



event & production agency



/ how we think

**We bring brands to life creating  
live experiences with their  
products and services in real life.**

/ examples of our clients





Client:

# Matrix

Project

## Matrix Festival 2019

date

## October 2019



*Brief:*

**Hairdressers are losing faith in their craft. It is a hard job where they play the role of psychologist, friend, artist, manager, etc. Brand needed to remind them that the journey is difficult but worthwhile.**











#### Solution

Hairdressing is hope, art, creativity, mission, and every single moment is worth it. That's why we developed the **Route 19 concept**. The concept about their journey. Each participant was on another milestone, but everybody was sharing the same route. We wanted to give them a taste, hope and strength and send them to the world with the feeling that it was worth it. They are part of the Matrix family. We started online before the festival. We let the hairdressers of the community realize and recall moments when they were sick or hard, but then came the moment they said it was worth it. **The stories of the individual** who contributed to the competition then appeared in the festival premises.

When arriving at the event, everyone could sign on the gigantic Matrix Route 19 Wall, under claim "**Proud to be hairdresser!**" and express their affiliation with the family. With each workshop we wanted to get close to each of them. So the expert on the stage was always joined by one of their ranks, who shared his experience. We have achieved a sense of relevance and proximity. The lecture became a discussion, followed by a Q&A section, where each one could personally ask the expert what he was doing wrong, what he could change, etc.







#matrixfestival2019

#matrixfestival2019

MATRIX CITY

<https://vimeo.com/matrix festival>











The Gala Show is always the highlight of the program. This year we brought the idea of **Matrix City**. A town where every hairdresser, novice and senior lives. Start free-styling in the street, followed by own salon and more luxurious and wealthy customers, and ending it by staring at MET Gala with own styling. Stage was built to make everyone feel part of the city of Matrix. We put the presenter on the backstage and his role was to talk to people by **broadcasting a "radio" Matrix**. It is a concept and dramaturgy of the evening through other people who called the radio and shared their feelings with them. The most emotional part was the performance of a young singer, lost in Matrix City, who does not believe in herself. Moderator support her and let her sing New York by Alice Keys. During the songs **we hear the individual stories of hairdressers, which we voiced over and put in the storyline of the song**. The hairdressers were laughing, laughing, photo-shooting, social sharing, and we knew that the desire to be part of the **Matrix family was born again**.







<https://vimeo.com/matrix> festival





*In Numbers*

**540**

attendees

**3**

countries

**193 000**

social media impression

**2**

hours of live gala show

**9**

live workshops

**600**

almost 600 shares of  
#matrixfestival2019







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KÉRASTASE

PARIS

V P N A E T A L N R

Client:

Kérastase

Project

Kérastase Hub Conference

date

March 2019



*Brief:*

**Create and produce an international event with focus on launched Blond Absolu. Also prepare and execute engaging workshops providing experience with products and services of the brand. The event must be prepared on luxurious level as the brand is representing the top class in its category. It was also necessary to focus on social networks and potential of sharing on site experience.**













KÉRASTASE  
PARIS







First of all - there was engagement/experiential activity in all of the workshops. **Fusio Dose workshop** as a personalized hair salon service and experience was transferred to the experience at the bar. Awarded Barman from well known bar in Prague was preparing and serving personalized cocktails to attendees, while using the same question and process of preparation, as hairdressers should be using. We brought attractiveness of cocktails and transformed it to the hair dressers job. **Diagnosis Lab** workshop - presenting the new mobile app and hair camera through chemical laboratory and quiz was the way how to engage people They found out how easy the use is and how it could be interesting for their clients to look through it. **Digital workshop** - we co-created presentation of brand activity and all the tools they have and how are helping hairdressers in their businesses. Second part was focused more on Instagram and showcase of what can people do and how can Instagram help them . Few simple steps proved, why they need to pay attention to this tool and most of the attendees hurried to restart and boost their business profiles.







**Instagram competition** motivated people to use social media to promote brand as b2b influencers of Kerastase and asked to share creative photos of Fendi lounge in combination with its new products.

The night was dedicated to the launch of the year BLOND ABSOLU. **Gala dinner** with talk show and the Theme Cult of Blondes presented that the Blond is the new black. We presented numbers behind it, but also freshness of it and talked to the celebrities of different roles in our world. The host and presenters were: Emma Smetana - influencer, news commentator, moderator, singer, Emma Drobna - Czech Superstar winner, influencer and singer, Evelyn - famous Slovak blond stand up comedian and actress and M. Polok - Brand Director of Kerastase and pure blond women, who has never had her hair colored. Small hand made and luxurious presents were must.





*In Numbers*

**400**

attendees

**3**

countries

**100%**

of places to education workshops  
booked and sold in the event and  
right after the event

**2**

hours of live gala talkshow

**200**

participants in IG competition

**250**

more then 250 shares of events #,  
live cover in stories







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Client:

AVON

Project

Summer Conference "Rozpal to v sobě"

date

September 2019



*Brief:*

**Avon Sales Reps and KAM meet every year on September to find out how the results are and what needs to be focused on before final and the most important season of the year. They need to be motivated, to feel pampered and cared about and they need to come together to put everything that is in themselves to bring the best results. Also there are products to be launched in glamorous way to make them want to sell those.**









A  
MAXI





There was a new launch of perfume Maxima and Maxime. It is connected to Dara Rolins - main face of the Avon campaigns. Also the loved one by the ladies. So the focus was set. We decided to work with Maximum and Maximize everything possible. Also we took other launches and connected it by the main theme - "**Rozpal to (v sobe) na Maximum**".

