



factor™
INNOVATIVE CONSUMER EXPERIENCE

*Create.
Engage.
Experience.*

Your premier Experiential Marketing Partner, ICE Factor has been crafting connections and building brands, elevating experiences, and engaging audiences to drive engagement and amplify buzz—shaping brand stories into lasting memories.

Experiential Marketing Portfolio and Capabilities



Hello!

It all started with two coffees—a white chocolate mocha and an americano—and a basement brainstorm session that would soon redefine experiential marketing. Bret and Russ founded ICE Factor on the belief that size doesn't limit impact; that even the smallest businesses can spark significant change and make an unforgettable mark. Since 2007, we've been turning that belief into reality.

For us, clients are much more than customers; they're an integral part of the ICE Factor family. It's about the genuine connections we cultivate and the tailored narratives we craft. Their goals become our quests, their obstacles our challenges, and their achievements our collective victories.

The soul of our success lies in our team—committed professionals who transform every campaign from a mere idea into a catalyst for engagement, turning fleeting glances into profound interactions. With ICE Factor, your brand transcends mere presence in the marketplace; it creates deep, resonant experiences with every interaction.

We are driven by innovation, fueled by inspiration, and we extend an invitation to you: join our extended family, a place where your brand's potential knows no bounds, and every achievement is a mutual celebration. As we breathe life into your brand's vision, we're not just creating campaigns; we're building legacies.



About Us



STRATEGY &
CAMPAIGN
DEVELOPMENT



TOURS



EXPERIENTIAL



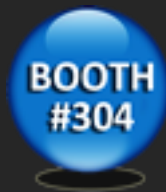
GUERRILLA



BRAND
AMBASSADOR
PROGRAMS



MOBILE



TRADE SHOW
SPONSORSHIP



INNOVATION

Since 2007, ICE Factor has established itself as a leader in Experiential Marketing, expertly blending creativity with results to craft unforgettable brand experiences. Specializing in Event Management, Campaign Development, Mobile Marketing Tours, and Brand Experiences, our mission is to elevate your brand and forge meaningful connections with your audience. Our suite of services includes Consumer Engagements, Retail Events, Brand Ambassadors, Street Teams, Guerrilla Marketing, Sampling, Data Collection, PR Events, Lifestyle Media, and Content Creation. With a deep commitment to engaging consumers in memorable ways, we ensure that every campaign makes your brand resonate with its audience. Discover the power of experiential marketing with ICE Factor, where your brand's story comes to life through strategic creativity and impactful execution.

Your Strategic Partner for Impactful Brand Experiences...



Strategic Partnership: We go beyond marketing; we're your ally in creating memorable connections between your brand and consumers.

Tailored Campaigns: Our campaigns are crafted for the ultimate consumer experience, driving a high ROI and meeting diverse objectives like engagement, anticipation, and national awareness.

Lasting Impact: We ensure your brand's message resonates, crafting experiences that captivate and drive action.

Innovative Consumer Experience: Our suite of experiential services merges brand advertising, promotions, and events, creating impactful moments.



91% of consumers reported that they would be more inclined to purchase the brand's product or service after participating in a brand activation or experience, and **40%** felt they become more loyal to the brand.

A Marketing Agency Designed To Be **Where You Want To Be...**



CREATE

Create: Innovating at the cutting edge, ICE Factor crafts bespoke marketing solutions. We create not just campaigns, but narratives that encapsulate your brand's essence.



ENGAGE

Engage: Our strategies ignite the connection between brands and consumers. We engage audiences with interactive and personalized experiences that drive participation and brand loyalty.



EXPERIENCE

Experience: Every touchpoint is an opportunity for an unforgettable experience. We design moments that are immersive, leaving unforgettable impressions on consumers that resonate beyond the event.



Why Experience More With ICE Factor



Create Something Tangible:

Crafting tangible experiences, we design content that's not just seen but felt, compelling **74%** of consumers to form a better opinion about a brand post-event.

Have Consumers Experience Your Brand:

Our experiential approach gives **70%** of event attendees a taste of your brand that's so authentic, they become regular customers.

Let's Cut Through The Traditional Advertising Clutter:

Unique and engaging experiences we craft lead **71%** of consumers to share their brand encounters with peers and family, magnifying your reach.

True Interactions:

Transcending the brief impact of traditional ads, our meaningful interactions persuade **98%** of consumers towards purchase, transforming participants into brand advocates.

Call to Action:

Our experiences resonate deeply, prompting **95%** of consumers to define their purchasing decisions based on live demos and samples.

Two-Way Conversations:

79% of consumers state that engaging with knowledgeable brand representatives is crucial, underscoring the importance of two-way conversations that are both informative and genuine.

STRATEGY & CAMPAIGN DEVELOPMENT

Transforming visions into reality, ICE Factor excels in crafting tailored promotion strategies and executing dynamic campaigns. Our expertise encompasses event branding and comprehensive event management, ensuring every detail is meticulously planned and flawlessly executed for maximum impact.

- ✓ Promotion Development
- ✓ Campaign Execution
- ✓ Event Branding
- ✓ Event Management
- ✓ Production and Development





TOURS

Take your brand on a journey with ICE Factor's mobile marketing tours and pop-up branded environments. Engage audiences far and wide with our expertly designed sampling programs and energetic street teams, bringing your message directly to the people who matter most.

- ✓ Mobile Marketing Tours
- ✓ Pop-Up Branded Environments
- ✓ Sampling Programs



EXPERIENTIAL

ICE Factor creates immersive brand experiences and compelling content that captivate and connect. Our consumer engagement strategies and retail event innovations turn ordinary encounters into extraordinary memories and brand loyalty.

- ✓ Brand Experience
- ✓ Content Creation
- ✓ Consumer Engagement
- ✓ Retail Events



GUERRILLA

ICE Factor's guerrilla marketing tactics are designed to surprise and engage. From PR events to creatively orchestrated stunts, our ambush marketing and buzz-generating activities create a stir, making your brand the center of attention.

