

A large green dinosaur-shaped banner is being hoisted by a crane at a construction site. The banner is the central focus, with a person standing on it. The background shows a construction site with a crane and a building under construction. The sky is overcast.

SFM

STREET FACTORY MEDIA



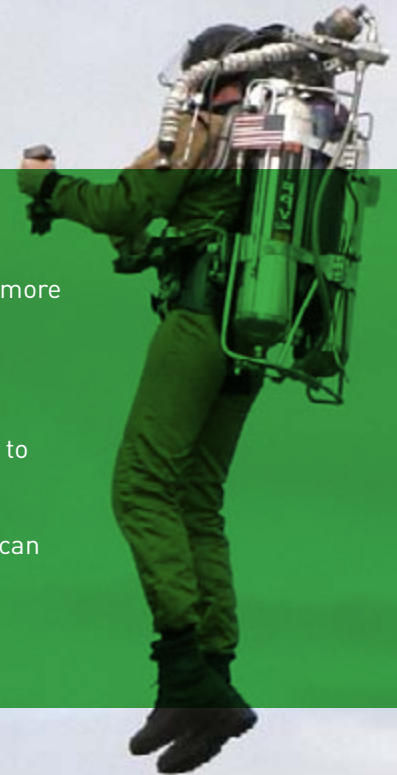
WE EXECUTE BIG IDEAS

At Street Factory, we funnel a broad range of marketing skills into doing one thing well: Precisely executing your creative ideas on the ground.

And we run through walls to get the job done.



MISSION



CUSTOM GUERRILLA

Today, more advertisers are demanding multi-dimensional media plans and more marketing agencies are meeting the challenge with strategic guerrilla ideas.

But who can precisely execute these one-of-a-kind ideas?

Who can put an experienced team on the ground anywhere in North America to artfully put your brand in motion?

Who can be trusted to over-manage every detail of every moving part so you can rest easy?

The answer is **STREET FACTORY MEDIA.**



CONSUMER ENGAGEMENT

Street Factory executes engaging media experiences that allow your target consumer to touch and feel the brand. There is no bigger payoff than going one-on-one with your target consumer. LIVE.

EVENT MARKETING



Ford Focus Drive-In
Bonnaroo Music Festival

EVENT MARKETING



Ford Focus Drive-In
Bonnaroo Music Festival

EVENT MARKETING



Ford Octane Board Shop
X-Games 17

EVENT MARKETING



Ford Octane Board Shop
X-Games 17

EVENT MARKETING



Ford Octane Board Shop
X-Games 17

EVENT MARKETING



Moviefone
People's Choice Awards

EVENT MARKETING

BURGERSTORM

COMBOS

- | | |
|---|--|
| 1. MERCY BURGERFREE
Hot peppers and pepper jack cheese cooked with creamy Mercy Sauce. | 4. AFTERBURNER BURGERFREE
Smoked pork, patty with smoky cheddar melting on top. |
| 2. 4TH OF JULY BURGERFREE
Tangy red-and-white slaw with blue cheese. | 5. GAG REFLEX BURGERFREE
Triple melt of cheddar, tongue and caramelized onions. |
| 3. GANG BANG BURGERFREE
Triple stack with Cook Sauce and caramelized onions. Well topped. | 6. FEHILIZER BURGERFREE
Slazy. Jus. with bacon and white cheddar. Top with house made sauce. |

