

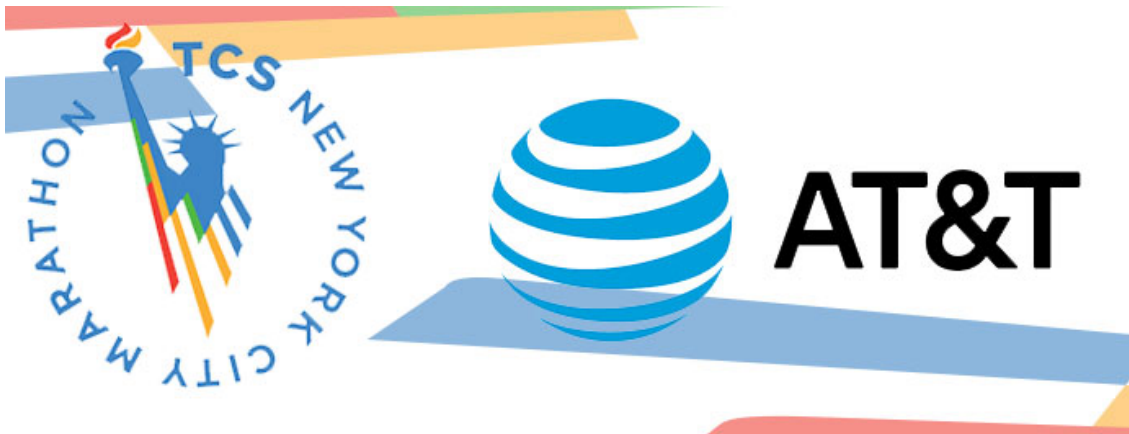
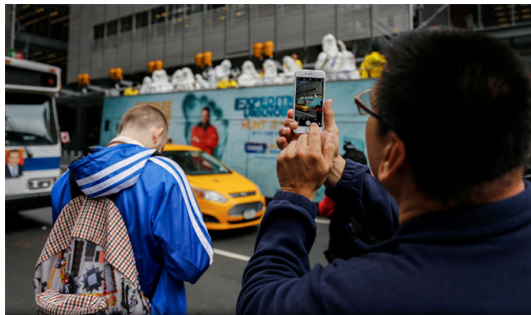
[VM2](#), the experiential marketing branch of **Vector Media**, keeps growing and growing! Everyone from **yetis to runners, talk show hosts to girl power advocates** want to get in on the action.

We were extremely excited to have worked with all these amazing clients with our experiential division. Take a look below at our videos showcasing some of our campaigns last month.



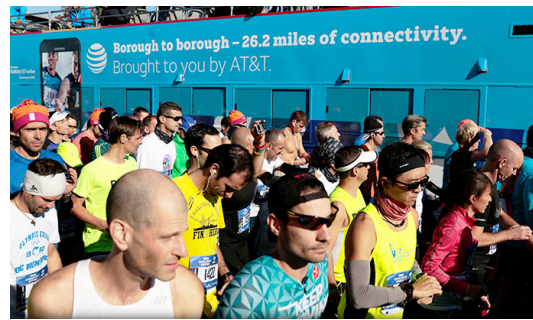
As we were getting closer to the activation date for our campaign to promote the new **Travel Channel** series, "Hunt for the Yeti", we became more and more hyped about the idea! Dozens of crazy looking Yetis would be cruising around atop a [Fully Wrapped Double Decker](#), jamming to beats and posing for photos with pedestrians. **Genius!**

It was so popular we had friends and family of Vector texting us asking how this all came about. We're sure you'll enjoy the video below showing Travel Channel shuttling these rug-cutting monsters around the city. **#HuntForTheYeti**



26.2 miles...no sweat! AT&T supported the families and participants of the 2016 NYC Marathon by offering free shuttles to and from

Square and taken to the expo to collect their racing credentials and some sweet swag. On race day AT&T used multiple [Double Deckers](#) to mark the starting line, towering over the thousands of participants and providing an impressive backdrop for the TV cameras.





How you doin'? **Wendy Williams** promoted season 8 of her talk show by holding press conferences in a fully branded [Digital Double Decker](#) mobile studio. Complete with an entirely decked out [interior build](#) that included couches, a walk-in closet, a shoe rack and a custom display area. Now that's pony!



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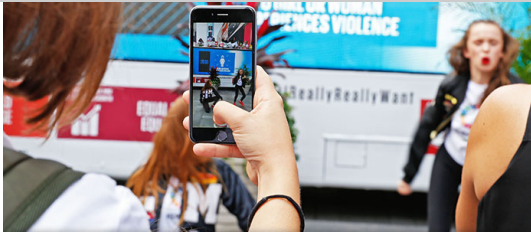
Girls' Lounge showed who runs the world! To showcase their global initiative for women to create change, Girls' Lounge built a media hub on one of our [Digital Double Deckers](#) for NYC Adweek. The hub was fully equipped with an [interior build out](#), [onboard wifi](#), press lounge, and celebrities (like author and founder of Pop Sugar, **Lisa Sugar** and YouTube sensations **Taylor & Larsen**).



