Riding the Brand
Mobile Tour Specifications and Case Studies
Morphis™ Mobile Tour

• 20 Seat Capacity
• 3D Viewing Capability
• 4D Effects Ready
• High Definition Projection
• Proven rugged design
• Advanced styling/ergonomics
• Digital control system for superior motion response
Morphis™ Mobile Tour

Achieves multiple marketing objectives:

– raises brand awareness
– increases public profile
– delivers customers and metrics on effectiveness
PULSEWORKS MOBILE BRANDING PRODUCTS

- High pass-by appeal
- 20- or 8-seat capacity
- Indoor and Outdoor configurations
- Takes key messages and content to the masses
Riding The Brand

Pulseworks Reflects on the ‘Us Against Athero’ Tour

Artery Explorer Mobile Simulator

Pulseworks was a proud partner in one of the most effective advertising and sales promotional campaigns ever staged in the United States. It combined very high billboard value with a truly immersive, entertaining and educational experience. In a way that only Pulseworks could deliver, and we hope these pages reflect our pride in our partnership with AstraZeneca.

The ‘Us Against Athero’ campaign promoted awareness of atherosclerosis and was highly successful. The Artery Explorer, a key centerpiece in that campaign, traveled to numerous events, fairs and shows bringing new recognition to the disease and helping to change attitudes, behaviors and habits. Many who took the simulator journey were enlightened about the obstacles to good artery health and a majority of respondents committed to seeking medical advice about their lifestyles. We believe that simulator attractions such as these are a natural fit for future marketing efforts of AstraZeneca and this presentation is designed to showcase Pulseworks’ powerful public relations and brand promotion tools.

The Morphis™ simulator below is a totally self-contained “passenger” experience and can be operational indoors or outdoors within one hour of arrival at site. It holds up to 20 riders per cycle and can achieve a throughput of 2,000 people per day. Exit surveys have confirmed very high levels of rider walk-up appeal, rider satisfaction and message retention. It is 3D- and 4D-capable, fully self-contained and is an excellent turnkey approach to event marketing.

SPOTLIGHT ON SUCCESS: Pulseworks’ AstraZeneca “Artery Explorer” Tour

NAMED “BEST PR CAMPAIGN 2008” by the Pharmaceutical Advertising and Marketing Excellence Awards

✦ Nationwide Satellite Media Tours
✦ 80 Million Impressions During National Cholesterol Month Alone
✦ Thousands of ‘BRCs’ Collected
✦ Immediate Awareness Tracking
✦ Mobile Program is the Centerpiece of Radio, TV and Web Campaign
Morphis™

Pulseworks’ proposal begins with creating a themed experience utilizing a mobile Morphis simulator. Our themed concepts illustrate the high marketing value and complete visual flexibility of the capsule, tractor and trailer as a canvas to promote any key message. We can then compliment the exterior with stunning presentation and content: a breathtaking first-person ride into any universe, object, or organism.

The Simulator can perform multiple roles:

• Stand-alone Attraction: By itself, The Morphis Simulator will be a great success in promoting any organizations goals and key messages. Using the networking and brand significance of our various clients and the technology tie-in of simulation, we believe this platform provides easy access to prime demographic sources such as health fairs, schools, sporting events, and public gatherings amongst many others.

• Road Show Component: In conjunction with existing client road show properties/traveling exhibits, the simulator is invaluable in attracting the attention of passersby, generating lines of interested people, who then exit into the clients’ themed exhibit areas at the conclusion of their ride.

• Moving Billboard: The Morphis Simulator will attract attention even as it travels to events! As it rolls along the highways and maneuvers through cities, potentially millions of people will be exposed to its dramatic graphics and tactile information. It will turn heads, get noticed by both public and media, and drive people to the clients’ websites!
Dramatic graphics create a high visibility attraction in transit or at a public event.
Brand marks and key messages get through to a mass audience.
Broad range of appeal to a wide demographic
Survey Connection

Interactive kiosks can glean important metrics on Tour’s success in multiple languages

(6 exit survey screens from a recent mobile tour)
Other Major Pulseworks Mobile Tours
Case History: One

Client: AstraZeneca
Product: Crestor

Marketing Objective:
• Atherosclerosis awareness campaign in US market
• To achieve rapid reception of recommended action among doctors
• To extend AstraZeneca corporate reputation among youth audiences

Typical Venues:
• Cardio-pulmonary conferences
• Health and Food Fairs, Marathons, Sporting and Fitness Events
• Trade and professional pharmaceutical events

Ridefilm Content:
• Client produced computer generated journey through the heart highlighting risk and contributing factors

Results:
• Highly effective with medical and lay audiences
• Achieved tremendous media coverage, including national satellite media tour in 2009 garnering more than 20 live interviews and features in major target markets
• Led to US-based mobile program to help fight atherosclerosis in 2008 and renewed for 2009
• More than 80 million media impressions in one month during National Cholesterol Month
• Named “Best PR Campaign 2008” by the Pharmaceutical Advertising and Marketing Excellence Awards (PhAME)
Case History: Two

