

Reaching Shoppers where they Shop!! Mall Marketing Programs

Evolution has access to over 200 Malls across America. You pick the market, tell us what you want to do and we handle the rest.

Media Opportunities



Signage...

- Backlit Duratrans.
- Banners (Exterior, Lamp Pole, Overhead, Sky Murals)
- Barricade Murals.
- Bulkheads.
- Clings (Door, Floor, Mirrors).
- Food Court (Table Tents, Clings, Inserts).
- Posters (Single, Double, Triple High).
- T-stands.
- Wraps (Elevator, Entrance, Escalator).
- All can be added with Mobile Tag Options.

160 Commerce Drive Rochester, NY 14623

All ideas expressed here are property of *Evolution* and subject to change or cancellation

Seasonal Opportunities



Signage...

- Evolution produces a display board with your advertising message. The display board is placed next to the attraction, allowing your messaging to be viewed and received. The display board can be a custom size or a standard 2' by3' size.
- For the Mobile Option:
 - On the display board advertisement discussed above, Evolution provides a 2d tag for placement on the advertisement.
 - The 2d tag allows those with smart mobile phones to scan the tag and watch a video, or read additional information, or apply to have additional information sent to them.
 - Evolution can provide URL platform in mobile friendly format to allow for proper viewing.
- The latest technology affords you the opportunity to blend with tried and true placement in the travel agencies.

Sampling.....

- Your product or literature is included in the participant's gift bag.
- You can do a custom sampling to those in line.

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Promotional Opportunities

Sampling...



- Evolution can provide product brand teams in the mall.
- Distribute your product solo with Brand Ambassadors or Distribute as part of a gift bag.
- Evolution handles it all.

Mall Tours



- Evolution provides truly turn-key mall tour services.
 - Mall and site selection
 - Theme and Dress
 - Staging
 - Staffing Modeling
 - Set up/tear down
 - Event production
 - Recap video reports
 - Online reporting

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Pop-up Retail



- Evolution provides truly turn-key Pop Up services
- Mall and site selection
- Theme and Dress
- Staging
- Staffing Modeling
- Set up/tear down
- Inventory Management
- Retail Cashiering Systems (merchant services)
- Event production
- Recap video reports
- Online reporting

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