- ✓ Ambush
- ✓ Buzz
- ✓ PR Events
- ✓ Stunts

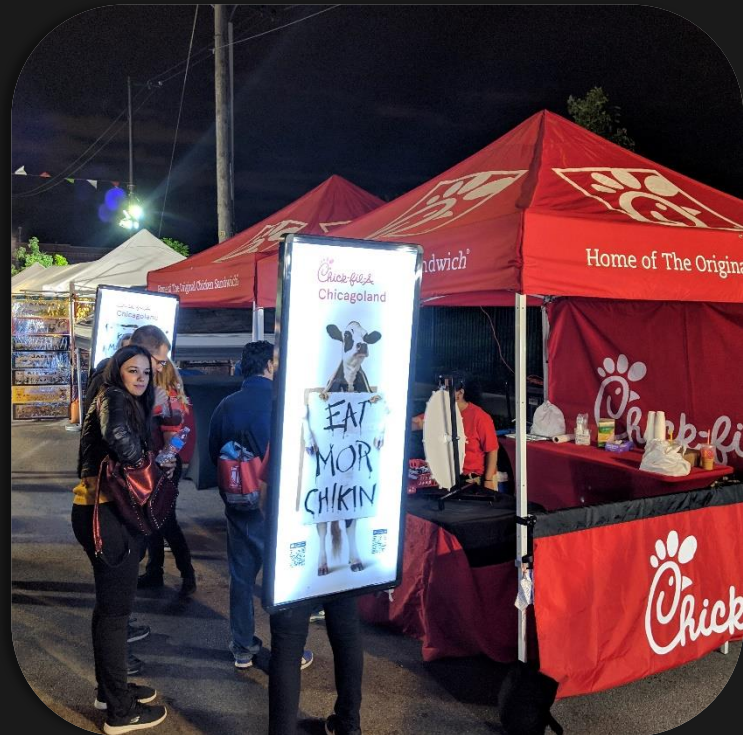


BRAND AMBASSADOR PROGRAMS

Our brand ambassador programs are the face of your brand, bringing enthusiasm and authenticity to street team activations, product sampling, and data collection.

ICE Factor ensures every interaction is an opportunity for branded entertainment and connection.

- ✓ Street Teams
- ✓ Product Sampling
- ✓ Data Collection
- ✓ Branded Entertainment



MOBILE

ICE Factor's mobile solutions, from lifestyle media and product distribution to innovative mobile and aerial media, offer an on-the-go approach to marketing. Our SMS text programs provide instant connections, keeping your brand in the palm of your audience's hands.

- ✓ Lifestyle Media
- ✓ Product Distribution
- ✓ Mobile Media
- ✓ Aerial Media
- ✓ SMS Text Programs



TRADE SHOW SPONSORSHIP

Showcase your brand's strength with ICE Factor's trade show marketing expertise. From corporate branding to targeted advertising and strategic sponsorship marketing, we make sure your presence is felt and your message heard loud and clear.

- ✓ Trade Show Marketing
- ✓ Corporate Branding
- ✓ Advertising
- ✓ Sponsorship Marketing



INNOVATION

At the forefront of digital and social marketing, ICE Factor is committed to constant innovation. Our approach to concept development, design, and fabrication is rooted in creativity and driven by technology, ensuring your brand stays ahead of the curve.

- ✓ Digital Marketing
- ✓ Social Marketing
- ✓ Concept Development
- ✓ Design
- ✓ Fabrication

Work Process: Turnkey Solutions

ICE Factor delivers seamless turnkey solutions for every campaign, handling everything from strategic planning to post-event breakdown. Our dedicated account management coordinates with skilled event managers and brand ambassadors, ensuring flawless execution and representation. Logistics, including travel and equipment handling, are expertly managed to guarantee efficient rollouts. We maintain strict inventory oversight and provide continuous communication, complete with event reporting. Fully insured, our comprehensive recaps with photos validate our commitment to your campaign's success.

DISCUSS:

- Initiate strategic briefings on goals and targets.
- Collaborate to define the marketing blueprint.

PLAN:

- Craft strategize for authentic engagement.
- Shape the campaign narrative.

CREATE:

- Launch and refine consumer interactions.
- Adapt based on real-time feedback.

REPORT:

- Maintain continuous team and client communication.
- Deliver streamlined, routine updates.

