SOHO

EXPERIENTIAL

CAPABILITIES

WE IGNITE SOCIAL CURRENCY THROUGH THOUGHTFULLY CRAFTED BRAND EXPERIENCES

WHO WE ARE

Founded in 2005 by industry veterans Jeff Boedges and Rick Kiley, Soho's mission is to forge brand affinity through consumer activation strategies that come to life in the form of press worthy and award winning brand experiences.

Over the last 15 years, we assembled a team of the best people, tools and methods encouraging diversity, inclusion and creating a culture centered around challenging the status quo, taking creative risks and striving to create authenticity.

Our passion is based on the belief that as people become increasingly immersed in a digital world, the value of real experiences will only grow – and the spark of every shared story is an experience worth repeating.

RICK KILEY
JEFF BOEDGES

OUR NETWORK

Our dedicated field network is the cornerstone of our agency. We look for the best and we mentor new talent to be the best.

29 embedded Market Managers run 41 markets, with the ability to activate in the entire lower 48. Our 2,000+ field staff members ensure that every event is a success,

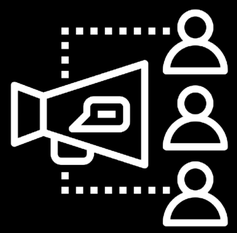
SERVICES

We're more than a marketing agency. We are a full-service agency from creative ideation through production, staffing, and reporting. We build national programs that can scale for a variety of channels, and can be fully integrated across digital, experiential, and traditional platforms.

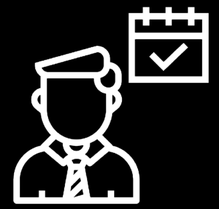
DISCOVERY & PLANNING

PROGRAM STRATEGY & CONCEPTS

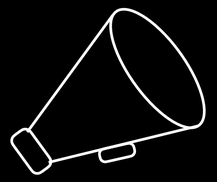
DESIGN



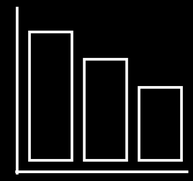
PRE-EVENT PR/COMMS STRATEGY



EVENT EXECUTION



POST EVENT AMPLIFICATION



REPORTING & ANALYTICS

WHAT WE DO

EXPERIENTIAL

BRAND ACTIVATIONS, VEHICLE TOURS + POP-UPS

TRADE SHOWS + RETAIL ENGAGEMENTS

PR EVENTS + SPONSORSHIP ACTIVATIONS

VIRTUAL + HYBRID ACTIVATIONS

SAMPLING

ON + OFF-PREMISE ALCOHOL BEVERAGE SAMPLING

INDEPENDENT + NATIONAL ACCOUNT SCHEDULING MANAGEMENT

DEDICATED AMBASSADORS

PRODUCT SAMPLING

CREATIVE

CREATIVE STRATEGY

IDEATION

ART DIRECTION

GRAPHIC DESIGN

COPYWRITING

PRODUCTION & FABRICATION

VEHICLE DESIGN + FABRICATION

TRADE SHOW BOOTHS

VIRTUAL EVENT KITS + FULFILLMENT

BRANDED MERCHANDISE + PREMIUMS

DIGITAL

DIGITAL + SOCIAL

LEAD GENERATION

WEBSITE + APP DESIGN

*COMPD DIGITAL SAMPLING

DIGITAL CONTENT PRODUCTION

MEDIA

PARTNERSHIPS

PR + MEDIA STRATEGY

INFLUENCER

WHO WE WORK WITH

CASE STUDIES

BLUE MOON®
UNDER A BLUE MOON

BLUE MOON

UNDER A BLUE MOON

Over the last 10 years, the beer category has been under siege from many opponents: an energized spirits industry enjoying the heyday of mixology, a restaurant wine culture, and the explosion of flavored adult seltzers. Miller Coors challenged Soho to leverage the artfully crafted story and distinctive flavor profile of Blue Moon's portfolio to reinvigorate the brand amongst a discerning target.

To accomplish our goals and connect with our audience, we tapped into a specific, and currently overlooked, drinking occasion for beer: dinner.

The Under A Blue Moon tasting experience featured nationally-renowned chefs in major markets who created fresh, custom dished to compliment five expressions of Blue Moon. Our mission? To demonstrate how the brand pairs perfectly, and actually enhances the flavor of even the finest foods.

