

2018



Best of
limemedia

create • engage • move



READY PLAYER ONE

CLIENT: Ready Player One - Hot Topic

AGENCY: A-OK Collective

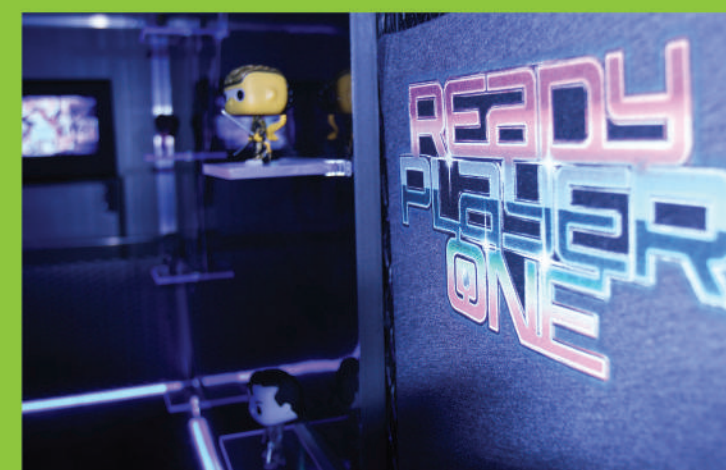
CSR: Todd Herndon

ACTIVATION MANAGER: Jamie Brungard

OVERVIEW: In a cross promotion between the movie *Ready Player One* and *Hot Topic* stores, our RV traveled the country to give fans a first look at an exclusive movie trailer and movie apparel only available at Hot Topic stores.

PROGRAM ELEMENTS: 32' RV transformed into a futuristic set, complete with holograms, black lights, and a full movie theatre.

ACTIVATION LOCATIONS:
Miami, Atlanta, Houston, & LA





UBER

"Uber and Visa Created a Sweet NYC Dining Experience on a Double-Decker Bus." ~AdWeek

CLIENT: Uber

AGENCY: We Are Manifold

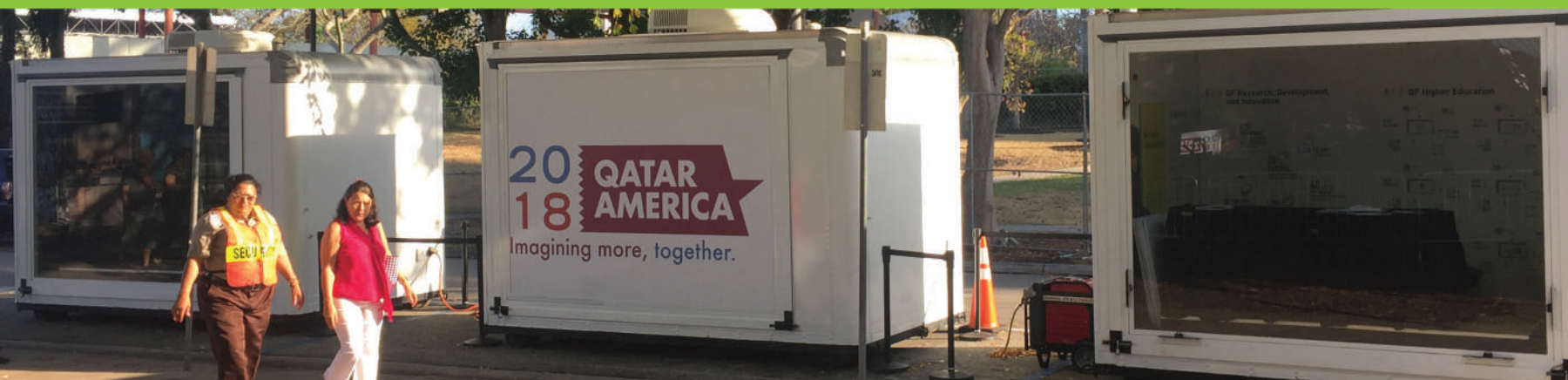
CSR: Todd Herndon

ACTIVATION MANAGER: Aaron Methvin

MARKETS: NYC, NY / **ACTIVATION DATES:** November, 2017

OVERVIEW: Uber, Visa & Manifold came to us requesting a NYC dining experience like no other. Uber famous chef, Alex Guarnaschell, created the ride's menu, while Lime Media created the ride. Over the course of the three days, the bus toured three different routes, including "Old New York," North Brooklyn and Union Square. The bus was the venue for 2 dinners each night.