ALL BURGERS MADE WITH 99% GROUND GRADE A FINE ECHO SQUADRON

SHOW YOUR E3 BADGE FOR A FREE BURGER AND BEVERAGE

BulletStorm / BurgerStorm

E3

EVENT MARKETING



BulletStorm / BurgerStorm

E3

EVENT MARKETING



Fiesta Social Club

E3

EVENT MARKETING



Fiesta Social Club

E3

EVENT MARKETING



Old Spice

Tour of the NFL

MOBILE TOURS



Aveda
Mobile Spa

FOOD TRUCKS



Bullet Storm

Burger Storm E3

FOOD TRUCKS



Virgin Atlantic

Mobile Ice Cream Social

FOOD TRUCKS



Stagg Chili
Product Sampling

POP UP EVENT

**FREE GAS
TODAY**
MERC2.COM
*UP TO \$60 PER VEHICLE, WHILE SUPPLIES LAST



FULL SERVE

REGULAR UNLEADED	00.00
SPECIAL UNLEADED	00.00
SUPER UNLEADED	00.00

MERC2.COM



Mercenaries 2
Gas Station Takeover

POP UP EVENT



Publix

Ice Cream Social

LIVE SCREEN PRINTING

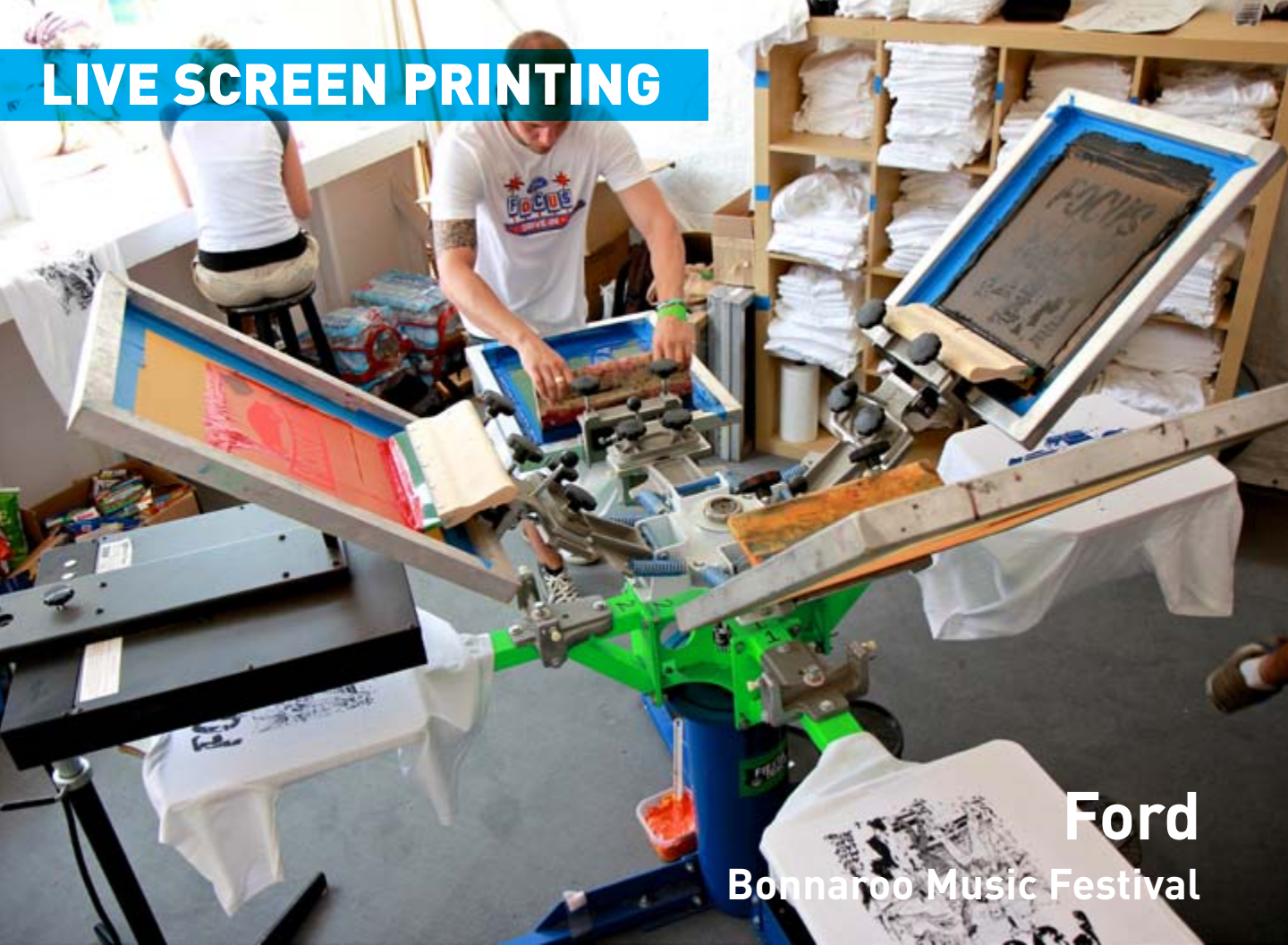




Scion tC

Mobile Screen Printing

LIVE SCREEN PRINTING



Ford
Bonnaroo Music Festival

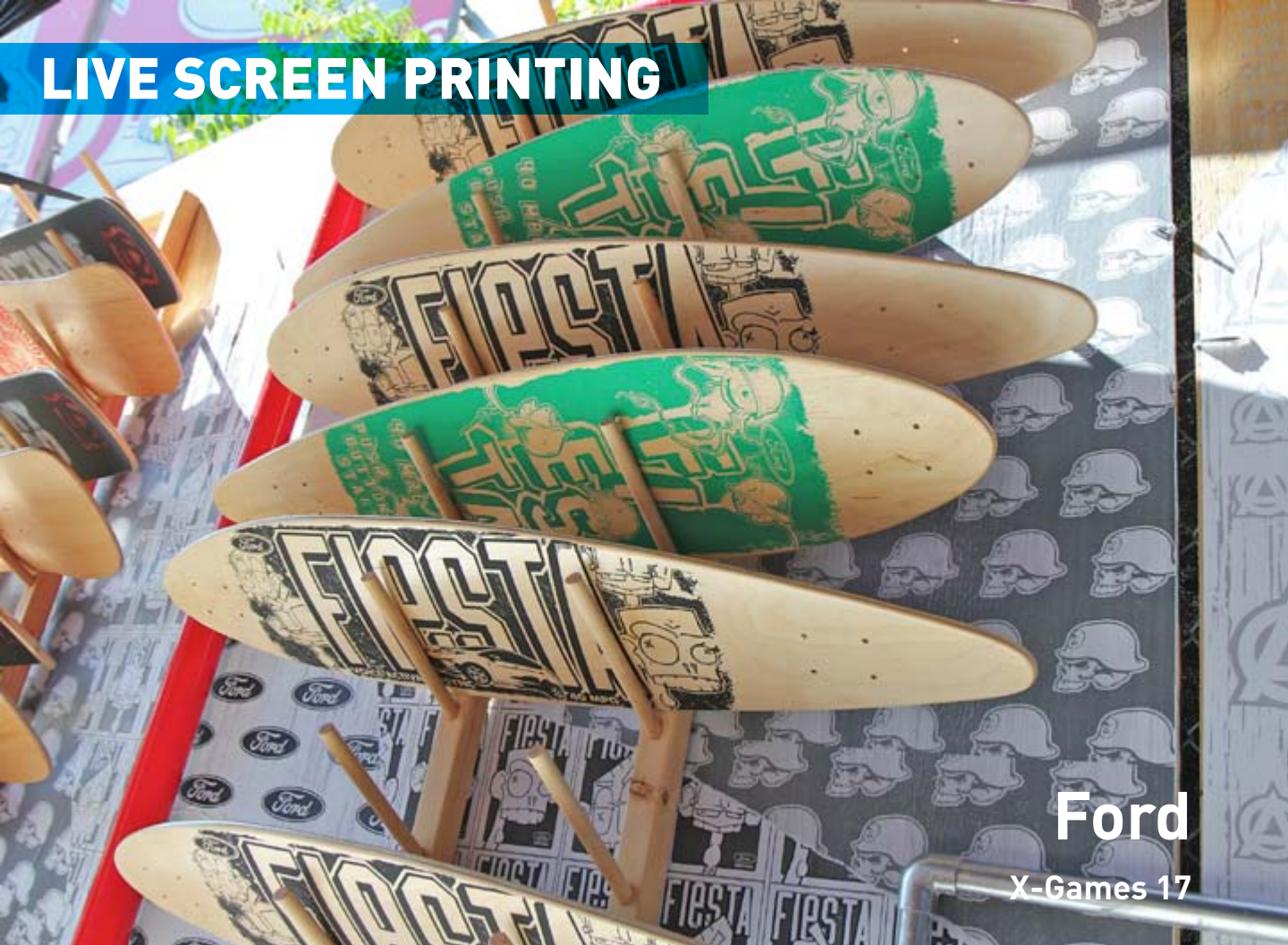
LIVE SCREEN PRINTING



Ford

X-Games 17

LIVE SCREEN PRINTING



Ford

X-Games 17

BRANDED TEAMS



Nike

Street Theater

BRANDED TEAMS



Nike

Street Theater

PRODUCT SAMPLING

*Here's to the
Morning Marathon*

Here's To Progress

7:53:55



Starbucks
Morning Marathon

PRODUCT SAMPLING



NutriSoda
Beach Takeover

PRODUCT SAMPLING



Sierra Mist
Fountain Takeover

JET PACKS



3M

STREET THEATER



STREET THEATER



MN State Lottery
Rockstar Scratch-Off

STREET THEATER



Evergreen Space Museum
