



***ignition is an independent and values-based business with a Mission to make a positive difference in people's lives through positive human energy.***

## **OVERVIEW**

*ignition* is the award-winning, experiential marketing agency behind some of the world's most ambitious and famous events and campaigns: Coca-Cola's Olympic Torch Relays and FIFA World Cup™ Trophy Tours, the Live Earth concert, and the Blue Planet Run. It is also one of the first to fully integrate environmental sustainability across its operations and projects.

With *ignition*, clients deliver measurable brand-building experiences that leave a lasting impression on the communities they touch, without leaving a lasting impact on the planet.

## **BUSINESS BELIEFS**

### **HUMAN TOUCH Drives Brand Preference**

In a world where brand communication is increasingly impersonal, *ignition* forges human connections through unexpected, interactive experiences: a touring installation to take a new product to market or a multi-country activation to bring to life a global sponsorship or cause.

*ignition* designs and manages every component of the activation from placing and training staff to developing the physical tools and assets that enable the campaign to deliver results.

***More than any other form of marketing, firsthand human experiences motivate people to take action – whether to participate in a cause or to drive purchase intent.***

### **Environmental Sustainability is Fundamental**

Event and sponsorship activation marketing is a high environmental impact business - ***ignition is changing that and leading the way.***

*ignition works to* integrate sustainable practices across each campaign by: minimizing excess packaging; collecting and recycling waste; using recycled materials, designing sustainable collateral for local manufacture; conserving water; using less power; traveling when necessary; and purchasing reputable carbon offsets. In addition, *ignition* is transitioning its vehicle fleet to run on environmentally friendly, alternative fuels. At our core are skilled employees who know how to implement sustainability on the ground.

Based on early successes, *ignition* is collaborating with a globally recognized nonprofit organization to adapt their global sustainability guidelines and standards to the event industry. This will be a global first that positions us for future growth.

***“A successful activation leaves no trace other than a positive legacy. A great agency trains its people and leverages its expertise to influence clients, suppliers, partners and the industry at large to embrace environmental change.”***

### ***Global Campaigns are Local***

A single, global campaign can touch hundreds or even thousands of communities around the world. *ignition* has an unparalleled track record working across highly diverse markets to create brand activations with authentic, local meaning.

Apart from establishing local offices and hiring local employees, *ignition* has a recognized strategic competency in developing international activation guidelines. By taking into account local needs, implementation templates are created to ensure customized on-the-ground programs that accumulate, within global brand standards, for worldwide results.

By deploying international campaign managers, each multi-market program is approached with integrated marketing at its core – ensuring that all experiential efforts fully support above the line and promotional marketing strategies across the board.

***ignition delivers international strategic planning; creative and design, sustainable operational planning and implementation - market by market, for fully integrated global campaigns.***



## **AT A GLANCE**

- **Founded November 1997:** by Mark “Dill” Driscoll and Susan McWhorter Driscoll
- **Long term client relationships:** The Coca-Cola Company, Delta Air Lines, ESPN, BP, Embraer, DOW, CORT, American Express
- **Core Capabilities:** International and National Event Development and Production, Corporate Social Responsibility Consulting, Social Experiential Marketing and Production, Sponsorship Management, Mobile Marketing Tours, Retail Marketing Programs
- **Current long term engagements:** Coca-Cola 2010 Olympic Marketing Activation; VANOC 2010 Olympic Torch Relay; Coca-Cola 2010 FIFA World Cup™ Africa Trophy Tour; Coca-Cola 2010 FIFA World Cup™ Global Trophy Tour; United Nations Foundation Nothing But Nets Malaria Campaign and Kia Music-NBA Sponsorship Activation
- **Leadership Team:** Mark “Dill” Driscoll, Chairman (experiential marketing pioneer), Susan Driscoll, CEO (global marketing management), Mike Hersom, President (global marketing program development/production expert and environmental entrepreneur), CA Hersom, CMO (strategic marketing communications and global corporate social responsibility expert). In addition, our Senior Management team has long-term tenure, international experience and a diverse range of expertise across the industry mix.
- **Global Expertise:** Our business is a blend of USA and global programs. Combined, our ownership and senior management team have worked, lived, operated and trained thousands of people in over 100 countries. We have established and operated offices in UK, Italy, and Germany and had project teams based in Canada, South Africa, Paraguay and China for extended periods of time.