

EVENTTM

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MARKETER

FOR CREATORS OF THE BRAND EXPERIENCE

APRIL 2006

THE

LIST

• 2006 EVENT AGENCY HIT LIST •

MOMENTUM WORLDWIDE

FEEL THE HEAT: It is, quite simply, the it agency. The shop every other agency wants to be, the place everyone wants to work, with the most outrageous list of clients, winner of every award in the book—and it's still just getting started. Bonus points for proving that the holding-company setup really can work.

THE SKINNY: You can't put your finger on it, but there's just something about a Momentum event. There's usually a big idea with a grassroots hook; top-notch production married with bull's-eye strategy. And no matter how big the event stage, the overall concept is almost always deceptively simple.

In February, Big Mo helped launch Verizon Wireless' V Cast mobile music offering by shutting down the streets near Hollywood and Vine for a concert by the Fugees. Consumers who had downloaded hip-hop music or ring tones for their phones in the previous 30 days received text messages offering passes; when they opted in, the company beamed a bar-code "ticket" to their handsets. The event was sold out within an hour, and the brand was the hero. "It was a big idea with lots of complex issues, but at the end of the day, it was true to our brand and the customer experience was very, very simple," says John Harrobin, vp-marketing and digital media at Verizon Wireless.

An unbeatable client roster other agency execs would sell their mothers for—A-B, Coke, American Express, GM, and Microsoft included—is helping fuel Momentum's annual double-digit growth across the global network of 50-plus offices. Next on the to-do list is an event measurement tool that's being developed in house, which the agency will position as the industry standard.

But key to the Momentum approach is how brands activate before, during, and after events. And central to the formula is not allowing a client to muddy or distort a dead-on live experience. "We don't want to change the dynamic of the event," says Kevin McNulty, Momentum's cmo. "It's critical that we don't lose sight of why consumers are there."



CORE 1: Sponsorship activation/
execution

CORE 2: Mobile Marketing

CORE 3: Music/concert programs

REVENUE SPLIT: 90% B-to-C,
10% B-to-B

CUSTOMER SPLIT: 95% Brands,
5% Agencies

CLIENTS INCLUDE: American Express,
Coca-Cola, Intel, Microsoft, Verizon

Wireless

OPENED: 1984

BASED: New York City

STAFF: 1,900

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