

AURA<sup>XM</sup>

HAVE YOU  
GOT A  
MOMENT?

AURA<sup>XM</sup>



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Xperience the Moment

You know that rare moment where your customer has put the phone down, turned off the music and is actually face-to-face with you? That's a great moment. And you need more of them.

**BUT YOU ONLY HAVE A MOMENT FOR THE MOMENT.  
SO YOU BETTER BE READY FOR IT.**



AURA XM

XPERIENCE THE MOMENT



# YOUR JOB IS TO CUT THROUGH AND CONNECT. GOOD LUCK.

Consumers face more advertising and promotional messages than ever before. TV. Billboards. Restaurants. Sports. Gas pumps. Online. Offline. And everywhere in between. The result is ads fighting other ads for the consumer's attention. Nobody's winning because consumers are engrossed in apps and entertainment in the palms of their hands. The result: They're simultaneously bombarded, consumed, scattered and distracted.



## MARKETING. NOW A NICHE MARKET.

In the ongoing battle for the customer's attention, businesses have responded with new forms of specialized and niche marketing. Each one is unique. And critical. And proven. And integrated. And... well, confusing. There's Event Marketing. Trade Show Marketing. Street Marketing. Brand Activation Marketing. Guerrilla Marketing. Experiential Marketing. And digital, mobile, social and live tactics across all of them.

Clearly, consumers aren't the only ones feeling a bit scattered. Marketers are distracted, too.



# Bell Ice Cube



**GREAT BRANDS.  
DIFFERENT  
EXPERIENCES.**

We craft relevant face-to-face experiences for audiences on a trade show floor, at an event, on the street or wherever they can be found.

# **WE FEEL YOUR PAIN.** **AND WE CAN HELP.**

With a wonderful team of cross-discipline professionals in multiple global locations and a 25 year track record of helping regional, national and international clients achieve their goals, the Aura XM Xperience certainly is a positive one.

**You need to engage with your customer.**

**And we do everything to ensure you do.**



## 1. INSIGHTFUL STRATEGY

Every great marketing initiative starts with insightful strategy. And so do we. A better brief leads to thorough questions, in-depth analysis, a thorough understanding of the target audience, unique insights and a clear exploration and definition of “the moment”. Our insightful strategy will establish the goals, direct the creative, and ensure your initiative sets you up for successful engagement.

Along the way, we’ll define success and actively track its progress through XM Metrics, our proprietary approach that gives you the numbers and what you need to do to improve them.

## 2. MEMORABLE CREATIVE

Cutting through the clutter requires more than brains. It needs heart. While data allows all of us to be more informed, 90% of purchase decisions are still based on emotions. Emotions are explored through memorable creative.

That's why our creative products and platforms engage, educate, and motivate. Most importantly, they do it all with a sense of wow. Great concepts. Brilliant design. Flawless execution.





### 3. SMART FULFILLMENT

Success is in the details. Luckily, we're on top of all of them. After all, what good is a creative solution if it doesn't get there on time. Or if it doesn't get built correctly. Or isn't optimized for your budget?

Others may deliver but we invest in Smart Fulfillment. Custom fabrication, onsite project management, installation and dismantling, transportation management, there are so many things to worry about. Luckily, our clients don't have to think about any of them.

# UNCHARTED 3

DRAKE'S DECEPTION™





## MEETING YOUR CUSTOMER IS AN EVENT.

Whether we're building a cookie, an event or a long lasting relationship, we simply help you build a better business.

# AURA XM

XPERIENCE THE MOMENT



CLIENT

ACCOUNT  
MANAGEMENT

EVENT & PROJECT  
MANAGEMENT

ASSET  
MANAGEMENT

QUALITY  
ASSURANCE

STRATEGIC  
CREATIVE

GRAPHICS  
PRODUCTION

STRATEGIC REVIEW  
WITH XM METRICS

INSTALLATION  
& DISMANTLING

GLOBAL  
LOGISTICS

CUSTOM  
FABRICATION





A Single Application for Human Capital Management



DAYFORD

- Strategic
- Recruitment
- Performance
- Wellness
- Learning
- Employee
- Management

CERIDIAN  
People. Health. Performance. Technology.



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Executive Jets

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IT'S BETTER TO BE A MEMBER

**LET'S START**

TOUCH TO PLAY

*french*

SAMSUNG





## THE DIGITAL EXPERIENCE.

Whether your customer moment occurs face-to-face or face-to-screen, a complementary digital experience is critical to reaching busy and curious customers. From targeted mobile applications and customized interfaces to total social integration, we build digital experiences that connect people to brands.

*Leica*

MICROSYSTEMS

*Leica*

MICROSYSTEMS

Designed with  
**you** in mind



Designed with  
**you** in mind

ing up to Life

*Leica*

MICROSYSTEMS



Surgical Video  
Editing Station



*Leica*

MICROSYSTEMS



## FLEXIBLE RENTAL SOLUTIONS.

Just because it's a rental, doesn't mean it has to look like one. With a global inventory of customizable booths, furniture and accessories, our clients know they can count on us for their single or multi-event rental solutions.

# WHEREVER YOU ARE. WE ARE RIGHT WITH YOU.

## ● AURA XM STRATEGIC OFFICES

Toronto, Canada  
Las Vegas, USA

## ● NORTH AMERICAN SERVICE DEPOTS

Montreal, Canada  
Calgary, Canada  
Vancouver, Canada  
Orlando, USA

## ● INTERNATIONAL FABRICATION & SERVICE PARTNERS

Sao Paulo, Brazil  
Bratislava, Slovakia  
Singapore  
Cape Town, South Africa  
New Delhi, India  
Hong Kong, China  
Dubai, UAE



# X P E R I E N C E T H E M O M E N T X P E R I E N C E A U R A X M

Meaningful interactions with customers and prospects are really rare. If you're lucky enough to be able to grab a moment with yours, we want you to be ready. Let us know how we can help.

[www.auraxm.com](http://www.auraxm.com)

[twitter.com/AuraXMers](https://twitter.com/AuraXMers)

[xperiencethemoment@auraxm.com](mailto:xperiencethemoment@auraxm.com)

1.877.867.8868