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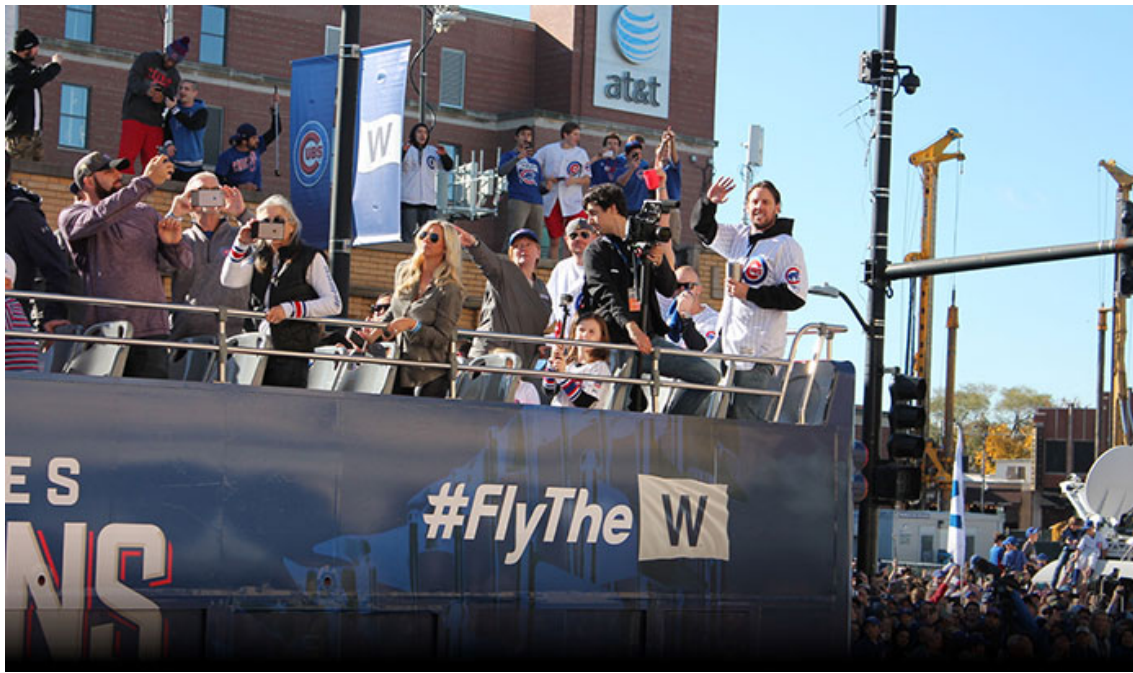
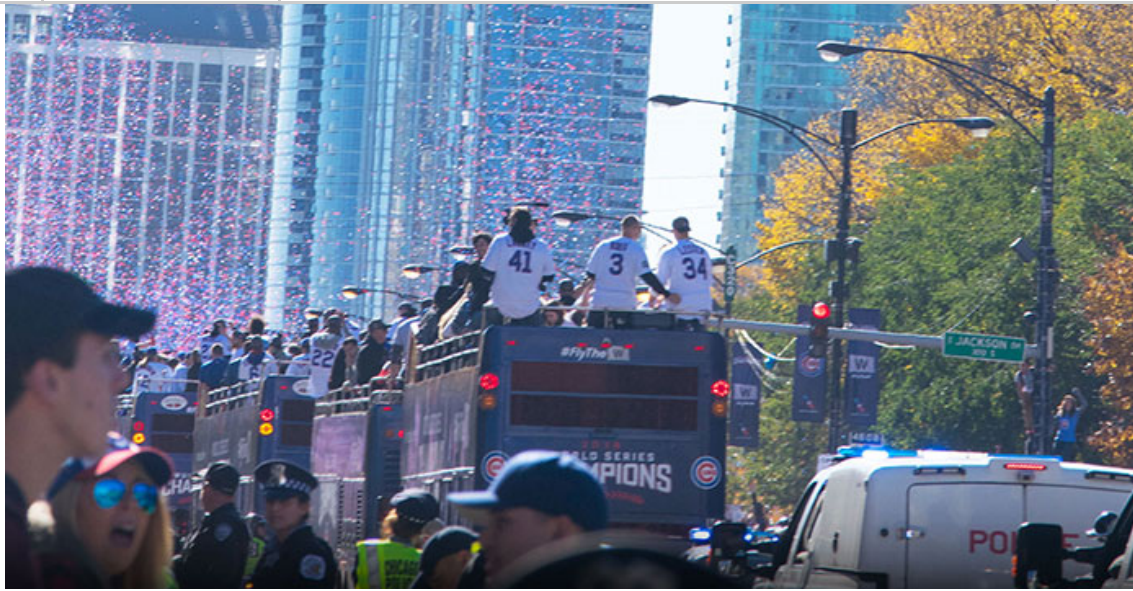
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