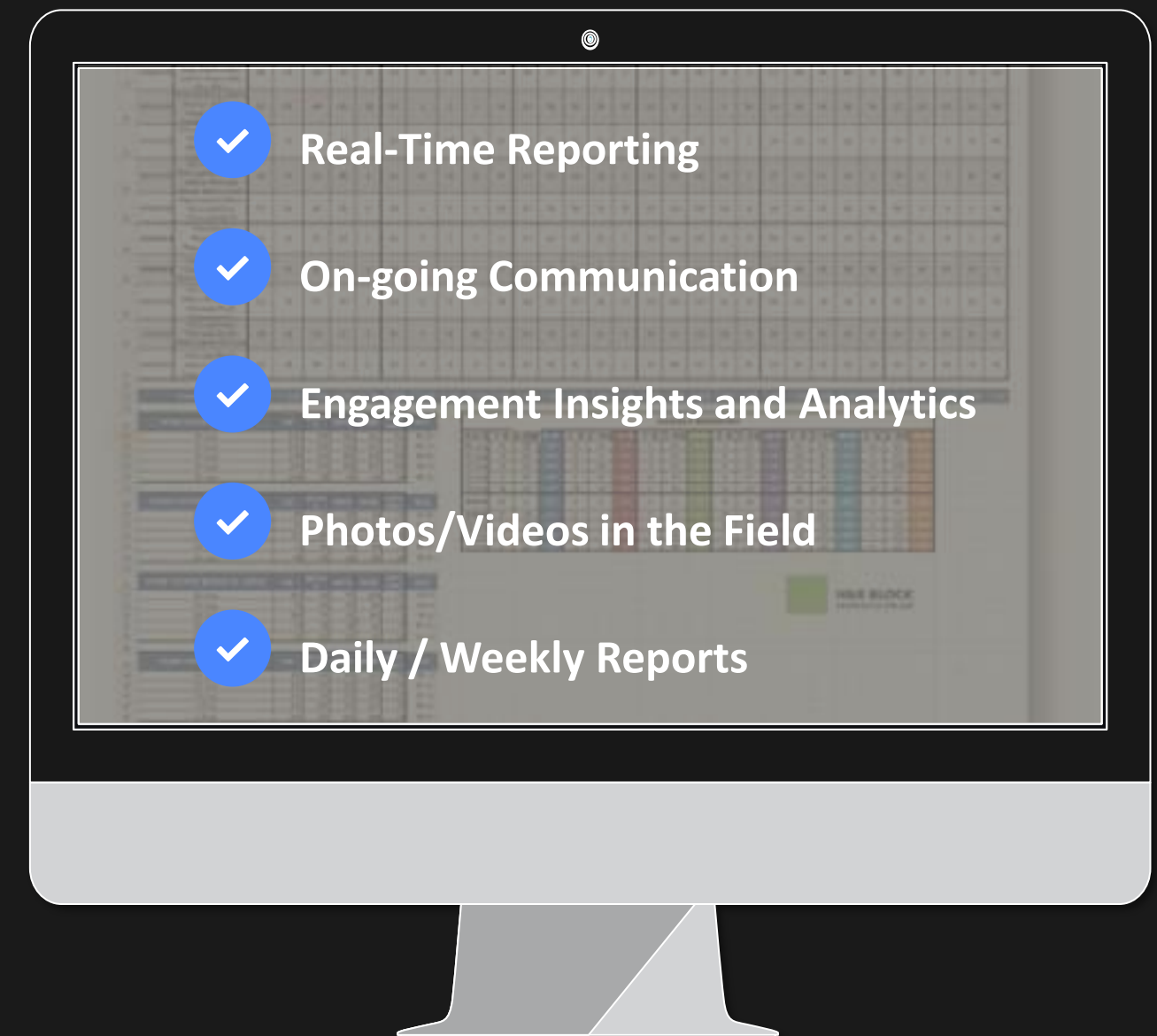
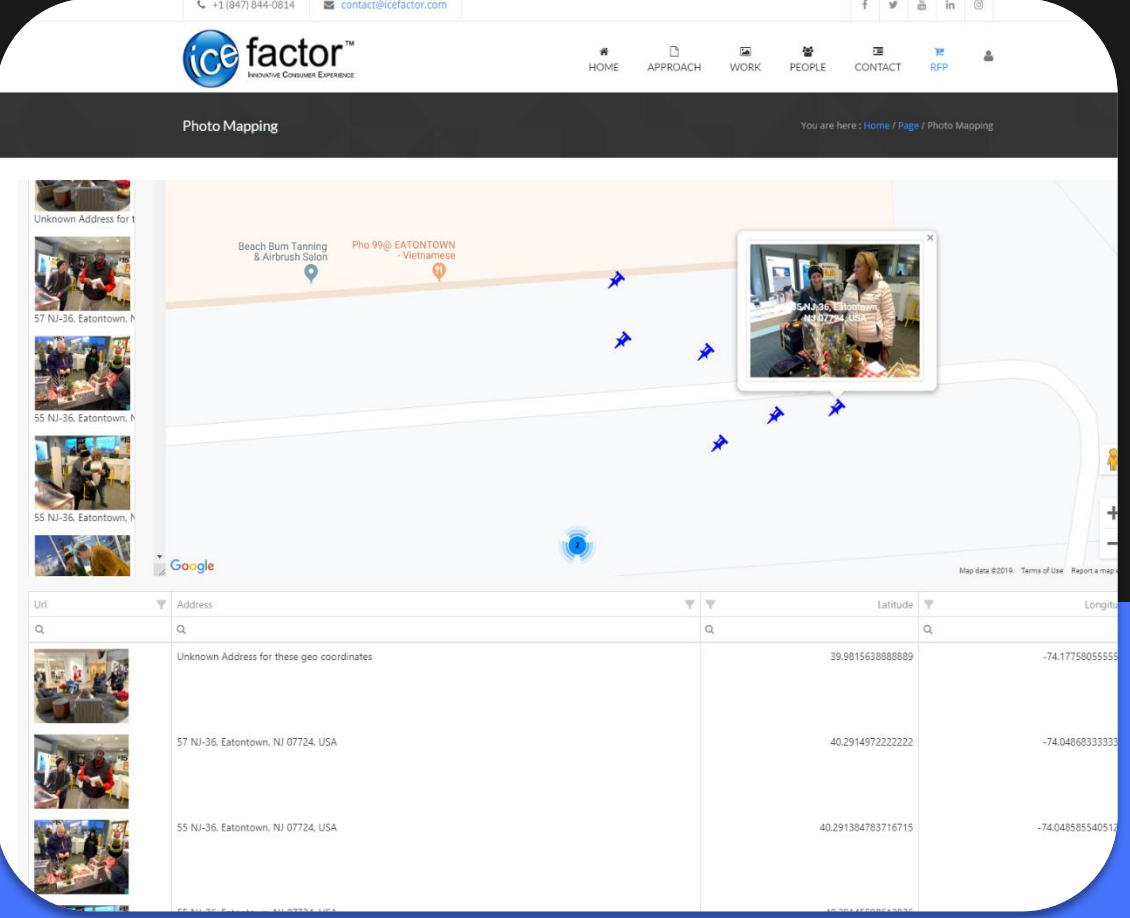
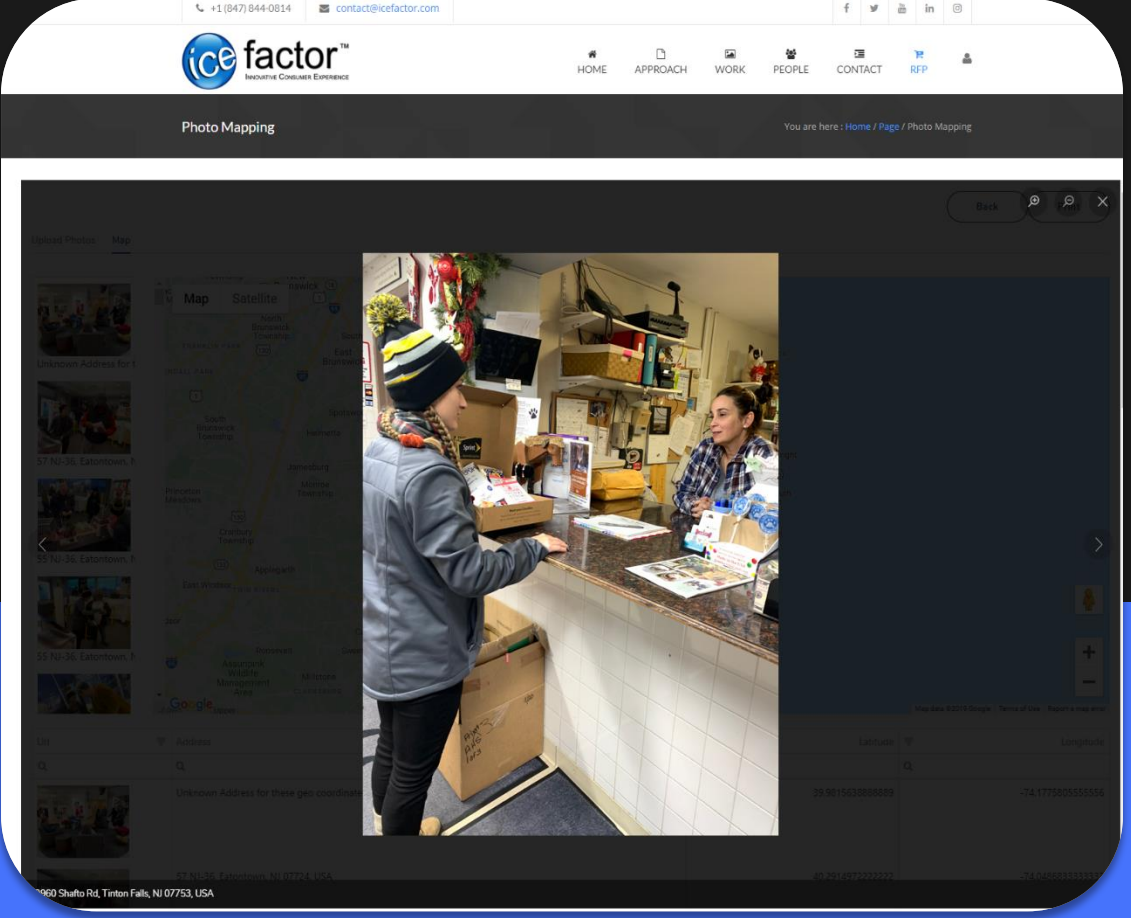
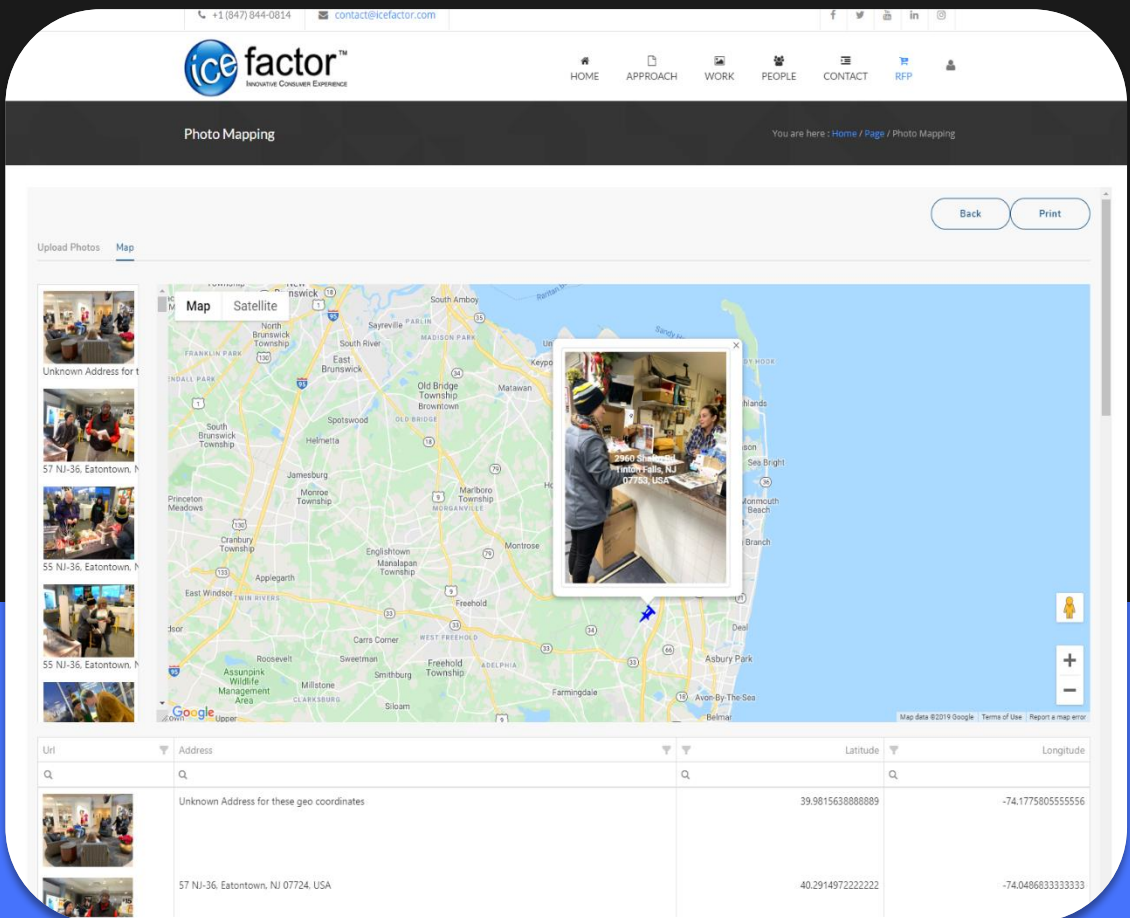


