

DREAMS AGENCY - FOR ALL YOUR MODELLING AND PROMOTIONAL NEEDS



The Friends Experience



A great PR stunt for Aldi



How to avoid your event going wrong!



Our favourite promotions!

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Welcome to our latest newsletter

It's hard to believe that we are already half way through 2023, and it's certainly been a great past six months here at Dreams Agency!

Having had a very busy Spring period, the welcome return of Friends Fest to the NEC has seen a large number of staff booked to assist at this immersive and interactive event during July and August, and coupled with the many festivals we have staff at, the PR activities we have been involved with, and the sporting events we have been supporting, Summer 2023 looks set to be our busiest on record.

Nichola



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FEST EXPERIENCE



Raise the temperature with a great PR crowd stunt!

Unless the weather is on your side, there's no better way to raise the temperature than with a memorable PR stunt, and that's exactly what Dreams Agency was asked to do back in June for Aldi!

Cited in the centre of Manchester, Aldi wanted to make some noise about a new Rosé wine.

They asked Dreams Agency to provide a number of actors who needed to come across as if they were the general public, going about their daily business.

Suddenly intrigued by the oversized billboard, and a large forming queue, each of the actors was then required to pour themselves a glass of the

vino on tap, then engage with each other in a friendly and sociable manner.

It was a huge success, attracting lots of attention, and thanks to the billboard colour theme, arguably, ahead of it's time by a month, with the current craze for everything being Barbie pink!

JULY 2023

OUR TOP PROMOTIONAL STUNTS!



Dreams Agency most memorable promotional stunts!

During our many years in business, Dreams Agency has been involved in some fairly epic and truly memorable PR stunts.

From the crazy and the sublime, to ones which were targeted to draw political attention, we're proud to have been instrumental in creating PR stunts that have made it to the national press, and have even been trending on social media platforms, making choosing the all time favourite ones that bit harder!

Sending 100 Lady Gaga's to protest

outside the Houses of Parliament against the proposed demolition of Smithfield market was definitely dramatic, and was ultimately successful too, as the building has now been restored.

Just like the publicity that Gregg's achieved with its vegan sausage rolls and Weetabix with its somewhat strange combo of eating them with baked beans, we supplied models for a Heineken PR shoot, which saw singer Sophie Ellis-Bexter on a cherry picker, delivering pints of alcohol free larger to home-based

office workers in the middle of the day!

It was also in the middle of the day and city, that Dreams Agency provided female models for a body confidence campaign, which saw bikini clad ladies proudly embracing their body shapes and sizes!

Making memorable and notable PR stunts is just one of the many services that we offer, so if your business wants to get noticed more, be sure to get in touch!



Top event fails, and how to avoid your company experiencing them!

Even with the best laid plans,, occasionally events can and sometimes do go wrong!

Over the years, the most notable ones have included the 2017 Oscars, when the wrong best picture was mistakenly declared, and in 2015 when the wrong Miss Universe was announced.

Sadly, the 2016 Rio Olympics didn't quite go according to plan when a jaguar used in the opening ceremony escaped and had to be shot dead.

Although nowhere near as tragic, the Thanksgiving Day parade in 1997 will be remembered for all the wrong reasons, when the iconic Barney balloon unexpectedly burst n high winds, and the 2013 Super

Bowl had the game halted for over 30 minutes due to power failure!

Although not 100% guaranteed, there are plenty of preventative measures that can be implemented including:

- Avoid overworking staff and be sure to delegate responsibilities appropriately, to maintain a high-quality output.
- Trust your instincts, and communicate boundaries with your clients if necessary.
- Adopt a proactive approach, by anticipating potential issues and taking preventative actions before they escalate into a crisis.
- Secure any necessary permits, and finalise dates and times with your venue in good time.
- Confirm capacity limitations and

any security requirements.

- Make sure your refund policy is totally clear, in case of cancellations.
- Have a detailed site map of the venue, making sure all entrances and exits are clearly marked.
- Have all essential signage including cloakrooms, entrance and emergency exits, food and drink facilities and customer services.
- Ensure you have enough public parking and be sure to liaise with public transport.
- Have an emergency response plan.

By taking these measures, most unexpected eventualities will result in little or no disruption, and your event will almost certainly run like clockwork.



Supplying staff for Friends Fest at the NEC

Bringing the US hit TV series to the heart of Birmingham, Dreams Agency is delighted to have been appointed to supply temporary staff to the NEC for the Friends Fest taking place this summer.

Guiding the public around the sets, manning the cloakrooms, operating the green screens and covering the merchandise booths are just some

of the many jobs our teams have been undertaking at Friends Fest. Originally called 'Insomnia Cafe', Friends has been a hit in the UK since 1995, making this interactive

experience is a must for all Friends fans, with sets to explore including Central Perks and Monica's apartment, and you can even relax in Chandler and Joey's recliners!

"With over 30,000 'friendly' staff on our books, it's never been easier to employ temporary personnel."



Meet the team : Lee Murphy

Every month the internal team at Dreams HQ gets bigger and bigger, so to ensure you can put a familiar face to the name, we like to focus on a member of staff.

Our Sales Director, curry loving drummer 'Lee Murphy' is the man in the hot seat this month, and it's his mission to make the Envisage customer's experience a very enjoyable one.

Nine things you probably didn't know about Luke!

Q. What's your favourite film?

A. *Good Will Hunting*

Q. What you choose for your last meal?

A. *Curry*

Q. How do you like to relax?

A. *By watching a movie*

Q. Where were you born?

A. *In Rugby*

Q. What's your dream car?

A. *An Aston Martin*

Q. Where would your ideal holiday be to?

A. *Las Vegas*

Q. What's your favourite TV program?

A. *The Walking Dead*

Q Who would you most love to meet?

A. *Megan Fox*

Q. Whose your favourite comedian?

A. *Micky Flanagan or Sean Lock*

What we've been up to in July...

- Handing out free dog food samples to customers in ASDA.
- Marshals for Luna outdoor cinema events across the UK.
- Mascot performers to promote the Lawn Tennis Association.
- Festival staff for Latitude.
- Brand ambassadors at the RHS Flower show.
- Exhibition staff at the Solex show at the NEC.
- Marshals and merchandising staff for Friends Fest at the NEC.
- Sampling staff at numerous food festivals.



new on the blog...

Autumn Fair
International at
NEC Birmingham
- Why Attend and
Hire Exhibition
Staff and
Promotional
Staff from
Dreams Agency

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Benefits of Hiring Professional Registration
Staff at Exhibitions



Why hire exhibition staff?

Showcase your brand with
talented temporary staff who
can promote your brand.

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The power of promotional models

Hiring promotional models can
significantly enhance your
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The benefits of registration staff

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