



the VALUE of INFLUENCE

House Party delivers immersive, experiential, in-home marketing programs that activate influential consumers to achieve specific marketing objectives.

Why House Party?

House Party is a highly specialized word-of-mouth marketing company that delivers immersive, brand-centric experiences to consumers. Each House Party event consists of 1,000 or more parties, all held on the same day, in the homes of consumers that meet a detailed profile, and who are passionate brand advocates. Parties are attended by the host's friends and family and are shared by millions more via the custom branded website deployed in the weeks before each event. Each unique House Party event offers a measurable, turnkey marketing program to truly harness the incredible power of peer-to-peer endorsement.

What we offer.

House Party is a fun, authentic feeling party in the home of a trusted friend, with a brand at the center of each party. House Party partners with clients to create a unique party experience, which each host conducts in their home, kicking off a high-impact word-of-mouth marketing effect. The entire program is managed, measured and deployed by House Party experts using proven and proprietary tools and methodologies that deliver exciting results.

House Parties events can:

- Create an intimate, immersive product trial experience
- Activate an engaging new product introduction program that drives extensive word-of-mouth activity
- Build audience for entertainment products and programming
- Drive direct sales and new customer acquisition
- Drive traffic to online and offline retailers
- Extensively test new product, pricing and packaging options to targeted consumers in an in-home setting

Let the party begin. Call us today.

914-591-4550 corp.houseparty.com
or email us at sponsorships@houseparty.com



SELECT CLIENT ROSTER

AUTOMOTIVE

FORD MOTOR COMPANY

CONSUMER PRODUCTS

JOHNSON & JOHNSON / AVEENO

P&G / PAMPERS

P&G / CLAIROL

PALM

TIVO

DISNEY CRUISE LINES

SC JOHNSON / GLADE & PLEDGE

SUNBEAM / MARGARITAVILLE

CRANIUM

AVON

WHIRLPOOL

KENMORE

MATTEL / BARBIE

FOOD & BEVERAGE

KRAFT FOODS / GEVALIA

KRAFT FOODS / GREY POUPON

KRAFT FOODS HISPANIC PROGRAMS

SARA LEE

PEPPERIDGE FARMS

HILLSHIRE FARMS

HERSHEY

GERBER

NESTLE WATERS

CARNATION INSTANT BREAKFAST

TELEVISION & MEDIA

ABC

NBC

TNT

CARTOON NETWORK

NICKELODEON

A&E/HISTORY CHANNEL

MEREDITH/BETTER HOMES & GARDENS

CONDE NAST / ALLURE

CONDE NAST / DOMINO

CONDE NAST / DOMINO

RETAIL

KMART

SEARS

The power of
word-of-mouth.