

2021

CREDENTIAL

2021

TRADE MARKETING,
IN-STORE
& BRAND ACTIVATIONS





You've had many desires throughout your life.
Get a high grade at your high school exams.
Get a good dorm room.
Don't let the first boss catch you downloading movies at the office.

But you would never have thought that one of your greatest desires
will be for every promotional action for your brand to go smoothly.

You know what we mean.

Prizes should be offered to consumers, not put in the team leader's trunk.
Promoters should be present at the activation, not on the phone.
And maybe, just maybe, the agency should be honest when it comes to costs and solutions.

We wanted the same thing.

That's why we created **TAG**!

Trade Activation Group is a new agency that offers complete and honest field and in-store promotion, trade and shopper marketing services.

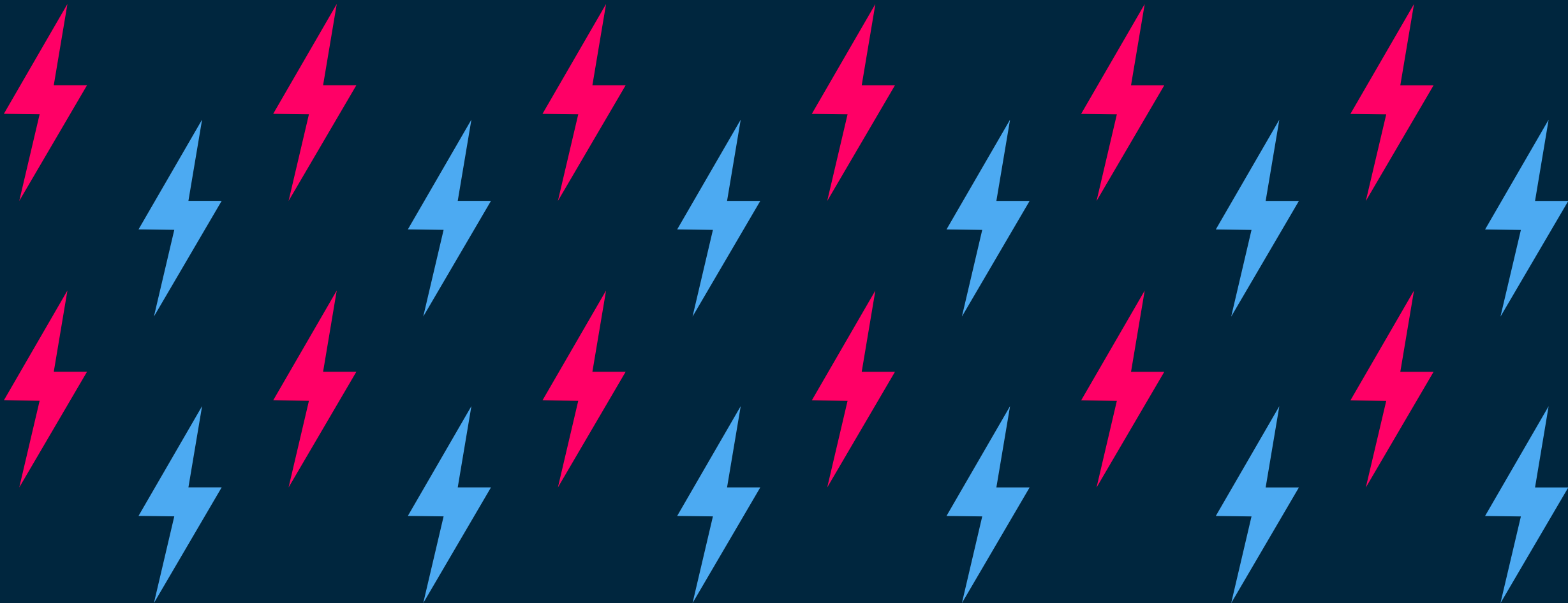
With a cumulative experience of over 30 years in the field.

And we also do production!

But, if you want to find out what we've done or do, we included a few examples below.

So, if you want to get rid of worries when it comes to your brand promotions, contact us anytime!

Work



Expertise



01 IN-STORE & TRADE MARKETING

Field staffing – promoters, consultants, brand ambassadors, brand field force.

