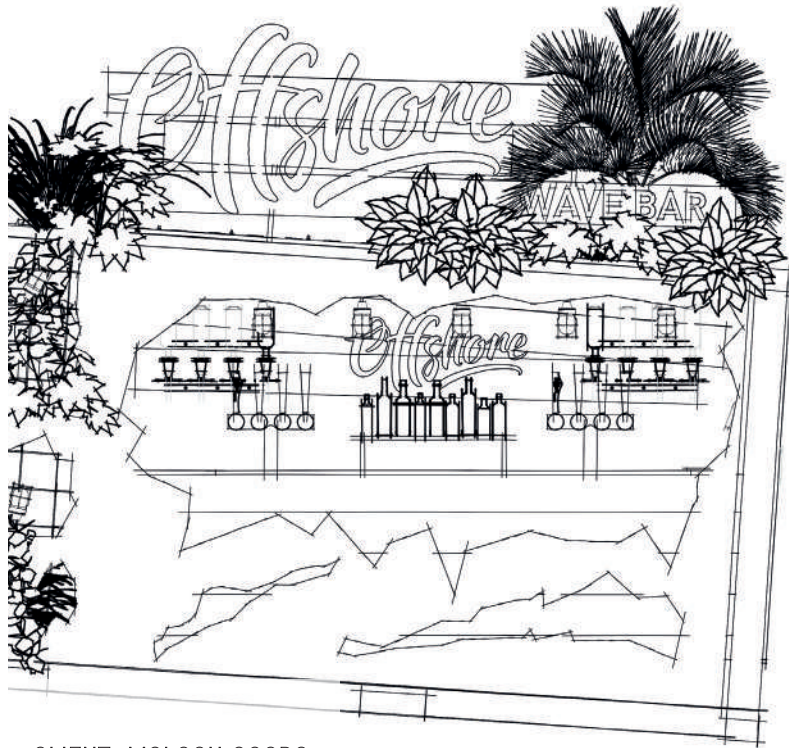




BRAND ACTIVATIONS

OFFSHORE PILSNER CONTAINER BARS



CLIENT: MOLSON COORS
TIME FRAME: 12 MONTHS

1 First designed as a festival activation, “The Cove” was created for Offshore Pilsner, in keeping with their beach-style branding, but with a unique spin to engage new customers with the product. The design resembles a wreck on a desert island, with the container jacked up at an angle on a sandy beach, with a plane crash-landed onto the top. Lights and a smoke machine were put inside the plane for added effect at night.

BUDGET: £25,000

2 This first activation had great success for the client and we designed a second unit to be permanently housed on the south coast, incorporated into a large leisure park, built by Footprint Scenery.

BUDGET: £40,000

3 The company then wanted to have a mobile unit to travel around the country to festivals and events with ease, while maintaining a large impact on site. The trailer unit can be easily transported by a hitch, but folds out to three times its length when operational.

