



Hi, we are TRU

Who We Are



we are a full service marketing team  
made up of strategic thinkers  
who activate creative ideas  
which elevate a brands retail experience



The Situation

Brands are in the business  
of creating experiences



A vibrant, low-angle shot of a crowd at a festival. The image is filled with a thick cloud of colorful powder, primarily in shades of pink, orange, and yellow, which is being thrown or blown into the air. In the foreground, several people's heads and shoulders are visible, mostly in silhouette or semi-silhouette. Their arms are raised high, with hands open, reaching towards the center of the frame. Some individuals are wearing yellow wristbands. The overall atmosphere is one of joy, celebration, and collective experience. The lighting is warm and bright, suggesting a sunny day or strong stage lights.

Experiences can have significant impact

Our Proposition

we create



experiences

## Our Core Disciplines



### retail

creative development  
production  
sourcing  
warehousing



### social

mobile  
gaming  
outreach



### brand

identity  
promotion  
package design  
content and media



### event

development  
Sampling  
mobile tours  
grassroots / guerrilla  
PR launch



### digital

web  
apps and games  
technology

We've Created Many Great Experiences for Our Friends



SFC KOENIG



Tracy Locke



ether



dineEquity

DIAGEO



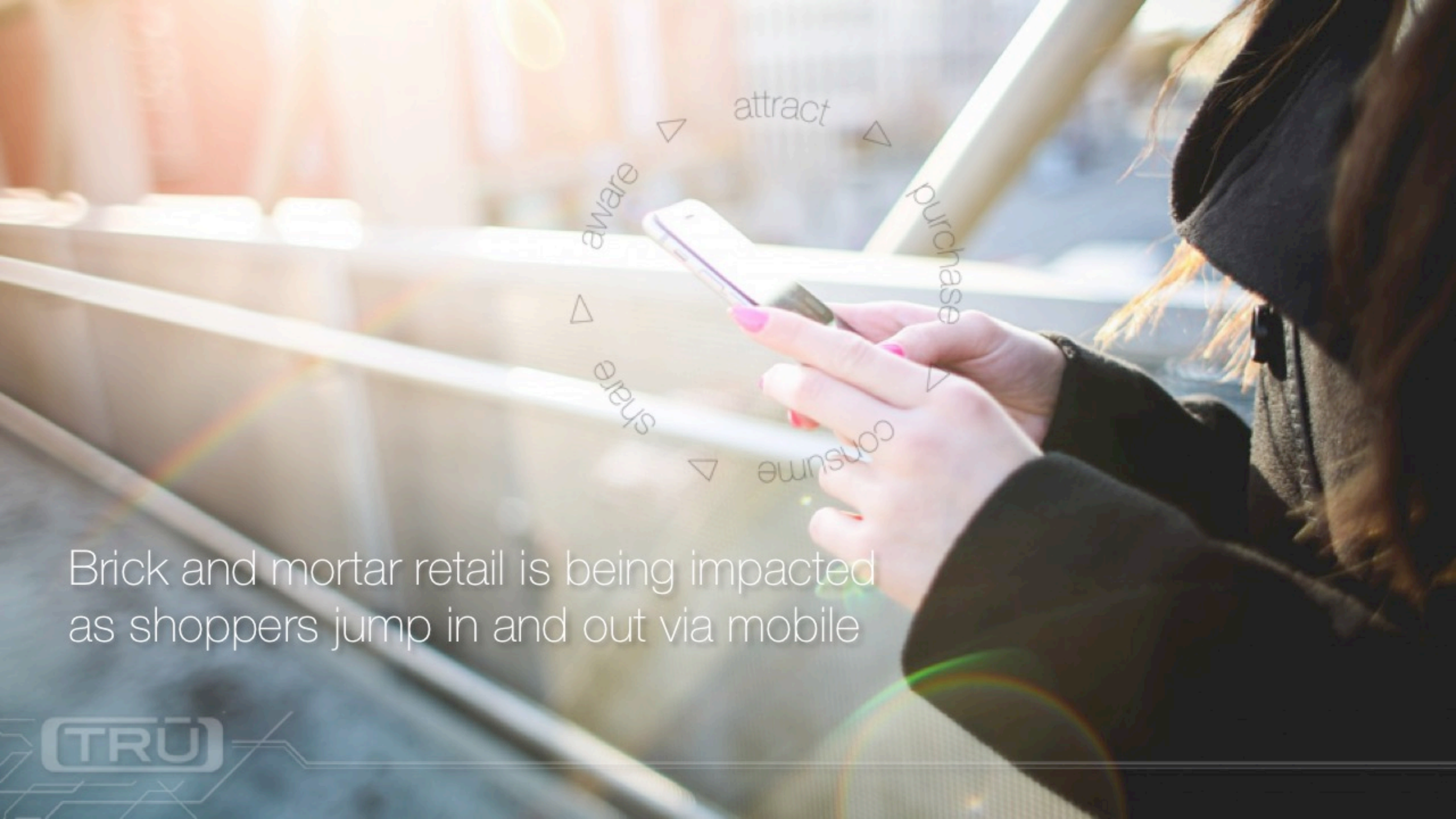
OUR CLIENTS

TRU

the retail  
landscape

has  
shifted  
**forever**





Brick and mortar retail is being impacted  
as shoppers jump in and out via mobile

we have a solution that will  
revolutionize retail

TRU

EXPERIENCES



click here to play  
(web link)



We look forward to  
working with you

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