

# The Street Team Activation Playbook

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# The Street Team Activation Playbook

**From Brief to Launch in 14 Days**

— 500+ campaigns, 1,000+ cities, 94% client  
retention

*A field-tested guide for brand managers and marketing directors planning their first measurable street team campaign — written by the agency that runs them.*

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## Introduction

In-person marketing is back, and the brands that figure out how to do it well in 2026 will own the next decade of category share.

The reasons are structural. CPMs on Meta and TikTok are up roughly 30% year over year. iOS attribution remains broken for most app launches. Retail media networks are crowded. Influencer ROI is increasingly hard to defend in a board deck. Meanwhile, a single brand ambassador handing your product to a real human on a sidewalk in Brooklyn generates a trial, a conversation, a photo, a QR scan, and — done well — a measurable redemption. The unit economics of field marketing have quietly inverted in its favor.

The catch is that most teams execute it badly. They book staff two days before launch. They skip training. They pick cities based on where the CEO lives. They forget to instrument the campaign for attribution, and then wonder why they can't defend the spend in the next quarterly review.

This playbook exists because we've watched the same five mistakes torpedo hundreds of otherwise-good campaigns. It's the document we wish every brand manager had on their desk before sending an RFP.

**The 14-day promise.** A well-planned street team campaign can move from brief to launch in 14 calendar days. Not 6 weeks. Not 90 days. Fourteen. The people who hit that timeline aren't faster — they're better prepared. The framework in Chapter 5 shows you exactly how.

**Who this is for.** Brand managers, product marketing managers, and marketing directors at consumer brands (CPG, beauty, beverage, apps, cannabis, automotive, financial services) who are evaluating a street team activation for the first time, or for the first time with real measurement attached.

**Who this isn't for.** Teams running pure brand awareness with no trial mechanism, no in-market sample, and no digital instrumentation. Field marketing can produce awareness, but if that's your only KPI you'll over-pay vs. a programmatic OOH buy.

**How to use this document.** Read it once end to end. Then use Chapter 2 to draft your brief, Chapter 4 to size the budget, and the appendix worksheets to pressure-test agency proposals. We've kept it deliberately practical — there are no charts you can't redraw on a napkin.

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## Chapter 1: Is a Street Team Right for Your Campaign?

Before you spend a dollar, run this five-question fit assessment. Score each question 1-5 and add them up. Below 15, reconsider. 15-20, viable. 21-25, ideal.

### The 5-Question Fit Assessment

1. **Does your product benefit from physical trial?** (1 = no trial component, 5 = trial is the primary conversion mechanism)
2. **Is your purchase decision influenced in-person or near point-of-sale?** (1 = pure e-commerce, 5 = brick-and-mortar dominant)
3. **Do you have a measurable conversion event downstream of the touch?** (1 = none, 5 = redeemable code, app install, account signup, retail scan data)
4. **Is your target consumer geographically concentrated?** (1 = nationwide dispersed, 5 = clustered in specific DMAs, neighborhoods, or campuses)
5. **Does your margin support \$25-\$75/hr labor for a finite campaign window?** (1 = sub-\$5 unit economics, 5 = premium product or high LTV)

### When street teams beat digital ads

Street teams dominate when (a) trial unlocks the buy, (b) physical retail or campus presence matters, and (c) the consumer is hard to reach digitally because of attribution decay, ad fatigue, or platform restrictions (cannabis, alcohol, some financial products, regulated wellness).

A 90-second sampling moment on a sidewalk in Wicker Park converts a stranger into a buyer at rates digital pre-roll cannot match. The cost per redeemed coupon on a well-run beverage sampling tour typically lands at \$3-\$8, vs. \$15-\$25 for paid social with comparable downstream redemption.

### **When street teams don't work**

Street teams are a poor fit when your only KPI is awareness without trial, when your product margin can't fund the labor, or when your target consumer is genuinely nationwide and dispersed (a B2B accounting SaaS targeting CFOs at mid-market companies, for example).

**Common Mistake:** Brands often use field marketing as a “we tried something physical” budget line for awareness, with no trial mechanism. This is the single most expensive way to buy impressions. If you're not converting on the ground, buy programmatic OOH instead.

