

PRODUCT SAMPLING  
FIELD SALES  
MYSTERY SHOPPING  
EVENTS  
HOSPITALITY  
ROAD SHOWS  
BRAND PROMOTIONS  
TRADE SHOW MODELS  
MERCHANDISING  
LEAFLETING  
EXHIBITIONS  
DEMONSTRATING  
CORPORATE HOSTESSES  
PHOTOGRAPHIC MODELS  
EXPERIENTIAL MARKETING  
ENTERTAINMENT  
POS PRODUCTION  
PRODUCT SAMPLING  
FIELD SALES  
MYSTERY SHOPPING

instore  
field marketing solutions

YOU HAVE THE PRODUCT

WE HAVE THE PEOPLE

# WHO WE ARE

Instore is Malta's largest network of field marketing personnel.

Instore was originally established as a traditional **FIELD MARKETING** company, however over the years client's requirements have become more challenging, demanding a one stop shop solution. As a result we have invested not only in our infrastructure, we have recently engaged and carefully selected **KEY PLAYERS** to join our Instore team.

instore -

# IT'S A PEOPLE BUSINESS

Our business is all about people, both in the field and at head office. We believe in investing in recruitment and training.



Welcome to Instore Models. The promotional staffing and modeling agency. We provide both agencies and brands with top-quality staff and models for events & promotions, Exhibitions & Product launches, and commercial & fashion modeling.

Instore models pride themselves in providing attractive, energetic and professional personnel for your staffing needs. Our Models have been individually selected for their reliability, appearance and fantastic communications skills.

Instore Models sets the standards for exceeding client expectations through our commitment to quality service and core principals of professionalism. We listen carefully to our customers needs and then work towards fulfilling and surpassing them beyond the imagination.

Let "Instore Models" do it right for you at your next event, exhibition or conference.



## WHAT WE DO

We provide promotional models and event staff for

HOSTESSING FOR VIP EVENTS IN-STORE DEMONSTRATIONS  
NIGHT CLUB /BAR PROMOTIONS EVENT MANAGEMENT  
FOOD & BEVERAGE PROMOTIONS MULTILINGUAL STAFFING  
MAKEUP ARTISTS PHOTO -SHOOTS HOSPITALITY STAFF  
PRODUCT LAUNCHES EXHIBITIONS & CONFERENCES CAR  
SHOWS /GRID GIRLS

# instore models SERVICES

## EVENTS /PROMOTIONS

Instore models provides a complete range of event and promotional staffing services, offering brand ambassadors, event staff, and street teams for events and promotions.

## COMMERCIAL/FASHION

Instore models have a large selection of commercial and fashion models in our books. You can choose from multiple categories of models, including bikini, Fitness, Lingerie, Print, Swimwear, Websites, TV commercials & media, and more.

## PRINT & CATALOG MODELS

Do you need commercial print models to promote your products or services? Our print models have been on billboards, buses, magazines, calendars, newspapers and more. Do you have an upcoming shoot for your new catalog? Whatever your print or catalog needs, we can provide.

## EXHIBITIONS /CONFERENCES

Instore Models provides attractive professional spokes models, Booth staff, Multi-lingual Hostess, Greeter, Booth Receptionist, for your trade show needs.

## OTHER SERVICES

Instore Models can also provide you with Make-up and Hair styling artist, Photo editing and photo design on the same location, thus avoiding the hassle of moving the models from one place to another. Contact us for information regards the packages we can offer.



Contact us today to discuss your requirements!

# instore sales&promotions

Instore sales and promotions can create and execute innovative and effective field marketing campaigns, from highly targeted leaflet distribution, product sampling & demonstrations, guerrilla marketing, experimental marketing and ambient media initiatives. Every day, more companies are opting for some form of outsourced sales force which allows them to maintain a tighter focus on their core business competencies.



## STAFF BRIEFING SESSIONS

EVERY CAMPAIGN THAT WE RUN IS DIFFERENT IN SOME WAY. INITIALLY, WE SPEND TIME WITH YOU TO FIND OUT ABOUT THE PRODUCT OR SERVICE – AND THEN OUR OPERATIONS TEAM RELAY ALL OF THE ESSENTIAL INFORMATION TO OUR FIELD MARKETING STAFF. THIS RESULTS IN A WELL INFORMED FRONT LINE MARKETING TEAM WHICH KNOWS WHAT THE CAMPAIGN IS ABOUT, WHICH CAN INTERACT WITH THE TARGET AUDIENCE AND WHICH CAN CONFIDENTLY ANSWER ALL OF THE FAQs THAT THEY NEED TO.



# sales&promotions SERVICES

## HAND TO HAND LEAFLET DISTRIBUTION

Put your "call to action" directly into your prospect's hands. We visually target the correct demographic profile of your end users. Our promotion teams will proactively approach people and explain what the promotion is about. Every potential recipient is greeted with a smile and a quick introduction to what the flyer they are distributing is all about. All our promotional staff can be ideal ambassadors to your brand. They are all excellent communicators, friendly, approachable, and will work hard on your campaign as if you were out there doing the flyer distribution yourself. Moreover, Mailbox strives to match the brand personality with that of the promoters, thus gaining a stronger understanding between the two parties.

