

DIFFERENT DRUMMER

THE HIGH-TOUCH, HIGH-TECH, AND FAST-BREAKING AUDIENCE & FAN MOBILIZATION AGENCY

A DIFFERENT AGENCY ...

Different Drummer is a high-touch, high-tech social mobilization agency specializing in entertainment and education marketing campaigns that move fans/audiences/consumers from awareness to action.

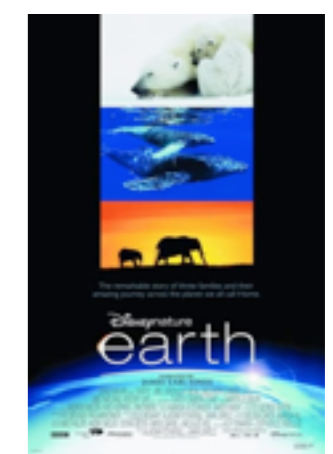
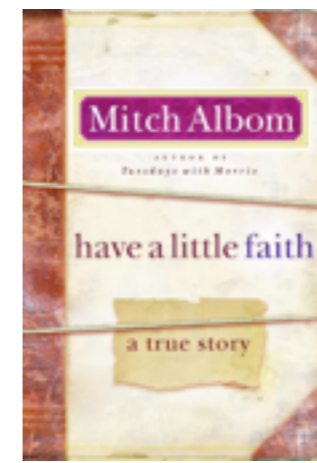
Launched in 2008 by experienced executives, Different Drummer provides forward-thinking clients an entirely new strategy for outreach and grassroots mobilization. High-tech. High-touch. Fast-breaking. From major motion pictures and best-selling authors to chart-topping bands and global brands and causes, Different Drummer delivers measurable results – leveraging decades of executive leadership experience, unrivaled access to influencers and networks, patent-pending social mobilization technology, results-driven publicity, alternative distribution strategies, and total project management services.

A DIFFERENT SOLUTION ...

Grassroots marketing is both powerful and problematic. For years, its been riddled with “unmeasurables”, over-promising and under-delivering, anecdotes and exaggerations. In response, Different Drummer, along with a partner technology company, developed a first-to-market patent-pending mobilization solution for word-of-mouth marketing. Providing unprecedented real-time intelligence, messaging, and segmenting, Wildfire Entertainment™ is a social platform that utilizes point-based actions to accelerate and activate fans/audiences to recruit friends, pass-along content, create groups and teams, and ultimately, to take real-word online and offline actions that directly benefit the bottom-line -- all the while aggregating data to provide real-time audience insights and tracking.

A DIFFERENT TEAM ...

With decades of experience in education, entertainment, politics, and causes, Erik Lokkesmoe, Marshall Mitchell, and Corby Pons lead a talented team of accomplished publicists, designers, strategists, and mobilization specialists.



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