## Decision matrix by category

Category	Fit	Why
CPG (food, beverage, snacks)	High	Trial drives trial; sampling = direct conversion
Beauty & personal care	High	Tactile/scent-driven category; demo lifts conversion 3-5x
App launches (consumer)	High	QR-to-install bypasses iOS attribution loss
Dispensaries & cannabis	High	Digital ads restricted; in-person is one of few legal channels
Alcohol & spirits	High	Sampling + age-gated trial
Auto	Medium-High	Test drives via event activation, not street canvas
NIL / college brands	High	Campus markets are physically concentrated
B2B SaaS	Varies	Only at trade shows or vertical events, not on the street
Financial services	Medium	Campus/event activations only; signup as KPI
Luxury fashion	Low	Brand experiences yes, street teams no

If your category sits in the “High” or “Medium-High” row and you scored above 18 on the fit assessment, proceed to Chapter 2.

## Chapter 2: The Brief — What to Actually Define Before Engaging an Agency

The number-one predictor of street team campaign success is the quality of the brief. A vague brief gets you a vague campaign and a defensive post-mortem. A precise brief gets you a measurable result. Every agency you contact — Street Teams Co or otherwise — should receive the same 7-element brief so the proposals are comparable.

## The 7 Elements Every Brief Needs

- 1. Campaign goal.** Pick one primary metric. Not three. One. Examples that work: “Drive 25,000 verified samples in 30 days across 5 cities.” “Generate 8,000 app installs at a sub-\$12 CPI.” “Deliver 50,000 coupon redemptions to retail partners by end of Q3.” Examples that don’t work: “Build buzz.” “Increase awareness.” “Drive engagement.”
- 2. Target consumer.** Specific. Age, income, lifestyle, where they spend Saturday afternoon. “Women 25-44, \$75K+ HHI, urban, beauty-engaged” is a starting point. “Everyone” is not.
- 3. Geographic scope.** Cities, DMAs, neighborhoods, or campuses. Include rationale. If you can’t say why Chicago is on the list, take it off the list.
- 4. Sample / giveaway plan.** What are you handing over? Unit cost, volume, who ships, who stores, who replenishes. Most botched campaigns fail here, not at staffing.
- 5. Measurement metrics.** Primary KPI, secondary KPIs, attribution mechanism (QR, code, scan, app install, retail scan). If you can’t measure it, you can’t defend it.
- 6. Brand guardrails.** Wardrobe, scripted talking points (or not), claims approved by legal, photo/video usage rules, social media policy for staff. Get this from your brand team before the brief goes out, not after the activation starts.
- 7. Budget envelope.** A range, not a single number. “\$80K-\$120K all-in” is useful. “Whatever it costs” is not. Agencies need an envelope to design a viable plan.

## Mistakes to Avoid

- **Vague goals.** “Awareness” is not a goal. Awareness is a downstream effect of trial.
- **No measurement plan.** If you brief without instrumentation, your post-mortem is anecdotes.
- **No contingency.** Weather, staff no-shows, permit denials, venue cancellations — budget a 10% contingency in dollars and 1 day in timeline.
- **No decision-maker access.** If the person briefing the agency can’t approve creative, pricing, or scope changes within 24 hours, the timeline dies in week one.

**Pro Tip:** Send the same brief to three agencies. Compare their proposals side by side. Differences in headcount, hours, and per-touch cost expose which agency understands your goal vs. which is padding the bid.

## 1-Page Brief Template (use this verbatim if useful)

**Project name:** \_\_\_\_\_ **Brand owner / decision maker:** \_\_\_\_\_ **Primary KPI:** \_\_\_\_\_ (number + timeframe) **Target consumer:** \_\_\_\_\_ (demo + psychographic) **Cities / DMAs:** \_\_\_\_\_ (with

rationale) **Sample or giveaway:** \_\_\_\_\_ (item, unit cost, total volume, who ships) **Attribution mechanism:** \_\_\_\_\_ (QR, code, install, scan) **Brand guardrails:** \_\_\_\_\_ (wardrobe, scripts, claims, social policy) **Budget envelope:** \$\_\_\_\_\_ to \$\_\_\_\_\_ **Launch date:** \_\_\_\_\_ **Reporting cadence:** \_\_\_\_\_ (daily, weekly, real-time)