The conference started with opening video - dark black screen representing nothing, little spark and flame coming from it where showing how only little spark may burst the flame. Symbolizing, that everything starts from 0, nothing. But each of the ladies in the room has this little spark in themselves, that needs to be found, taken care of and used to potential maximum.







Client:

Project





#### *Solution*

The flow of the show was enriched by three shows. **Maxima perfume** launch was transferred to ladies by the symbol of two gladiators fighting for the favor of goddess - Dara. The other show presenting new launch of **Max Lip Powder** was the **energetic performance of live drummers, acrobatic dance, led screen with 3D** show tailor made for this event. Avon was also coming with the new "green" range of products Distillery. We got a chance to build special corner in the hall made out of natural materials but also with on screen video representing gentle way of caring of ourselves. Based on elements from mindfulness combined with the calmness of the pictures from nature, all of the attendees were invited to sit comfortably and let themselves recharge and get the energy for the maximum possible outcome by the end of the year. The conference was closed by the closing show - amplifying the opening one. **The main message - as soon as you find your spark, take it, get together with everywhere around you and bring it on, because all of you together can be the best team by the end of the year and the result of the Czechs or Slovaks can beat the rest of the world.**





FREE TO BE









AVON

BLAHOPŘEJEME

AVON

AVON











*In Numbers*

**600**

attendees

**4**

taylor made shows

**10**

hours of live program

**60**

hours of 3D graphics show prep

**2**

promotional corners created  
for this conference







event & production agency





*Client:*

**L'Oréal Professionnel**

*Project*

**10 years of INOA**

*date*

**February 2019**



*Brief:*

**Celebrate 10 years of INOA colors on the market with the use of hair dressers working with it and reach the most of the present customers with limited budget. Also have a tool helping sales reps gaining new salons.**



#### *Solution*

We Invited 12 hairdressers from 3 countries in the HUB to the Prague for shooting brand video of 10 years of INOA, where they are the stars. We asked them questions about the experience with the product, but no answer was prepared from our side. It is a real confession without editing or inventing artificial answers.

Hairdressers were chosen with the focus on different typology, sex, age and type of hairdresser. We did not address the biggest names getting the attention all year long, but we went for people from small to middle size salons. The aim was to show, that if you work with the brand, you can become “local star” really easily and brand will take care of you. We pampered all of the guests as celebrities. After flying in or arriving to the city, they had limo transferring them to the hotel to have a nice nap before all day shooting. At the place there were makeup artists, stylist and vocal coach helping them before standing in front of the camera.

Video was shared on **social medias and B2B hairdresser channels**, in special FCB group for L'Oréal Professionnel hairdressers and was **appointed the best practice** for 10 years of INOA among all of the countries where INOA is globally.

As we had these consumers at one place, there was photographer invited to make some profile photos for their personal presentation, that they got afterwards. Brand got brand awareness as photos were branded with the logo.







**WHAT MAKES**

**INOA**

**DIFFERENT?**









*In Numbers*

**10**

years of experiences with  
product in 1 video

**12**

proffesionnals brought ot  
one place

**3**

3 countries brought  
together for this hshooting

**the best**

appointed to be th best  
practise of the 10 years of  
INOA by Global  
Marketing







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Client:

# Chance

Silver, ADC Awards 2019



Project

#jsemchorvat

date

June 2018



*Brief:*

**The “I’m Croat” campaign was designed to engage the Czech fans in supporting the Croatian team at the football World Cup instead of the absent Czech football squad. The idea was spread through social media in authentic videos with Pavel Horváth. The idea captivated the media and Pavel was even invited to the football studio of the Czech Television. We distributed the fan merchandising to our fans at events organized by us in Prague and in Croatia. There was a free credit of 57 Kuna offered by client for betting.**



## Solution

In cooperation with agency that brought the creative idea, we shot **3 videos** of Pavel inviting for cheer up in our fan zones and one **viral video** of him asking authorities to change his name for one month from Horvath to Chorvath. He explains that the whole of the Czech Republic is in Croatia during the summer, that we understand them well and that beer is called beer in Czech and Croatian.

We had chosen and realized the main fan zone in Riegrovy Sady, where people go to watch sport matches on big screen.. Official #jsemchorvat merch as t-shirts, trumpets, etc. were handed over to the fans. Hostesses were presenting the live betting course of the match. Everybody who installed the app and bet on the match in there, got the shot of Croatian drink Rakija for free. There was live stream of the atmosphere on the social sites and videos of the atmosphere were shot and presented on clients web. National TV and newspapers have been thrilled and campaign got amazing cover on news, sport shows and on internet. There were more than **1.000.000 views** of the online videos gained within couple days and we got Pavel Horvath to co comment the final match and present the official merch to more than **750.000 live viewers** of the National TV ČT.





#jsemchorvat



Official web site of the campaign

# Ukaž, že jsi Chorvat

Sázej na **MS** a získej zadarmo **57 kun** (200 korun)



Na mistrovství světa opět neuvidíme naše reprezentanty. Co s tím? Pavel Horváth má jasno. Během mistrovství se přejmenuje na Chorváta a bude fandit fotbalistům ze země, ke které mají Češi v létě nejbliž. Přidejte se k němu i vy a získejte **57 kun** (200 korun) na sázení u Chance.

Pro prvních sto nově registrovaných fandů, kteří během MS navíc naloží aspoň dvě kila na kterýkoliv zápas Chorvatů, máme **originální fanouškovská trička**. Splňte podmínku a my se vám ozveme.