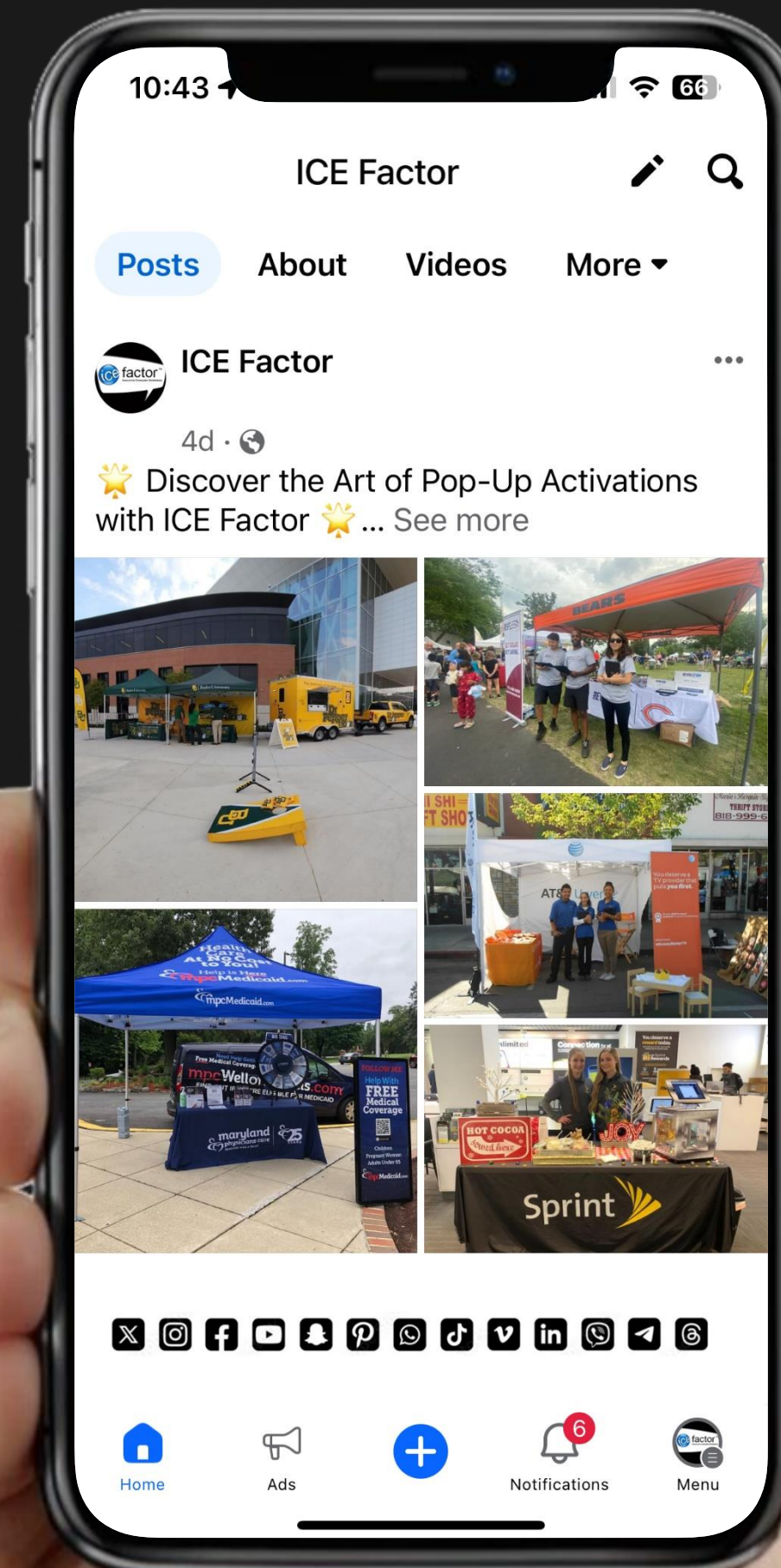
Photo Mapping: 100% Proof of Performance