Astronaut Teams

STREET THEATER



BRANDED TEAMS



Campus Invasion

BRANDED TEAMS



Best Buy eBikes
Buzz Gangs

IPAD TEAMS

Yoplait Greek Yogurt
Augmented Reality





ALTERNATIVE MEDIA PLACEMENT

It's a big world and there's a never-ending supply of innovative and unexpected media vehicles lurking beneath the traditional channels.

Mobile 3-D media props, place-based advertising, wall projections, street branding, environmental re-surfacing. These are just some of the surprising non-traditional media placement tactics we execute for consumer discovery.

3D MEDIA



Buxom Bare Essentials

3D MEDIA

**GET SAME-DAY
TEST RESULTS**

A NEW WAY TO

HealthPartners

Health Partners

CHALK STENCILS

Blue Cross
Blue Shield

do. hopscotch
Bravo your body 10 minutes a times a day.

CHALK STENCILS



AllState
Safe Driving Campaign

STREET BRANDING

the legend lives
BLOOD NIGHT
bloodnightmovie.com/osu

Blood Night
Blood Stencils

STREET BRANDING



Spore

GROUND GRAPHICS



Medica

WALL GRAPHICS



Slim Jim

WALL GRAPHICS



Converse
Connectivity

WALL GRAPHICS



HOBOKEN
HIGH
SCHOOL

Nike
Delicious

WALL GRAPHICS



Nike
Trainer 1

DISCOVERABLE MEDIA

Enter with or buy
MetroCard at all times
or see agent at Houston
St & Broadway

GRAPPLE
- IN THE -
APPLE

Nike
US Open

DISCOVERABLE MEDIA



Travel Oregon

DISCOVERABLE MEDIA

Long weekend in

PORTLAND

TASTEBUD-CENTRIC
EXTRAVAGANZA



IS CLINCH
SEASON

imes

SARAHAN DOES



Chris Clark

Chris Holman