PROGRAM ELEMENTS: One (1) double-decker bus fully customized from head to toe. Custom awning; lighting; dining tables; chairs; passenger seating; kitchenette; tile and woodblock countertops; painted cabinets; marbled stairwell and more.





"Everything we do is always so big, and yet there are so many really incredible stories with the local fans in each market. Traveling across the country gives us the opportunity to get up close and hear their stories."
 ~ Lisa Gregorian, president & chief marketing officer, Warner Bros. Television Group

CLIENT: DC Comics

AGENCY: Experiential Supply

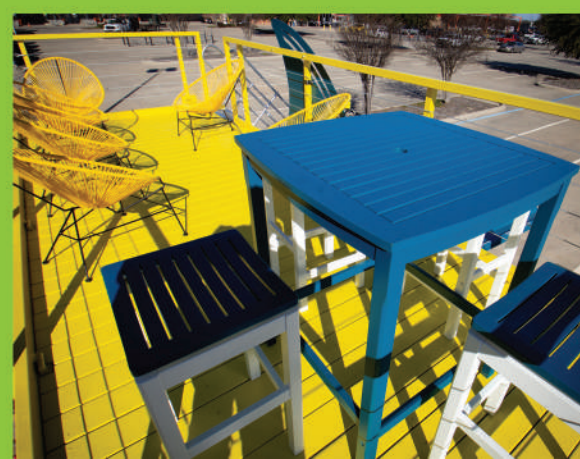
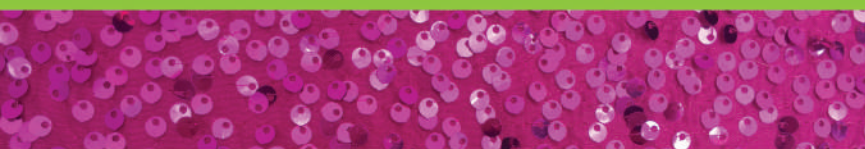
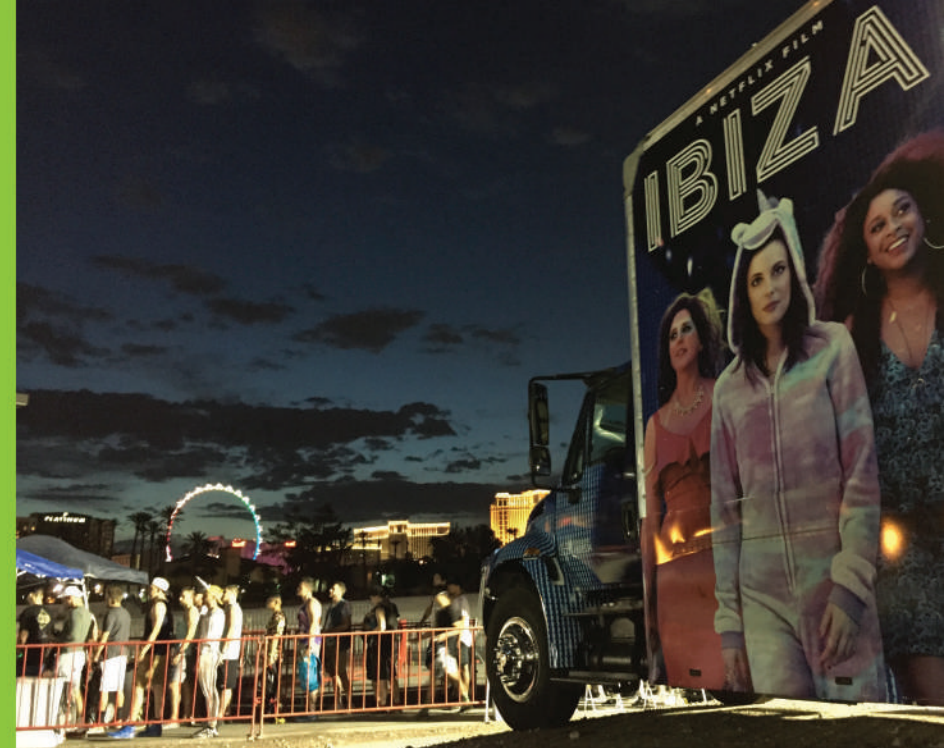
CSR: Todd Herndon