In today's data-driven marketing landscape, proof of performance isn't just an advantage—it's a necessity. ICE Factor's state-of-the-art Photo Mapping Software offers clients unparalleled verification with cutting-edge precision. Each photo captured is mapped with GPS coordinates, assigned an accurate address via Google Maps API, and tagged for easy reference. Our intuitive platform features map and satellite views, zoom capabilities, Google Street View integration, and a user-friendly interface to enlarge and browse through a scrollable photo gallery. With a dedicated client URL, secure photo storage for up to 40,000 uploads per month, and one-year access, our solution ensures that every engagement is accounted for, every location is pinpointed, and every moment of your campaign's success is chronicled. Trust ICE Factor to bring transparency and tangible metrics to your marketing endeavors with our innovative Photo Mapping Software.



Content Creation Through Experiential Activation

In today's saturated digital world, creating fresh and engaging content is a significant challenge. ICE Factor steps in with a solution through its experiential activations. By designing immersive and interactive experiences, ICE Factor helps brands create compelling, shareable content that stands out. This approach not only captures audience attention but also fosters a deeper connection, making content generation innovative and impactful.



73%
of consumers prefer watching short-form videos

60%
of marketers are creating content that reflects their brand's values.

Hyper-Local Lifestyle Media: Captivating Coffee Encounters

ICE Factor's mastery in crafting bespoke brand experiences shines in our coffee shop campaigns. We transform routine coffee runs into branded adventures with custom-designed coffee sleeves and A-frames that carry your message into every conversation. Our takeovers turn local cafes into living billboards, creating an immersive brand environment that invites customers into your story. This strategic placement in the hub of daily life ensures your message resonates with the community, making every sip a reminder of your brand's presence.



Hyper-Local Lifestyle Media: Every Slice Delivers Your Message

In every community, pizza is a universal language, and ICE Factor leverages this with our targeted pizza box topper campaigns. By branding the centerpiece of corporate lunches, family dinners and friendly gatherings, we ensure your message is part of these authentic moments. Our pizza box toppers are not just ads; they're invitations to engage with your brand in a relaxed and familiar setting. This hyper-local tactic isn't just about visibility; it's about creating a connection that lasts beyond the last slice.