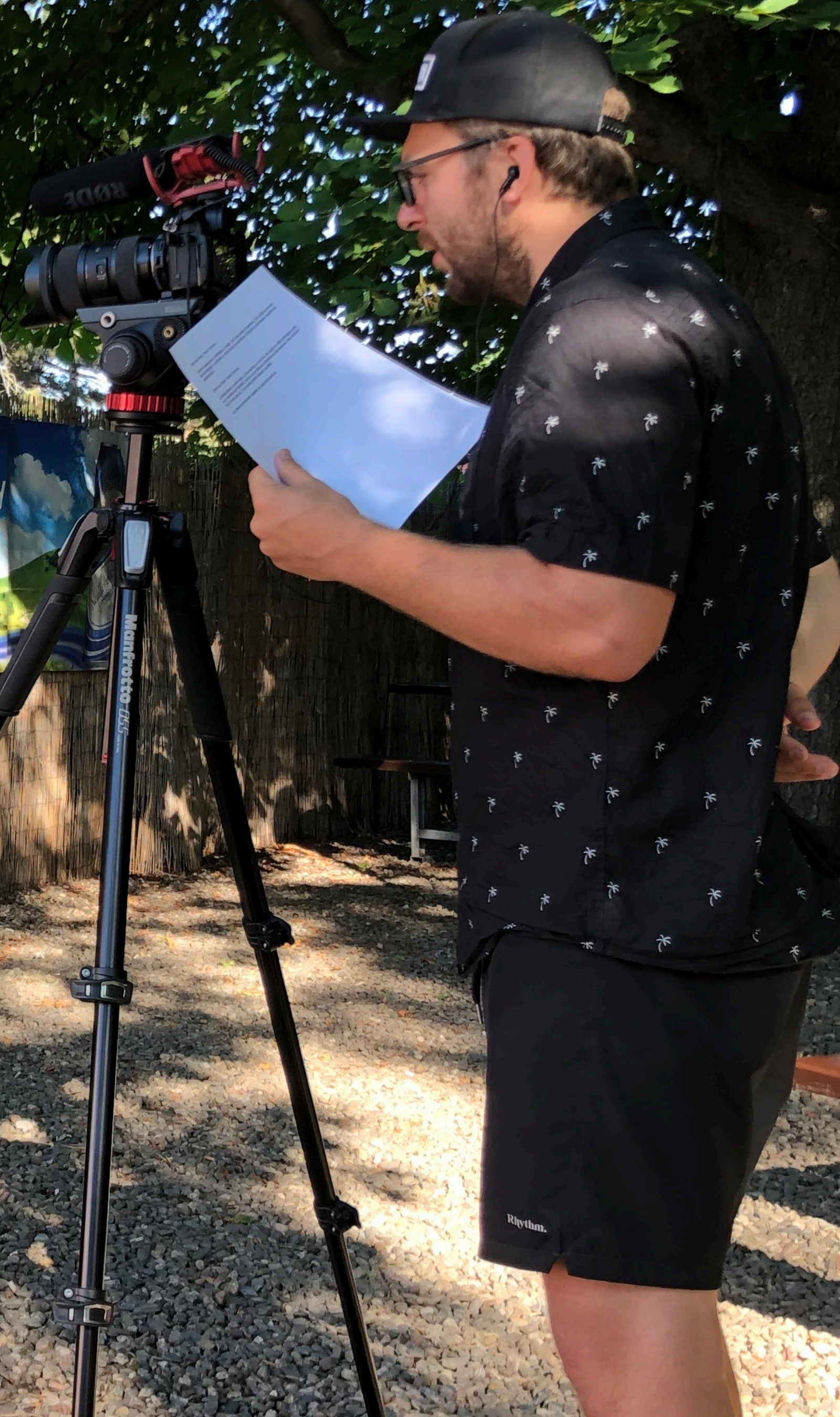
Chcete si na „naše“ rovnou **vsadit**? Vyberte si ze spousty kurzů. Nebo přijďte fandit do Riegrových sadů v Praze. Podrobnosti najdete třeba na našem **Facebooku**.

→ Chci 57 kun

**zís**  
**57 kun**  
**zadarmo**



še **Chance** na MS  
6. 6. Chorvatsko x Nigérie  
6. 6. Argentina x Chorvatsko  
26. 6. Island x Chorvatsko  
[www.jsemchorvat.cz](http://www.jsemchorvat.cz)







Client:

Video from Croatia  
<https://vimeo.com/331201723>





*In Numbers*

**1.000.000**

views of videos

**15.000**

attendees in our fan zone

**3000**

merch pieces produced and used

**3**

days in Croatia capturing the  
atmosphere at the place

**tens**

of media non paid covers of the  
theme and live fan zone

**#USEMCHORVAT**



*Naše* **Chance** *na MS*





event & production agency



Client:

# Hello Bank

Project

## Hello Day for employees

date

### June 2018





*Brief:*

**Create concept for Employee Day, where 400 employees from 3 cities meet and socialize together after the huge increase in no of employees within the last year.**





Case study:

<https://vimeo.com/331199230>





Case study:  
<https://vimeo.com/331199230>











Bank main claim says: “**The bank that thinks of its client at the first place.**” so we used this when creating concept of the employee weekend. We were thinking, How would bank behave when preparing this weekend if it was thinking of its people at the first place? Bank would let them pick the program, activities by their preferences, way of transfer (drinking bus or quiet bus), drinks (what kind of alco and non alco drinks) they like and want to drink, food they prefer, program for the evening, moderator, just everything. We prepared special web with information about possibilities and all confirmed guests could vote. Then the most liked preferences were applied when preparing the event.