### Sample Completed Brief (anonymized)

*Project: Q3 plant-based protein launch. KPI: 18,000 verified samples + 4,000 coupon redemptions in 28 days. Consumer: Women + men 25-44, fitness-engaged, urban, \$60K+ HHI. Cities: NYC, LA, Austin, Denver, Chicago — selected for high HHI density and fitness-club concentration. Sample: 4oz single-serve packet, \$1.20 unit cost, 25,000 units, agency stores and replenishes. Attribution: QR code on packet linking to a unique promo code, redeemable at Whole Foods. Guardrails: Branded tees, no health claims beyond approved language list, no scripted close. Budget: \$140K-\$165K all-in. Launch: July 8. Reporting: real-time dashboard with weekly recap calls.*

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## Chapter 3: Market Planning — Choosing the Right Cities

The single most expensive mistake in field marketing is launching nationally before validating locally. The fix is a structured market-selection framework and a three-phase rollout cadence.

### The Population × Trade Area × Foot Traffic Framework

For each candidate city, score three variables 1-5:

- **Population of target consumer** within the DMA (use census + your CRM density)
- **Trade area concentration** — are your buyers clustered in 3-5 neighborhoods, or dispersed across 200 square miles?
- **Foot traffic at your activation points** — retailers, festivals, campuses, transit hubs

Cities scoring 12+ across these three are launch-ready. 9-11 are second-wave. Below 9, skip for now.

### How to pick 5 launch cities vs. a 15-city national rollout

Five-city test: pick three high-confidence markets (where you already have CRM signal or retail distribution) plus two stretch markets that pressure-test the proposition. Fifteen-city national: build a barbell — half top-10 DMAs, half mid-tier cities (Nashville, Charlotte, Indianapolis, Portland) where CAC tends to be lower and competition for attention is thinner.

## Geographic considerations by category

- **CPG:** DMA-driven. Match field activation to retail distribution footprint. Activating in a city where you're not on shelf is wasted spend.
- **Beauty:** HHI density. The top quartile of households by income concentrates beauty trial. Manhattan, Westside LA, Buckhead, Lincoln Park.
- **App launches:** Early-adopter clusters. College towns, tech hubs, urban cores 25-34.
- **Dispensaries:** State-by-state legality. Activate only where legal, and only with compliance-trained staff.
- **NIL & college:** School markets. Pick top-25 athletics programs and 8-10 secondary markets for breadth.
- **Auto:** Affluent suburbs adjacent to top dealership clusters. Don't activate in urban cores if the conversion happens at a dealership in the burbs.

## Test, Validate, Scale

The cadence that consistently outperforms is **3-city test** → **10-city expansion** → **30-city national**.

- **3-city test (weeks 1-4):** Prove the unit economics. Cost per touch, cost per redemption, lift on baseline.
- **10-city expansion (weeks 5-12):** Validate the model holds outside hand-picked markets. Tune staffing, scripts, location mix.
- **30-city national (weeks 13+):** Scale only after the unit economics are stable across at least 7 of 10 expansion cities.

Brands that skip the test phase typically over-spend by 35-50% in the first 90 days. Brands that complete it correctly compound learnings into permanent CAC advantages.

**Pro Tip:** Pick at least one “negative case” city in your 3-city test — a market you secretly think will underperform. If it surprises you, you've learned something more valuable than confirmation in your three home markets.

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## Chapter 4: Staffing Math — How to Calculate Headcount and Hours

This is the math that separates a precise budget from a hopeful one. Master it and you'll never overpay an agency again.

## The Touches per Hour Formula

**Touches per hour × hours per shift × number of staff × number of days = total touches**

Re-arrange to solve for staffing:

**Total touches goal ÷ (touches per hour × hours per shift × days) = staff headcount needed**

## Industry Benchmark Touches per Hour

These are real-world ranges from field data across hundreds of campaigns. Use the low end for planning, the high end for upside cases.

Activation Type	Touches per Hour
Sampling at retail (in-store, with permission)	60-90
Festival sampling (high-density crowd)	100-150
Street canvassing (sidewalk, non-event)	20-40
Trade show booth	200-300
College campus activation	80-120
Transit hub (subway exit, transit plaza)	70-110
Bar/nightlife sampling	40-70
Door-to-door (residential)	8-15
Mobile tour stop (branded vehicle)	50-90

## Converting business goals into a staffing plan

**Example goal:** “10,000 verified samples in NYC over 14 days, at retail-adjacent locations.”

- Activation type: Retail-adjacent sampling. Use 70 touches/hour as planning baseline.
- Shift length: 6 hours productive (you’ll pay 8, but plan around 6 productive hours after setup, breaks, breakdown).
- Days: 14.
- Required staff-hours:  $10,000 \div 70 = 143$  staff-hours.
- Daily staff-hours:  $143 \div 14 = 10.2$  staff-hours/day.
- Headcount:  $10.2 \div 6 =$  roughly 2 staff per day. To build redundancy and cover multiple locations, round to 3.

