



Korman Marketing Group

background

Korman Marketing Group

who we are

KMG has been dedicated to the art and science of experiential marketing since our inception. In the mid 1990's, we were a partner in a ground-breaking marketing program. From this beginning in experiential marketing, we have grown to more than 150 KMG employees who create and deliver hundreds of programs throughout the United States.

our story

One of the world's iconic brands was exploring alternative media to connect more directly with its millions of consumers. We helped craft a variety of live proprietary programs that captured the essence of the brand and allowed consumers to experience it for themselves. Consumers who shared these experiences evolved into a dynamic brand community that set a new standard for brand advocacy. In the process, we learned key principles that make our experiential marketing programs more effective for our clients.

We pioneered the concept of a **Home for the BrandSM**. This is a place that gives physical presence to the brand's unique essence and emotional values. It represents the brand's roots and evokes a sense of permanence. It is a place where customer relationships are built and employee perceptions toward the brand are changed.

KMG has been crafting marketing programs that leverage a brand's home for the past 10 years.

what we do

KMG creates fresh and powerful marketing experiences for consumers, business partners and employees. The programs we design may vary. However, our objective always remains the same: *Create and deliver a branded experience that is truly different, yet relevant to our client's needs.* Our services include:

proprietary experiential programs . sponsorship activation . multi-market programs
meetings & events . event safety & security . travel reward programs

our difference

Our core belief and systematic approach are built into every program we create. We begin with a KMG brief that defines business objectives, brand essence and the target audience's mindset relative to the brand. An integral part of the KMG brief involves answering a simple question: **HOW DO YOU WANT PEOPLE TO FEEL?** Once the feeling is identified, we capture it in an experience that is meaningful to our client's audience.

media contact

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