We activated in non-traditional raw spaces, inspired by the warehouse roots of Blue Moon's Denver Brewery. The experience was divided into a series of interconnected rooms, each telling a different part of the brand story. Guests learned the ins and outs of tasting and pairing beer, and all of it happened, literally, under a Blue Moon.

BLUE MOON

UNDER A BLUE MOON

9MM+

SOCIAL IMPRESSIONS

11,500

SAMPLES DISTRIBUTED

2,300+

ATTENDEES

BLUE MOON
BLUE MOON
BLUE MOON
BLUE MOON
BLUE MOON
CLICK TO VIEW

VIRTUAL FAIR: DIGITAL LEARNING

UNICEF

VIRTUAL FAIR: DIGITAL LEARNING

With the impacts of COVID-19 resonating globally, UNICEF hosted a virtual fair on digital learning to assemble experts on how to attack the challenges that students are facing. To bring this program to life, Soho worked with UNICEF to create a Virtual Fair, featuring 47 of the top experts in the field of academia, government agencies and the private sector along with other organizations aimed at improving the educational welfare of children around the world.

The event itself featured 2 plenary sessions, four breakouts and a virtual exhibition hall. A bevy of A-List speakers including Justin Spelhaug of Microsoft, Asyia Kazimi of the Bill and Melinda Gates Foundation, Michael Trucano of the World Bank and host of others participated.

The event presented a host of unique challenges ranging from different time zones to multiple languages as well as simply keeping everything on mission and timeline. At the end of the day, the experience came off flawlessly and we couldn't be prouder of the cause or the results.

UNICEF

VIRTUAL FAIR: DIGITAL LEARNING

596

PARTICIPANTS

95

COUNTRIES

15

DIGITAL EXHIBITORS

MONSIEUR BIG

LANCÔME

MONSIEUR BIG

Lancôme challenged Soho to launch their two biggest products for the millennial market, and work toward changing the perception of the brand through an ambitious traveling pop-up. We answered the challenge by Going Big!

For the lead up to the Big! event we worked closely with the Lancôme communications team to ensure Going Big! did just that, creating a social and digital media plan that touched on all PR points for this vital moment for the brand. We partnered with influencers and media to create buzz for not only the event but the products, as well through social and digital media.

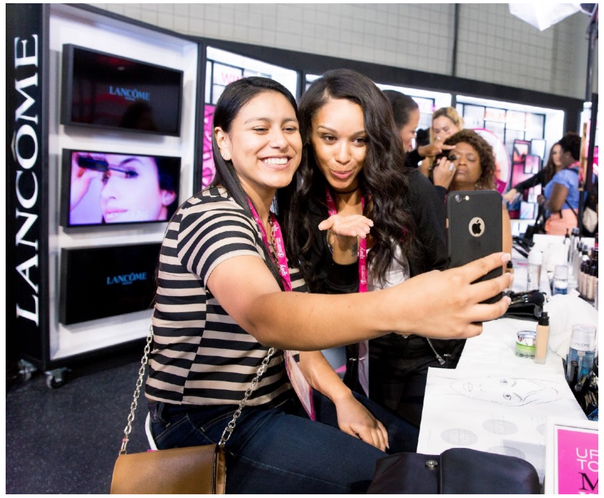
For the event, we introduced a Smart Vanity Mirror Technology with Facial Recognition, Gesture Tracking, and Live Peer-to-Peer Video Call features that were custom built to provide rich data and a personalized consumer experience.

