

Dreams Agency

MODELLING AND PROMOTIONAL STAFF



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NICHOLA'S NEWS

WHAT DETERMINES A CROWD?



Nichola's News

Normally it is a really busy time of year for us; getting ready for other Christmas promotional activities for our clients. But this year we are a different kind of busy. Unfortunately because of the pandemic we have lost some of the Dreams team. We've been able to keep going



because of you, our loyal customers who have still been supporting us - thank you for that. So with a smaller team there are more hands in more pies!

We have seen an increase for social distancing marshals and market research. With 15,000 people on our books - most who work in the events and entertainment industry - they have more time, and therefore able to give really valuable feedback to clients in the form of online surveys and testing. Availability has never been better. Clients are loving the results because we can really drill down by demographic. So let us know if you need any market research, either instore or online, we can help!

Nichola

5 businesses that adapted to the pandemic



1. **Brewdog** hand sanitisers
2. Couple creating a drive-in wedding!
3. **Timpson** - free dry cleaning for job interview
4. **Hotel Football**, Manchester open to NHS staff only
5. **McDonalds** new delivery service



Crowds... the secret to a successful event!

There are so many crowds we have supplied over the years and also in the last 6 months and its frustrating that we can't talk about the jobs... but from a client perspective - at least you know we can be discreet!

Why have a crowd?

A crowd can attract a crowd! It guarantees there will be people at your event, and will often make a bigger crowd, as people are inherently nosy and will come over to find out what is going on!

When are crowds used?

Crowds can be used at a big event and provide some Kudos. They can also act in a certain way if you need them too - singing, dancing, socially distancing, shouting, clapping, waving.. you name it! And because its a crowd and they are often only needed for a short period of time, the people attending are cost effective.

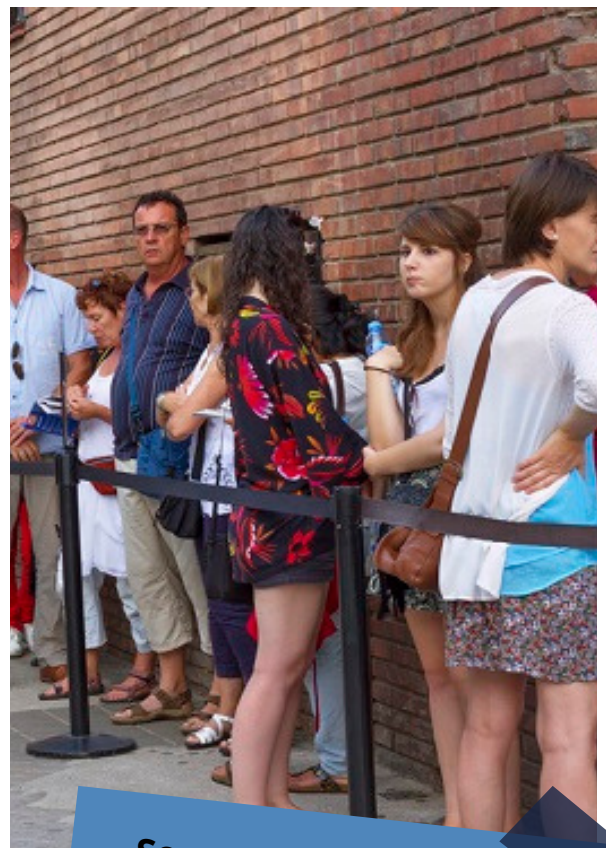
How do I make the crowd relevant?

If you want a crowd of Mum's at a baby store launch, if you want a young crowd for a new band, if you want a socially distanced crowd to celebrate something, just let us know, we can help you make a decision about who would work best for you.

Can I still book a crowd in a pandemic?

Crowds are still relevant even now, and we have had a large number of bookings, even in the midst of

COVID-19. We will request all crowd attendees wear a mask and keep a safe distance from each other.



So get in touch with us if you require any promotional staff, or just for a chat.

We can't wait to talk to you!

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