ACTIVATION MANAGER: Aaron Methvin

MARKETS: DC, Austin / **ACTIVATION DATES:** November 2017 / February 2018

OVERVIEW: When Experiential Supply came up against a super tight deadline, they called the right team. Lime Media was able to come to their rescue to deliver an impressive pop-up shop. The container featured a custom 3D Sign on the roof, a full LED wall to display content, oversized comic books and a fully functional coffee shop. Next time your team has a quick turnaround, don't throw up the bat signal, just give the superhero's at Lime a call.

PROGRAM ELEMENTS: Custom-built 40ft container that showcased DC product with custom LED wall and oversized comic books.



Special Olympics



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THE REVOLUTION
IS INCLUSION

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THE REVOLUTION
IS INCLUSION



WE ARE NOT JUST ATHLETES.
WE ARE THE AMBASSADORS OF AN UPRISING —
PEACEFUL PROTESTERS IN A REBELLION AGAINST
ANYONE WHO HAS A FEAR OF DIFFERENCE.

OUR DEMANDS ARE EQUALITY, DIGNITY AND THE
RECOGNITION OF OUR SHARED HUMANITY.

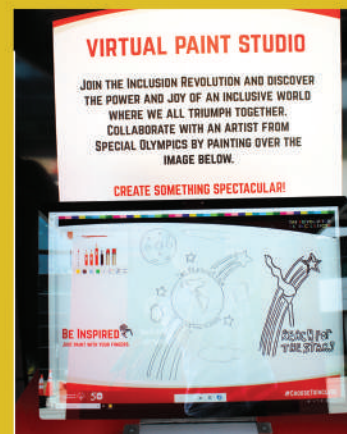
WE WILL NOT STOP OR ACCEPT ANYTHING LESS.
WE ARE DESERVING.

WHEN WE COMPETE, WE'RE FIGHTING
FOR A MORE INCLUSIVE WORLD.

WE ARE CHAMPIONS ON THE FIELD AND
FOR THIS CAUSE.

TODAY, OUR WORLD IS MORE DIVIDED THAN EVER,
AND COMING TOGETHER HAS NEVER BEEN MORE URGENT.

THE REVOLUTION IS INCLUSION.