That's the floor. Anyone proposing 8+ staff per day for that goal is over-staffing. Anyone proposing 1 is setting you up to miss.

### Staff Role Mix — when to use which role

- **Brand Ambassador (\$25-\$35/hr):** The default. Friendly, on-brand, trained on the script and product. Use for high-volume sampling and giveaways.
- **Brand Specialist (\$35-\$50/hr):** Product-trained, can answer technical questions. Use for beauty, beverage with complex ingredient stories, tech, financial services.
- **Team Lead (\$45-\$60/hr):** On-site supervisor. One per 6-8 ambassadors. Handles call-outs, kit replenishment, real-time reporting.
- **Area Manager (\$60-\$75/hr):** Per-market oversight across multiple shifts and locations. One per city for campaigns over 4 days.
- **Bilingual / licensed / specialty staff:** Premium tier. Bilingual Spanish, ASL, cannabis-certified, alcohol-server-certified, ASE-certified auto specialists. Plan for 10-25% premium.

### Worked Example — Beverage Brand, 100,000 Samples in 30 Days Across 5 Cities

- Goal:  $100,000 \text{ samples} \div 5 \text{ cities} = 20,000 \text{ per city}$ .
- Activation mix: 60% retail-adjacent (70 touches/hr), 30% festival/event (120 touches/hr), 10% transit hub (90 touches/hr).
- Blended planning rate: ~85 touches/hour.
- Per city:  $20,000 \div 85 = 235 \text{ staff-hours}$ .
- 30 days, but assume 20 productive activation days (weekends + select weekdays).
- Per city per day:  $235 \div 20 = \sim 12 \text{ staff-hours}$ . Roughly 2 ambassadors at 6 hours, plus 1 team lead covering peak days.
- Total across 5 cities: ~10-12 ambassadors active per day + 5 team leads + 1 area manager covering the program.
- Estimated labor cost at blended \$40/hr fully loaded: ~\$94K-\$110K. Add product, kits, permits, transport, and reporting — full program lands \$145K-\$175K.

That's the math. Demand it from every agency you evaluate.

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## Chapter 5: The 14-Day Deployment Timeline

This is the heart of the playbook. Every day matters. Skip a step and you push launch by a week.

Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14
-----	----	----	----	----	----	----	----	----	----	----	----	----	----	----
Brief & Select				===	===									
Recruit Staff						===	===							
Train & Certify								===	===	===				
Logistics & Kits											===	===		
Dry Run													===	===
Launch														===

**Day 1-2: Brief finalization + agency selection**

Lock the 1-page brief from Chapter 2. Send to 2-3 agencies. Demand staffing math (Chapter 4) in their proposal. Pick within 48 hours — speed compounds across the rest of the timeline.

**What can go wrong:** Three-week RFP processes. Don't run one. Use the brief, the staffing math, and the vendor scorecard (Appendix C). Decide in two days.

**Day 3-4: Staff recruitment in target markets**

The agency activates its local roster. Top agencies pre-vet thousands of staff per market and can stand up a confirmed roster within 48 hours. Watch for: are they recruiting fresh from craigslist, or pulling from a vetted bench? It matters.

**What can go wrong:** Recruiting takes 7-10 days because the agency doesn't actually have local supply. This is the single most common failure mode for cheaper / unproven agencies. Mitigate by asking for bench size and city coverage proof up front.

**Day 5-7: Training + brand certification**

Live training (Zoom or in-person), brand quiz, talking-points certification, wardrobe confirmation. Top agencies require staff to pass a certification quiz before they're shift-eligible. If your agency doesn't certify, you're rolling dice.

**What can go wrong:** Staff show up untrained. Best mitigation: insist on certification quiz pass rates and ask to see a sample training deck before signing.

**Day 8-9: Logistics (kits shipped, permits filed, venue confirmations)**

Sample kits ship to each city. Permits filed where required (street activations in most major cities require permits — NYC, SF, Boston, Chicago especially). Venue and retailer confirmations locked in writing.

