



## Promo People Offers Staff for Retail Activation Marketing

From simple pop-ups to integrated brand experiences, Promo People will make sure brands are represented in the right light.

Promo People specialise in retail activation marketing. The company has worked with many brands in deploying a wide range of experiential marketing ideas to promote store openings, engage shoppers, and stimulate purchases.

Promo People staff can help with engagement of shoppers that can occur in-store, sidewalks, inside malls, commuter stations and other strategic locations. They can help with retail activations that range from unique in-store experiences to street team marketing. When it comes to staffing for lifestyle brands Promo People can provide energetic, personable, and engaging brand ambassadors. Experience is all about adding dimension to your product and Promo People can help by choosing real people who authentically embody the experience the brand sells.

Store activations can help businesses find new customers and reaffirm relationships with existing ones. Promo People have a talented pool of staff that extend the brand experience beyond the store or office and help gather first-hand feedback. They are skilled promoters and as brand ambassadors they can communicate the company's message in a personal and timely manner while creating an emotional connection between the brand and the consumer.

Since 2005, Promo People has been committed to delivering the finest brand ambassador experiences in Australia. They have worked with top brands such as Nestle, Optus, Jetstar, IKEA, Spec Savers and Coles. In order to make the experience simple Promo People offers the total package. They can manage marketing activation ideas, strategies, planning, production, logistics, staffing, permits, deployment, management, and reporting.

For more information, Promo People can be contacted on 03 9339 0966 or visit <https://www.promopeople.com.au/>

### Contacts

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