## *In Numbers*

**400**

attendees

**48**

hours of program

**8**

activities prepared up to wishes of  
the employees

**20**

thriatlon attendants







event & production agency



*Client:*

L'Oréal

*Project*

Matrix Color Festival

*date*

September 2017



*Brief:*

**Create an international event with focus on engagement to strengthen the emotional bond with the brand. The event should be the beginning of the new community. Last but not least, it is necessary to focus on social networks in which clients are weak and there is a source of great potential.**



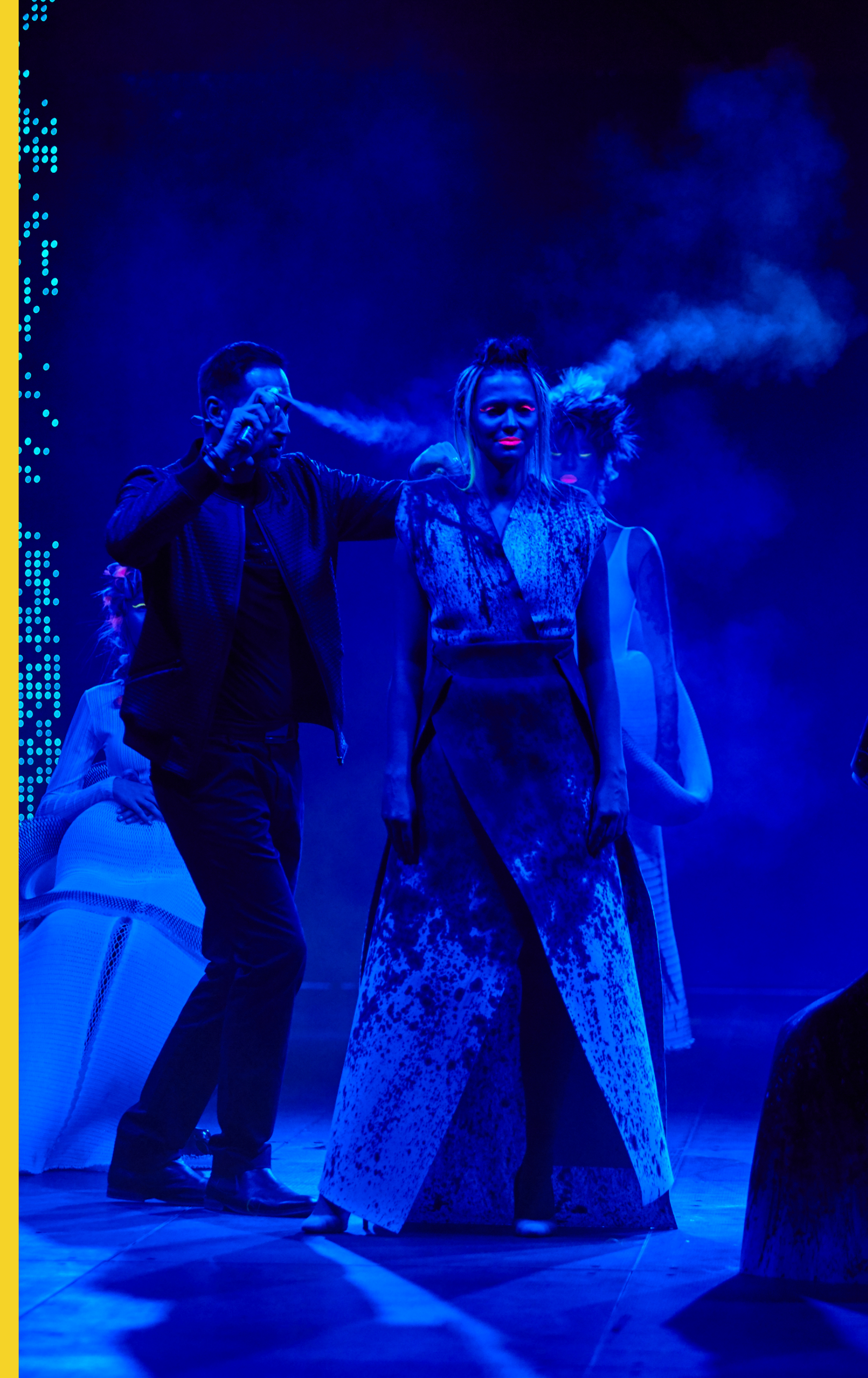


Case study:

<https://vimeo.com/200824533>



The easiest way to involve all hairdressers was through a natural connection to something they like and what they are familiar with. So we created the **Matrix Color Festival**. Color in every possible meaning. Color as something they work with every single day, but also color in terms of **emotions, creativity, fun, life, experience**, etc. All aspects of the meaning of the word have been translated into a certain activity. We have prepared workshops with Matrix Coloring with inspirational idols from abroad, **color hunt game** as ice breaking activity at the beginning, a colorful **photo booth with holi colors, live painting show**. **The most important part were** two big gala shows. We have taken over the concept, dramaturgy, direction, screenplay and choreography. The first night was prepared as a **carnival, full of warm, shiny colors and latino music**, the other night as a **futuristic neon show**. It was more **extravagant, inspirational**, **the main part of the head and body was covered with neon lights** and was also the only visible and spectacular part. We also **took over the International Matrix Instagram Account with a quarter million followers for 36 hours**, and took care of live stories. We shot live feeds and videos on Facebook for the Matrix community.