They object — to each other

**PAIR HAVE CLASHED
REPEATEDLY AND HEATEDLY**

Philosophy of differences,
underlie blunt, fiery styles.

BY CHRIS HERRY

Special Column and Comment

An on-again off-again feud over the
Seattle City Attorney's Team Chris Holman
shows, graced and shook his head,
barely able to contain himself in his
challenge. Pete Holman, speaks. What
it was his own, Chris Holman's

Travel Oregon

DISCOVERABLE MEDIA



Coraline Keys

Scion Midwest's Photos – Downtown Minneapolis – October 1

Photo 2 of 40 [Back to Album](#) - [Scion Midwest's Photos](#) - [Scion Midwest's Profile](#)

[Previous](#) [Next](#)



SOCIAL MEDIA SUPPORT

With the explosion of social media channels like facebook, youtube and twitter, every guerrilla program is ripe for “broadcasting” to a larger audience. We are able to capture specific on-the-ground content for your brand’s social media channels to amplify your reach by engaging consumers online.

[Add a caption](#)

From the album:
[Downtown Minneapolis – October 1](#)
by [Scion Midwest](#)

Added October 2 · [Comment](#) · [Like](#)

Photo



Sponsored

December



Like

Music



Facebook



1-

SOCIAL MEDIA SUPPORT



InDis@E3 - Burgerstorm! Aww yeah!

Indispodcast 45 videos



86 views

Uploaded by [indispodcast](#) on Jun 10, 2010

Free Burgers sponsored by Bulletstorm by EA. They got my attention. Had a video going outside that showed the different combo kills you could get. Really cool stuff.