BUDGET: £20,000

ACTIVATION 1



ACTIVATION 1



ACTIVATION 2



ACTIVATION 2



ACTIVATION 3



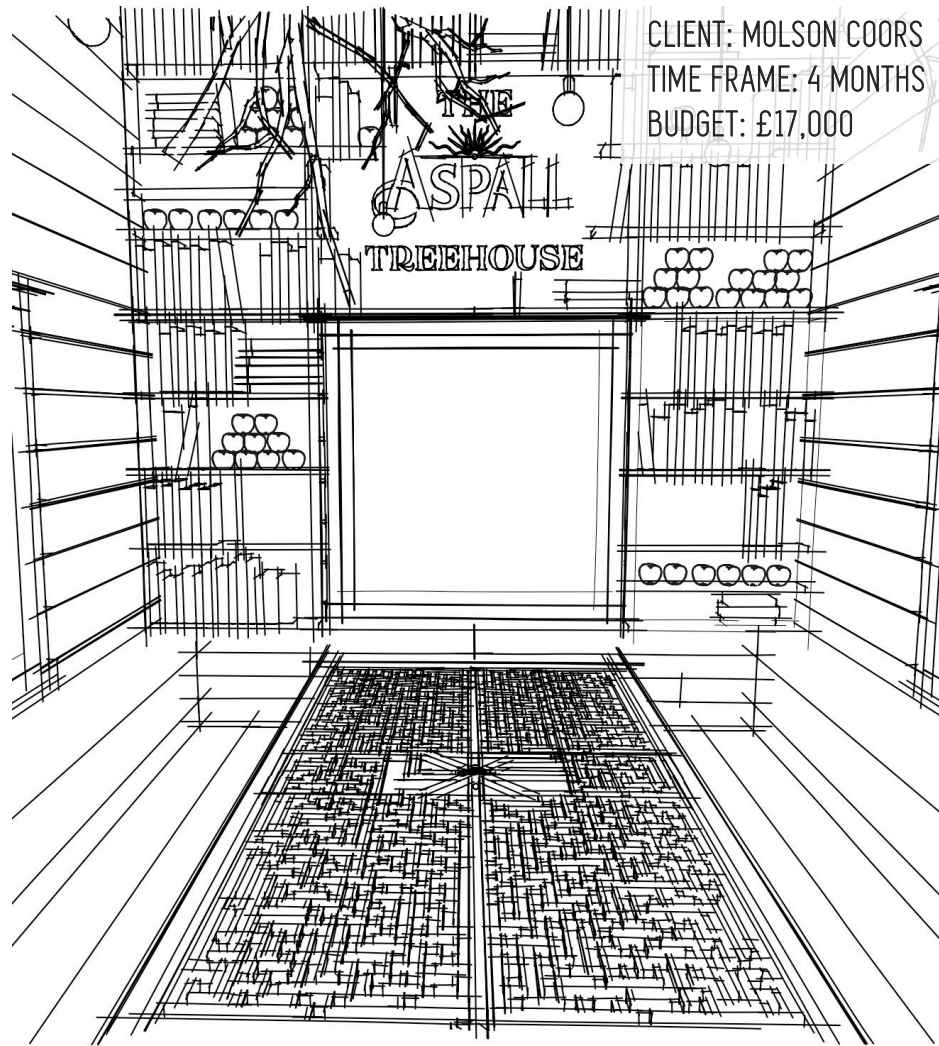
ACTIVATION 3

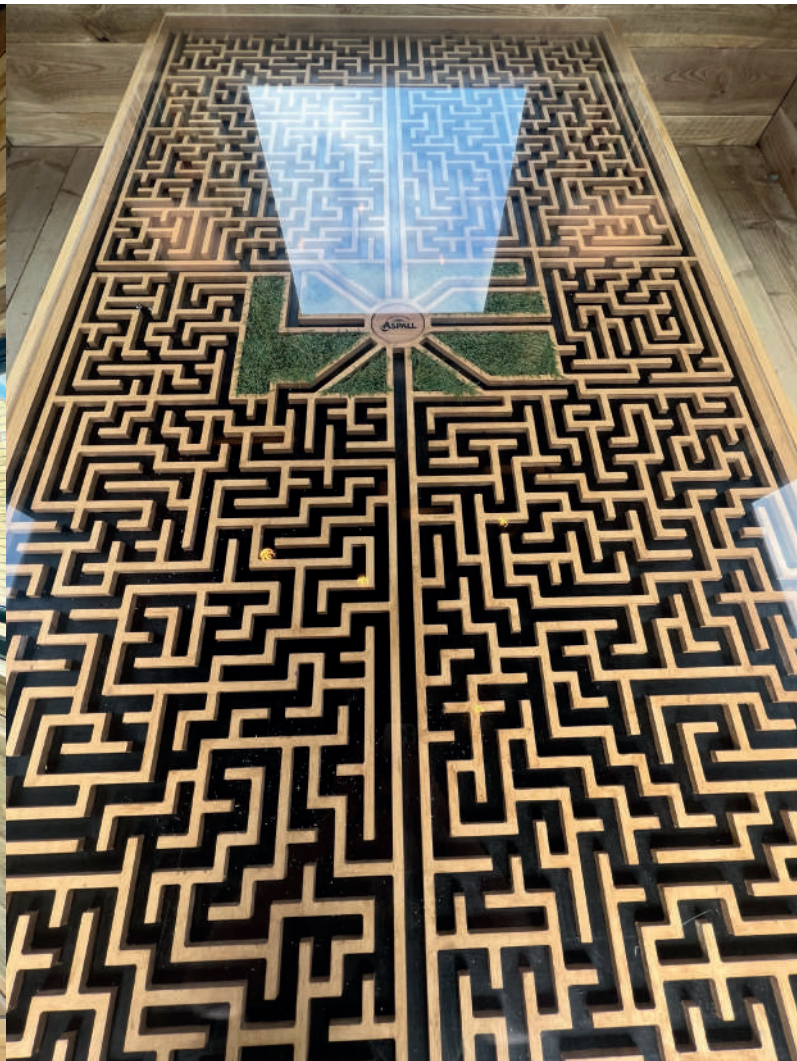


SEA LANES BOOTHS

The new Brighton development, Sea Lanes, needed 2 VIP booths for their members to book for groups and events. The client wanted each with a completely different theme and aesthetic, but both providing fully immersive experiences, with interactivity and game play being a focus. It was important that the booths maintained their simplicity in form, with bench seating and a long table, but customers could engage with the interactive elements if they chose to.

