



Everybody knows “If you build it, he will come.” But then what? Attention is competitive. And even if you can get it, it’s not enough to be noticed anymore. Another distracted consumer (fan!) with their head in a cell phone just walked past a dinosaur wearing a branded booth banner. Businesses and brands need to be *remembered*. You have to throw yourself at every opportunity and deliver something BIGGER, something **BOLD**. Survival of the fittest brands — those who rely not just on reach but *loyalty over time* — rests squarely on their ability to amplify their Activations, determining who thrives, and who dies. Capture the hearts of your audiences and you’ve got your competitive advantage. Wanna thrive? Own your events.

### **Stop telling a story ... Make one.**

Just around the corner from your Activation is where the magic happens. Pop2Life takes bold brands beyond the ordinary and helps them build a *legacy*. P2L is revolutionizing the experiential marketing landscape one Event Ownership at a time, proving for the savviest brands and fearless businesses, *Own it and they’ll STAY*. And then, they’ll tweet it, post it, pin it, share it, remember it, look for it and return, again and again. Because people who experience brands – *really* experience and connect with a brand in the most meaningful, deepest, fullest way that you control and create - leave with an impression. Audiences/Consumers/fans that FEEL. And isn’t that what businesses crave?

Bold Event Ownership can be the difference between being an invited guest to the party and *being* the party. Pop2Life’s reputation for pulling off crazy for clients and delivering smiles that linger and fans that feel long after the music stops, the lights go out and the people go home is unsurpassed. P2L’s recent work with HGTV’s, helping them Own their event by creating their Lodge - the most mentioned and talked about event or presence in social media in years drives this point home:

### ***Own your events and you own your audiences.***

Building a legacy with engaged audiences whose hearts have been captured? That’s the power of Owning. Own your event and own your audience. Build your legacy with Pop2Life.