**What can go wrong:** Permits denied or delayed. Mitigate by filing day 6, not day 9, and by having backup locations pre-approved. Kit shipping delays — use 2-day shipping with tracking, not ground.

## Day 10-11: Deployment dry-run

Soft launch with 1-2 staff per city to test the playbook end-to-end. QR codes scanning. Kits intact. Wardrobe correct. Reporting flowing. Fix anything broken before scale.

**What can go wrong:** Skipping the dry-run because the timeline is tight. Don't. Skipping it costs 2-3 days of full launch later when you discover the QR code is broken.

## Day 12-14: Launch

Full deployment. Real-time reporting active. Daily standup with agency lead. First three days are diagnostic — staffing levels, location performance, and conversion data should inform week 2 adjustments.

**What can go wrong:** Weather. Plan for 10% of shifts to be weather-impacted in any 14-day window. Build a make-up day into the contract. Staff no-shows. Top agencies offer a Show-Up Guarantee — if a staffer no-shows, the hours are credited and a replacement is dispatched. This is a non-negotiable contractual term. Brand guardrail violations. Mitigate by requiring social media policy sign-off during certification and by spot-checking shift photos in real time.

**Pro Tip:** Day 13, not Day 14, is your real launch day. Treat Day 14 as a buffer for last-minute fixes. Anyone who lets the timeline slip into Day 14 launches with no margin.

## Chapter 6: Measurement — Proving ROI

If you cannot defend the spend in your next quarterly review, the campaign was a marketing expense, not a marketing investment. This chapter is the difference.

### The 5 KPIs That Matter to a CMO

1. **Touches.** Verified, GPS-stamped, photo-evidenced. Not “we estimate we reached 50,000 people.” Verified.
2. **Leads / conversions.** App installs, signups, scans, redemptions — the downstream event that ties to revenue.
3. **Trial-to-purchase rate.** Of the people who sampled, what percent bought? This is the unlock metric for CPG and beauty. Use coupon code redemption + retail scan data.
4. **Brand lift.** Aided + unaided awareness in activated markets vs. control markets, measured pre/post via a tracker (Quantilope, Latana, or comparable).

5. **ROAS.** Revenue attributable to the campaign divided by total campaign cost. For app launches, lifetime value over 90 days. For CPG, sell-through over 60 days.

## How to instrument the campaign

- **QR codes** on every piece of collateral, each unique to a city / shift / staffer for granular attribution.
- **Branded coupon codes** redeemable at retail or DTC, tracked through your e-commerce or POS partner.
- **Geo-fenced foot traffic measurement** via partners like Foursquare or Placer.ai to compare visit lift in activation zones vs. controls.
- **Social listening** for organic mentions tagged in activation cities post-campaign.
- **Survey at touch.** Optional but high-value: a 2-question intercept survey on a tablet captures intent data the QR alone won't.

## What “good” looks like by category

Category	Trial-to-Purchase	Cost per Touch	Cost per Redemption
CPG sampling	18-32%	\$1.50-\$3.50	\$4-\$9
Beauty demo	22-40%	\$2.50-\$5.00	\$7-\$15
App QR-to-install	6-14% install rate	\$1.80-\$4.00	\$12-\$25 CPI
Cannabis dispensary drive	15-25% visit	\$2.00-\$4.50	\$8-\$18
Beverage sampling	25-45%	\$1.20-\$3.00	\$3-\$8

Use these as guardrails. If your agency’s proposal projects results outside these ranges without specific reasoning, demand the math.

## The Post-Campaign Report — what to demand

Every campaign should close with a report containing, at minimum:

- Total verified touches, with GPS and timestamp data
- Per-city, per-day, per-staffer breakout
- Redemption / install / scan data tied back to touch attribution
- Photo log (50+ images) and 5-10 video clips from the field
- Lift analysis vs. baseline or control market

- Three forward-looking recommendations for the next deployment

If your agency cannot produce this report, change agencies before the next campaign.

## Connecting field marketing to digital attribution

For app launches, integrate with your MMP (AppsFlyer, Adjust, Branch, Singular). Set up a deferred deep link per QR code — when a user scans and installs, the MMP attributes the install to the specific shift. This bypasses iOS 14.5+ attribution loss and produces a deterministic lift signal.

