



The

Pineapple

AGENCY

Imagination to Creation



The Pineapple Agency  
is a boutique agency  
with **BIG, bold** clients.

ABOUT US

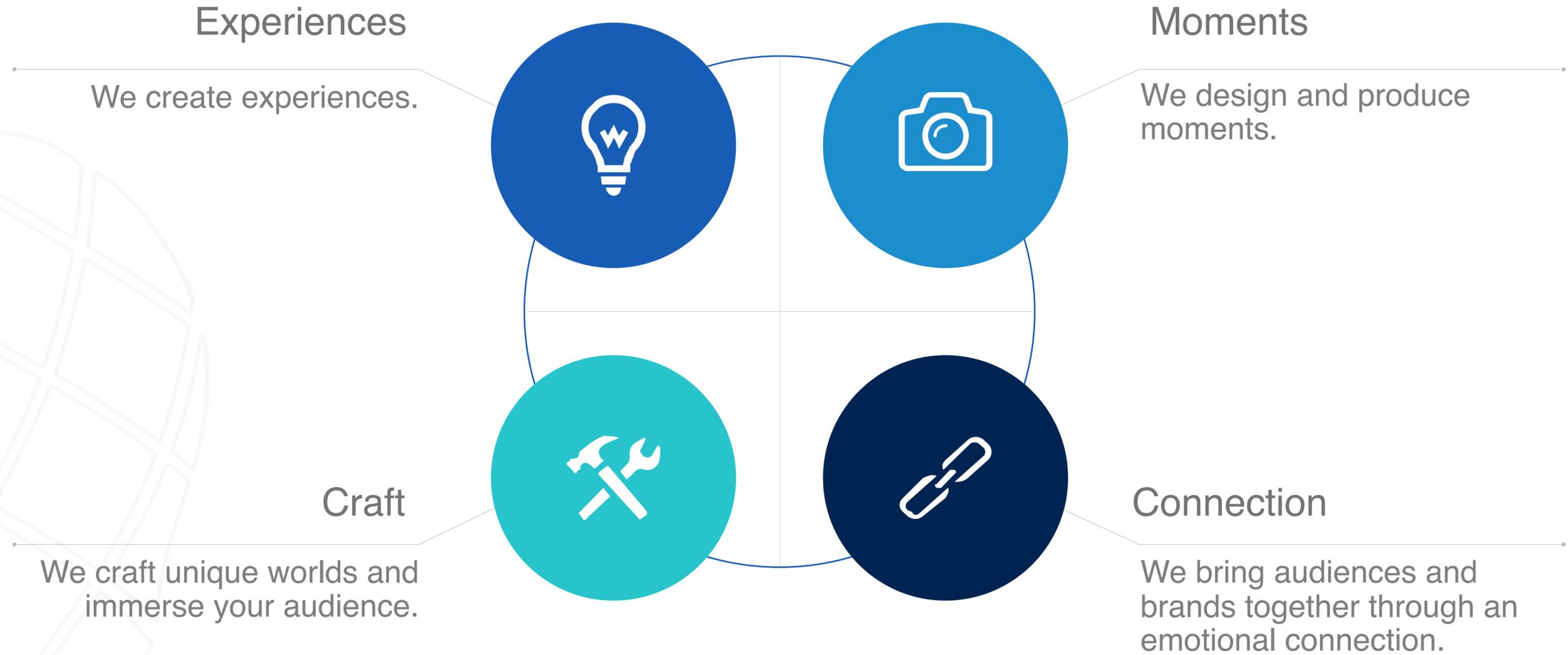
# Our Clients

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ABOUT US

# What We Do



**A CAREFULLY CRAFTED AND COHESIVE EXPERIENCE IS AT THE HEART OF EACH OF OUR PROJECTS.**

ABOUT US

# What We Do

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**SALES & LEADS**



**SOCIAL MEDIA**



**VIDEO**



**PHOTOS**



**PRESS COVERAGE**



**PAID MEDIA CONTENT**



**CONTENT**



**DATA**

ABOUT US

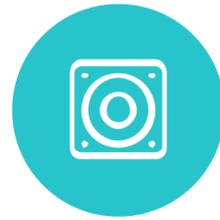
# How We Serve You



**MARKETING  
STRATEGY**



**TRADESHOWS**



**CONCERT  
CONSULTING**



**CUSTOM  
BOOTHS**



**EVENT  
MARKETING**



**PROMOTIONAL  
TOURS**



**CONFERENCES**



**CORPORATE  
EVENTS**



**EXPERIENTIAL  
MARKETING**



**EVENT  
STAFFING**



**MUSIC  
FESTIVALS**



**VIDEO  
STORYTELLING**

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Experiential marketing changes the game by creating fans who can't wait to tell the world about your brand. We'll immerse your audience's senses with proven solutions.

ABOUT US

# How We Engage

We keep consumers engaged with a full sensory experience.



## **VISUAL**

Exciting visual displays capture attention.



## **MUSIC & SOUND**

Connect emotionally with music and sound.



## **FRAGRANCES**

Transport your audience instantly with inviting fragrances.



