

## NATIONWIDE: MAKE SAFE HAPPEN SAFETY EXPERIENCE

### The Challenge

To garner national attention to its new cause marketing program Make Safe Happen, Nationwide created a mobile safety experience to educate families on preventable household accidents. The vehicle was built, the graphics were installed but the tour wasn't quite complete. It was missing the tour route, a friendly eagle, branding through sponsorships, and an energetic team to spark meaningful conversations.

### The Solution

Working alongside Nationwide and partner agencies, Event Marketing Strategies was tasked with tour routing, providing the field execution team and engagement solutions to effectively educate families on preventable household accidents across a multi-city national tour.

EMS Brand Ambassadors facilitate the experience by assisting visitors through the vehicle that mimics the inside of a home. Through interactive components and a custom iPad application, guests explore each room to uncover where dangers lurk and how to safe guard against them. While the message is serious, the program is fun for the entire family.

To enhance the experience, EMS also managed the creation of Nationwide's first mascot, Nate the Eagle. He accompanies the tour as the lead Safety Explorer, giving hugs and high fives to encourage children to Make Safe Happen.

### Results

The tour has had resounding success. With only one more stop left of nine total, nearly 8,800 people have explored The Safety Experience, nearly 2,000 visitors added emergency numbers into their photo on the spot and thousands have downloaded the Make Safe Happen app. Receptiveness from both kids and adults has been extremely positive and many have commented on the number of potential lives saved by this initiative.



## CASE STUDIES OF DISTINCTION

### CONTACT INFO

#### Drew McCartt

dmccartt@eventmarketingstrategies.com

614 792 5600 x 307

eventmarketingstrategies.com

## Z GALLERIE: "Z LOVES COLUMBUS" STORE LAUNCH

### The Challenge

With only a couple weeks before its Grand Opening, Z Gallerie, a nationally recognized stylish home décor and furnishings retailer, was in need of an activation that would grab attention and generate buzz and awareness around the new store.

### The Solution

To build excitement in the weeks leading up to its Grand Opening, Event Marketing Strategies crafted an experiential campaign supported by a social media contest to promote a \$1,500 Z Gallerie room makeover. For big impact, EMS developed a giant 8-foot tall, three-dimensional "Z" filled with thousands of gold "Z heart C" branded stress balls. The "Z" was placed in two select high traffic areas within Columbus to serve as the event scenes—a popular space for outdoor performances and another at one of central Ohio's most vibrant shopping areas. Both venues boasted a full Z Gallerie furniture and décor display alongside the giant "Z." EMS Brand Ambassadors prompted guests to take a selfie and post their photo to social media channels with hashtag #WhatTheZ along with their guess of the number of gold balls inside of the "Z" to win. Participants were rewarded with a custom branded "Z Heart C" t-shirt.

### Results:

Within just a two week time frame, the two events generated nearly 400 participants in the register-to-win contest and hundreds of selfies were shared via

Instagram and Twitter increasing Z Gallerie social followers. Additionally, Z Gallerie handed out over 350 catalogues and 520 branded t-shirts to guests making this Columbus Grand Opening the largest in the history of the company.