FREELETICS

CLIENT: Freeletics

AGENCY: Blueprint Sports

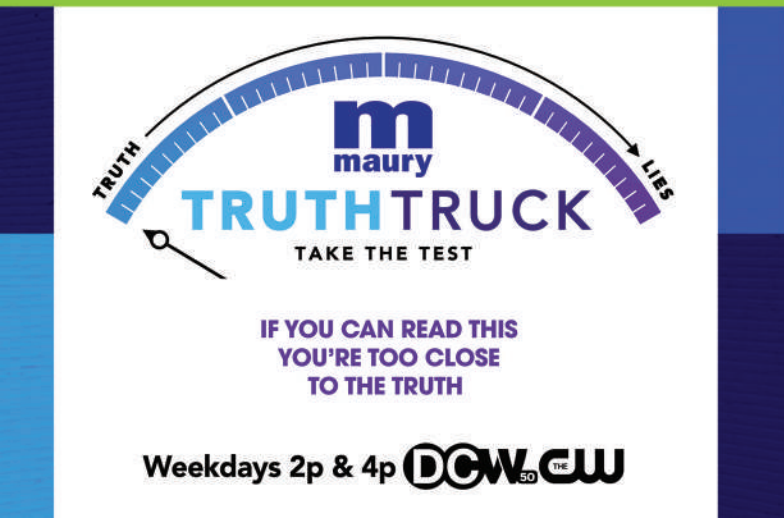
CSR: Todd Herndon

ACTIVATION MANAGER: Aaron Methvin

OVERVIEW: To promote the launch of the Freeletics app in the US, we created a pop-up gym to travel around the streets of NYC to allow consumers to get a quick workout in during their busy day. To further promote we asked CEOs, NFL stars, and influencers to stop by the truck to workout.

PROGRAM ELEMENTS: 26' glass box truck designed to be a pop-up gym, complete with treadmill, weight bench, and other workout gear.

MARKETS: New York City









CLIENT: A Quiet Place – Paramount Pictures

AGENCY: Gradient

CSR: Todd Herndon

ACTIVATION MANAGER: Jamie Brungard

MARKETS: NYC & Washington DC

ACTIVATION DATES: July 4th 2018

OVERVIEW: Gradient came to us with a request to create an experience that would start some buzz around the motion picture *A Quiet Place*. The film's essential plot points involve the characters remaining quiet in order to avoid mysterious creatures that threaten their survival. We created a soundproof room that consumers entered, watched clips from the move and had their reactions recorded. The booth had lighting effects and air effects to make it a truly 4D experience.

PROGRAM ELEMENTS: Custom 4D immersive video booth equipped with a video screen, sound, lighting effects, wind effects, and video camera and software to share via social media.

A QUIET PLACE





CLIENT: Victoria's Secret Pink / **AGENCY:** FlyteVu
CSR: Todd Herndon / **ACTIVATION MANAGER:** Aaron Methvin

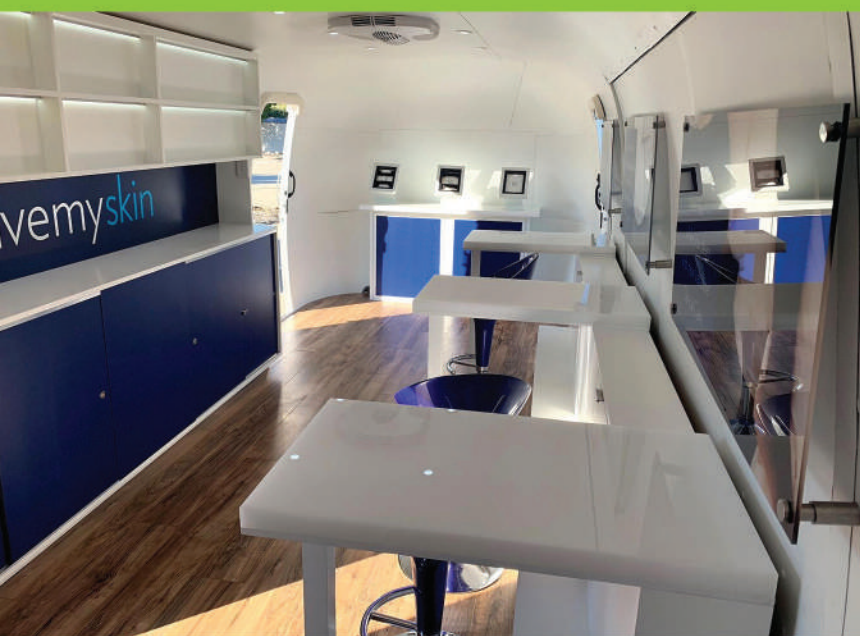
MARKETS: Chicago, New York City / **ACTIVATION DATES:** September 21, September 22nd, & October 5th

OVERVIEW: Our custom double decker bus traveled to multiple stops in Chicago with recording artist Marshmallow atop the roof to provide pop up concerts to partner stores. The day culminated with a full concert a Navy Pier for Victoria Secret fans. The bus then hit the road to New York where it traveled around Manhattan for 3 days and also visited the "GRL PWR" mural Victoria Secret constructed in Brooklyn.