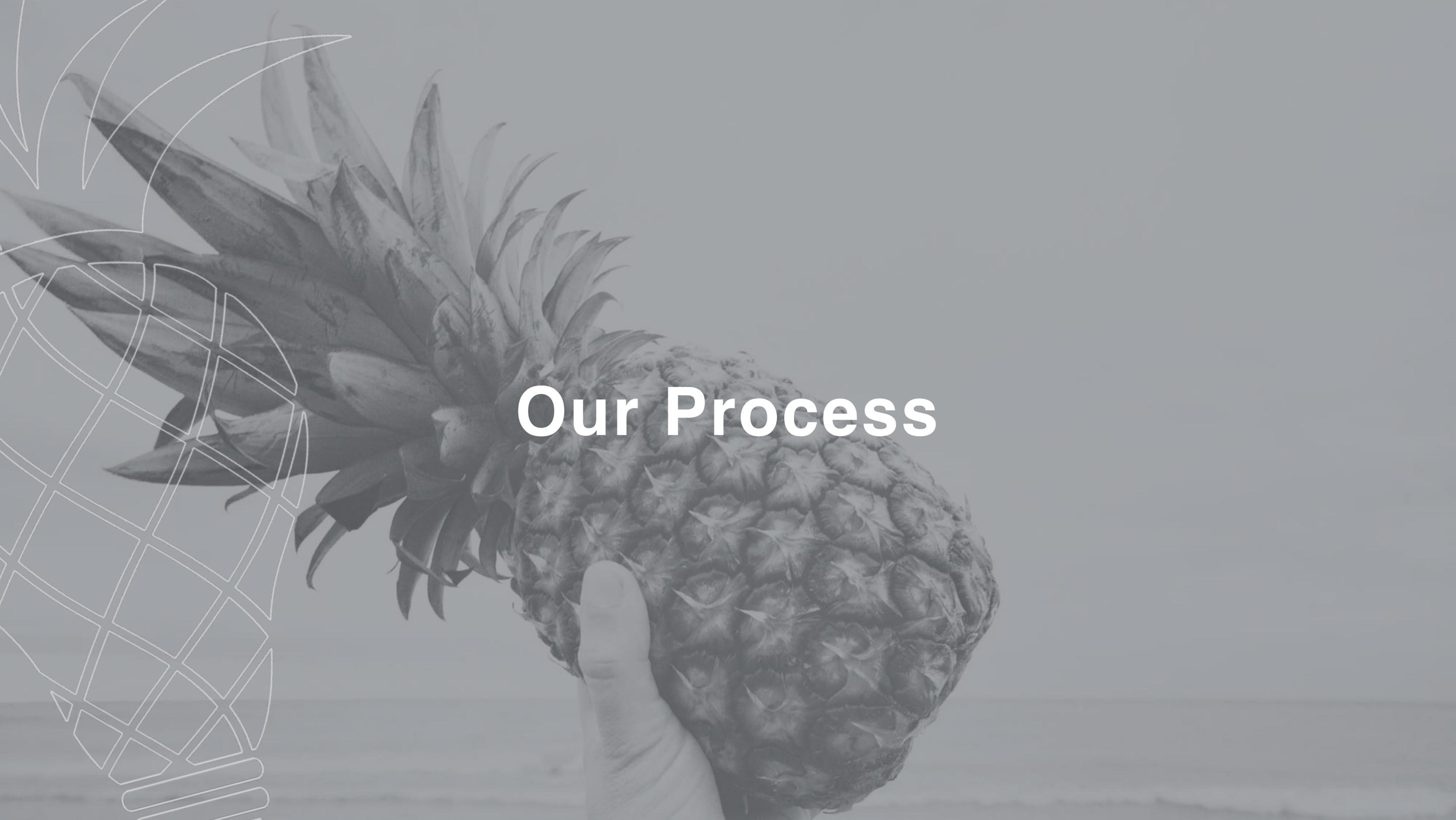
## **INTERACTIVITY**

Invite play through interactivity.