*In Numbers*

**600**

attendees

**36**

hour long Instastories and Instagram takeover for international Matrix Instagram account

**48**

hours of live workshops

**2**

gala show production including two stars from UK and Canada

**8**

live videos shot for social medias

**250**

#matrixcolorfestival within the group of people without any social sites skills before the event







event & production agency



A group of people are gathered around a small, round, dark wooden table in a dimly lit room. A man in the center, wearing dark sunglasses and a dark long-sleeved shirt, is holding a glass and looking down at it. To his left, a woman with curly hair and a flower in it, wearing a white off-the-shoulder dress, is looking towards him. To his right, another woman with blonde hair, also in a white dress, is looking down at the table. The background is dark and out of focus.

*Client:*

**Stará Myslivecká**

*Project*

**Stará Myslivecká Reserve**

*Date*

**2017**



*Brief:*

**Launch of the new premium product  
Stará Myslivecká Reserve by sampling  
the target group.**

**Overall shift to premium perception  
of the brand Stará Myslivecká.**







In accordance with the year-round communication, we designed the concept of blind tasting in pubs. We performed the tasting with the help of brand actors and ambassadors. Upon arriving at the pub, we built a luxurious-looking screen around a pre-selected table, creating a corner for the elect. Our ambassador was then chosen by precisely selected questions from the scenario, which we created with the help of a sociologist and a psychologist, who chose the alpha male who was "kidnapped" to our secret corner. There was our whiskey and drink expert, a cool guy, that was around 35 years old, so that he would be respected by the kidnapped people and could be considered as an alpha male. The actor played his role as a guy who gives a taste of something extraordinary, Czech, something that has a long tradition here. We have addressed thousands of people in the Czech Republic by gamification, mystery and promotional. The golden was in system based on the attracted alpha male's need to share what he experienced.





*In Numbers*

**5**

weeks

**600**

alpha males kidnapped

**50.000**

reach of more then 50.000  
in G0,1 and 2

**180**

pubs



**LEGENDY  
NESTÁRNOU  
LEGENDY  
ZRAJÍ**







event & production agency



A close-up photograph of a person's hand, wearing a grey sleeve, placing a vibrant purple flower onto a silver tray. The tray is already filled with several other purple flowers. In the background, there are more flowers, including some white ones, and a blurred face of another person. The overall scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

*Client:*

**Milka**

*Project*

**Jakože cože festival**

*Date*

**September 2015 and September 2016**



*Brief:* **Concept and realization of the Guerrilla act of Milk Lu and Tuc product sampling. People had a common prejudice with these (sweet and salty together cant taste right). The greatest impact on PR and WOM was required.**



**Milka**  
uvádí

#jakozececozefest



# Jakože, cože?! festival

degustační festival neobvyklých chuťových kombinací

KDE?  
KDY?

Piazza  
Domino Anděl  
4. - 5. října

restovaná  
kachna

glazovaná  
hruška

malinové  
pyré

**Na festivalu ochutnáte:**  
Molekulární kuchyni Petra Koukolíčka,  
nový produkt Milka LU a Milka TUC.



2 Years of the Gourmet Festival **Jakoze, coze?! (meaning "Like, what?!")**. We needed to get closer to the target group. Due to prejudice, it was necessary to create an **interesting meeting place for them in the natural environment**. There we could offer them a tasting of it. The classic form of sweet chocolate with salty cracker gave **rise to conflicting feelings, so we dissolved the chocolate and served it with small crackers as fondue**. In addition to the Milka stall, where a fondue product was served, another 14 stalls (restaurants and restaurateurs) with unusual dishes and flavor combinations were introduced. The offer included chocolate cockroaches, hamburgers with Olomouc cheese, salmon with white chocolate and raspberries or eatable flowers.

The event was one of the **first Food Festivals in Prague**, it had a **great PR effect**, and without any media support it had a record number of participants at that time - 17000 people.





Jakože,  
cože ?!

chili  
čokoládová  
omáčka



Media outputs:

[www.youtube.com/watch?v=YJDZQAL-5RU](https://www.youtube.com/watch?v=YJDZQAL-5RU)

[fresh.iprima.cz/clanky/jakoze-coze-foodfestival-nad-kterym-zustava-rozum-stat](https://fresh.iprima.cz/clanky/jakoze-coze-foodfestival-nad-kterym-zustava-rozum-stat)

[fresh.iprima.cz/ohlednuti-za-netradicnim-food-festivalem-jakoze-](https://fresh.iprima.cz/ohlednuti-za-netradicnim-food-festivalem-jakoze-)





*In Numbers*

**2**

years of the festival

**17.000**

attendees

**19.000**

portions sold

**16.000**

samples

**3**

reports in national TV

**25**

outputs in media







event & production agency



Client:

# Hello Bank



## Hello!

Rezervujte si místo  
ve svém kalendáři.

**27. dubna v 17 hodin  
v Praze**

Rádi bychom Vás pozvali  
na neformální setkání spojené  
s představením naší nové značky.

**Dress code: Smart Casual**

**Zaregistrujte se, prosím:**

**PŘIJDU**

**NEPŘIJDU**

jméno a příjmení

společnost

email

**ODESLAT**

Projekt

## RESTART event pro partnery

Datum

## duben 2017



*Brief:*

**Prepare the concept and provide execution of the B2B event at Vyšehrad for Cetelem's clients and the introduction of its new bank Hello Bank launch on the market.**







