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**HOW DO YOU DESCRIBE YOUR AGENCY?**

Propac Agency has been developing high-quality brand activation programs for more than 25 years for clients that include PepsiCo and Frito-Lay North America. We specialize in developing and executing national and retail-specific marketing programs that engage buyers.

Propac is an expert at delivering strong, consistent client messages throughout integrated marketing campaigns using activations along with digital and experiential media. From big stunts to intimate events, we create experiences that engage customers and grow relationships. Unlike most traditional agencies, we have an on-site warehouse that allows us to offer our clients services such as printing, fulfillment and distribution within short turnaround times. We call it Activation on Demand.

Activation on Demand is an executional process we have developed over two-plus decades of experience. We make ongoing investments in a) subject-matter experts who do everything from designing experiences to managing logistics and b) assets, tools, equipment and vehicles that are ready and waiting to be put into action when the call comes in. We strive to be ready so every opportunity is seized.

Our agency is committed to creating and fostering a people-first culture, which means celebrating the talents of team members and inviting them to bring their unique passions, strengths and interests to the workplace. Throughout the year, we support a variety of team-building programs that are employee-created and led.



**HOW DO YOU HELP CLIENTS COME UP WITH THE BEST IDEAS?**

Our creative approach centers on strategy and an understanding of the event audience and the brands we represent. Delivering targeted creative that is engaging and relevant during any event is essential. First, we identify key touchpoints in the experience and develop a messaging strategy. Whether the goal is to grab people's attention, motivate them to act, or create empathy, each touchpoint is evaluated to ensure the brand is leveraging it correctly to connect with the viewer.

Context is also essential. Considering pain points and how the message is intercepted can be pivotal to the brand experience. After we formulate the creative strategy, we look at what is going on in the world to develop ideas and experiences that are culturally and brand relevant. Throughout our process, we partner with our activation and experiential team to ensure our ideas are feasible within the timeline and in line with the client's budget and expectations. Ultimately, the winning combination of strategy, creative and activation is what guarantees we generate the best ideas for our partners.



**WHAT TYPES OF THINGS DO YOUR CLIENTS SAY ABOUT YOU, YOUR AGENCY, YOUR PEOPLE?**

Clients say Propac Agency is efficient, responsive and easy to work with. They can always count on us to deliver the right solutions, no matter the timeline. We are creative and resourceful, and our team members exceed their highest expectations. We aren't afraid to take risks and are confident that even if a client is trying to deliver or create something for



the very first time, we have the right experts and solutions to do so with excellence.

“I have worked with Propac for nearly 15 years,” said Janelle Anderson, VP Global Marketing at American Airlines. “During this time, they have earned the title as my ‘go-to’ agency for all things—experiential, shopper, retail and any emergency.”

We’ve partnered with PepsiCo for more than a decade. “They are creative, incredibly reliable, and agile across all types of work,” said Tyler Chapman, GM/SVP of Foodservice for PepsiCo. “No one knows retail better than Propac, so our activation has a much higher execution hit rate. And for us, execution is everything. Great partners!”

**WHAT PROGRAM FROM THE LAST 12 MONTHS ARE YOU ESPECIALLY PROUD OF AND WHY?**

We created and executed a novel, multi-component in-store activation for client bubly within 15 days of the initial project briefing! PepsiCo’s fresh, modern and stylish sparkling water line launched last year to compete with hipster fave La Croix. Our promotion was designed to activate and extend the reach of the bubly brand’s Michael Bublé Super Bowl ad at retail in three key markets during Super Bowl weekend.

Our campaign involved in-store support, a sampling tour and a fun way to launch four new flavors by adding “é” stickers to bubly products on the shelf to tie back to the national TV ad—and the one-letter distinction between the brand and the jazz singer’s name.

Leading up to Super Bowl LIII, our field teams activated a marketing blitz in Atlanta, Boston and Los Angeles by driving a bubly Michael Bublé themed truck to drive excitement on the streets and at retail. We also created bubly Michael Bublé standees for the stores.

The bubly Michael Bublé campaign drove awareness and product buzz and extended the reach of bubly’s Super Bowl ad in these key competitive markets, where we hit 300-stores.

**NAME SIX CLIENTS PROPAC WORKED WITH OVER THE LAST YEAR**

- Frito-Lay North America
- PepsiCo
- Interstate Batteries
- Baylor Scott & White Health
- Borden Dairy
- Steve’s Ice Cream