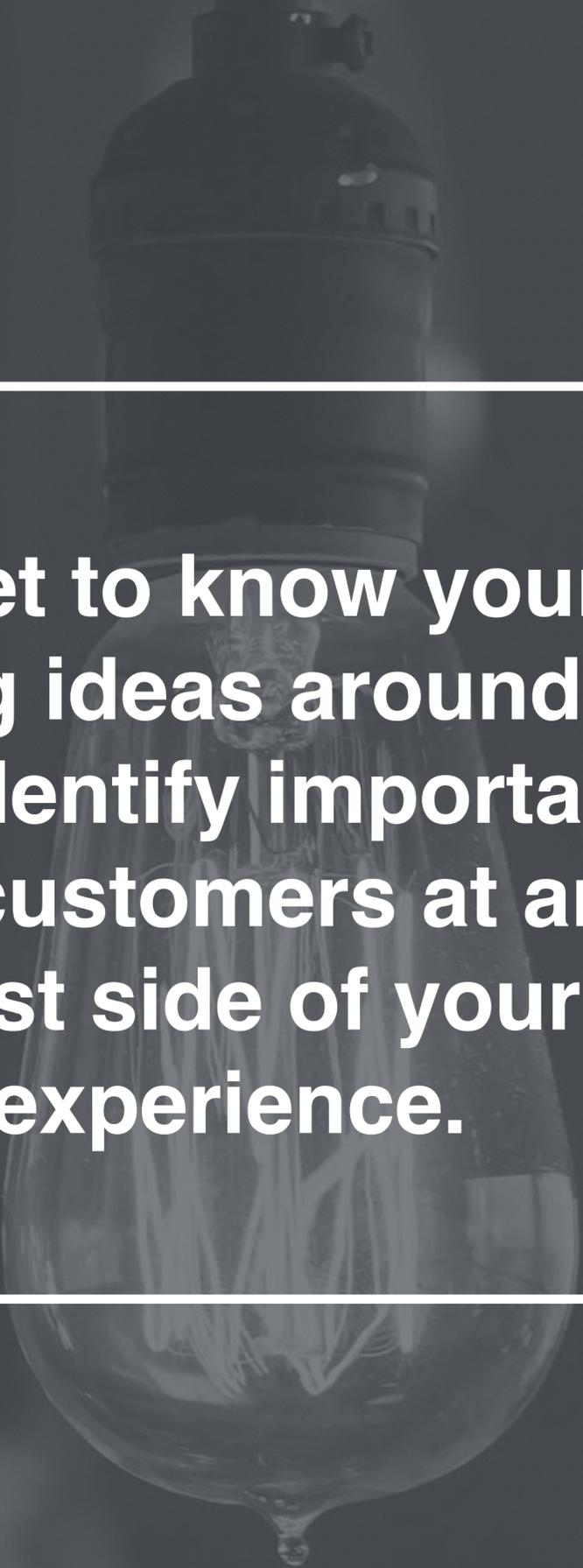


## **TASTE**

A taste that will bring them back for more.

A hand holding a pineapple against a background of a beach and ocean, with a white grid overlay on the left side.

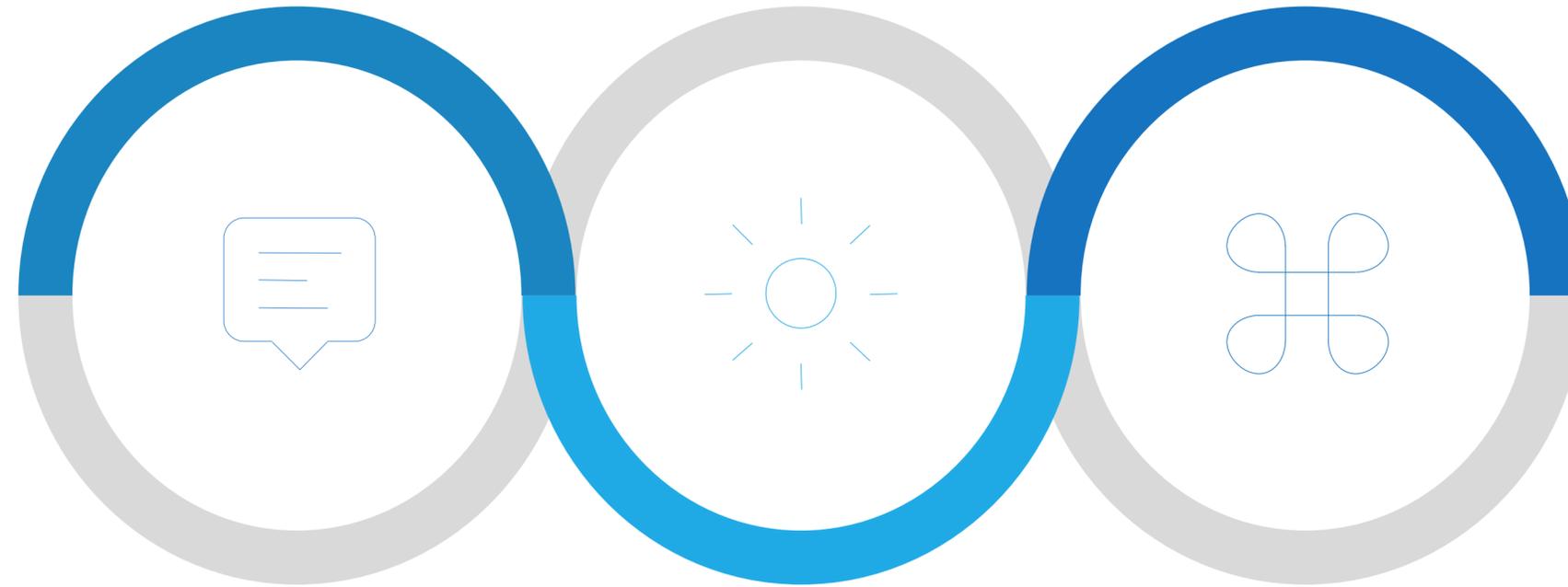
# Our Process



**At Pineapple, we take the time to get to know your brand before we ever start throwing ideas around. Once we've done our research, we identify important brand traits that will resonate with customers at an activation, and help solidify the best side of your brand in their minds during the experience.**

OUR PROCESS

# We've Got You Covered



## BEFORE

Social Media  
Various Paid Media  
(*print, tv, radio*)  
Influencers  
Word of Mouth

## DURING

Social Media  
Engage the 5 Senses  
The Experience

## AFTER

Social Media  
Capture Data  
Memories  
Word of Mouth



# Case Studies



**Turn DIA's construction art project into a live public art experience that can be shared with the Denver community over the course of 10 days, and raise money from sponsors within the local community.**

CASE STUDY

# Terminal Kings



## IMAGINATION

Named “The Best U.S. Airport for Art”, The Denver International Airport has always strived to be more than just a utilitarian hub for transporting passengers from point A to point B. When the Airport was faced with it’s largest construction project since it’s opening in 1995, they wanted to hold true to their love of art and keep their airport beautiful.

