

Experiential Marketing

Overview

A private equity client has engaged Alcon Partners to help identify an acquisition of or investment in an experiential marketing agency. The firm is seeking companies that design and execute live, in-person, and hybrid brand experiences that drive awareness, engagement, and measurable demand generation. Providers with strong end-to-end capabilities—strategy, creative, production, and on-site execution—are of particular interest.

Investment Criteria

Specific criteria for investment are as follows:

- Areas of interest
 - Experiential campaign strategy, concept development, and creative
 - Event production and execution (logistics, staffing, venue management, fabrication/build)
 - Brand activations, pop-ups, tours, and field marketing programs
 - Tradeshow strategy, booth design/build, and show management
 - Sampling and consumer engagement programs; ambassador networks
 - Hybrid/digital extensions (content capture, livestream, social amplification)
 - Measurement and analytics (KPIs, attribution, post-event reporting)
- Geography
 - North America

Transaction Structure

- Buyout or majority recapitalization, providing a partial liquidity event for existing ownership and/or to meet other current or future capital needs of the business
- Material ongoing economic participation by existing owners or management, if desired

Contact

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