

**'GLOVES OFF'
HOW TO
ENSURE YOUR
NEXT
MARKETING
EVENT GOES
VIRAL!**



JANUARY 2022

CREATE A BUZZ FOR A NEW PRODUCT OR SERVICE LAUNCH



WHEN A GREAT MARKETING IDEA GOES VIRAL!

Much like great design, when it comes to marketing, it's not always necessary to re-invent the wheel!

Of course, all marketing plans, strategies and implemented ideas should be curated to reflect the brand which they represent. Rather than striving to find the next unique idea, frequently the tried and tested route is often the best.

At Dreams Agency, we not only provide temporary staff, we can assist you with your ideas.

Not only do we know how to create a buzz for your new product or service launch, if you want to 'rent a crowd', or need to deliver a truly memorable PR stunt, we can help.

Only recently we helped in the launching of a 'well-known' new drive thru site by supplying a crowd, which in

turn created 'noise' as people naturally want to see what all the fuss is about!

This tried and tested method works every time, much like it did back in 2013, when we were asked to create a 'racket' in Birmingham city centre.

Let Dreams help to make your ideas a reality, and who knows, they might just be the next big thing to go viral too!

Having created a 'racket' this publicity stunt went viral back in 2013 thanks to Dreams Agency'

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MARSHALS - THE ANSWER TO HOSTING A SMOOTH EVENT!



"Excellent service provided by the team at Dreams. They were responsive, very professional, and did an excellent job at our event. We will definitely be using Dreams again"

Dreams Agency
MODELLING AND PROMOTIONAL STAFF

ENSURE YOUR NEXT EVENT RUNS LIKE CLOCKWORK!

Often referred to as security staff, any business which has ever used marshals completely understands their worth.

Equally, if you've never employed the services of a marshal and your event hasn't quite run as you planned it, you'll know all too well why you should have!

Rest assured, you're not alone, as it's a conversation that we hear all too frequently at Dreams Agency.

Sadly, it can result in leaving a lasting negative impact on your delegates

experience, and with some people still feeling anxious, is it really worth yours and their stress?

Not only do our marshals keep queues orderly and crowds in check, their assistance goes way beyond that.

At the end of 2021, we secured a two month contract with Amazon to provide cover for over 4,000 shifts. Based at most of Amazon's UK hubs, our marshals duties included logistics, payroll, loss prevention, as well as all onsite and car-parking issues.

"All the marshals were a great help, friendly, willing and flexible, and I would have no hesitation in using your company again!"

Mole Valley District Council



'Covering more than 4,000 shifts, Dreams Agency was delighted to have secured the national Amazon seasonal contract'

Just before Christmas we also worked with local councils in Surrey, who were providing entertainment during the festive period, and alongside spectator safety, our marshals helped to set up gazebos and acted as roadies for the bands!

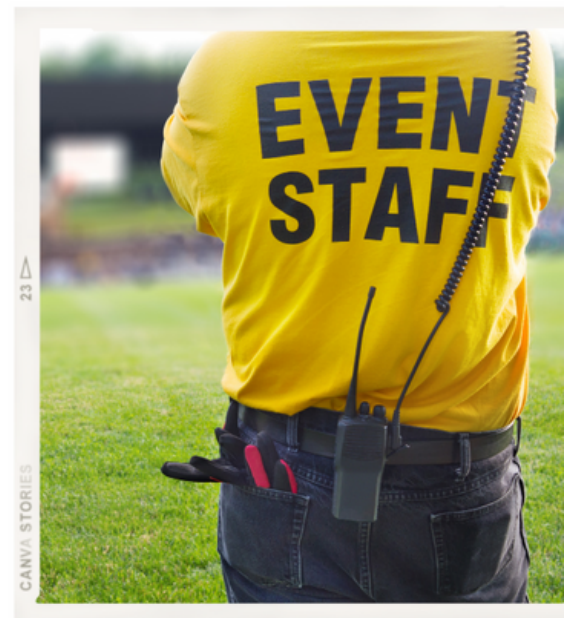
The well known Luna Cinema, who specialise in outdoor film showings, drive-in style movies and even 'Sex in the City' pop-up's in Covent Garden have been a long standing client of ours, and along with providing marshals and car parking attendants for all their events in 2021, our diary is filling up fast with their 2022 requirements.

Obviously, we hope that 2022 will be equally as good as 2021 was, both for us and for your businesses too. So, on behalf of everyone at Dreams Agency we wish you all the very best for the year ahead.

"All the marshals were a great help, friendly, willing and flexible and I found them very easy to work with.

I would definitely use your company again and recommend you, as well as asking for the same marshals to support us, thank you!"

Mole Valley District Council



TESTIMONIAL