That’s when DIA and the public arts program of Denver sought our help to turn a construction project into a public art project. We wanted to help our clients mix up an experience that was equal parts art, education, and music.

The end result? A community public art event called “Terminal Kings” that would go down in Denver history, and 3 of the largest hand-painted murals ever commissioned by an Airport.

# Terminal Kings



**SOCIAL MEDIA**



**EXPERIENTIA  
L MARKETING**



**STAND-ALONE  
EVENT**

## CREATION

Because this event was about art in the Denver community, we were intent on educating the public about Denver’s robust public arts program, as well as on how the art is made. Because of this, we chose 3 graffiti artists, David Cho, Highraff, and Sam Flores, to paint the murals for Terminal Kings.

With the help of local sponsors such as Icelantic Skis and the University of Denver, Terminal Kings was born. The event took place in City Hall over the course of 10 days: murals were painted live in front of the audience whenever inspiration struck the artists – both day and night.

The results were outstanding on all channels. Over the course of the ten days and nights, 10,000 people attended the exhibit, making it the most highly attended nonpermanent art exhibit in Colorado that year. The Terminal Kings Facebook page went from 0 to a staggering 2,000 followers over the course of a week, and the story was picked up by almost every news outlet in the State.



**10**  
DAYS



**2,000**  
FOLLOWERS



**10,000**  
ATTENDEES



**Fabricate a custom booth that is open, lively, and yet compartmentalized so that it can be deconstructed into smaller parts for other trade shows with less booth space, all while creating an engaging experience for nutritionists and dietitians.**

CASE STUDY

# Beef USA



**IMAGINATION** The National Cattlemen's Beef Association (NCBA) is a US advocacy group for beef producers, and the group responsible for the "Beef. It's What's for Dinner" ad campaign.

For years, The NCBA had been renting a cookie-cutter trade show booth. When they reached out to us, they realized it was time to go fully custom. Because The NCBA has a presence at many trade shows, they wanted something that was easy to put up in a 20'x20' space, but also had the ability to break down into parts and fit into a smaller booth space. Also, because NCBA focuses on the nutritional and dietary value of beef, the booth had to be educational, interactive, and fun.

For the trade show where the booth would make its debut, the target audience was nutritionists and dietitians, so we wanted to create a unique experience that resonated with this highly knowledgeable group.

CASE STUDY

# Beef USA



**TRADE SHOW  
BOOTH**



**FABRICATION**



**MARKETING  
STRATEGY**

## CREATION

At trade shows, it's easy for your booth to get lost in the crowd. So we made sure no one would have trouble finding The NCBA booth...by making sure they could smell it! We equipped the custom booth with a prep kitchen, where booth attendants served homemade chili into a souvenir ceramic chili bowl that attendees could take home with them.

While people gobbled down their chili, they learned about the nutrition of the beef it was made with, through an interactive game. People guessed the nutritional value of different cuts of meat, and were able to check their answers through a small trapdoor behind each piece.

By using our services, The NCBA was able to create a unique and easy-to-do-assemble booth for the same price as they were paying to rent, and they are saving money year over year. People were amazed by the educational experience they had, and within the first 90 minutes, we had given away over 1,200 bowls of homemade chili! Guess everyone loves a home-cooked meal!



**90**  
MINUTES



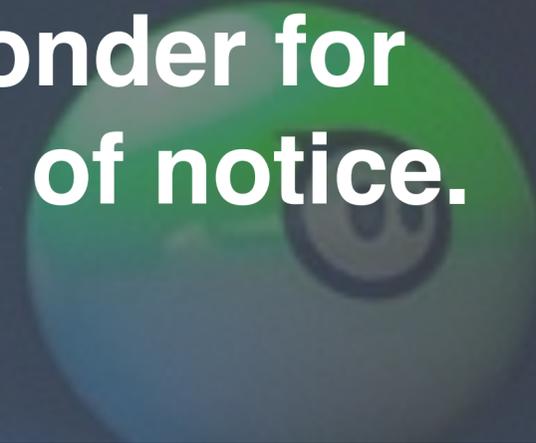
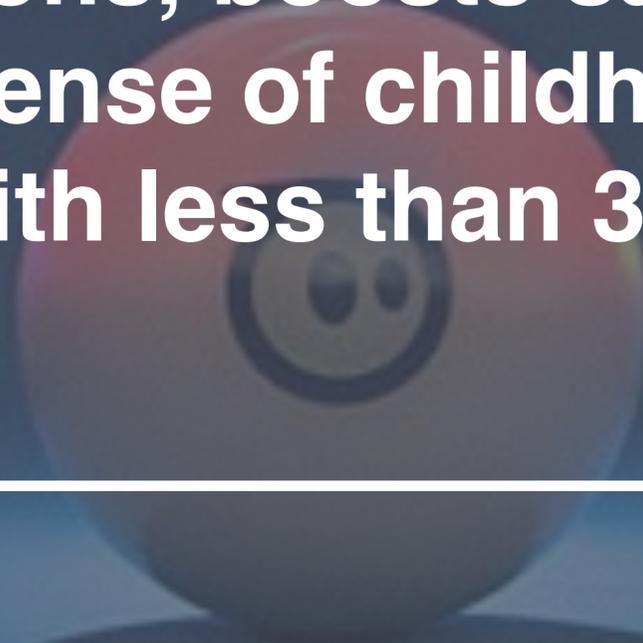
**20x20**  
BOOTH