#### Solution

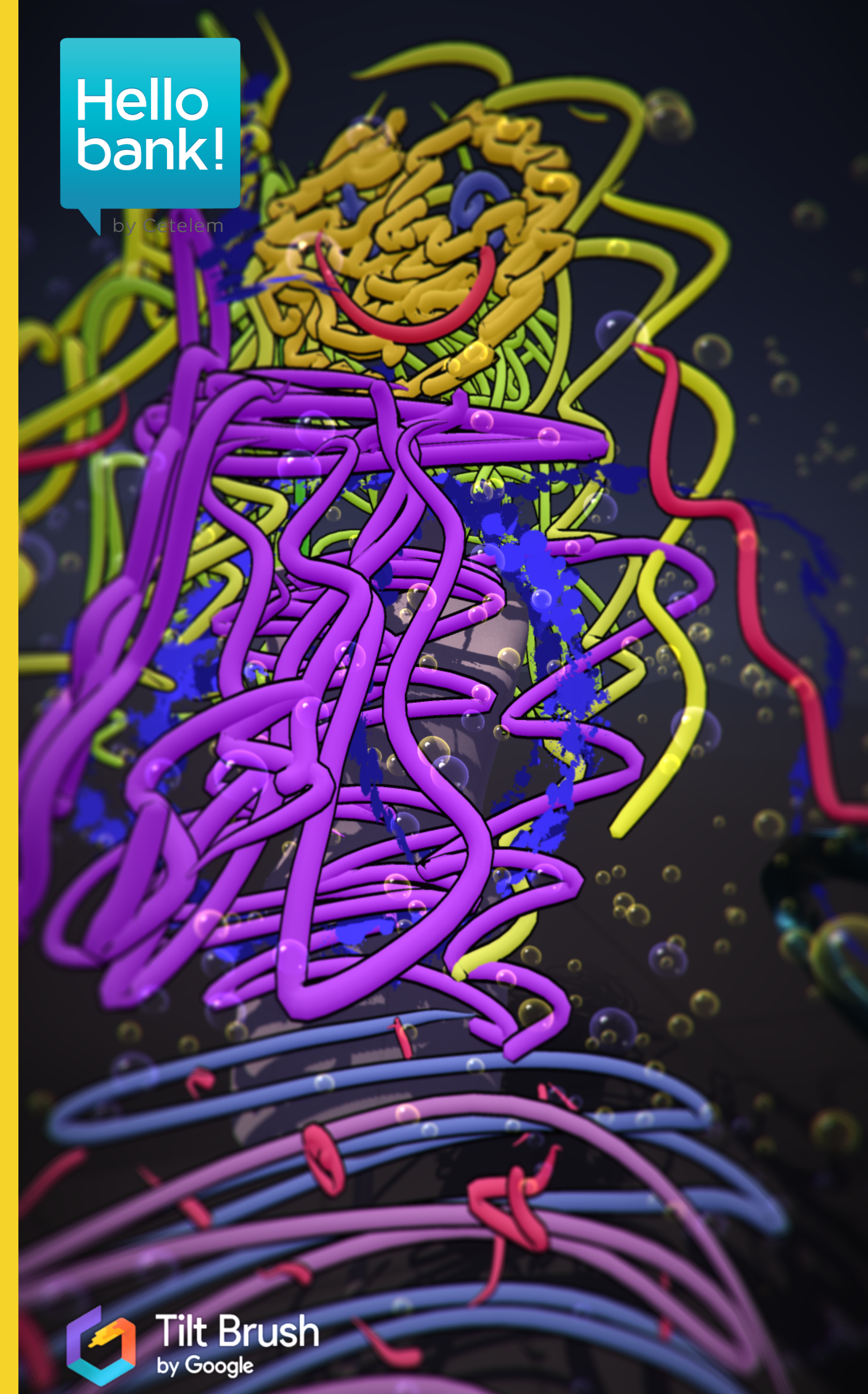
The event for the partners was to show that from the “trust house” company became a new digital bank. But **it does not pose any threat to a partner**. That was the **main aim**. On that occasion, we had to show modernity, simplicity and shifts in the real world through various channels. Thanks to the digital nomadic Petr Mara, we proved this change is an innovative step forward. We have created and presented a mood video brand explaining the reason for changing the bank. Petr has also presented digital applications that help in everyday business and life. The client's presentation was supported by **the live painting of the drawers**. In their free time, participants **could fly a drone and shoot a short selfie video**. Then they could have their **pop art portrait** painted. When the artist finished, we have share the portrait to the email and they used it as **profile photo for the social media sites**. Thats how we got the brand to the world. Other participants painted 3D pictures in virtual reality. The ones, that missed old green Credito from BNP Paribas **could say goodbye by writing the message and attaching to the balloon**, that **flew away to the sky**. As a gift, guests took away their first Hello Bank card, in the form of USB, to which they could upload their personal portrait, drone video, or VR 3D picture.

Hello  
bank!

by Cetelem



Tilt Brush  
by Google







*In numbers*

**90**

guests

**6**

5 activities focus on the main theme  
of digital shift of the world around us

**4**

practical uses of the new  
technologies

**180**

modd video rproduced for the event







event & production agency





Bronze in Ambient category, ADC Awards

Client:

# Direct Pojišťovna

Project

## Hell in the fridge

Date

### july 2016





*Brief:*

**Client - insurance company can insure everything. How do you show everything by a guerrilla campaign? Well, boring and though. So we showed one type of possible insurance, that we thought would move people. We needed to find a public place where we could show what happens, if you are not carefull.**



AN OLD JOKE SAYS

# HOW IT COULD GO BAD, WHEN IT'S NOT INSURED.

HELL IN THE FRIDGE

## CHALLENGE

People got used to tricky insurance contracts. How to illustrate, that our insurance is not only different, but it works the other way around?

## SOLUTION

In summer we've put a broken fridge stuffed with fresh food in the middle of Prague Main Railway Station. Sealed against insects. And smells.

## EXECUTION

The fridge had of course glass walls and both a live stream and various timelapses were promoted on social media.