For CPG, integrate with your retail scan data partner (SPINS, IRI/Circana, Nielsen). Compare scan velocity in activated markets vs. control markets for 8 weeks post-campaign. This is the gold-standard ROI proof point for any CMO presentation.

For DTC, tag coupon codes by city and shift, and run a holdout test in 1-2 markets to isolate incrementality.

**Pro Tip:** Pre-register your measurement plan with your agency before launch. Brands that define success criteria after the campaign almost always find a way to call it a win. Brands that define them upfront learn the truth — and the truth compounds.

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## Chapter 7: Vendor Selection — Picking the Right Agency

You'll evaluate three agencies. Asking the same 8 questions of each makes the choice obvious.

### The 8 Questions to Ask Every Street Team Agency

1. **Deployment speed.** “What’s the fastest you’ve gone from signed SOW to feet on the street, and in what market?” Top answer: 7-14 days. Anything over 21 means they don’t have a real bench.
2. **GPS tracking.** “How do you verify staff are at the activation location during the shift?” Top answer: GPS check-in/check-out with timestamped photos. No-GPS answers are disqualifying.
3. **Real-time reporting.** “Can I see touches, photos, and scans live during the shift?” Top answer: Yes, via a client-facing dashboard. “We’ll send a recap on Monday” is a red flag.
4. **Show-up guarantee.** “What happens if a staffer no-shows?” Top answer: A contractual guarantee with credit + replacement protocol. If they shrug, you’ll absorb the cost.
5. **Geographic coverage.** “Show me the last 5 campaigns you ran in [my specific city].” Generic claims of “we have staff everywhere” without case-specific evidence are red flags.

6. **Vetting process.** “How do you recruit and certify staff?” Top answer: Application, interview, background check, brand certification quiz, and ongoing performance scoring.
7. **Pricing transparency.** “Send me your published rate card.” Top answer: They have one and will send it. Bespoke-only pricing is a margin signal, not a service signal.
8. **Attribution methodology.** “How do you tie touches to downstream conversions?” Top answer: QR/code/MMP integration, with examples from prior campaigns. If they don’t measure, you can’t either.

## Red Flags

- No GPS tracking, no real-time reporting
- No certificate of insurance (\$1M general liability minimum)
- Vague “we have staff everywhere” without specifics
- No published rates
- Won’t sign a Show-Up Guarantee
- Won’t share a case study with hard numbers
- Quotes wildly below market rates (\$15/hr or less)

## Green Flags

- Specific city-by-city reach claims supported by case studies
- Published rate cards
- GPS-verified touch data on past campaigns
- Willingness to be paid (partially) on performance — touches delivered, redemptions hit
- Insurance, W-9, MSA all ready in 48 hours
- Senior account lead in every meeting, not just the SDR who closed the call

## Pricing Transparency Benchmark

The honest market range for US street team labor is **\$25-\$75/hour**, fully loaded. Within that:

- \$25-\$35/hr: Standard brand ambassadors in major markets
- \$35-\$50/hr: Brand specialists, bilingual, mid-tier markets with travel premium
- \$50-\$75/hr: Team leads, area managers, licensed specialists, premium markets, last-minute deployments

Anyone quoting wildly above this range without specialized roles (medical, legal, regulated) is marking up. Anyone quoting wildly below is using underpaid or untrained staff who often don't show up — and you pay twice when you re-staff.

## About Street Teams Co

Street Teams Co operates in 1,000+ US cities with 10,000+ vetted brand ambassadors, 500+ campaigns delivered, a 4.9/5 client rating, and a 94% retention rate. Every campaign ships with GPS-verified check-ins, real-time reporting, and a contractual Show-Up Guarantee. Rates are published: \$25-\$75/hour fully loaded. For a custom proposal scoped against the brief template in Appendix A, visit [streetteamsco.com/contact](https://streetteamsco.com/contact). For published pricing and packages, visit [streetteamsco.com/pricing](https://streetteamsco.com/pricing).