**1,200**  
BOWLS OF CHILE



**Create an experience that showcases Sphero, produces impressions, boosts sales, and evokes an unforgettable sense of childhood wonder for attendees—all with less than 3 weeks of notice.**



CASE STUDY

# Sphero



## IMAGINATION

Back in 2011, robot enthusiasts and hackers Ian Bernstein and Adam Wilson created an app-controlled robotic ball called “Sphero”. Since then, Sphero has evolved into a full gaming and entertainment system, merging education and entertainment by teaching kids how to write basic code and bringing joy to tech enthusiasts of all ages.

When the team at Sphero asked us to help them bring their brand to life for the Black Friday weekend, we wanted to add to the sense of childhood wonder that comes from playing with Sphero and evoke feelings of youth, playfulness, and fun.

CASE STUDY

# Sphero



STATISTICS



ROBOT  
FABRICATION



EVENT  
PLANNING



EVENT STAFF

## CREATION

For Black Friday, it's go big or go home. So we called up the biggest mall in the nation: Mall of America. We were able to secure an event space during the busiest weekend of the year (over 200,000 people visit the mall during Black Friday alone). We set our custom built, 8-foot, 400-pound gum-ball machine next to an obstacle course and some Sphero trained brand ambassadors and watched the magic happen. Kids, parents, and the young at heart all lined up to have a chance with the robot. At some points, the booth got so busy that we had to make people take turns!

Our client said they were looking for a great experience that would generate impressions, and give people a chance to play with Sphero. Well, impressions they got. We estimate that over 30,000 people not only saw the machine, but showed visible indication of interest in the product. In addition, approximately 9,000 people got to watch or play with Sphero on our track.

And as for the sales? We blew away anticipated sales numbers, exceeding them by a factor of 8. Looks like Santa's going to have a lot of robots in his sack this Christmas.



**30,000**

IMPRESSIONS



**9,000**

INTERACTIONS



**8x**

EXPECTED SALES

The background image shows a trade show booth for LifeStraw. A large blue water filter is mounted on a blue tarp. A blue LifeStraw water filter is lying on the tarp in the foreground. A person wearing a red jacket is partially visible in the background. The text is overlaid on the image.

**LifeStraw®**

**Design & Build a trade show booth that looks and feels like the outdoors. Create an experience that allows attendees to try the product and ultimately connect with the brand.**

CASE STUDY

# Lifestraw



## IMAGINATION

LifeStraw is one of the world's leading suppliers of water filters to outdoor enthusiasts.

When creating their trade show booth, it was also important to incorporate their efforts to rid the world of humans without clean water.

The booth was designed to look and feel like the South African schools that LifeStraw builds. LifeStraw has ongoing missions in Africa to make sure people of Africa have clean water and that all children get proper education. These missions are at the core of who LifeStraw is, and we wanted the booth to represent that part of the brand.

***ASTROGLIDE***<sup>®</sup>

**Turn heads in an already flamboyant environment by creating an activation that not only accepts, but celebrates the wild, the weird, and the kinky.**

CASE STUDY

# Astroglide



## IMAGINATION

As one of the world's top selling personal lubricants, Astroglide creates smooth, intimate, and long lasting experiences for their customers.

The Astroglide brand takes great pride in their acceptance and support of all sexual preferences, kinks, and fetishes. This year, they wanted to have a unique presence at several pride festivals going on all across the country.

When we were asked to create a unique experience for Astroglide's 3-city tour of pride marches during the summer of 2015, we couldn't wait to get the creative juices flowing.

CASE STUDY

# Astroglide



**MOBILE  
TOUR**



**EXPERIENTIA  
L MARKETING**



**MARKETING  
STRATEGY**

## CREATION

Pride marches are not your average parade: they're loud, they're proud, and they're unapologetically outrageous. There would be no room for half measures if Astroglide wanted to make a splash with their float, so we tailored three major elements to leave a lasting impression on the audience at each stop.

First, we needed the perfect way to show Astroglide's acceptance of free sexual expression for whatever their customers are into. That's why, for this tour, we worked with the brand to develop a unique catch phrase that says it all: "Get Your Freak On".

Second, we wanted to encourage people to actually get freaky with some free samples of Astroglide. We provided a group of brand ambassadors at each stop, who helped us give out over 130,000 lubricant samples and thousands of branded rainbow-bead necklaces to pumped-up and eager crowds over the course of the tour.

Finally, we hired a wild and diverse lineup of entertainers to help celebrate the unique preferences and desires of everyone in attendance. A matchup of world class drag queens, stilt walkers, performers in animal costumes, and neon body-painted dancers came together to create one amazing and freaky float.

Between San Diego (100,000 attendees), DC (250,000 attendees), and New York (2,100,000 attendees), we garnered over 2 million impressions for Astroglide.



