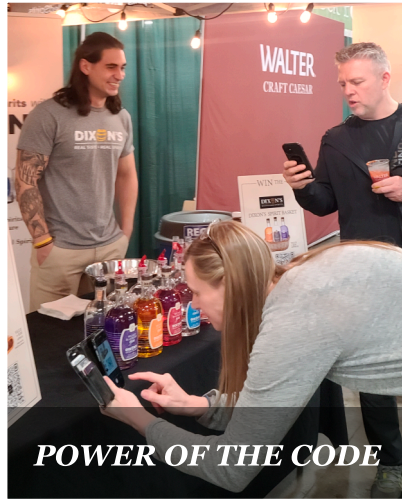


WE TURN FIRST IMPRESSIONS INTO LASTING RELATIONSHIPS

THE SOLUTIONS AGENCY



SPORT & GOLF XM



POWER OF THE CODE



IN-STORE XM



CHARITY XM



MERCHANDISING & POS



SKI XM



OUT-OF-STORE XM



PRIVATE PARTY XM



**WE EXPAND THE EXPERIENCE,
BOOST YOUR BRAND
AND CREATE
CAPTIVATED CUSTOMERS.**

Aurora, Ontario | info@efexmarketing.com | efexmarketing.com    

SMARTER EXPERIENTIAL MARKETING STARTS WITH A BETTER PROCESS

efex360° is how we turn first impressions into lasting relationships.

1 EXPLORE THE BRAND

We get to know your brand and target audience inside and out with a detailed debriefing before we develop a go-to-market strategy.

2 ENVISION IDEAS WITH HIGH IMPACT POTENTIAL

We generate conversion driving solutions that will win the hearts and minds of your audience based on our in-depth brand and market analysis.

3 EXECUTE WITH A+ PEOPLE

We recruit and train first-class talent to deliver industry-leading performance that will generate dynamic results for your brand.

4 ELEVATE WITH ADVANCED ANALYTICS

We capture real insights and collect actionable data that creates invaluable opportunities to discern customer insights and retarget warm leads.

5 EVALUATE POTENTIAL OPPORTUNITIES

We deliver genuine feedback from your prospect's lips to your ears along with key performance metrics and insights you can act on.



We created rich sampling experiences for the Los Arango tequila brand at a series of tequila expos across Ontario.

We used our efex360° process and e-scan solution to gauge the likeability of the tequila and determine purchase intent while collecting valuable consumer information so that leads could be followed up on.



We recruited and trained personnel to promote and gather feedback from consumers who drink premium mixers. We created a detailed questionnaire to acquire customer insights and data in order to remarket to consumers with a special discount code for Fitch & Leedes' e-commerce website.



We leveraged top talent at consumer shows like the Cottage Life Show and the Toronto Food and Drink Fest to generate buzz for Dixon's and get liquid on lips. Using our efex360° process and e-scan solution, we attained a strong +80% engagement rate.



Proximo Spirits is working with efex on their Dobel brand and their PGA sponsorship. The brand is using efex's e-scan solution to gather consumer insights after the tasting and collect contact information for prize fulfillment.



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