**We simply showed people, how much damage can actually a broken fridge do over the period of an average holiday.**

WITH OUR HOME INSURANCE  
YOU HAVE COVERED EVEN  
THE FOOD THAT GOES BAD  
IN YOUR BROKEN FRIDGE!

**direct**  
pojišťovna



DAY ONE



BEACHES, SUN AND FUN



RETURN TO THE HELL



We installed a **specially designed refrigerator overnight in the departure hall of the Prague Central Station**. Refrigerator simulates a "**small domestic blackout**", in other words, what happens to the food in the cooling space if a power failure occurs. **Within three weeks, the fridge showed a gradual destruction of a whole range of food**. We shot what is happening inside and outside of the **fridge nonstop and streamed takes of three cameras to the microsite of "Hell in the fridge"**. The activities associated with this project also appeared on social networks in addition to public space. Outbreak was behind creative design and digital. We have taken care of production and implementation.







## *Peklo v lednici*

Lednice bez proudu a kazící se jídlo.  
Sledujte napínavé drama v našem  
online HD streamu.



*In numbers*

# 3000

people daily passing by and looking  
to the fridge

# 3

weeks of attention

# 22

products in the fridge







event & production agency



*Client:*

L'Oréal

*Project*

B2E, Employee conference ENIGMA

*Date*

february 2017



*Brief:*

**Regular annual meeting for divisional sales and marketing representatives.**

**The aim was to summarize the year 2016, to re-energize for 2017, to thank, to make this conference memorable and to overcome the Amazing Christmas party.**



L'ORÉAL



ENIGMA

sharingbox™





Case study

[vimeo.com/202747190](https://vimeo.com/202747190)



*Solution:*

It was meant to be a celebration, a thank you, but also a working meeting. People were involved, entertained, surprised and submerged under the skin. **We prepared the afternoon conference as a teaser for the evening.** The decoration and the spirit of the presentations had a subliminal line of mystery in the spirit of "**you never know what could happen next ...**" We got the **top management in the stylish hoods and masks of Carmina Burana.** We visually unified the presentation. The **flow of presentations deliberately disrupted the dancers with scenic dance,** the **culmination of which was the explosion of invitations** to the evening party. Whoever wanted to know more had to figure out that the **details were written in invisible ink.**

In the evening, **the cloakroom replaced an invisible hand in a white glove,** a **welcome drink shining in the dark,** sitting by the **seating plan at the long blackboard.** The waitress serving in a white bow tie and gloves. They all behaved mysteriously, magnificently. The food was prepared in style - never know what could happen / expect. **It was a combination of untraditional tastes served on unconventional things (photo frame, cocktail glass soup, etc ..)** The program was supplemented by **GM's speech, which spoke to people without opening his mouth** (his speech we wrote and pre-played in the studio). Then they all got the ancient **treasure key** they could use to open the treasure in a **big chest. Only one key was correct.** The highlight of the evening seemed to be a **violinist in the mask, but her performance interrupted by breaking the glass on the tray and the onset of the dancers** who showed an emotional dance **experience full of emotion, duel, anger and victory.** They were dancing over their heads and on the tables attended. The **dance ended with the unveiling of the "treasure" - gold boxes with champagne as a gift for everyone involved.**







*In numbers*

**500**

hours of production

**130**

attendees

**23**

pages of the evening script

**6**

dishes prepared specially for this evening by famous chefs

**4**

amazing chefs cooperating just for this project

**record**

in number of thank you notes for us after the party







event & production agency



Client:

Maybelline

Project

Brand act at festival POHODA

Datum

September 2015, 2016



*Brief:*

**the concept of brand activation and  
production of it at the Pohoda  
Festival, Trenčin, 2015 and 2016.  
Creative in line with the year-round  
Real Life Filters and Maybelline IT Girl  
campaign**









VALENCIA



LO-FI



X-PRO II



NASHVILLE



INKWELL



## Solution

Tent with a campaign visual, female styling to look on the picture like it was filtered with one of 6 created filters that was communicated in a campaign, and subsequent post-make photos. By **posting the photo with #MaybellineRLF** (meaning RealLifeFilters) ladies joined the competition for a win of Maybelline cosmetics package worth 200 EUR. **Photos were massively shared, making it a free brand content and presence in social media.** Festival participants were invited to the tent with a card in the form of a **business card delivered by ambassadors.** It promised them the possibility to take pictures as if using filters, where **they would look beautiful, but without needing need.** **We took into account the specifics of the target group,** so the space for makeup and embellishment **was prepared in two forms. Self stations for more independent girls** with their own style and the Ambassador available for consultation. **The second form was a make-up artist** who styles the girl to her chosen filter. In 2016, we added a € 5 purchase condition for a free trial, which **increased sales by 300%** and interest **declined by 0%.**





MAYBELLINE  
NEW YORK

real life filters

VALENCIA LO-FI X-PRO II

Miluješ, jak vypadáš na fotkách s filtry?  
Teď tak můžeš vypadat i naživo! Maybelline NY pro tebe připravila  
kombinace produktů, se kterými hravě docílíš  
Valencia, Lo-Fi, X-Pro II, Inkwell nebo Nashville looku.  
Jdi na [www.LINKLINK.cz](http://www.LINKLINK.cz), objev Maybelline Real Life Filters a vyhráj.

