

# Bubble Events Newsletter 2012

We're forever blowing bubbles.....

Bubble started in 2005 with a hand full of clients and has grown from strength to strength....now with a portfolio of clients any agency would be proud to have.

So Who are we?

Bubble Events Ltd are a fresh, innovative and approachable agency that was established in January 2005. It has a combined **experience of 30 years**, with all members having a solid background in sales, marketing, promotions, event management, design and film.

Bubble have a strong creative arm and can offer clients new, fresh concepts that give your product that 'WOW' factor. We have a media department and in house studio. This has allowed us to photograph/film your activities and have created over 50 movies so far for our clients.

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[OR for more information or see our web site](#)

[www.bubbleevents.co.uk](http://www.bubbleevents.co.uk)



Over the years we have run some exciting experiential campaigns across all sectors ranging from drinks, food, household goods etc but this newsletter outlines the most recent activities we have been involved with over the past 12mths.

Since the start of 2011, Bubble were involved in the launch of WKD's newest variant WKD Purple. The experiential campaign was run nationally and was delivered to customers in the ON Trade sector through a creative concept based around the "Come try with me" strapline. This involved airhostesses with airline trolleys and luggage tags engaging with customers through a sampling and BOGOF campaign. This activity also utilised digital marketing by including a QR code / facebook aspect to the promotion. The launch was so successful that the variant, which started as a "Limited Edition" has been rolled out as a permanent brand in WKD's portfolio.



Westfield Shopping Centre are continuing to use Bubble Events for their model staffing on various ad campaigns and trade advertising. In addition to this a PR stunt was carried out at Merryhill Shopping Centre just prior to the Royal Wedding where William and Kate look-a-likes were photographed doing a little bit of last minute shopping.



In the summer Bubble Events took Merrydown Cider to the English Heritage Concerts. A sampling and voucher campaign was carried out across two of their variants. This was followed by the Malvern County Show in September.



ENGLISH HERITAGE



Mobile phone products featured heavily last year with us working initially with HTC and then most recently an exciting new client for us this year was Samsung Mobile. Bubble carried out a 4 week activity across 5 National teams talent spotting for the Samsung Stage youtube competition. This involved teams of talent spotters finding and filming entrants for the competition. This was a trial activity that based on results, maybe rolled out worldwide this year.



With the Olympics just around the corner we are busy preparing with clients events for this year. One of our London based costume clients has created very glamorous Olympic Torch Costumes for use at future events, these were being showcased and launched with our beautiful girls at Saachi Gallery in October / November.

Various other new and existing clients have worked with Bubble again last year such as: Snappy Snaps, Town & City Pubs, Drinks Off Licences, Carlsberg.



With the run up to Christmas 2011, the annual Christmas Trade Shows took place Nationally across Oct / Nov and we had staff working there for numerous clients including Carlsberg and Beverage Brands.

Due to our ever increasing client base and Bubble Media growing at an incredible rate we have purchased a second office and studio space in a high street location.

At Bubble we don't just like to inform you about our commercial side but also to highlight some of the charity work we have done recently. Bubble provided their mobile studio, along with make up artists and hairdressers to Ty Hafan Childrens Hospice in Cardiff, for the day to give the kids (mostly teenage girls) a make-over and photo shoot experience. The response was amazing and we have been asked if we can go back 1 March 2012 do to another session.

**BUBBLE** is going from strength to strength each year, and strive to provide a professional and tailor made schedule for each individual client and activity.....

Bubble have a new member of the team. BRAD OWEN has been event managing some of our biggest projects for several years, working closely with our clients to achieve the best from every event/roadshow/campaign.

Brad has years of experience of Account Managing under his belt, and has now crossed over to the office to expand Bubbles success even further with new clients and new projects. Brad can now combine his Event Management skills with his Account Managing expertise to fulfill any clients needs to the highest standards.

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