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A Sustainable Future for Experiential Marketing

Chicago – Sustainability means different things to different people and is a hot topic being discussed in almost every industry. Consumers have begun a paradigm shift to questioning the social and environmental impact of their purchases. Chicago based experiential agency Situ8 and sustainability firm Zero Events have decided to proactively “clean up” the experiential marketing world. This new partnership will provide brands with experiential campaigns that help brands create a lasting impact on consumers and not on the environment.

Situ8 and Zero Events have teamed up to move experiential marketing in a new direction. Zero Events Founder and CEO, Bobby Buivid will join Situ8 as the Director of Operations and focus on integrating sustainable practices into Situ8’s experiential marketing campaigns. ZERO Events implements a variety of sustainable practices including recycling, clean energy, electric vehicles, carbon offsets, and eco-friendly apparel techniques to make events less wasteful, and will no doubt be successful in helping Situ8 do the same.

“We are excited to have forged this relationship with Situ8 and look forward to sharing our expertise to develop the next generation of events,” said Bobby Buivid, founder and CEO of ZERO Events.

The idea of sustainability in marketing goes beyond the idea of less wasteful events, however. This partnership is another step in reinforcing Situ8’s guiding principle of a sustainable approach to brand building. Situ8 experiential campaigns will concentrate on a brand’s long term impact on both their target consumers and the environment.

“We are thrilled to have Bobby on the team. His insight and expertise will help us grow with existing clients, bolster our sustainability work and develop new revenue streams,” said Pete Kelly, founder and CEO of Situ8.

About ZERO Events

ZERO Events was founded to lessen the environmental and social impact of all types of live events through the integration of responsible and sustainable practices. ZERO Events has put these practices to work for companies such as Wrigley and Coca-Cola as well as numerous festivals and event properties including Idaho-Down Music Festival and Live on the Green Concert Series.

About Situ8

Situ8 is a unique experiential marketing firm that believes in creating authentic, shared experiences between brands and consumers that form the foundation for long term brand loyalty. Situ8 currently works to build relationships with consumers with companies such as Bosch Home Appliances, Masco Home Services’ WellHome brand, EcoMom Alliance, Gander Mountain, and Overton’s. Visit www.situ8ideas.com for more information