



WELCOME TO STREET FACTORY MEDIA

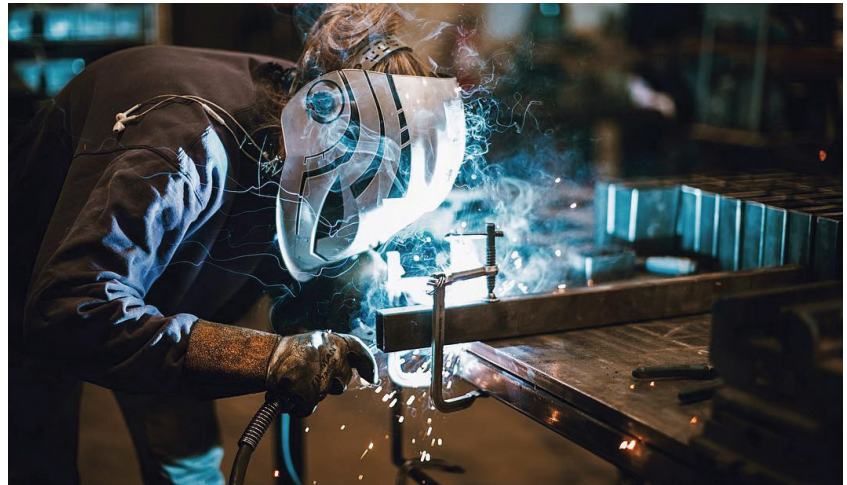
Headquartered in a massive old machine shop in south Minneapolis, Street Factory Media has been pulling off amazing experiential stunts and creative out-of-home media installations around the country since 2003.

As an integrated organization of artists, fabricators, designers, strategists, planners, producers and foot soldiers, SFM builds highly strategic, memorable media experiences that drive brand awareness, buzz, and affinity among target consumers.

Let's take a quick tour.

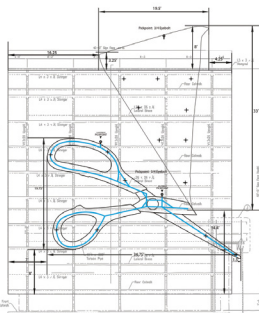
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1. Experiential Design

The first step is putting pen to paper to create a holistic consumer experience. From strategic planning and environmental renderings to UX schematics and structural designs, Street Factory's collaborative team refines concepts and creates the blueprints to build and deploy intentional experiences.



2. Custom Fabrication

Sparks fly as the in-house fabrication team moves from paper to prototype in a dedicated workshop space adjacent to SFM's Minneapolis HQ. Multi-media carpenters and artists bring designs to life through sculpting, painting, woodworking, metalworking, mechanical, tech and SFX integrations. If you can dream it, they can build it.

AGENCY PORTRAITS

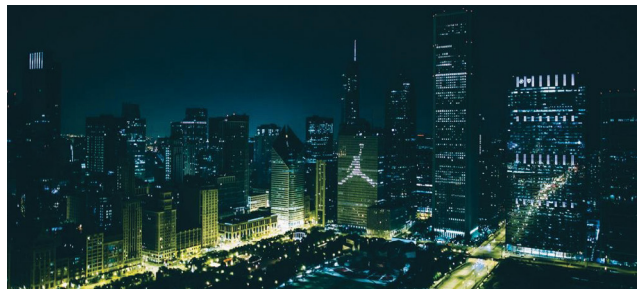


3. Event Production

Working in parallel paths to design and fabrication, SFM's producers own the domain where ideas move from the shop into the real world. Location scouting, permitting, COIs, shipping and logistics, talent casting and ambassador staffing are all prepped for prime time to ensure event production precision.

4. Creative Media

When an idea demands a media format that doesn't exist, they create it. We all know McLuhan's famous words, "the medium is the message" and at SFM they truly take it to heart. Unexpected, unorthodox and highly relevant placements evoke emotional responses. Past highlights include hacking a high rise building to reveal a lit-up Air Jordan logo and hand-painting a custom Nike basketball court with matching murals. They even created a ground-level micro-billboard campaign for Target tailor made just for dogs.



5. Content and Social Strategy

Content is king. It may sound cliché, but it's never been truer than today. Street Factory's content crew works across a vast landscape of formats in photography and videography to capture and amplify live experiences across social media channels. Pre-event teasers, live event posting, and event recaps complete a multi-pronged event marketing strategy. And with scripted, live streaming and virtual event capabilities, content itself can stand alone as a narrative-driven experience.