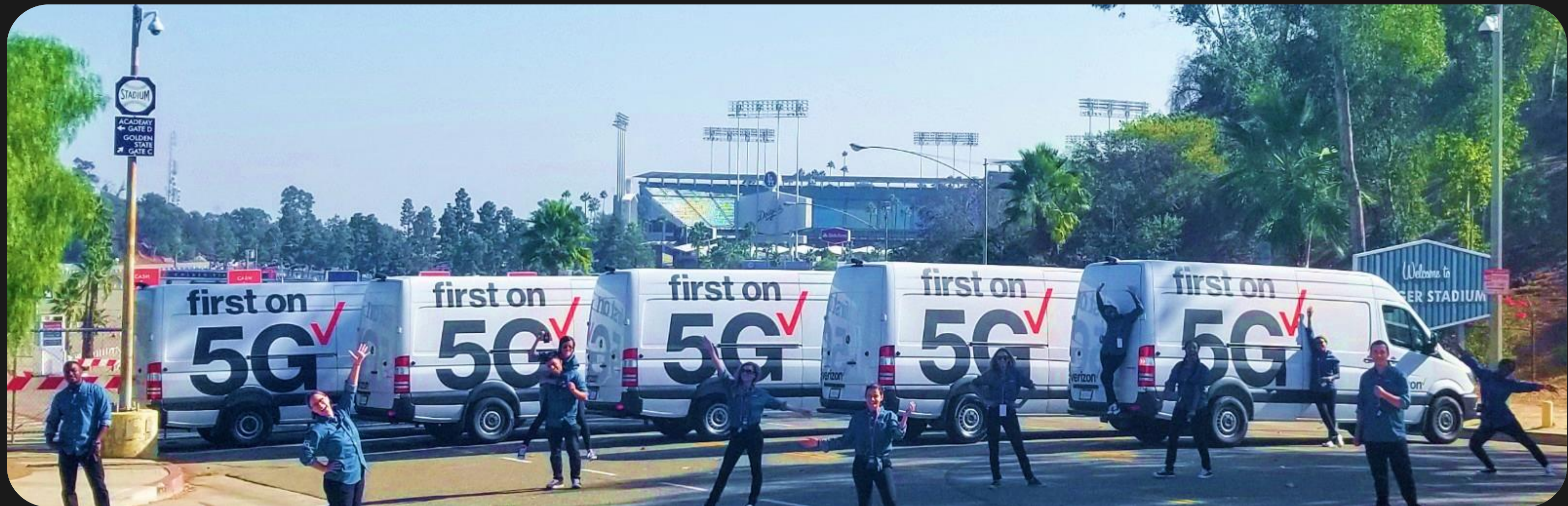


Hyper-Local Lifestyle Media: Delivering Moments: Branded Toppers for All Occasions

At ICE Factor, we recognize that the joy of giving extends beyond the gift itself—it's about the experience. From nutritious snack boxes to the classic comfort of coffee and donuts, we ensure your brand becomes part of life's small pleasures. These toppers do more than just convey a message; they enhance the act of giving, infusing every gesture—be it a daily routine or a random act of kindness—with the essence of your brand. As recipients enjoy these thoughtful touches, your brand is remembered not just for what it says, but for how it makes people feel, leaving a lasting impression that's savored well after the treat is gone.



The ICE Factor Advantage: Beyond Marketing, We Deliver Experience and Partnership



At **ICE Factor**, what distinguishes us from any other marketing company or agency isn't just our **notable experience** or the **unique, in-house owned equipment** that allows us to create unparalleled experiences. It's not solely our capability to rapidly deploy programs, ensuring a **quick turnaround** for dynamic market demands, nor is it just the **immersive face-to-face marketing experiences** we expertly craft. The true difference, as our clients will tell you, is embodied in **our team**. The dedicated professionals at ICE Factor are wholeheartedly committed to delivering **exceptional customer service** and **proven results**. Representing the most valuable asset—our clients—with a trained, skilled, and professional demeanor, we ensure that your brand's integrity and vision are not just presented but personified.

Clients | Partners



Featured here is a sample of our esteemed clients and partners, representing the diverse and dynamic collaborations we've built.

Baylor University:

The Dr Pepper Hour Tour

Embarking on a mission to share the essence of Baylor's vibrant community, the Baylor Dr Pepper Hour Tour set out to captivate select high schools and inspire future students. Over the course of an exhilarating 12-week journey, this transformative program celebrated the cherished Baylor tradition of Dr Pepper Hour by bringing it directly to students. Through delightful Dr Pepper® and Blue Bell® Floats, engaging conversations with admissions representatives, and immersive experiences, the tour aimed to ignite the passion and curiosity of prospective students, inviting them to savor the taste of Baylor and consider joining the Baylor Family.



- ✓ Geographical Reach: Major Texas cities, Arizona, and California.
- ✓ Fall and Spring: 37 activation days (Ongoing Tour since 2021)
- ✓ Student Sign-ups: 4,678 QR Code scans
- ✓ Dr Pepper Floats: 11,750 servings
- ✓ Miles: 11,170 miles driven.

2.46M

Tour Impressions

82.2K

Word of Mouth Impressions

Explore the award-winning Baylor's Dr Pepper Hour Tour. [Read More](#)

Verizon:

“First on 5G” Program

In a coordinated activation across four markets, ICE Factor masterfully managed Verizon's 5G Network launch with a comprehensive 11-week program covering Sacramento, Los Angeles, Houston, and Indianapolis. Implementing a sophisticated, multi-faceted strategy, our team deployed 22 branded vans and a cadre of 94 ambassadors each day, engaging with over 40,000 consumers and generating 1,817 hot leads—a 4.89% success rate from targeted homes.

- ✓ Geographical Reach: Los Angeles, Sacramento, Houston, Indianapolis.
- ✓ Timing: 11 Week simultaneous market activation
- ✓ Consumer Sign-ups: 1,817 Hot Leads
- ✓ Routes: 447 Neighborhoods, 71,242 homes
- ✓ Assets: 22 branded sprinters, 94 ambassadors

4.89%

Success rate

21.9K

Man-hours in the field

Chick-fil-A:

Hispanic Consumer Engagement Program

ICE Factor spearheaded a targeted experiential marketing campaign for Chick-fil-A, aimed at increasing engagement with the Hispanic community in Chicago and promoting the Chick-fil-A App. Over three months, a seven-member ambassador team, equipped with guerrilla marketing tools and event marketing strategies, worked tirelessly to interact with consumers and manage on-the-ground promotions. They provided samples, hosted interactive prize wheels, and distributed digital offer cards (DOCs), all while maintaining a robust social media presence. The campaign was a resounding success, not only increasing the Hispanic customer base by 5% but also contributing to a substantial 27.69% growth in the region, thanks to an impressive 30% redemption rate on the DOCs and over 33,000 generated impressions.



- ✓ Targeted Outreach: Successfully engaged the Hispanic community within the Chicagoland area.
- ✓ Comprehensive Engagement: Utilized a mix of guerrilla and event marketing tactics for wider reach.
- ✓ High Interaction: Achieved over 33,000 visual and engagement impressions.
- ✓ Significant Redemption: Attained a 30% redemption rate on distributed digital offer cards.
- ✓ Customer Growth: Notably increased Chicagoland's Hispanic customer base by 5%.