PROGRAM ELEMENTS: One (1) double-decker bus fully customized from head to toe. Custom lighting, roof top concert stage, client green room, and more.

VICTORIA'S SECRET











CLIENT: Bohemian Rhapsody (FOX) / **AGENCY:** The Visionary Group / **CSR:** Todd Herndon / **ACTIVATION MANAGER:** Jamie Brungard
MARKETS: NYC, Austin, Las Vegas, & Los Angeles / **ACTIVATION DATES:** Winter 2018

OVERVIEW: The Queen fan sing-along bus, dubbed "Rock Like Queen Tour Bus" made its rounds in the biggest markets in the country picking up passengers for a one-of-a-kind karaoke experience. Passengers were encouraged to sing along to some of Queen's top hits to celebrate the DVD release of the "Bohemian Rhapsody" movie. Fake mustaches and prop guitars were a fun addition that enhanced the experience these Queen fans won't ever forget!

PROGRAM ELEMENTS: 32' Double-Decker ADA accessible bus with a fully wrapped interior and exterior, custom bench seating on both levels, mounted flat screens and speakers for group karaoke, and a mounted Go-Pro system to capture the action.

CLIENT: Caulipower / **AGENCY:** We Are Manifold
CSR: Todd Herndon / **ACTIVATION MANAGER:** Jamie Brungard



MARKETS: Austin & Dallas / **ACTIVATION DATES:** October 1st – October 21st

OVERVIEW: Caulipower pizza has taken the lead in the gluten-free frozen pizza game. Now, the goal is to show the rest of the population how delicious these Cauliflower crust pizzas really are. Following a launch tour in the companies' home market of Los Angeles, the Caulipower pizza truck moved on to Texas where we sampled pizzas at Austin City Limits, The 2018 United States F1 Grand Prix, and an NHRA drag race. Despite some harsh weather, we sampled over 14,000 samples over the course of the 3-week program. The product was received extremely well. It won't be long before Caulipower pizza is the household name in frozen pizza.

PROGRAM ELEMENTS: 28' Step van with a custom wrap and custom neon sign mounted to the exterior. The van was equipped with a commercial kitchen including 4 countertop convection ovens, freezers, warming cabinet and working plumbing.





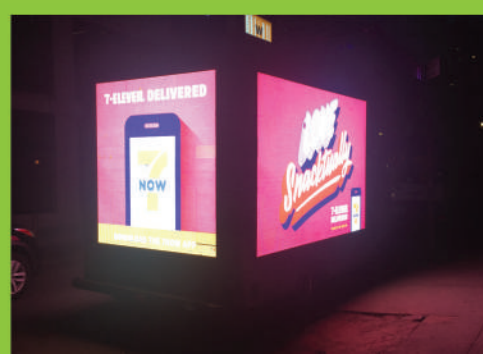
CLIENT: 7-Eleven / **AGENCY:** 360i
CSR: Todd Herndon / **ACTIVATION MANAGER:** Aaron Methvin

MARKETS: New York City / **ACTIVATION DATES:** August 20-27th

OVERVIEW: To raise awareness of 7-Eleven's new delivery app a team of brand ambassadors took the delivery service to the streets to give New Yorkers an idea of what they can expect from the new service. To amplify the message our LED truck displayed key messaging. The bags our staff handed out were tailored each day to the neighborhoods we visited.

PROGRAM ELEMENTS: 12' LED Truck and Sprinter Van with a custom wrap.