## PRODUCT SAMPLING & DEMONSTRATIONS

Product sampling / demonstrations is the most effective method of promotion and the best method of selling direct to your customers. Bringing Instore team face-to-face with your consumers allows you to influence purchasing patterns by:- Creating brand awareness, Countering competitor activity, Offering product purchase incentives to the passing public, In-store testing of new products with reporting on consumer reaction, Encouraging sampling, Influencing brand switching, Influencing brand loyalty. The activity can take place in store or at an event, exhibition or at any researched venue where there is a predefined consumer profile.

## MERCHANDISING

Do you have a need to place Point of sale such as promotional merchandisers, but don't want the responsibility, or commitment of employing a team of people full-time to do it for you? Instore can offer a comprehensive, nationwide merchandising service. No matter how big or small, we will always ensure that the job is completed to the highest standards, using our experienced merchandising teams.

### As part of our service, we can:

BOOK MERCHANDISERS TO BE USED AS OFTEN AS YOU LIKE, WORK CLOSELY TOGETHER WITH YOU FROM THE PLANNING OF YOUR CAMPAIGN, THROUGH TO IMPLEMENTATION, IN-STORE RECOGNISES THE NEED FOR FLEXIBILITY AND WE WILL NOT DICTATE HOW MERCHANDISING ACTIVITY SHOULD BE MANAGED; WE REMEMBER THAT YOU ARE THE CUSTOMER.

## DATA CAPTURE & FACE-TO-FACE RESEARCH

Data capture is a process where we use promotional teams to collect data 'on the field'. They wear promotional merchandise and brand 'id badges'. We send them out to targeted locations with a brief to approach people who fit a particular profile which matches your brand's character. They offer the passer-by or shopper an incentive such as redeemable coupon flyer, a competition leaflet or even a product sample. Offers are usually provided in return for the potential consumer's filling out of forms. Questions on the form relate to market research such as favourite brands etc., key data such as name, age, address, telephone numbers and email as well as the permission to process such data.

### Face to face research services include:

IN-HOUSE/DOORSTEP INTERVIEWS, MALL/STREET INTERVIEWS, PRODUCT TESTING INITIATIVES, PROMOTIONAL ACTIVITY SUPPORT, PUBLIC RELATIONS, MINORITY GROUP SURVEYS

## SALES PROMOTERS OUTSOURCING

Acquiring and retaining customers is the ultimate validation of a company's business model. Instore can build a dedicated sales force presence for your company. From 1 to 40 sales people if necessary, we have the capabilities and expertise to recruit, hire, train, manage and administer your entire sales team. Our telemarketing department can handle all your sale enquires by using one of our key contact numbers on all your marketing material. All logistics can also be handled by Instore including collection and delivery of product.

## FACE TO FACE LEAD GENERATION

If you are looking for reliable sales leads, instore can deliver. Let Instore do the difficult prospecting for you. Sales representatives, especially your best ones, are closers by nature. The best use of their time and efforts are spent on closing sales while leads are being developed for them. Without this lead generation, your sales team quickly find themselves with no leads, no appointments and no sales funnel- and without leads and appointments, new business soon dries up. Leads can be gathered from trade fairs and exhibitions, seminars and other marketing promotions. We can offer these lead generation services on a commission basis.

# instore animation

Whether you are organising a children's Party, corporate entertainment, a wedding, any event big or small, we have a team of party experts dedicated to help you take the stress out of your event. We are experienced in all aspects of organising and event management. All of the Equipment is owned by ourselves and therefore there are no additional fees to pay.

Our equipment and staff are suitable for wherever there are children present.



INSTORE ANIMATION –  
CAN COORDINATE YOUR SPECIAL EVENT WHETHER YOU  
ARE PLANNING:

PRODUCT LAUNCHES **MUSIC EVENTS** WEDDING  
**PROMOTIONAL EVENTS** STORE OPENINGS FUND RAISING  
EVENTS CHILDREN PARTIES TEAM BUILDING **ANNIVERSARY**  
**PARTIES**

# instore animation

## ENTERTAINERS MENU

CHILDREN'S ENTERTAINERS  
BALLOON MODELLERS  
FACE PAINTERS  
JUGGLERS  
FIRE PERFORMERS  
STILT WALKERS  
MAGICIANS  
CLOWNS  
CHARACTERS & PERFORMERS  
GIANT BUBBLE BLOWING  
STORY TELLING  
DANCERS  
DJ'S  
EVERTHING ELSE!

## EQUIPMENT HIRE

### WE CAN ALSO SUPPLY YOU WITH

BOUNCY CASTLES  
INFLATABLE RIDES  
SUMO  
P.A SYSTEM  
LARGE LCD SCREENS & PROJECTORS  
KIDDIES RIDES  
TENTS & GAZEBOS  
CANDY FLOSS MACHINE  
POPCORN MACHINE  
LIGHTING



Please call us today for a very competitive quote and to tailor make a package to suit your needs

WE ARE INSTORE WE ARE DIFFERENT,  
WE OFFER ONE STOP SOLUTION...

WHATEVER YOUR PRODUCT OR SERVICE  
INSTORE OFFERS A COMPLETE STRATEGY  
FROM CONCEPT TO COMPLETION.

OUR IN-HOUSE SERVICES CAN  
STRATEGICALLY DRIVE A CAMPAIGN  
DELIVERING SUCCESS AND THE IMPORTANT  
RETURN ON INVESTMENT

PROFESSIONAL PEOPLE  
FOR SUCCESSFUL CAMPAIGNS

# instore

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