

CREATE LASTING CONNECTIONS WITH YOUR TARGET AUDIENCE WITH

SPORT **efex** marketing



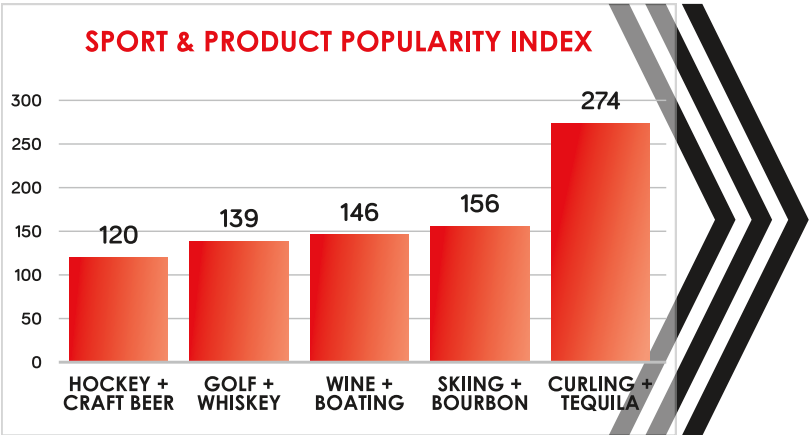
We create
CUSTOM ON-BRAND EXPERIENCES
with a lasting impact on your
target consumers!

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

Sport events like golf, skiing, curling, and hockey offer a unique way to reach your ideal target consumers with a wide range of products.

Rather than blind sampling the masses, efex can develop a sport-related tasting experience that exposes your brand to a very select audience and builds awareness in a more intimate way.

SPORTING EVENTS DRIVE STRONG BRAND ENGAGEMENT



FISH WHERE THE FISH ARE.

Ski events provide superior targeting to find your ideal consumer.

Vividata's research (left) reveals that many products are exceptionally popular among the sporting demographic.

The proof is in the RESULTS!

GOLF

efex used golf activations to help launch a new luxury tequila brand resulting in accelerated growth in LCBO stores.

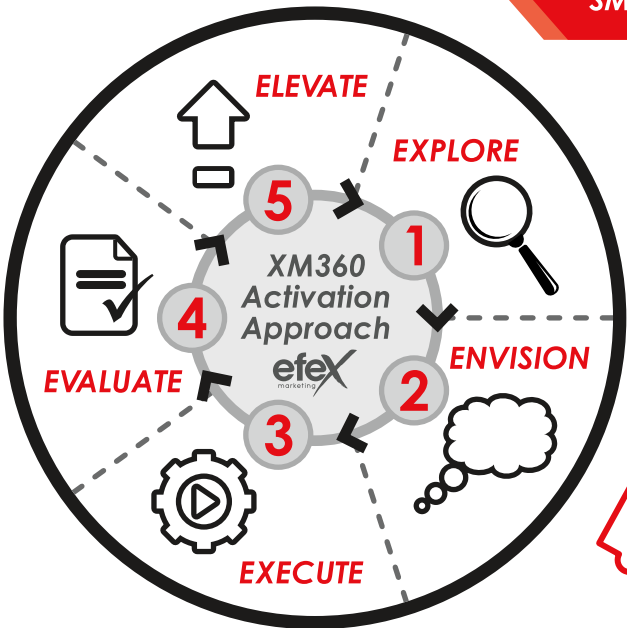
HOCKEY

efex activated with men's beer league hockey teams in the GTA resulting in increased awareness for a Canadian Whiskey brand.

SKIING

efex's connections with Ontario's private ski club network drove increased trial from brands ranging from gin to tequila.

SMARTER EXPERIENTIAL MARKETING STARTS WITH A BETTER PROCESS



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

Most experiential activations are one-hit wonders - it's a one-and-done experience with little to no depth. We go beyond that initial sample or taste to build a lasting relationship with your target audience.

Our proprietary efex360° process and leading-edge digital technology helps us create enhanced experiences that drive deeper consumer connections for the brands we work with.

THE RIGHT EVENT + THE RIGHT PRODUCT = IMPACTFUL RESULTS

We can find the best event for your budget that gets your brand in front of the right audience.



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