
Suzuki Dealers
IPM Outdoor Guide 2010

EXPERIENTIAL



Sampling and Promo Staff



Key contractors: Impetus, Anthem, Brand Space & Mad Media

Various sampling campaigns can be arranged to target certain audiences or environments.

Staff can be dressed in branded uniform for additional impact.

Cost:

Dependent on event. For example, four staff for a one day high street activity costs from £3,000 upwards.

Lead-time: 6 – 8 weeks



Sale Promotions



Vehicles can be created into mobile special builds. These can then be used as part of a roadshow or to support additional promotional activity. Can be fitted with extra features such as sound, Bluetooth, illumination etc.

Cost: Dependent on size and specifications.

From £3,000 upwards. Lead-time: 8 – 10 weeks

AdWalker



AdWalkers are promotional staff with interactive digital screens. The screens are good for data capture and have an integrated printer.

Key contractor: AdWalker

Cost: £450 per AdWalker per day

Lead-times: Creative 2 - 4 weeks

Experiential – Important Points

1. All prices quoted are a market guide and could fluctuate depending on the market conditions
2. Prices can vary at different times of the year
3. All prices quoted are exclusive of production and delivery to the posting depot
4. Please ensure you talk to ipm regarding up to date market prices
5. Production – see next slide
6. Media lead in time – 6 weeks minimum

Experiential – Production Guide

ARTWORK FORMAT FILES

We can accept files in a number of formats in various ways. Please follow the guidelines listed below. It is important that all files are clearly marked with the campaign name and format.

1) By email:

- High resolution PDFs (1.4 – 1.7), Quark (6 & 7) and In-Design (CS 2 & 3) Graphics
- EPS - illustrator or Freehand
- Hi-Res. Data - Minimum of 300-350 Dpi (at artwork size). EPS, Tiff or Jpeg

2) FTP:

<ftp://82.110.60.154>

Username: ipm123

password: ipm123

3) ISDN: 0207 537 9971

4) CD: Please send to ipm, 4th Floor, 175 High Holborn, London WC1V 7AA



Experiential – Production Continued

Specific production details are not available on experiential

As the creative varies from product to product, it is important that media and production is discussed separately

At the time of booking, the media owner will forward the format in which the artwork is required