*In numbers*

**1000**

people actively engaged at the tent

**30000**

visitors

**1000**

shares of our hashtag

**500**

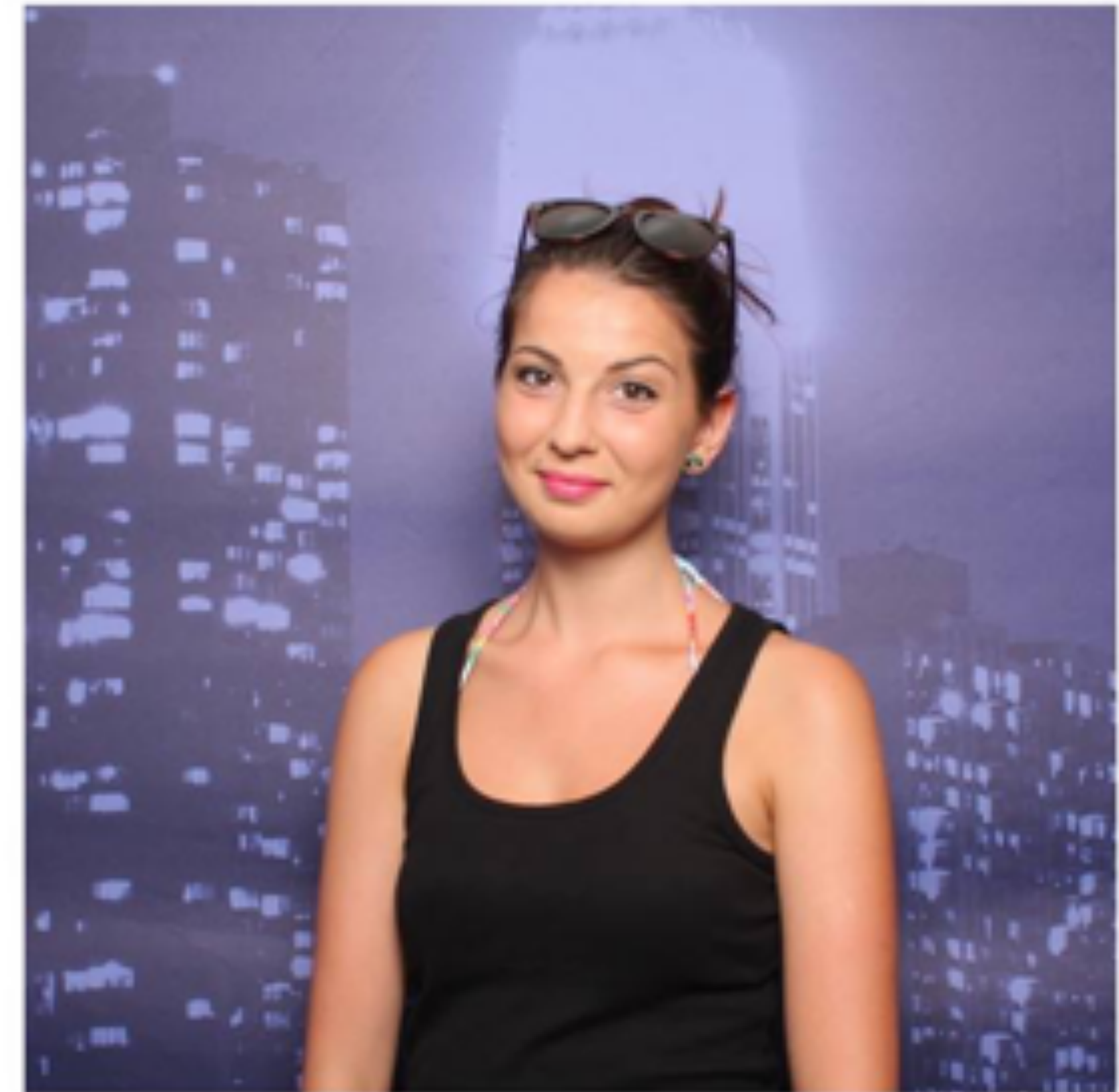
products sold in record time

**1.**

for the 1 time in history brand was  
selling the products in pop up tent

real life filters  
MAYBELLINE

9. 7. 2015



[www.facebook.com/maybelline.czsk](http://www.facebook.com/maybelline.czsk)

[www.reallifefilters.sk](http://www.reallifefilters.sk)

[www.maybelline.sk](http://www.maybelline.sk)

#MaybellineRLF

MAYBELLINE  
NEW YORK





event & production agency



Client:

PepsiCo

Project

Lays brand activation at summer festivals

Date

summer 2016





*Brief:*

**brand activation idea for the summer  
festival season for, TG 18-49, man  
and women through people  
engagement.**





Case study video z akce:

[vimeo.com/200824533](https://vimeo.com/200824533)



*Solution:*

We **developed a prototype** of the game called Lay's Brambolep, which was aimed at the Millennials. This generation lives here and now, looking for innovation, makes decision by the "**FOMO**". The game was the way how to get under the skin. Contestants threw soft balls, which were copies of the potatoes. The balls were specially made and covered with a velcro-like material. It was glued both to the special trousers that the contestants had to dress, and on the wall of the playing arena. Everybody had thirty seconds to throw and stick as many potatoes as possible to the other player. The winner was gifted with the Lays package. **Thanks to the uniqueness of the game, it was strongly supported by WOM**, where people wanted to talk much more about the experience than the classic sampling action or activation. They took away **experience of min. 2 minutes**, which is considered **as MUST** in engagement event marketing. For those who moved around at the festivals but did not come around our tent, we had a game in Social, where their friends invited them to play Brambolep at our tent with the purpose of playing and then enjoying the potatoes together. The game **was voted as the most attractive** in the **FUN Park for the World Cup in 2016**.







*In numbers*

**9**

festivals attended

**32**

day long roadshow

**2400**

players of the game

**140000**

people reached







event & production agency



