



Project Description: St. Joseph's Heart Aware iPad Survey Team

Client: St. Joseph's Medical Center c/o Crosby Marketing Communications, Inc.

Location: Towson, MD (Towson Town Center & Kenilworth Mall)

Objectives: Increase awareness about heart disease. Determine individual levels of risk via a custom generated health assessment. Generate a database of "at risk" individuals for future follow-up. Use iPad tablet technology linked to wireless printers to generate and print personalized heart health assessments.

Timeframe: 2 Days

Execution (Technology): Eight iPads were custom configured to run an HTML survey over a WI-FI connection. The iPads were then wirelessly linked to a bank of 4 wireless HP color laser printers with built in wireless 3G internet connections.

See the Video:



Execution (Street Team): Coordinated and dispatched eight street teamers at Towson Town Center and Kenilworth Mall to qualify shoppers and assist with the survey. Street Teamers demonstrated how to use the iPad and were on hand to assist with questions. When the shopper completed the survey, the team member printed their health assessment and gave the shopper a t-shirt and information about the hospital.

Results: The event was a HUGE success! 300+ surveys were collected in a total of 8 hours. The end Client was ecstatic with the results, and Crosby Marketing was so thrilled with the outcome that they decided to feature this event in their Corporate Marketing Materials!



Project Description: Pedestrian Safety

Client: Maryland Highway Safety Office c/o Integrated Designs, Inc.

Location: Baltimore, MD (Inner Harbor) & Essex, MD

Objectives: Increase awareness about pedestrian safety. This campaign was directed at both drivers and pedestrians. High incident areas needed to be targeted: Baltimore City (Pratt & Lombard Streets) and Essex/Middle River.

Timeframe: 3 Days

Execution: Two sign spinners were placed at two different high-traffic locations during prime travel times on three consecutive days. This produced excellent awareness for pedestrians and drivers alike. Two flyer distributors also worked for three consecutive days covering a 1.5 mile radius of the “high incident areas” interacting with pedestrians, renters and homeowners.

Results: A total of 8,500 flyers were distributed to pedestrians and residences in the target areas. Pedestrians all over the target area expressed gratitude for our efforts to make the streets safer.

See the Video:





Advertising Redefined.



Project Description: Checkpoint Strikeforce Kickoff Event

Client: Maryland Impaired Driving Coalition c/o Integrated Designs, Inc.

Location: Baltimore, MD (Fells Point)

Objectives: Increase awareness about the alternatives to Impaired Driving. This campaign would target both the General Public and Drinkers at local Fells Point bars and restaurants. Act as Liaison between M.H.S.O. and Fells Point business, restaurant, and bar owners. Inform Owners about event. Select V.I.P. businesses to attend the event. Scout and secure locations for D.U.I. Floor Graphics. Produce and install floor graphics and other event signage in bars near the event. Coordinate and execute a street team to qualify people to meet Baltimore Ravens player, Ray Rice. Distribute Baltimore Metro bus maps and bus tokens to bar patrons.

Timeframe: 1 Week Liaison, 1 Day Street Team

Execution (Event Liaison): Visited Fells Point businesses for 5 days prior to the event. Educated managers, owners, and key staff about the event and invited them to attend. Distributed and posted flyers about the event in storefront windows. Qualified and Coordinated V.I.P. Businesses to attend the event.

Execution (Floor Graphics): Obtained written permission from three bars for D.U.I. Floor Graphic installation. Produced and installed vinyl graphics prior to the event kickoff. Removed the graphics after the conclusion of the event.

Execution (Street Team): Coordinated and dispatched four street teamers at the event to qualify people to meet Ray Rice. After the event, street teamers visited bars and restaurants in the area, qualified patrons, and distributed 250 Baltimore Metro bus maps and bus tokens within a 1.5 hour timeframe.

See the Video:



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Project Description: Watergate Village Tug-O-War Street Team
Client: Bernstein Management Corporation
Location: Annapolis, MD (Eastport)

Objectives: Increase awareness about Watergate Village Apartments. Drive traffic to Watergate Village Apartments.

Timeframe: 1 Day

Execution: Four brand ambassadors were dispatched to the Eastport-Annapolis Tug-O-War street festival. The brand ambassadors made their way through the crowd, interacting with attendees and educating them about Watergate Village Apartments.



Results: A total of 4,000 flyers were distributed over a 4 hour timeframe. Generated EXCELLENT brand awareness and spurred several impromptu testimonials for the Watergate Village.



References:

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Testimonials:

Idle Time was a great agency partner for us in executing unique and out of the box campaigns. After working through several projects, they've become our go-to team for implementing contests, ambient media campaigns, street teams, etc. Having a partnership with Idle Time has allowed us to spend our time coming up with great ideas and not having to worry about the logistics of making them happen! The customer service is impeccable and their ability to adjust to changes in project scope and brainstorm solutions to obstacles and ideas for the best final product are invaluable. Thanks!

Anna Forbes
The Cyphers Agency, Annapolis, MD

Missions Accomplished: Special Project Management, Text Message Marketing, Street Teams