In-Store activations



02 SHOPPER MARKETING

Shopper Insights

Strategic Planning

Creative Services

In-Store journey touch points

Digital shopping behavior



03 EVENT MARKETING

Brand Activations

Consumer events

Experiential

Brand / Product launches

Pop-Ups

01

CREATIVE

- Retail POS
- Big idea concept & development
- Retail campaign creative
- Design & Production

02

PRODUCTION

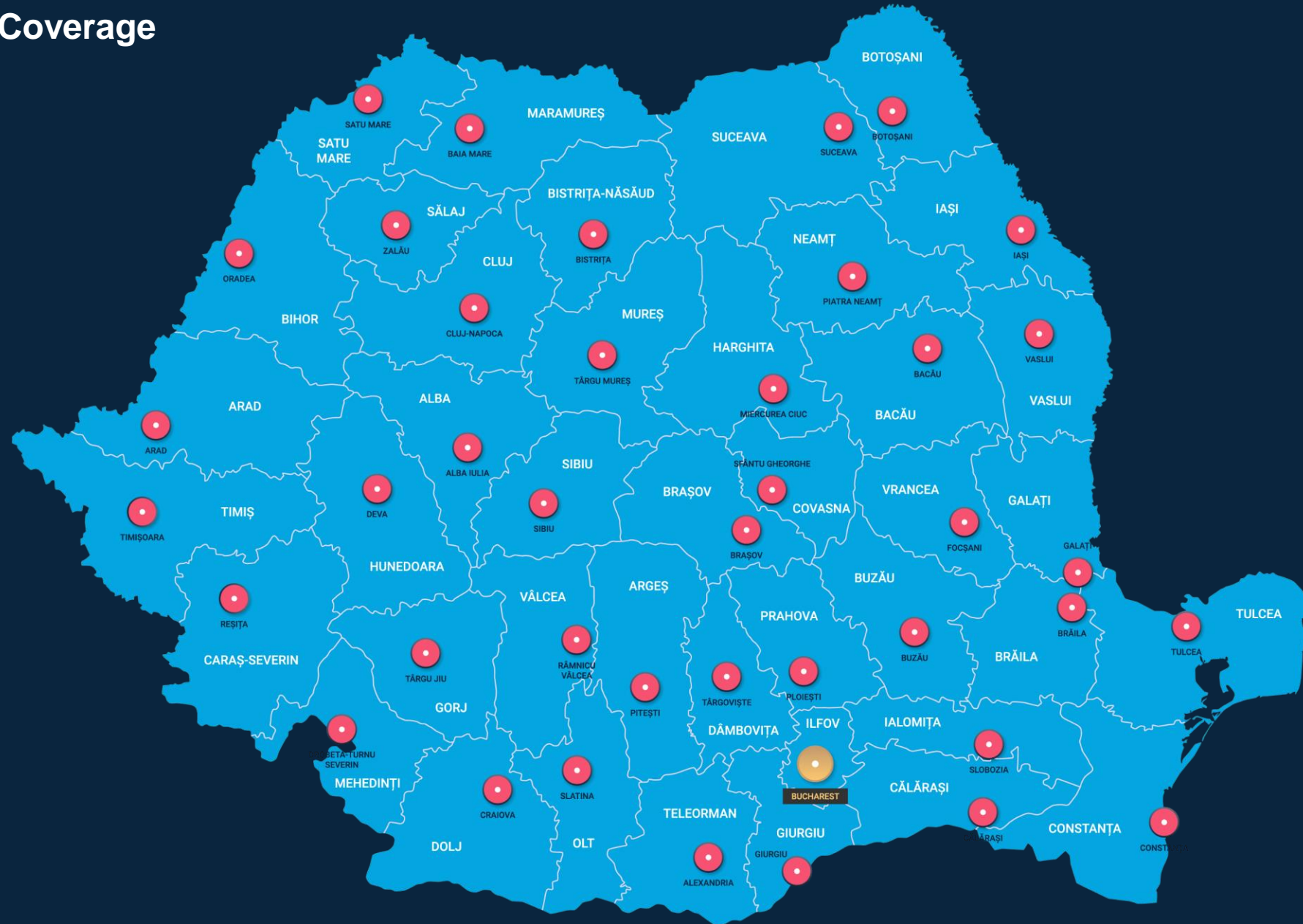
- Design & Engineering
- Construction & Implementation
- In-Store & Event asset production
- Print materials
- Production Management