7-ELEVEN®





COST PLUS WORLD MARKET®

CLIENT: Cost Plus World Market

CSR: Todd Herndon

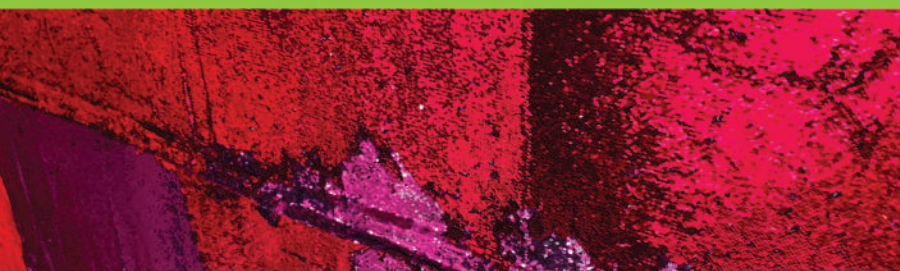
ACTIVATION MANAGER: Jamie Brungard

MARKETS: Austin, Chicago, Los Angeles, San Francisco, New York City

ACTIVATION DATES: August 28th – September 21st

OVERVIEW: To leverage the current trend of tiny houses taking the country, World Market built their own to showcase how their store is a one stop shop to decorate even the smallest spaces. The house made stops across the country to give consumers a unique look at World Markets product offerings. A custom photo booth setup on site gave consumers a chance to share their experience with family and friends.

PROGRAM ELEMENTS: Custom built tiny house showcasing World Market house wares.



VISIT Sarasota

beaches and beyond

Welcome to Sarasota, Florida
Soak up the sun along our white-sand beaches. Treat yourself to diverse dining, enriching arts and culture, shopping districts of all sorts and natural Florida fun. In Sarasota, each moment is your own.

CLIENT: Visit Sarasota

AGENCY: GranDesign

CSR: Todd Herndon

ACTIVATION MANAGER: Jamie Brungard

OVERVIEW: Visit Sarasota wanted to raise awareness to cold Northern Midwest cities of the US by sending a Lime Media glass box truck up North during winter. We hosted a cold weather challenge photo – op for anyone who was brave enough to face the frigid temperatures. Consumers were invited to change into branded t-shirt and shorts and stand on display on our stage deck for 5 whole minutes. If successful they were prompted to take a photo with the truck and post on social media for a chance to win a vacation to Sarasota!

PROGRAM ELEMENTS: One 12' glass box truck outfitted with a beach scene complete with Adirondack chairs, palm trees, beach balls, and a custom fabricated sand castle. The truck also featured a changing room and stage decking to facilitate the cold weather photo challenge!

MARKETS: Nationwide

ACTIVATION DATES: Winter 2018



VISIT
Sarasota
beaches and beyond

















TWO SIMPLE QUESTIONS: 1) WHAT IS THE GREATEST NEED IN THE WORLD? 2) WHERE IS THE MOST CHALLENGING PLACE IN THE WORLD?

These were the core questions that guided Todd Phillips and a group of Washington D.C. young adults looking to champion a cause and make history through meeting a humanitarian need in Christ's name.

It quickly became clear that water was the greatest need. But, where was the most challenging place in the world?

Research led the group to the nation of Liberia. Liberia, West Africa is a beautiful coastal country that was known for decades as the Paris of West Africa. In 1990 that all changed with the start of what became a fourteen-year civil war that ended in 2003. As a result of nearly a decade and a half of conflict, 250,000 Liberians died and the infrastructure of the entire country was decimated. Year after year, Liberia is consistently in the bottom five poorest countries and one of the top five most miserable countries in the world, according to statistics kept by organizations like the UN, the CIA, and USAID.

THE ANSWERS WERE CLEAR: 1) THE GREATEST NEED: WATER 2) THE MOST CHALLENGING PLACE: LIBERIA

The idea of actually reaching every man, woman and child in a nation seemed daunting especially since such an audacious goal had never been accomplished in a developing country. Providing access to safe drinking water and offering the Gospel to every community served would mean changing countless lives in the present while changing their eternal destinies at the same time. We believe we can remedy the problem of water scarcity in Liberia by reaching the remaining 900,000 Liberians who still lack access to safe drinking water by the end of 2020. We believe Liberia will be the first of many nations that will benefit from border-to-border safe water initiatives in the coming years. Join us as we accomplish this historic mission...YOUR MOVE!

The Last Well's Mission is to provide access to safe-drinking water for the entire nation of Liberia, border to border, and offer the gospel to every community we serve, by 2020.