Client: The U.S. Air Force

Product: PR and Recruitment

Marketing Objective:
• To assist Air Force in recruiting top level candidates through an interactive, technology rich air show footprint
• To foster pride and respect for men and women serving in all career specialties
• To personalize the recruiting experience and arm recruiters with “best fit” data on candidates

Typical Venues:
• City centers in major assembly locations
• Air shows and aerospace events
• High Schools and Technical Colleges
• Technology shows and events

Ridefilm Content:
• A “Day in the Life” of various Air Force personnel from around the Globe united by a common mission to locate, identify and destroy an enemy target. Utilized 4D effects such as wind and seat vibration to enhance the experience.

Results:
• Major attention focus at air shows and aviation events
• Highly positive media coverage for exciting 4D experience
• Increased the Air Force’s appeal amongst other branches in the competitive airshow marketplace
• Generated more serious and qualified leads for recruiters than previous tours
Case History: Three

Client: U.S. Navy

Product: PR and Recruitment

Marketing Objective:
• Raise awareness of Navy career opportunities
• Generate lead information for recruiters
• Promote “high tech” job fields

Typical Venues:
• Air Shows
• Job Fairs
• Sporting Events

Ridefilm Content:
• Client produced a Navy commercial that was tagged onto a ride with the Blue Angels.

Results:
• Multiple rigs supported more than 200 events per year
• Generated thousands of lead cards for recruiters each year
• Up to 3 mobile rigs used concurrently to canvas the country during peak air show season
Case History: Four

Client: SONY PlayStation®
UK

Product: PlayStation Consoles

Marketing Objective:
• Motivate new games development for PlayStation
• Differentiate quality and creativity from competitors
• Launch new games and support retail promotions

Typical Venues:
• Consumer electronic and technology shows
• Pop Concerts
• Dealer and staff conferences
• Retail outlets and youth events

Ridefilm Content:
• Video sequences from PlayStation games played by developers

Results:
• Seen by estimated 5 million target audience
• Sponsorship extended two years
• Constant demand at dealer and show venues

Duration of Campaign: 2+ years
Case History: Five

Client: Land Rover

Product: Sport Utility Vehicles

Marketing Objective:
• Counter adverse perceptions of off-road performance in major Spanish/Portuguese markets
• Challenge market dominance of Toyota Land Cruiser

Typical Venues:
• World Expo ‘98 Lisbon
• City Center sites
• Motor shows and motor rallies
• Dealer and retail locations

Ridefilm Content:
• Extreme off road environment driven by Camel Trophy race drivers

Results:
• Land Rover market share increased during period of promotion
• 1 million people rode during Lisbon Expo
• Exit surveys showed improved perception of product

Duration of Campaign:
• 2 years
Success on the Road: Media Draw

Morphis™ generates word-of-mouth!

Navy uses simulator to recruit Sumter teens

By A. STEVEN KIRSCHENFELD

Seminor is not a place where one would generally expect to see the U.S. Navy coming into port, but Wednesday, this was precisely what happened.

The $5.5 million Navy Blue Angels Full Motion Flight Simulator made a recruiting appearance in the parking lot of the Sumter Mall.

It mainly competes with employers in the private sector and with colleges and universities for recruits. There are few requirements necessary to join.

ON THE NET
U.S. Navy newspaper
www.navytimes.com

A Petty Officer Mike Pruitt talks with a group of teenagers before the start of a flight simulator that was set up at Sumter Mall on Friday afternoon.

Artery Explorer

What Causes Clogged Arteries?

Healthy Life

www.athero.com

Lots of kids and several grownups were in line at a couple of sites since Friday. Some teens at the younger set leave with shouts to waiting for a high-tech 20-seat motion pod simulated what it felt like to be a jet fighter, including digital projection and audio.
PULSEWORKS

MOTION THEATER SOLUTION FOR TRADE SHOWS AND CORPORATE BRANDING

- Portable motion base design
- 4- and 8-seat configurations available
- Turnkey installation and operation by Pulseworks
- Successfully deployed to trade shows in many countries including Geneva, Tokyo, Paris, and Abu Dhabi
PULSEWORKS

MOTION THEATERS FOR TRADE SHOWS
From initial design concept to delivery and operations....we work with your creative team to “WOW” your patrons.

- One-Stop Shopping for design, manufacture and service
- Custom graphics and theming
- Content Creation and post-production
- State-of-the-art mobile capsules and interactive simulators
- Use of the mobile simulators for corporate functions, tradeshows and other marketing events
- Smartphone App and other technology interfaces
- Complete and professional operations management
Pulseworks, LLC, is the leading owner/operator of simulation attractions in North America and is based in Atlanta. 2014 marks our 16th anniversary. Let us put our experience to work for you.

For more information, contact 770-916-1722 or email cmalone@pulseworks.com