Galaxy chocolate bar and copy of Time Out

Galaxy



Princess Yachts & Cereal Magazine

Posh Packaging



Premium 'gift package' concept

5,000 copies into exclusive VIP venues globally

5* Suites, Private Jet Centres, Luxury Spas, Sheikhs Palaces, Members clubs

Reaching UHNWI

Why Gold Key Media?

- Introducing your title and your commercial partners to a specific audience
- Demonstrate clear demographic profiling by venue / event
- Direct access & interaction with a clearly defined consumer
- Generate new revenue streams e.g. sponsorship, media partnerships
- Provide all encompassing service – ideation, production, logistics, staffing, management & execution
- A trusted brand with 20 years of experience in this sector