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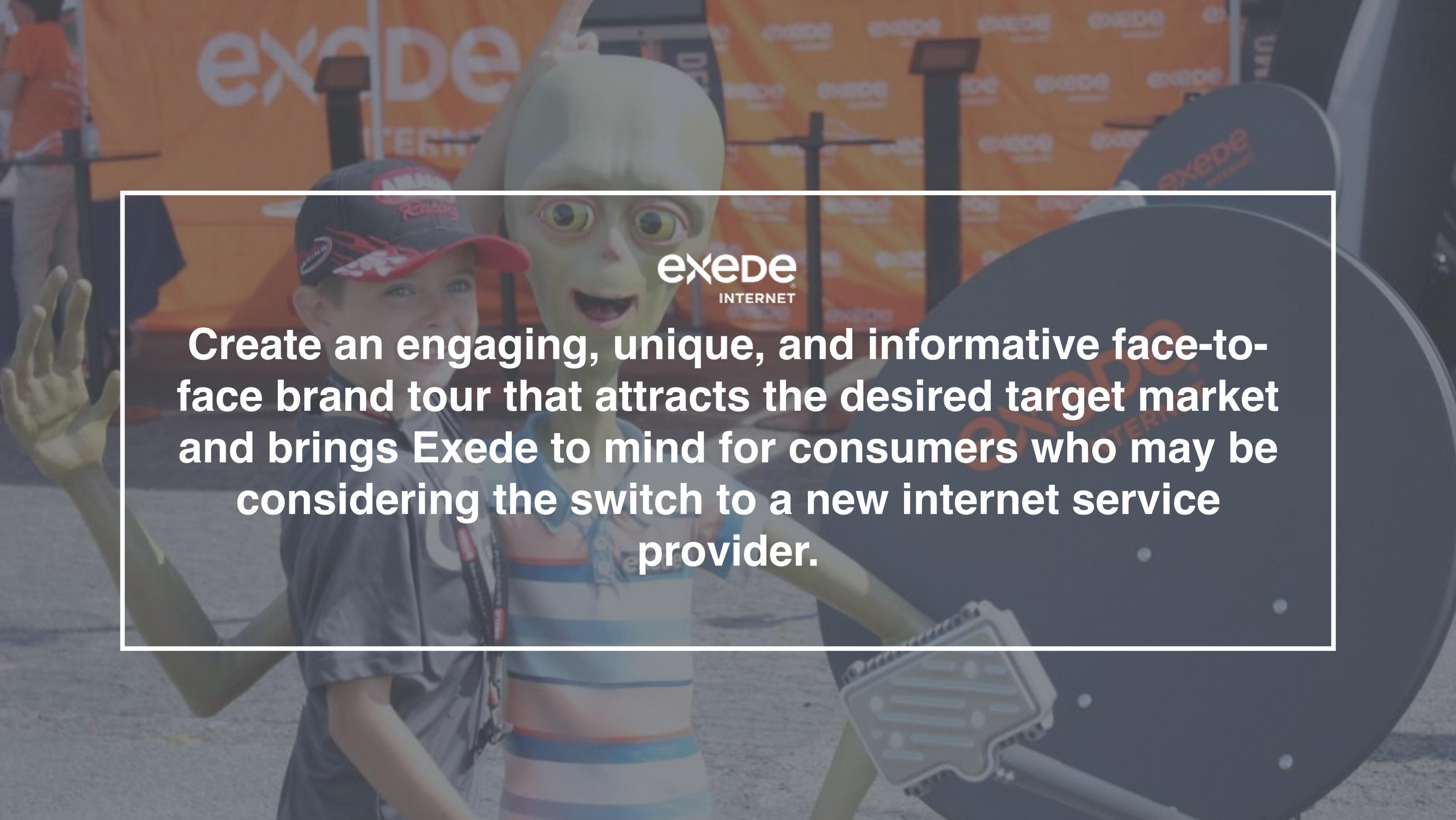
PRIDE PARADES



**130,000+**  
SAMPLES



**2,000,000+**  
IMPRESSIONS

A trade show booth for Exede Internet. In the center is a large, green, alien-like mascot with large eyes and a wide smile, wearing a blue and white striped polo shirt. To the left, a young boy in a grey t-shirt and a grey baseball cap with a red brim is waving. The background consists of orange and white banners with the 'exede' logo and 'INTERNET' text. A large satellite dish is visible on the right side of the booth.

**exede**  
INTERNET

**Create an engaging, unique, and informative face-to-face brand tour that attracts the desired target market and brings Exede to mind for consumers who may be considering the switch to a new internet service provider.**

CASE STUDY

# Exede



## IMAGINATION

With a new satellite launch on the horizon, Exede Internet was looking to revamp their mobile tour for the 2015 event season. This year, Exede wanted to attend more events, reach a larger portion of their target audience at each event, and create an experience that aligned their brand with their desired customer's interests.

To help Exede reach their goals, we wanted to create a unique and immersive experience that seamlessly integrated Exede's branding, culture, and services, all while engaging the target market and attending events that are relevant to their interests.

CASE STUDY

# Excede



**MOBILE  
TOUR**



**EXPERIENTIA  
L MARKETING**



**MARKETING  
STRATEGY**

## CREATION

After months of research, planning, and routing, we finalized a 30-stop mobile tour that would reach a wide array of rural events to hit the company's target demographic across the U.S. Excede's presence at each event includes an outdoor wifi and device charging lounge, a slow motion laser video chamber, a photo op with Brian the Excede Alien, and chances to win Excede prizes from our prize wheel.