03

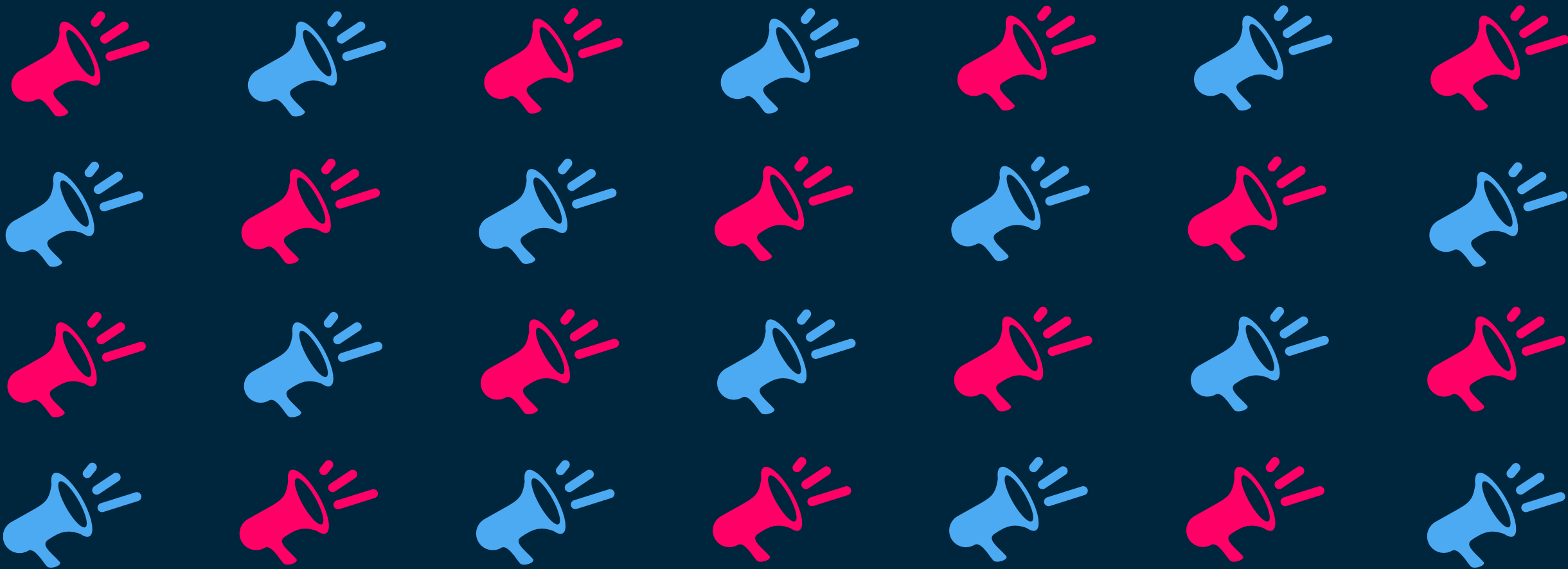
OPERATIONAL

- Field Force Management
- Operations & Logistics Planning
- Transportation & Warehousing
- Shipping

National Coverage



Projects



Trade & In-Store Campaigns

Complex in-store campaign with implementation- example: in-store campaign with promoters before and after cashier desk (includes: creative adaptation, trade materials executions, mechanics development, writing of campaign regulations, logistics and operations referring to all transports: POSM's, prizes, urns, stands, training recruiting, production of all materials).



Lidl

Store Opening

Client: Lidl

Project: Store Opening

Location: National

Activation: Direct mailing, sampling products, Fortune Wheel prizes activation, dedicated kids area, décor, mascots/clowns.

In charge of: activation idea, mechanics, hostess & team leader recruitment, training, outfits (proposal, production, cleaning), sampling products acquisitions & handling, stands (proposal, production & transportation), project management, logistics.

Lidl – Store Opening / Direct Mailing

01



02



03



01



02



03



Lidl – Store Opening / Fortune Wheel Prize Activation

01



03

Lidl – Store Opening / Kids Area



Trade & In-Store Campaigns

Medium & Small trade marketing campaign with given toolkit- example: Christmas offer with SMS campaign in both IKA & TT (includes: Creative adaptation, trade materials execution).