33K

Visual impressions

27.69%

Market growth

Republic Services: D2D Recycle Oops! Program

In a concerted effort to enhance recycling habits, ICE Factor launched an educational campaign, the Tag, Peek and Check program, over a span of 6 weeks across four key markets: Phoenix, Cleveland, Las Vegas, and Dallas. This hyper-local marketing initiative aimed at promoting better consumer recycling behaviors involved meticulous research, planning, and execution, managing logistics for 80,000 homes. The dedicated team's use of GPS for tracking and auditing ensured precise implementation and yielded over 200,000 impressions through targeted neighborhood engagement and educational tags on recycling bins. The program's success was echoed in Republic Services' satisfaction, praising ICE Factor's communication, preparedness, and impactful return on investment.



- ✓ Strategic Engagement: 80,000 households across 4 diverse markets.
- ✓ Customized Outreach: Installed 5 unique promotional tags tailored to the demographics of each locale.
- ✓ Advanced Tracking: Utilized custom GPS technology across 42 neighborhoods.
- ✓ Consumer Reach: 200,000 impressions
- ✓ Operational Management: Comprehensive and simultaneous multi-market educational campaign

70.8K

Direct educational tagging

200K

Neighborhood impressions

Maryland Physicians Care: Well-on-Wheels Program

Maryland Physicians Care's 'Well on Wheels' initiative, running from May to October, revolutionized healthcare outreach with a dynamic, mobile approach to wellness education. A cargo van, transformed into a mobile healthcare hub, journeyed across Maryland to increase healthcare accessibility, participating in events from health fairs to cultural celebrations. The program was brought to life by the Ambassador Team, who embodied the mission through interactive engagements like the 'Spin It To Win It' prize wheel, resource distribution, and fostering connections. The initiative's visibility was amplified by branded vehicles, tents, and marketing materials, which cultivated vibrant, informative spaces at 85 events and guerrilla marketing locations. The program's expansive reach and impactful presence were marked by its considerable mileage and impressive number of impressions.



- ✓ Community Integration: Visited 56 unique guerrilla marketing locations.
- ✓ Ambassador Engagement: Leveraged a dedicated Ambassador Team to personalize interactions and provide health resources.
- ✓ Branding Success: Utilized branded vehicles and materials to convert locations into engaging health awareness centers.
- ✓ Extensive Coverage: Completed a significant tour that spanned 5 months.
- ✓ Event Participation: Actively involved in 85 diverse events.

11.5K

Well-On-Wheels Mileage

4.273M

Neighborhood impressions

T-Mobile:

Hometown Hero Program

The Hometown Hero Program was a heartfelt initiative that unfolded across 49 markets, where ICE Factor seamlessly coordinated 187 coffee location setups to honor and support community heroes. This comprehensive campaign entailed meticulous planning, with installers diligently setting up with coffee shop take-overs and later disassembling promotional materials, including A-Frame Sandwich Boards, branded coffee sleeves, and donation receptacles, all garnished with a heartfelt "Thank You" to those who serve. In a gesture of gratitude, 566 heroes across various sectors including first responders and veterans were acknowledged through the donation of 4,104 bags of coffee and 1,116 healthy snack boxes. This sizable contribution was not just a token of appreciation but also a significant outreach that solidified community relations and embodied the spirit of giving back, leaving a lasting impression of generosity and care.



- ✓ National Reach: 49 markets across the United States
- ✓ Installs: 187 coffee locations (1 week coffee shop take-over).
- ✓ First Responders: 447 locations, including police, fire department, and hospitals.
- ✓ Veterans: Honored 119 Veteran locations.
- ✓ Direct Donations: 4,104 bags of coffee and 1,116 snack boxes.

523.6K

Direct Impressions

49

Simultaneous market activation

Old Wisconsin: Smokehouse Confessional Program

Old Wisconsin embarked on an experiential marketing campaign using a unique mobile Smokehouse to elevate its brand presence and debunk common misconceptions about meat snacks. The campaign focused on direct consumer engagement in Chicago, offering a rustic, immersive experience. This initiative brought the Northwoods of Wisconsin to the city, allowing consumers to savor various Old Wisconsin products, from bites and sticks to summer sausages. The campaign was distinguished by its innovative Smokehouse Confessional — a pedi-cab transformed into a log cabin, complete with GoPro cameras for capturing real-time consumer feedback. The activation distributed over 25,000 product samples and 1,500 coupons, significantly enhancing brand awareness and gathering valuable consumer insights.



- ✓ Innovative Engagement: Utilized a mobile Smokehouse for authentic, memorable consumer interactions.
- ✓ Product Sampling: Distributed Old Wisconsin products; Turkey and Beef Sticks, Summer Sausage, and Beef Stick/Cheddar Cheese packs.
- ✓ Consumer Insight: Captured real-time feedback via GoPro cameras in the Smokehouse Confessional.
- ✓ Coupon Distribution: Handed out 1,500 coupons, encouraging subsequent purchases.
- ✓ Brand Awareness: Successfully established significant brand recognition in the Wisconsin and Chicago markets..

25K

Direct samples

64HRS

Video Content and Testimonials

Explore the success of the Old Wisconsin Smokehouse Program.

[Read More](#)

Gift of Hope: Morgan D' Organ Program

ICE Factor's collaboration with Gift of Hope on the Morgan Tour embarked on an ambitious goal: to set a Guinness World Record for the most organ donor sign-ups in an 8-hour period. This experiential marketing campaign, centered on the University of Illinois campus, combined educational efforts with a Guinness World Record attempt, engaging students with a branded tent and professional ambassadors. The campaign was a resounding success, not only raising awareness about organ donation but also breaking the previous world record by a significant margin. Over 10,000 impressions were generated, along with the distribution of thousands of t-shirts and wristbands, culminating in a new record of 2,262 sign-ups. This achievement exemplifies ICE Factor's longstanding partnership with Gift of Hope and its expertise in impactful experiential marketing, leading to their role in training for the Donate Life brand across multiple states.