1 The first booth, designed as a brand activation for Aspell's Cider, developed into a treehouse library, incorporating the Aspell's apples into the design. The showpiece of the booth is the custom CNC maze table with magnetic ball bearings and pucks to moved through the course. With the booth exposed to the elements, the books and branches have been resined to ensure longevity and durability.

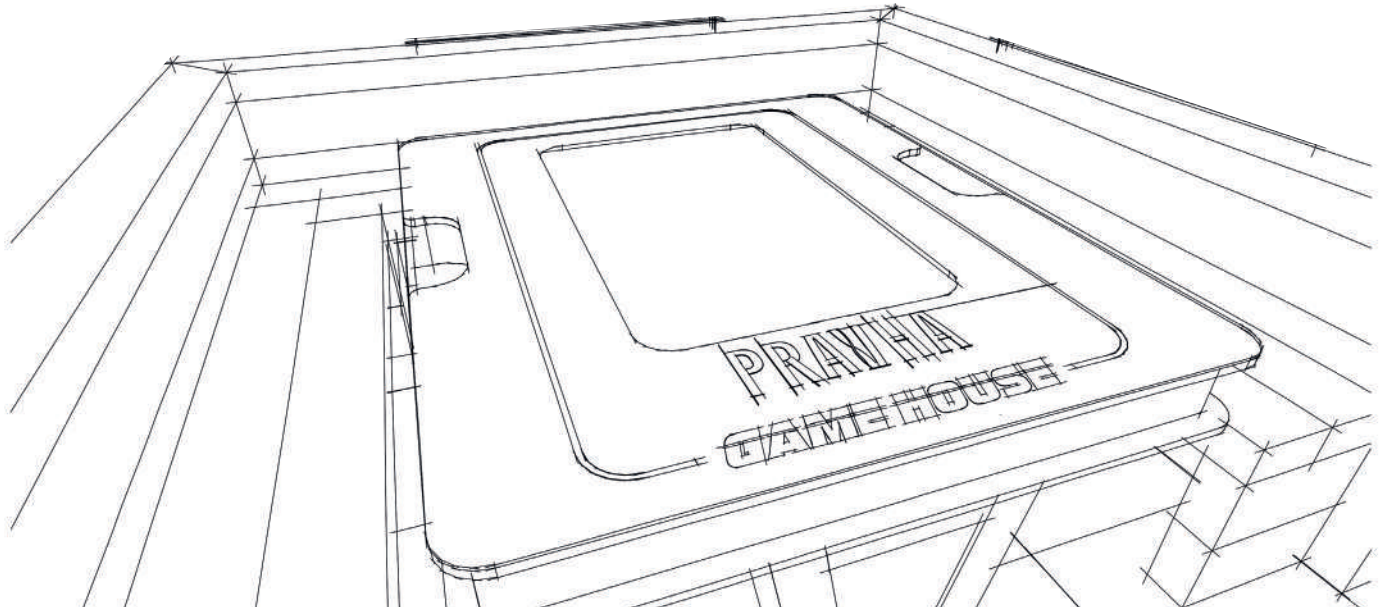


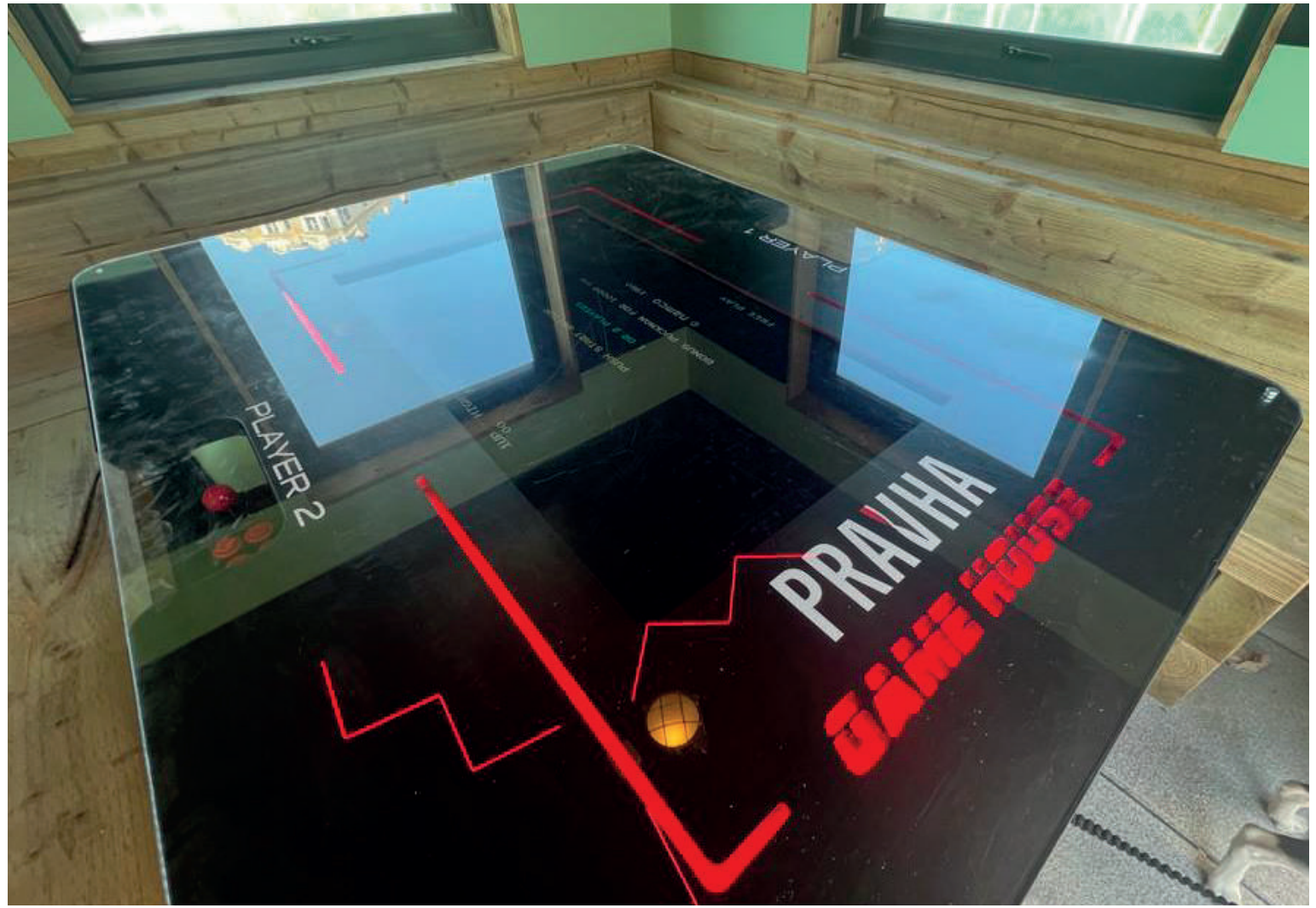




SEA LANES BOOTHS

2 The other booth, designed to promote Pravha, provides a retro arcade feel. The centrepiece is a custom arcade table with a 42" television housed within. Initially programmed with Pac-Man, the joystick and variety of buttons allow for other games to be added later if the client wishes to expand the game offering. With reduced ceiling height, there are custom, slim LED neon fixtures mirroring the lines of the games table, and branded light box.





PLAYER 2

PRANHA
Game House



PRAVHA

— LIGHTER TASTING PILSENER —

PRAVHA

GAME HOUSE

PLAYER 2

PLAYER 1

1UP 00 HIGH SCORE 2240 2Up

PUSH START BUTTON

1 OR 2 PLAYERS

BONUS PUCKMAN FOR 10000 PTS

© NAMCO 1980

FREE PLAY

PLAYER 1

RT

PLAYER 2



THE FOLKLORE ROOMS

Created as an activation for Staropramen, which is quite restricted in its brand guidelines, drawing on its heritage as its primary selling point. The venue owner wanted a design that created intrigue between the pub and the performance venue upstairs, giving it a USP, so we designed this secret custom door to look like a bookcase that has been built into the pub for decades. Once through to the staircase, we created a mural of opened books with custom pages, hand illustrated to resemble old textbooks, featuring details of the brewing process, Staropramen history, and references to folk music and the venue.

CLIENT: MOLSON COORS

TIME FRAME: 3 MONTHS

BUDGET: £7,500