Casa Rusu

Store Opening

Client: Casa Rusu

Project: Store Opening

Location: Constanta

Activation: Flyers distribution, giveaways, dedicated DJ area, decor.

In charge of: hostess & team leader recruitment, training, flyers distribution, décor arrangements, project management.

Casa Rusu – Store Opening



L'Oreal

Nyx Store Opening

Client: L'Oreal

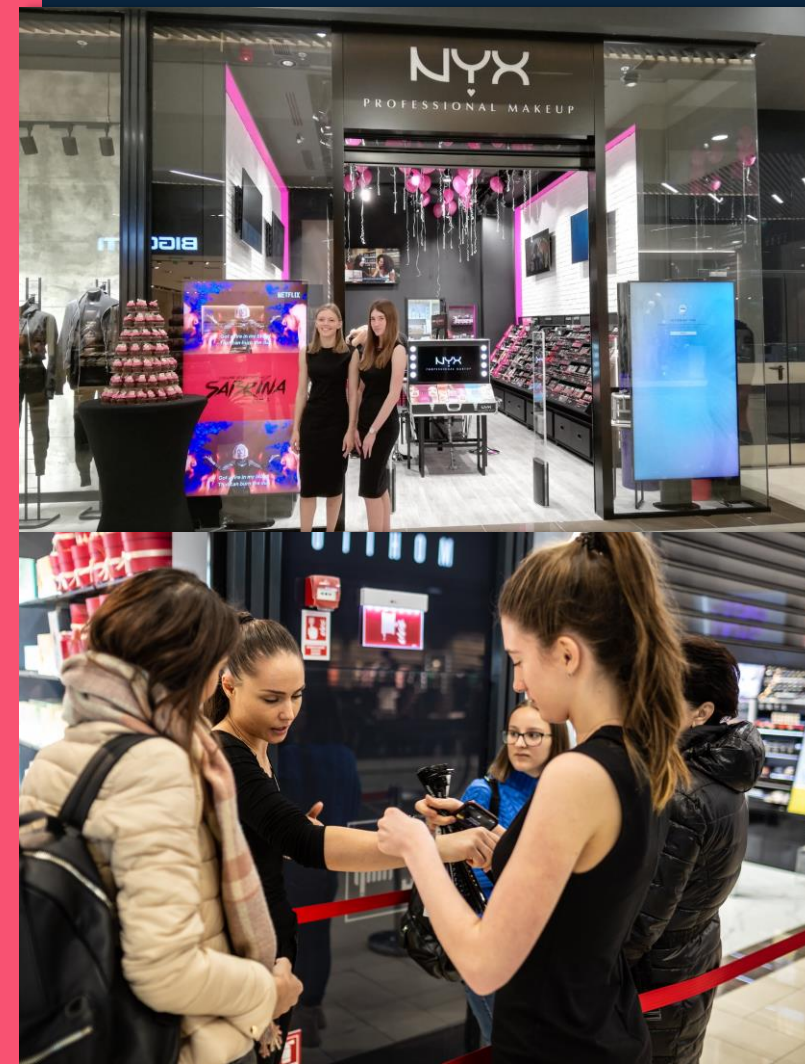
Project: Store Opening

Location: National

Activation: Information through promoters, giveaways, decor

In charge of: hostess & team leader recruitment, training, outfits (proposal, production, cleaning), giveaway handling & distribution, décor arrangements, project management.

L'Oreal Nyx– Store Opening



Lidl

Themed Weeks

Client: Lidl

Project: Lidl Themed Weeks

Location: all Lidl regional headquarters

Activation: Sampling, giveaways, themed decor

In charge of: hostess & team leader recruitment, training, outfits (proposal, production, cleaning), giveaway handling & distribution, themed décor arrangements, project management, acquisitions etc.

Lidl – Themed Weeks



Brand Activations

Event experiences with implementation. Includes: activation ideas, material executions, design & production, dedicated project management, mechanics development, logistics and operations referring to all transports: all productions, prizes, urns, stands; field teams including recruiting & training.