<http://InteractiveDistractions.com>

Category:

Gaming

1 likes, 0 dislikes



The Sims Social

by TheSims

175,551 views

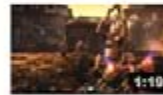
Promoted Video



E3 2010 Bulletstorm, Free burgers and tongue sa...

by gametoyzvideo

47 views



Bulletstorm Gameplay Trailer

by microstforgamer

83 views



E3 2010 Free Burgers

by gametoyzvideo

26 views



Plants vs Zombies dance off outside E3 2010

by ultrarobotinja

841 views



E3 2010 - Bulletstorm



Bulletstorm Booth E3 2010 Trailer

by DaXHorde

59 views

EA Games Bullet Storm E3 Activation

SOCIAL MEDIA SUPPORT

E3 Protestors Picket EA's Dante's Inferno

Protesters rebel against "Electronic Antichrist" for "glorifying hell."

By Steve Watts, 06/03/2009



Protesters have formed around E3, and they're surprisingly livid about the game *Dante's Inferno*. 1UP user Jeff Yanick snapped photos and even [interviewed](#) one of the protesters. Cherry Adams from The Saved Group said they consider EA the "Electronic Antichrist" and are protesting based on the game's portrayal of hell. "This disrespects ourselves, the Bible, the Christian belief," she said. "We don't need this right now in our society."

Specifically her organization disagrees with the ability to leave hell, using the cross as a weapon, and the game's violence. "So we decided to come down before it's released here and spread the word so people can be informed about it." Asked why the organization is protesting the game specifically when the work of literature has been around for years, Adams feels it would encourage impressionable young people. "Our youth today live in a fantasy world to begin with, and they don't need any encouragement to follow in the line that we laid out in the levels of hell."

KEEP YOUR WEAPON
OF CHOICE SHARP.



THE ENERGIZER®
POWER & PLAY™ SERIES

BUY NOW AT
GameStop

Energizer, Energizer battery design and other marks are trademarks of Energizer Holdings, Inc.

Related Games



Dante's Inferno (PSP)
Release Date: 02/09/2010



Dante's Inferno (Xbox 360)
Release Date: 02/09/2010



Dante's Inferno (PS3)
Release Date: 02/09/2010

EA Games
Dante's Inferno Mock Protest

Executing a vast array of non-traditional marketing assignments across North America, Street Factory Media has come to be relied on by a growing list of brands and agencies to put their guerrilla ideas in motion.



AGENCIES

22squared
Barrie D'Rozario Murphy
Billups Worldwide
Clarity Coverdale Fury
Creature
Crispin Porter + Bogusky
Colle + McVoy
Deutsch
Edelman
Engine Company 1
Hunt Adkins
MacDonald Media
Olson
Preston Kelly
Russell Herder
S3
SBC Advertising
Team Detroit
Universal McCann
Weber Shandwick
Wieden + Kennedy

BRANDS

3M
Adult Swim
Alaskan Airlines
Allstate
AMC Theatres
AOL
Arby's
Aveda
Bare Escentuals
Best Buy
Blue Cross Blue Shield
Buffalo Wild Wings
Caribou Coffee
Code Ready
Converse
Delta Dental
EA Games
Eight O'Clock Coffee

ESPN
Fifth Third Bank
Ford
Gander Mountain
General Mills
Gold'n Plump
Google
Guitar Center
HBO
Health Partners
HTC
Huntington Bank
ING
Life Time Fitness
McDonalds
Medifast
Minnesota Timberwolves
Moviefone

NBA City
NBC
New Balance
Nike
Old Spice
Optum Health
Pearl Izumi
Pepsi
Phillips 66
Pita Pit
Pizza Hut
Powerball
Publix
Saab
Scion
Sears
Sega
Shimano

Sierra Mist
Slim Jim
Sprint
Stagg Chili
Starbucks
State Farm
Subway
Suzuki
Taubman Malls
Tetley Tea
Time Warner Cable
Toyota Scion
Travel Oregon
Virgin Atlantic
Volkswagen
Whole Foods
Xbox 360
Xfinity



SFM

STREET FACTORY MEDIA

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