



# WE NEED YOU

WE'RE LOOKING FOR  
BRAND EXPERIENCE EXPERT

LOCATION:  
National across the UK

WORKING HOURS:  
Various working patterns based on key activity dates  
7 Week Campaign

SALARY/DAY RATE:  
Up to £150 per day

OTHER BENEFITS:  
£15 daily performance related bonus

CONTACT TYPE:  
Casual

REPORTING IN TO:  
Client Service Executive

blue square.

## WE'RE LOOKING FOR AN ENGAGING EVENTS EXPERT

Are you ready to immerse yourself in the exciting world of Formula 1 and be a part of an exciting experiential activation? We are seeking a high-energy, customer-centric Brand Experience Expert to bring to life a thrilling Formula 1-style simulator experience as part of an immersive retail roadshow activation. You will be the face of the HP brand, delivering an unforgettable, high-adrenaline engagement to customers in-store. This role combines technical know-how, crowd engagement, and premium brand representation.

You'll play a crucial role in creating unforgettable brand experiences, engaging in customers, and showcasing the In-Store Formula style simulator using cutting-edge technology. You will be first point of contact at our roadshow style experience, responsible for driving interactions, engagement, and delivering incredible customer experiences in every interaction that you have. You will use your relationship building skills and high energy to create an electric atmosphere that draws people in.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS

### CAPTIVATE AND CONNECT

- Be the face of HP, capturing the attention of consumers with your infectious energy and enthusiasm. Establish meaningful connections with customers, creating a positive and memorable brand experience.
- Create retail theatre and memorable demonstrations.
- Build meaningful shopper and colleague relationships to drive brand engagement and awareness.

### EXPERIENTIAL EXCELLENCE

- Operate and oversee the Formula 1-style simulator, ensuring optimal performance and user safety.
- Engage shoppers and invite them to participate in the simulator experience.
- Deliver clear instructions and provide assistance to participants before, during, and after their simulator session.
- Create a vibrant and welcoming environment that aligns with the brand's tone and premium positioning.

### EXPERT ACTIVATION

- Capture customer feedback and share insights with the activation team.
- Support setup and breakdown of the simulator and branded area at each location.
- Maintain a clean, orderly, and visually appealing activation space.

### FEEDBACK LOOP

- Act as the eyes and ears on the ground, providing valuable insights and feedback to improve future campaigns. Your input will be instrumental in refining our approach and ensuring continuous success.
- Ensure you are engaging with customers to drive incentives, rewards and CRM data to measure the success of interactions.

## OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You can bring high energy and enthusiasm We're looking for individuals who can bring the party wherever they go
- You're an excellent communicator with strong interpersonal skills. You will be comfortable striking up conversations with strangers and making them feel excited about HP and Formula 1.
- You're passionate about technology, especially HP products. A quick learner who can become a product expert
- You're Experienced in experiential marketing, promotions with previous experience as a brand ambassador
- Tech-savvy with basic troubleshooting skills (simulator/gaming experience a plus)
- Flexibility to travel and work evenings/weekends as required by the roadshow schedule
- Passionate about motorsports or Formula 1 is a strong advantage
- You're able to demonstrate a creative and innovative approach

**Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.**