Lidl

Electric Castle CSR

Client: Lidl

Project: CSR Activation in Electric Castle- gathering all Lidl plastic PETs

Location: Bontida- Electric Castle + Piata Unirii Cluj, one week

Activation: CSR information – dedicated promoter teams for Lidl's RVMs (recycle vending machines)

In charge of: promoters & team leaders recruitment, training, outfits (proposal, production, cleaning), project report.

Lidl – CSR Electric Castle

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EC

Lidl

Football & Volleyball Championships

Client: Lidl

Project: Employer branding- Lidl Football & Volleyball Championship

Location: Targu Mures, 2 different locations

Activation: Fresh bar, sports games

In charge of: team recruitment (male & female hosts, handymen), logistics transportation (Cluj – Targu Mures, Bucharest – Targu Mures), implementation (install/uninstall logistics, game & activation days, 4 days).

Lidl – Football & Volleyball Championship



Lidl

Parenting Events

Client: Lidl

Project: Parenting Events

Location: national

Activation: main sponsor – dedicated corner, giveaways, prize winning activations

In charge of: mechanics development, team recruitment & training, equipment productions, implementation, project management.

Lidl – Parenting Events



BNP PARIBAS

Corporate Event

Client: BNP Paribas

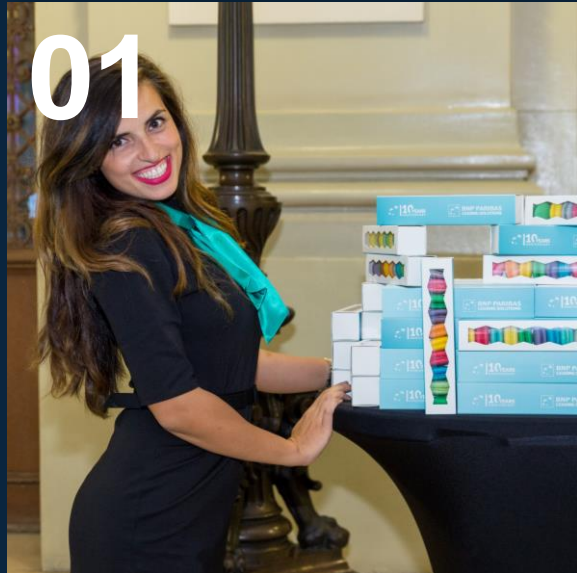
Project: Company Celebration

Location: CEC Palace

Activation: welcoming, brand ambassadors activation, giveaway

In charge of: team recruitment & training, equipment productions.

BNP Paribas- Company Celebration



02



Lidl

World of Instagram

Client: Lidl

Project: World of Instagram

Location: Bucharest

Activation: sponsor dedicated corner and experience

In charge of: team recruitment & training, equipment productions, giveaways handling, implementation, logistics & transportation.

Lidl- World of Instagram



L'Oreal Summerwell

Client: L'Oreal

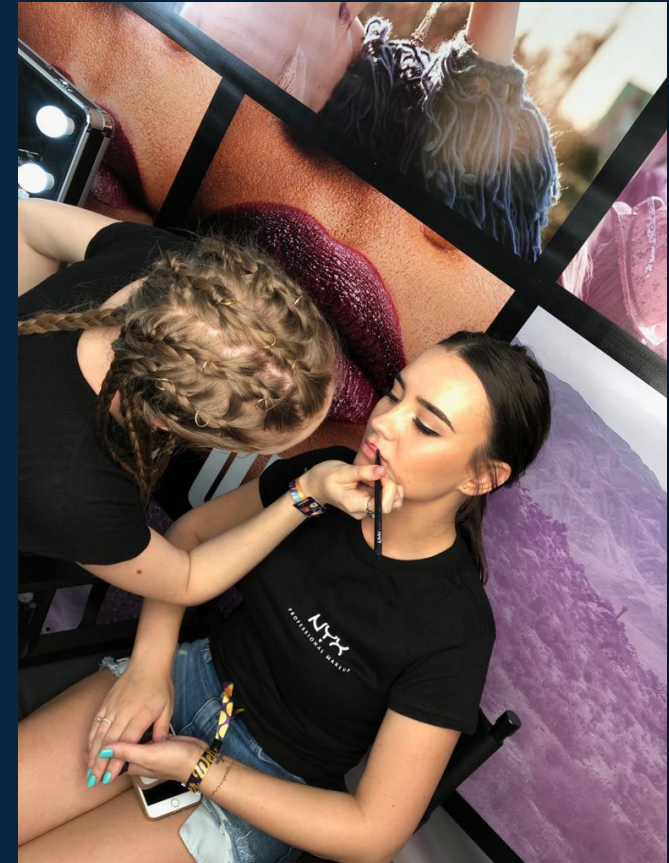
Project: Summerwell Nyx Experience

Location: Summerwell

Activation: dedicated corner and experience for NYX

In charge of: team recruitment & training, equipment productions, giveaways handling, implementation, logistics & transportation.