LANCÔME

MONSIEUR BIG

2,400+

ATTENDEES

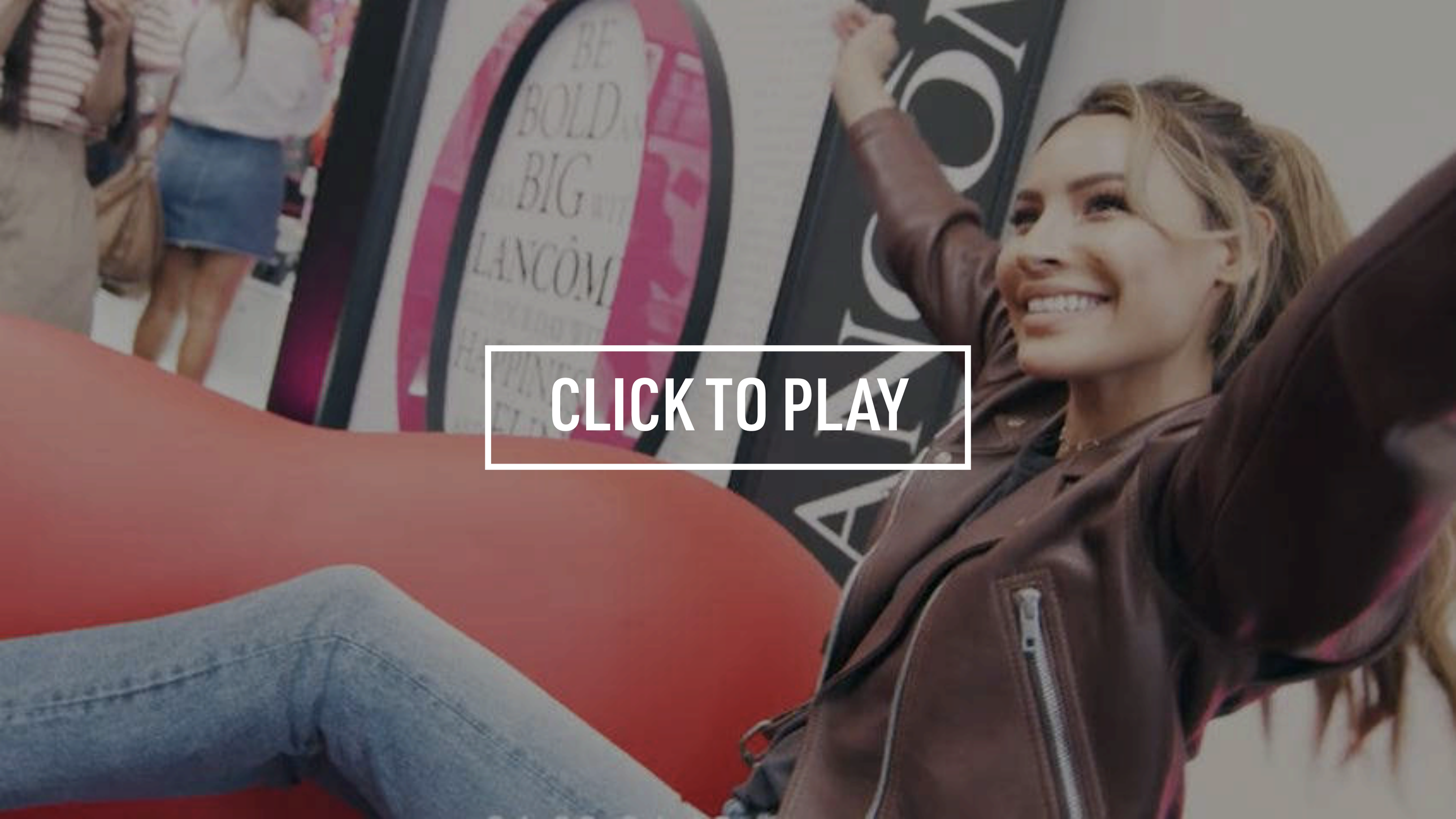


5+

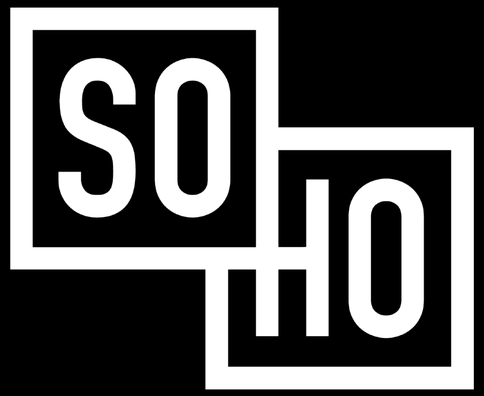
TOTAL SESSIONS COMPLETED

99%

INTENT TO PURCHASE


BE
BOLD
BIG
LANCÔME
CLICK TO PLAY

THANK YOU



EXPERIENTIAL

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