

Auto & Home Activation

Next Steps

Brainstorm

August 21, 2017

Satellite Events - GOOD

GOOD

Spacing

- (1) 6 foot table

Hired Staff

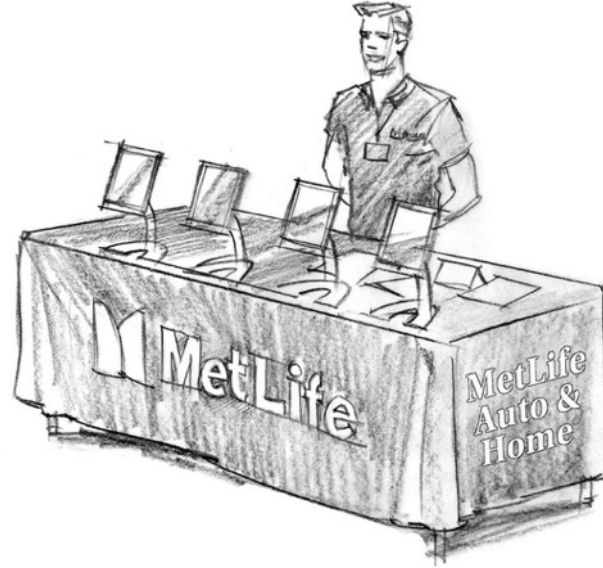
- (2) Brand Ambassadors

Communication

- Leverage existing event communication

Activations/Timing

- iPads on table for data collection (5 min per)
- iPad kiosk station with custom interaction
 - Game/quiz (2 min per)
 - Home safety/car safety (2 min per)
- No Car Services



Satellite Events - BETTER

BETTER

Spacing

- (2) 6 foot tables

Hired Staff

- (3) Brand Ambassadors

Communication

- Leverage existing event communication

Activations/Timing ('GOOD' plus below)

- Mock Car setup (seat/wheel/Pedal) of Arrive Alive engagement (3 min per)
- Fire School mock home display alerting home hazards (5 min)
- No Car Services



Satellite Events - BEST

BEST

Spacing

- (2) 6 foot tables & 3-5 outdoor parking spaces

Hired Staff

- (4) Brand Ambassadors

Communication

- At least (2) stand alone emails to promote offerings and collect car check RSVPs

Activations/Timing ('BETTER' plus below)

- Car seat checks (10 min per – 1-2 techs)
- ALT (for locations without a large family demographic):
Vehicle Safety Check (5 min per – 2 car techs)
- Wallet size takeaway on how to properly install seat + car preventative maintenance 101
- Golf car for transportation

Food

- Bring in an ice cream cart, by MetLife table (Only if food is not provided at event)



Event Specific

Goodman

October 6, 2017

Goodman Family Fair

GOODMAN

Background:

Saturday, October 7th: Family fun day event seeing ~2,500 people. Event has an Olympics/Field Day theme, which will be carried into every event throughout the day. Activities include: Trivia, sports, obstacle course, building competitions

Spacing:

- (2) 10x15 tents – MetLife Tent, Arrive Alive
- (1-2) 10x10 tent(s) – Activations

Communication:

- At least (1) stand alone email to promote offerings (not mandatory)

Activation/Timing:

- Be a part of The Games competition with a Home and Auto safety trivia competition (*5 min per*)
 - Provides a guaranteed visit to the MetLife tent
- Child training 911 phone call – interactive training and/or trivia (*5 min per*)
- iPad on table for data collection (*5 min per*)
- iPad kiosk station with custom interaction (1 of the below)
 - Automotive and Home safety trivia questions via iPad kiosks (*5 min per*)
 - Interactive custom iPad game to find hidden dangers in Home and Auto scenarios (*5 min per*)
- Walk away with a wallet size car and home safety checklist
- Arrive Alive distracted/impaired driving engagement (seat/wheel/Pedal setup) (*3 min per*)
- Plinko game to win MetLife swag and/or bigger giveaway tied into theme (*1 min per*)

Food:

- Provide ice cream at the MetLife tent (Only if ice cream is not provided at the event)