L'Oreal Nyx– Summerwell



Lidl

Arenele Romane Concert

Client: Lidl

Project: Arenele Romane Concert

Location: Arenele Romane

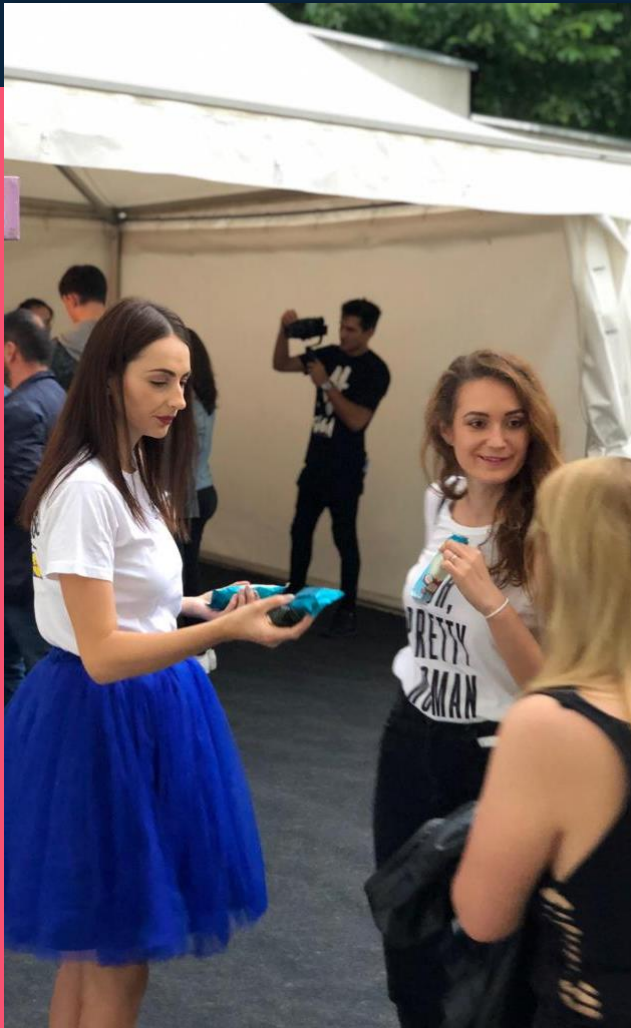
Activation: Gellatelli activation

In charge of: giveaways acquisitions, team recruitment, equipment productions, implementation, logistics & transportation.

Lidl- Concert Arenele Romane



Lidl- Concert Arenele Romane



Lidl

Picnic in Herastrau

Client: Lidl

Project: Picnic in Herastrau

Location: Herastrau Park

Activation: Lidl Experience

In charge of: team recruitment & training for every dedicated area, equipment production, implementation.

Lidl – Picnic in Herastrau



Lidl

Lidl

Red Bull Soundclash

Client: Lidl

Project: Red Bull Soundclash

Location: Bucharest

Activation: Lidl Experience – Brand Alesto

In charge of: team recruitment & training, equipment production, implementation, logistics & transportation.

Lidl – Red Bull Soundclash

01



03



Lidl

Social Media Summit

Client: Lidl

Project: Social Media Summit

Location: Bucharest

Activation: Lidl Experience – Brand Piata Lidl

In charge of: team recruitment & training, equipment production, implementation, logistics & transportation.

Lidl – Social Media Summit

01



02



Avon

Avon Logistics

Client: Avon

Project: Avon Logistics - national

Location: Timisoara, Sibiu, Bacau, Baia Mare, Pitesti, Slatina, Brasov

Activation: dedicated Avon Corner

In charge of: transportation & installment of all logistics.

Avon

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01



02



03

Avon

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get in touch

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THANK YOU!