With Excede's 2015 mobile tour nearly half-complete, we are excited to share some early results from one of the most recent stops: the National Hot Rod Association's Summit Racing Equipment Nationals in Norwalk, Ohio. This 4-day event, which took place over Independence Day weekend, drew upwards of 100,000 drag racing fans, eager to experience some of the fastest driving in the world.

Racing fans lined up to spin our wheel, take their photo with Brian, or create a unique video in our slow motion chamber. By staffing our booth with fun and outgoing brand ambassadors, we were able to draw in a consistent and sizable crowd, allowing our sales staff to strike up valuable conversations, educate guests about the service, and close sales. All the guests of our booth were asked to filled out a form, which was then passed on to local salesmen for follow up. The booth was so effective at generating interest, we were able to collect over 1,000 leads and signed over 80 people up for service on-site!



**30**

EVENTS



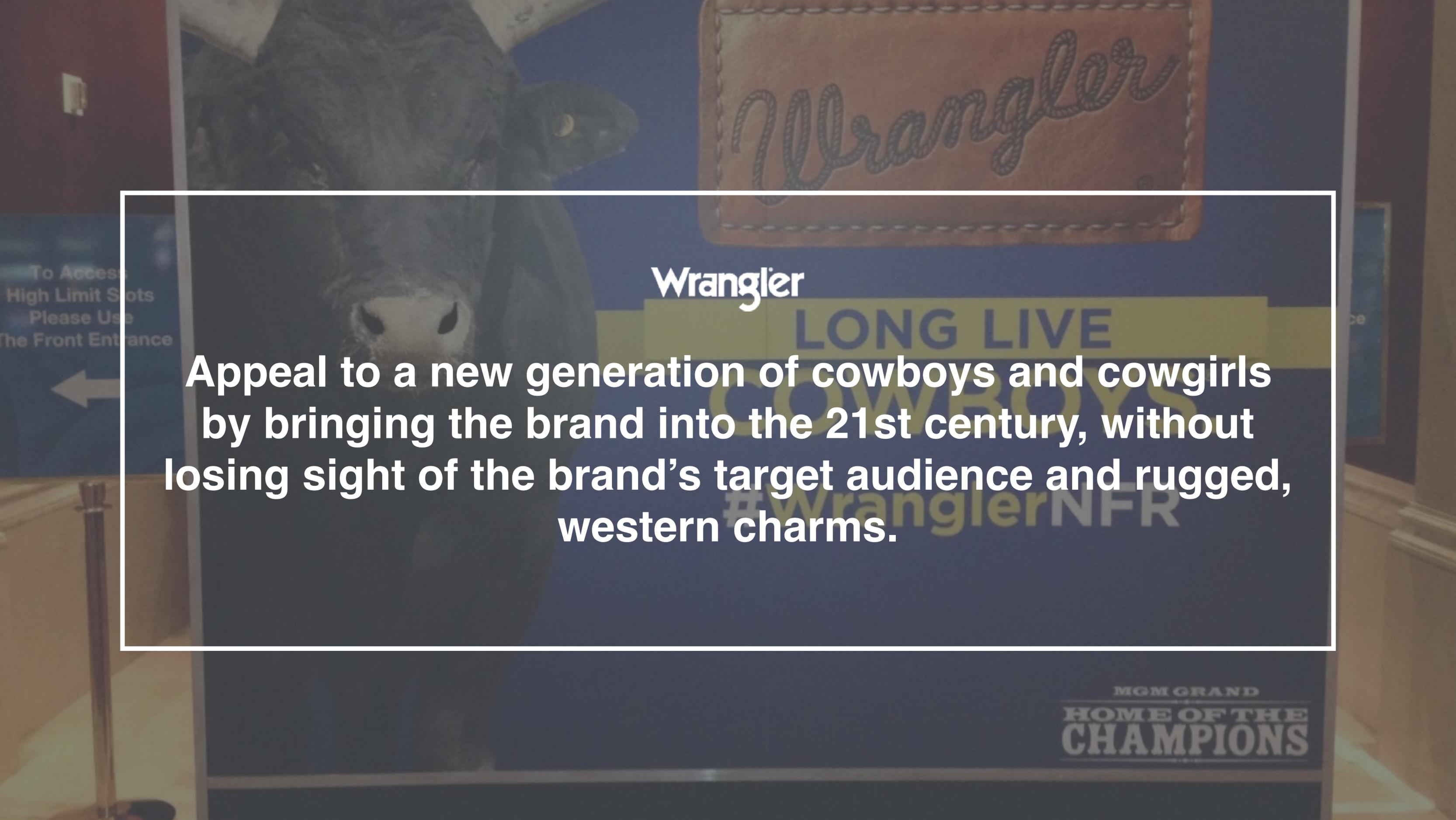
**1,000+**

LEADS



**80**

ONSIGHT SIGNUPS



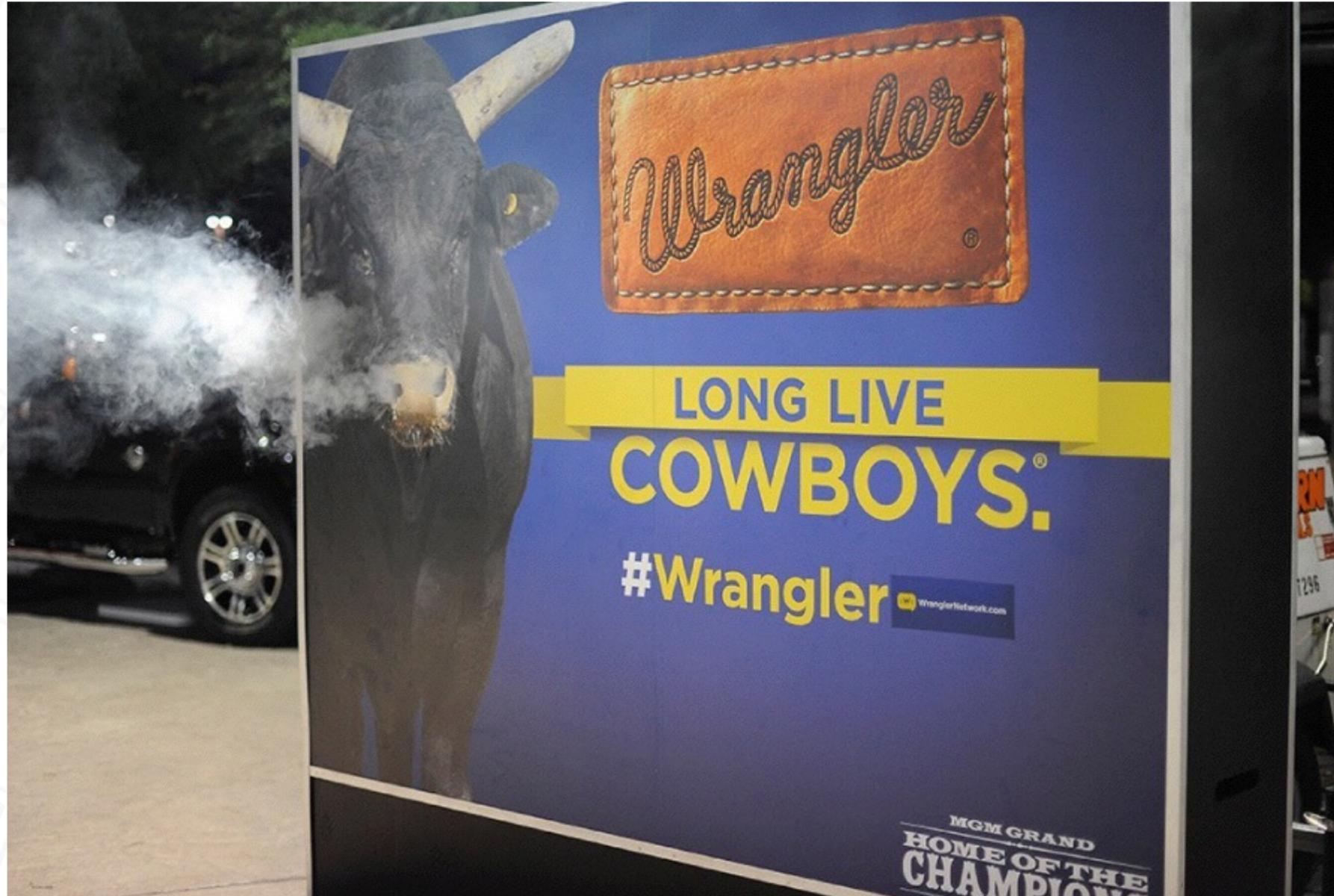
Wrangler

Appeal to a new generation of cowboys and cowgirls by bringing the brand into the 21st century, without losing sight of the brand's target audience and rugged, western charms.

MGM GRAND  
HOME OF THE  
CHAMPIONS

CASE STUDY