- ✓ Record-Breaking Achievement: Surpassed the previous world record with 2,262 organ donor sign-ups.
- ✓ High Engagement: Generated over 10,000 impressions from student interactions on campus.
- ✓ Educational Outreach: Educated and engaged students about organ donation and the importance of the cause.
- ✓ Branded Merchandise: Effectively distributed 4,000 t-shirts and 2,500 wristbands, enhancing campaign visibility.
- ✓ Longstanding Collaboration: Demonstrated a decade-long successful partnership with Gift of Hope, setting engagement and registration standards.

10K

Direct Student engagement

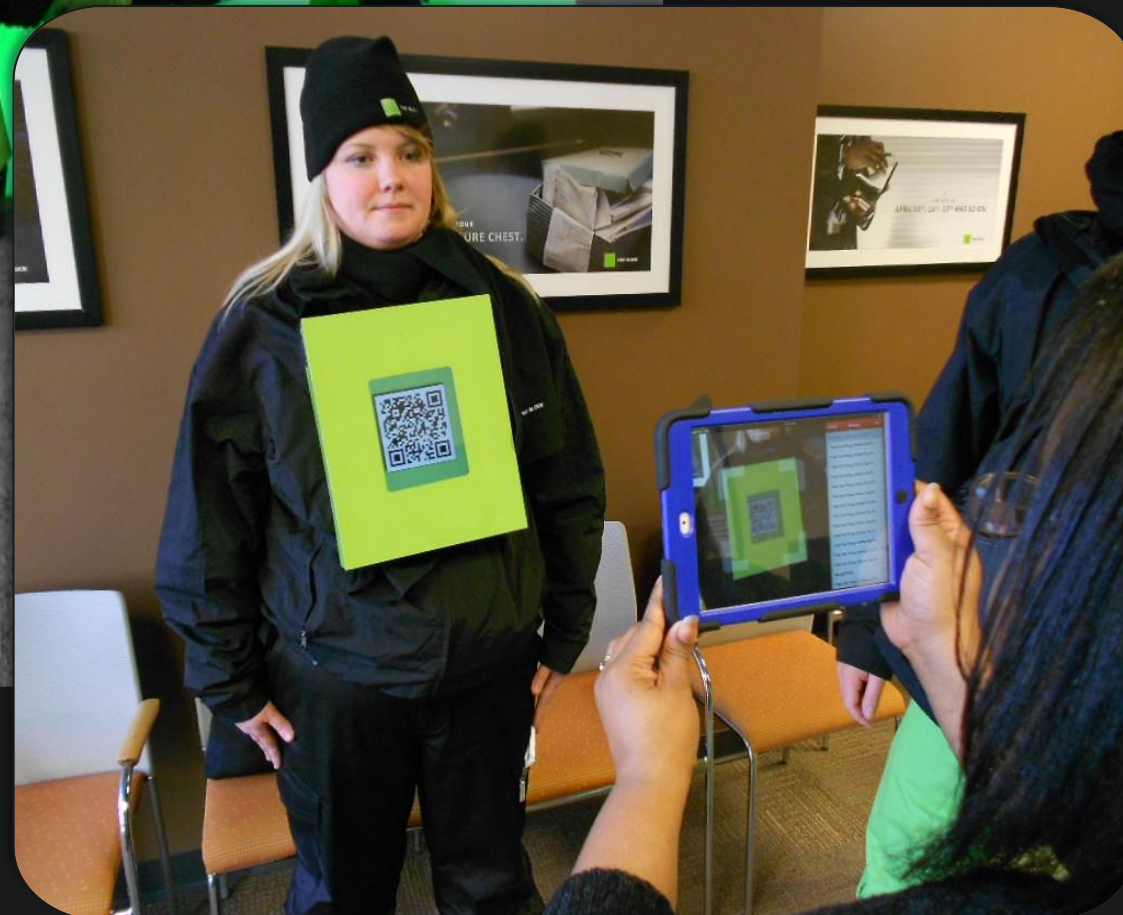
2,262

Sign-ups, a Guinness World Record

H&R Block:

Consumer Engagement and Appointment Program

In an ambitious multi-state guerrilla marketing campaign for H&R Block, ICE Factor employed innovative tactics, including branded Segways and human QR code units, to create a dynamic and engaging consumer experience. This strategy resulted in a staggering 500,000+ impressions, demonstrating the effectiveness of ICE Factor's unconventional marketing methods. The campaign not only gathered valuable consumer data for real-time analysis and follow-up but also notably increased H&R Block's Latino consumer market by 5%. Additionally, it led to the scheduling of 4,000 consumer appointments and achieved a remarkable 13% conversion rate. This success solidified ICE Factor's status as a key partner for H&R Block, leading to further collaborations, including the Super Bowl, and garnering high praise from the client for their creativity, program development skills, and result-driven approach.



- ✓ Innovative Engagement: Utilized branded Segways and human QR code units for a unique and memorable consumer experience.
- ✓ Impressive Reach: Generated over 500,000 impressions, significantly amplifying brand visibility.
- ✓ Market Expansion: Increased the Latino consumer market for H&R Block by 5%.
- ✓ Consumer Interaction: Successfully scheduled 4,000 appointments, demonstrating effective consumer engagement.
- ✓ High Conversion Rate: Achieved a 13% conversion rate, indicating the campaign's impact on consumer actions.

500K

Consumer impressions

13%

Conversion rate

Salesforce: "Surprise and Delight Program"

Salesforce embarked on a heartfelt 'Surprise and Delight Program' during National Nurses Week, showcasing gratitude across five bustling markets. ICE Factor orchestrated a seamless operation, from securing permits to rigorous sanitation protocols, ensuring the healthcare demographic enjoyed a well-deserved treat amid the pandemic. With a total of 10 hours daily, the brand ambassadors in branded attire, distributed an array of refreshments, from ice cream to bottled juices, leaving nurses refreshed and appreciated.



- ✓ Gratitude on Wheels: Spread cheer to healthcare professionals with treats and heartfelt thanks across 5 key markets.
- ✓ Diligent Execution: Managed comprehensive logistics, from permits to safety protocols, for smooth and compliant activations..
- ✓ Vibrant Brand Presence: Elevated brand visibility with eye-catching feather flags, sandwich boards, and branded cups and napkins
- ✓ Delightful Product Distribution: Brightened days of hardworking nurses by delivering hundreds of servings of refreshing local ice cream and juices.

80 hrs

Consumer Engagements

12,600

Samples

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