



*We Make Convenience Look Good!*

## Experiential Marketing

# What We Do



We're the wheels that support your traditional, online, and field marketing vehicles.

We give lifestyle and luxury brands innovative and engaging platforms to connect with existing and potential consumers. We don't just show up on your behalf, we actionably influence your audience with stimulating, valuable and authentic experiences.

From national mobile tours, on-site activation and event marketing to product demos and sampling; make CHOP CHOP your partner when experience matters!



THE LINCOLN  
MOTOR COMPANY



UBER



COMPLEX

# Why We Do It

Brand  
Awareness

We help brands in (4) main areas:



Sampling &  
Trial

Lead  
Generation

Content  
Creation

Watch a video from:  
[UBER Driver Appreciation Event & Super Day](#)

# How We Do It



Pop-up Stores  
Sampling  
Guerilla Street Programs  
Launch Events



Branded Collaborations & Experiences  
Sponsorship Activations  
Mobile Tours  
Sports Marketing



Consumer Activations  
College Campus Campaigns  
Tradeshaw Programs  
Internal Employee Events

# ACTIVATION: FEATURES & SERVICES



**CHOP CHOP's Exhibition Trailer** is a mobile consumer engagement salon space equipped with:

- ❖ (4) Hair/Makeup stations
- ❖ (3) Wash bowls
- ❖ Wall mounted flat screen
- ❖ Bluetooth stereo
- ❖ Storage cabinets
- ❖ Refrigerator
- ❖ AC & Heating
- ❖ Microwave
- ❖ Generator
- ❖ Bathroom
- ❖ Awning w/ tables & chairs
- ❖ Content display space
- ❖ Product Display Space



- ❖ Beverages
- ❖ Light snacks
- ❖ Online booking
- ❖ Text appointment reminders
- ❖ Microsurveys
- ❖ Professional Photographer or Photobooth
- ❖ Videographer
- ❖ E-marketing blasts
- ❖ E-newsletter highlights
- ❖ Social media marketing
- ❖ Insights report
- ❖ Post Event Client Review

## FAQs



❖ **Q1: How long does styling take?**

❖ **A:** When the focus is on generating as many touches as possible we can create a menu of services with service times as low as 10 minutes, up to 35 minutes.

❖ **Q2: Who does CHOP CHOP service?**

❖ **A:** Everyone, we are a multicultural unisex salon and barbershop.

❖ **Q3. Can a trailer really function as a salon?**

❖ **A:** Yes, the trailer is sleek, durable and spacious. CHOP CHOP is custom built and comes with 4 hair/makeup stations, 3 wash bowls, a restroom, t.v., air/heat and much more!

❖ **Q4: Are mobile stylists as good as stylist found in traditional salons?**

❖ **A:** Yes! Since we're mobile, our stylists have the ability to service everyone despite their hair type and/or ethnic background.

## FAQs

- ❖ **Q5: How do I prepare for the pop-up salon team or the mobile salon?**
- ❖ **A:** Select a room or space you'd like the team or trailer to set-up. For services performed indoors allows space for 4 chairs and up to 4 tables. Our team will bring all the equipment and supplies necessary. For the salon trailer please reserve four parking spaces or 40 ft. for the trailer and pickup truck. If there's not enough space we can unhitch the truck, then you'll need 30 ft of space.
  
- ❖ **Q6: What is the minimum and max amount of people that can be serviced at once in the trailer? With the pop-up?**
- ❖ **A:** With 4 stations the amount of people serviced will depend on the allotted time frame and services requested.

Ex. At a full day rate CHOP CHOP can service up to 56 people at an average service time of 30 minutes.

# CONTACT US



In the digital marketing space, it's increasingly more difficult to capture a prospect's attention. Let CHOP CHOP help you cut through the noise by creating memorable experiences that satisfy your audience's need to post, share and like. Here are 3 key things we accomplish for your brand to ensure success:



1 We create a happy fan

2 We turn happy fans into influencers

3 We help influencers do the marketing for you

Thank you for your consideration, we hope to earn your partnership!

To start planning your next event contact us: [info@chopchopmobile.com](mailto:info@chopchopmobile.com)