# Wrangler



## IMAGINATION

Wrangler, a brand recognized the world over for their jeans and western apparel, has always been a symbol of cowboys and the wild west. However, in a world where the west isn't so wild anymore and cowboys are doing more texting than rope-whirling, Wrangler realized they were in need of a new set of strategies that appeal to a large tech-savvy generation of Millennials who viewed the brand as outdated.

We wanted Wrangler to catch people off guard with a custom sign that acts as an ode to cowboys and the beloved western tradition of the rodeo.

CASE STUDY

# Wrangler



**SOCIAL MEDIA**



**FABRICATION**

## CREATION

To give Wrangler the push it needed into modernity, we went out to the entertainment capital of the world: Las Vegas, Nevada. We designed, built, and deployed a custom Wrangler sign during the National Finals Rodeo, in the middle of the official hotel sponsor, the MGM Grand. Working with the team at the MGM Grand, we were able to secure the spot with the highest possible exposure—right at the entrance, next to the hotel valet area.

But this wasn't just any sign—it was a 10 foot, life-sized bull sign that snorted and blew smoke! Fans took pictures with the sign, marveled at the smoke billowing from its nose, and could tweet the rodeo-related hashtag on the sign. Tweets with the hashtag were then posted to a live screen at the MGM.

During the activation, the NFR broke 30 year attendance records. Over 177,000 people attended the rodeo over 10 days, garnering countless impressions for the sign.



**10FT**

INTERACTIVE SIGN



**70,000+**

IMPRESSIONS

CONTACT

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