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## Appendix A: Brief Template

*A fillable 1-page brief. Send this — completed — to any agency you evaluate.*

**Project name:** \_\_\_\_\_

**Brand owner / decision maker:** \_\_\_\_\_

**Email + phone:** \_\_\_\_\_

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### 1. Campaign goal (one primary KPI, with number and timeframe)

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### 2. Target consumer (demographic + psychographic)

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### 3. Cities / DMAs / neighborhoods (with rationale)

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### 4. Sample or giveaway (item, unit cost, total volume, who ships, who stores)

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5. Attribution mechanism (QR, promo code, app install, retail scan)

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6. Brand guardrails (wardrobe, scripts, claims, social media policy)

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7. Budget envelope: \$ \_\_\_\_\_ to \$ \_\_\_\_\_ all-in

8. Launch date: \_\_\_\_\_ Campaign duration: \_\_\_\_\_

9. Reporting cadence (real-time, daily, weekly): \_\_\_\_\_

10. Decision-maker turnaround (24 hr? 48 hr?): \_\_\_\_\_

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## Appendix B: Staffing Math Worksheet

*Fill in your own numbers. Use Chapter 4 benchmarks for touches/hour.*

### Step 1: Define your goal

Total touches needed: \_\_\_\_\_

Campaign window (days): \_\_\_\_\_

Number of cities: \_\_\_\_\_

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### Step 2: Choose your activation mix

Activation Type	% of Campaign	Touches/Hour Benchmark
Retail-adjacent sampling	____%	60-90
Festival / event sampling	____%	100-150
Street canvassing	____%	20-40
Campus activation	____%	80-120
Trade show / booth	____%	200-300
Transit hub	____%	70-110

Blended planning rate (weighted average): \_\_\_\_\_ touches/hour

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**Step 3: Calculate staff-hours**

Touches needed ÷ blended rate = \_\_\_\_\_ total staff-hours

Total staff-hours ÷ number of cities = \_\_\_\_\_ staff-hours per city

Per-city staff-hours ÷ campaign days = \_\_\_\_\_ staff-hours per city per day

Per-city per-day staff-hours ÷ 6 productive hours per shift = \_\_\_\_\_ ambassadors per city per day

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**Step 4: Add supervisory mix**

Team leads (1 per 6-8 ambassadors): \_\_\_\_\_

Area managers (1 per city for campaigns 4+ days): \_\_\_\_\_

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**Step 5: Estimate cost**

Ambassador hours × \$30 (blended) = \$\_\_\_\_\_

Team lead hours × \$50 = \$\_\_\_\_\_

Area manager hours × \$65 = \$\_\_\_\_\_

Add 25% for kits, permits, shipping, reporting = \$\_\_\_\_\_

**Total estimated all-in cost: \$\_\_\_\_\_**

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## Appendix C: Vendor Evaluation Scorecard

*Score each question 1-5 for every agency you evaluate. Total out of 50.*

#	Question	Agency A	Agency B	Agency C
1	Can they deploy in 14 days or less? (1 = no, 5 = yes with proof)			
2	Do they offer GPS-verified check-in/ check-out?			
3	Do they provide real-time reporting (dashboard)?			
4	Will they sign a contractual Show-Up Guarantee?			
5	Can they show case studies in MY target cities?			
6	Do they certify staff via training + quiz before shifts?			
7	Do they publish rate cards?			
8	Do they have a defined attribution methodology?			
9	Are they insured (\$1M+ general liability)?			
10	Is there senior account leadership on the call?			
	<b>Total / 50</b>			

**Scoring guidance:** 40+ proceed. 30-39 viable but pressure-test gaps. Below 30 disqualify.

## About Street Teams Co

Street Teams Co is a nationwide street team marketing and brand ambassador agency operating in 1,000+ US cities with 10,000+ vetted staff. We've delivered 500+ campaigns for consumer brands across CPG, beauty, beverage, app launches, cannabis, automotive, and financial services — with a 94% client retention rate and a 4.9/5 client rating.

We exist because field marketing should be as measurable as digital. Every campaign ships with GPS-verified check-in/check-out, real-time client dashboards, photo + video evidence per shift, and a contractual Show-Up Guarantee. Our rates are published — \$25-\$75/hour fully loaded — so you can scope a budget before you ever pick up the phone.

If you've read this playbook, you already know how to brief, plan, staff, deploy, and measure a street team activation. The next step is a conversation about your specific campaign.

**Get a custom proposal:** [streetteamsco.com/contact](https://streetteamsco.com/contact)

**View published pricing:** [streetteamsco.com/pricing](https://streetteamsco.com/pricing)

**Email:** [hello@streetteamsco.com](mailto:hello@streetteamsco.com)

*We help brands turn fans into superfans with street team marketing that's as measurable as digital.*