

The background image shows a sleek, orange McLaren sports car parked on a city street at night. The car is positioned in the lower half of the frame, angled towards the left. Behind it, a large building with extensive glass windows is visible, reflecting the city lights. The scene is illuminated by streetlights, creating a warm, orange-toned atmosphere. The overall image has a soft, hazy quality, typical of a night-time photograph with a light leak or filter effect.

# ACOUSTIC CONVERSATIONS

Powered by McLaren

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# Overview

*Acoustic Conversations* is a Lifestyle series which embodies Music, Culture and Art integrated among luxury & affluent brands.

Our team would like to position influencers and consumers among the McLaren brand to maintain brand equity



# Talent Consideration

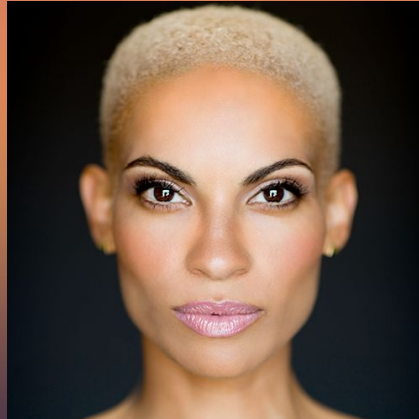


Ro James

Goapele



V. Bozeman



Vanessa  
Ferguson



BJ Chicago  
Kid



# Data Registration

## Benefits of Data Registration

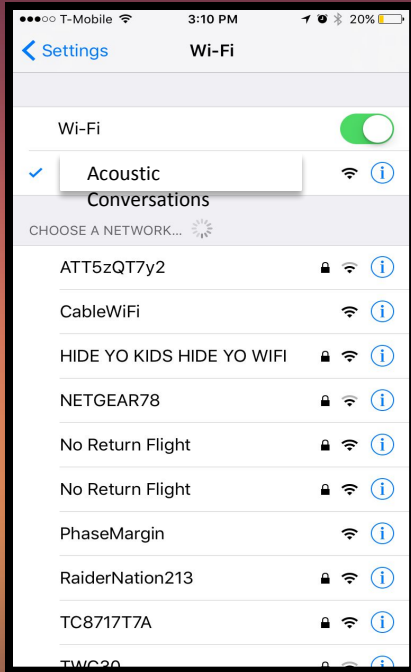
- ❖ Collect consumer data such as name, email and phone number, which can be used to retarget during future campaigns
- ❖ Consumers engage with custom branded McLaren content once connected to the network, increasing overall brand awareness & revenue
- ❖ Increases social media engagement due to seamless mobile integration



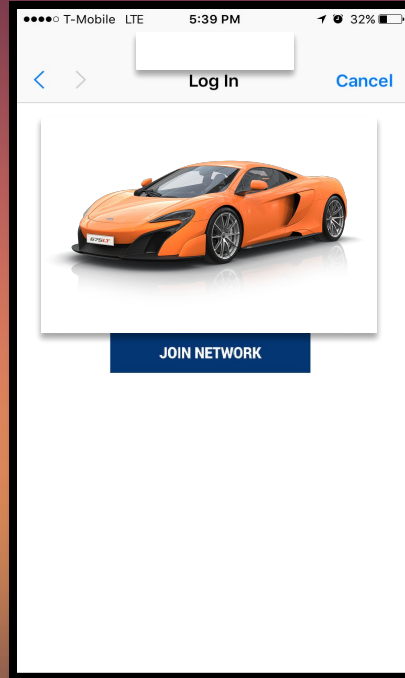
"Yielded hundreds of customer Registrations per day providing new Marketing power for onsite team"

-WSS

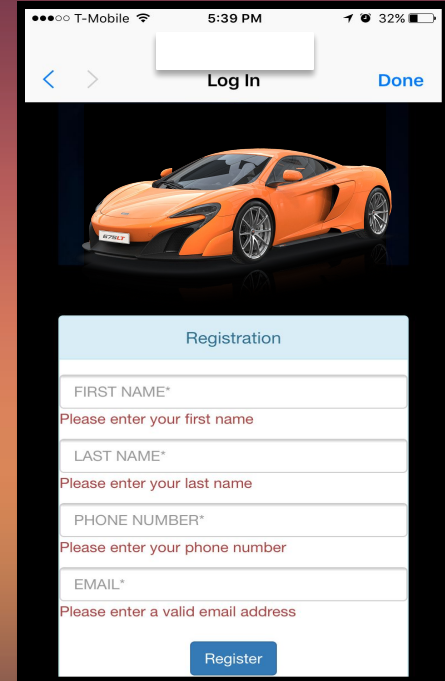
# Data Registration



Step 1: Identify Wi-Fi Network



Step 2: Connect to Wi-Fi



Step 3: Complete Registration

# Social Media

## Benefits of Social Media

- ❖ Digital engagement such as social media walls & Photo Booths during activations increase overall brand awareness and social media affinity
- ❖ Our social media portal allow consumers to share content via social media increasing overall engagement for the brand
- ❖ Step & Repeat that allow a great branded photo takeaway opportunity
- ❖ Build a strong social media footprint
- ❖ Digital Metrics



2017 MAX Factor X Activation

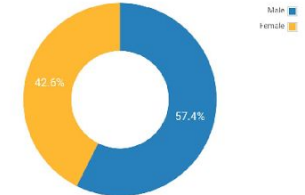
# Case Study

- ❖ #MalbecWorldDay garnered over 2.5 million impressions in just one day because of the excitement among the photo engagement element





- ❖ Our team will provide digital metrics which can be used to measure social media engagement



# Investment

Contributor	Standard	Plus	Premium
\$5,000	\$10,000	\$15,000	\$20,000
Step & Repeat Photo Engagement	Step & Repeat Photo Engagement	Step & Repeat Photo Engagement	Step & Repeat Photo Engagement
Vendor Space	Vendor Space	Vendor Space	Vendor Space
1:30 sec Video Recap	1:30 sec Video Recap	1:30 sec Video Recap	1:30 sec Video Recap
Branded Photos, Logos and Signage	Branded Photos	Branded Photos	Branded Photos
	Data Registration	Data Registration	Data Registration
		Editorial	Editorial
			McLaren BTS with Artist

# Clients

**ABSOLUT**  
*Country of Sweden*  
**VODKA**

 **ascap**

 **ATM  
MEDIA  
NETWORK**

**CENTER  
FOR  
REPRODUCTIVE  
RIGHTS**

*Coca-Cola*

**FOX  
SPORTS**



**LEGACY**  
MARKETING PARTNERS

**melt**

**FRiDAYS**

 **USC** University of  
Southern California