

Discover

Highlight Agency – credential



Highlight Group

- **Highlight Agency**, a company with relevant BTL experience in the **Romanian & European markets**, working with various clients from all industries and entrepreneurs
- &
- **Highlight PR**, a brand PR & internal communication agency with a great understanding of both sides of the coin: agency and corporation.



CREDENTIALS

proven track record of delighted partners



We give our clients a competitive edge by inventing fresh, socially relevant and sharable first-hand brand experiences that connect humans with the brand's underlying purpose.

Our Services



Events and festivals
activations



Strategy &
Creative Services



Trade Marketing (in-
store activations &
POSM production)



Corporate
Communication &
Employer Branding



121 activations



Landing page
development



Consumer
mechanism & prizes
management



National sales
conferences



Human resources
recruitment

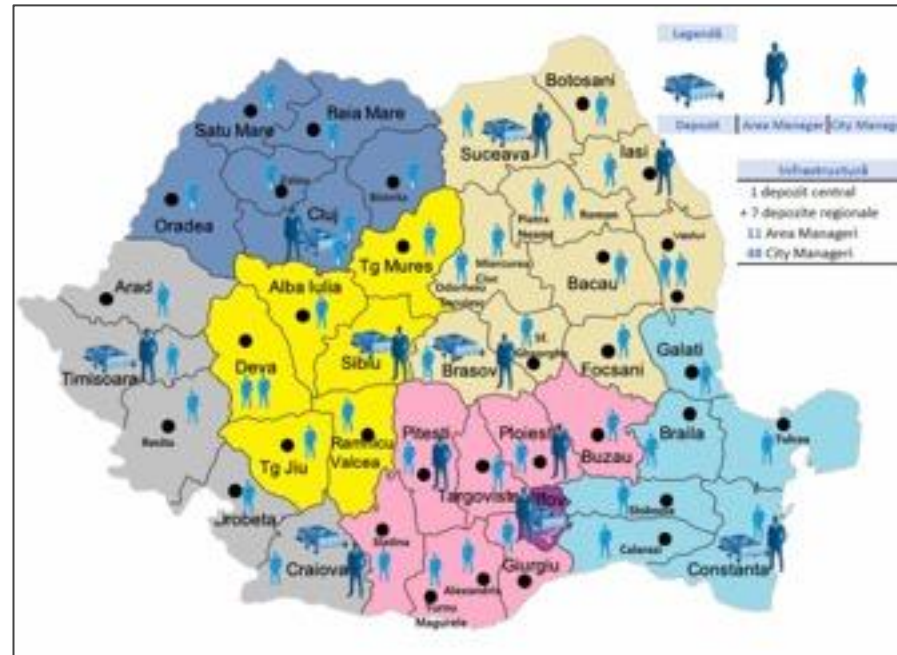


Logistics and
transportation

OUR NATIONAL AND GLOBAL FOOTPRINT

The national team that we have been working with for over 10 years covers every county and has extensive experience in implementing BTL and retail campaigns (campaigns with promoters, in-store and outdoor, production & implementation of POSMs, obtaining authorizations for activations, logistics & transportation, etc).

-  11 Area Manager
-  48 City Manager
-  6 regional branches (Sibiu, Pitesti, Constanta, Brasov, Cluj, Iasi)
-  1 central warehouse
-  7 regional warehouse



HOW ARE WE DIFFERENT

We give our clients a competitive edge by inventing fresh, socially relevant and sharable first-hand brand experiences that connect humans with the brand's underlying purpose.

&

The Highlight family



Highlighters
Highlighters
Highlighters

Who we are
Who we are
Who we are

OUR BIG PROMISE

ACCURATE execution!

- **A**ccountable and always prepared
- **C**redentials – proven track record of delighted clients
- **C**ost-effective and customer-oriented proposals
- **U**nique and creative mechanisms
- **R**esults oriented, responsive and proactive
- **A**ttention to details
- **T**erritorial coverage
- **E**motionally involved



ACCOUNTABLE and always prepared team

- Trustworthy Client Service: 3 teams consisting of 16 people with 1-22 years of experience;
- Strategic & Creative great minds: We have 2 internal strategy and creative teams, specialized in BTL concepts and communication, one is located in Bucharest and another in Cluj, consisting of: Group Research Director, Marketing Strategists, Art Directors, Graphic Designers, Copywriters;
- Digital Gurus: Web Designer, Senior Media Manager Specialist, Senior CRM Data Analyst;
- High-Energy BTL Managers: The team consists of people with experience organizing BTL events and campaigns in different fields, in the last 5-30 years.

ACCOUNTABLE and always prepared team

- **DTP & Production manager:** We have an internal team of 4 people who coordinate the production activities of the agency, with 3-25 years of experience in the production of printing materials, POSMs, indoor and outdoor setups, conference stands, personalized promotions, event props, and others.
 - **Organized Logistics manager:** Logistics coordinator and operators
- **Recruiters with the highest standards:** The recruitment department in Bucharest consists of 4 people who ensure the allocation of the most suitable human resources for each project.

COST-EFFECTIVE and customer-oriented

We give our clients a **competitive edge** by inventing **fresh, socially relevant** and **sharable first-hand brand experiences** that **connect humans with the brand's underlying purpose.**

In your budget!



Case Studies

FESTIVALS

Highlight Agency's extensive experience, deep understanding of the festival market, expertise in adhering to festival rules and limitations and the ability to create tailored, impactful brand activations makes us a strong partner for any brand looking to make an impression at festivals.

Our knowledge of festival culture and habits, combined with our specialized team, enables us to execute activations that are not only memorable but also highly effective in building brand presence and engagement.





Highlight Agency offers several key advantages when it comes to implementing brand activations at festivals

1. Deep Understanding of the Festivals Market
2. Innovative BTL concepts for Tailored, Experiential Marketing
3. 7 Years of Experience in Brand Activation at Festivals
4. Real-Time Audience Engagement
5. Ability to Drive Word-of-Mouth and Social Media Buzz
6. Understanding the Habits and Expectations of Festival Participants
7. Experienced Implementation Team with Specialized Skills
8. Tailored Approach to Each Festival
9. Strong Relationships with Organizers

JAMESON

ELECTRIC CASTLE 2024 & 2025

Client: Pernod Ricard

Objective: At Electric Castle 2025, Jameson brought to life a vibrant hub blending authentic Irish character with the dynamic energy of the festival.

Distillery & Irish Pub area – an immersive space inspired by Jameson's heritage, where guests could connect, relax, and enjoy whiskey experiences.

Hangar Bar – bold and contemporary design featuring illuminated Jameson bottles, neon highlights, and a striking festival vibe.

Terrace – a lively outdoor zone designed for activations, social gatherings, and spontaneous moments of fun.

Services provided by the agency:

- Concept, design & event implementation
- Production of equipment and set-up: Jameson bar & backbar, set-up and brand visibility elements and hostess equipment
- Implementation for activations
- Human resources: recruiting and training (Hostess, TL, photographer, helpers)
- Communication and full coordination.
- Logistics management: preparation & transport.





ABSOLUT

UNTOLD FESTIVAL 2025

Client: Pernod Ricard

Objectives: The objective of the activation was to immerse festival-goers in Absolut's Born to Mix the Unexpected platform by creating surprising and memorable experiences. Through interactive touchpoints, immersive cocktail-themed spaces, and live performances, the goal was to spark authentic connections, drive engagement, and reinforce Absolut's positioning as a creative, premium brand that brings people together through unexpected mixes of flavors, design, and culture.

Services provided by the agency:

- Concept, design & event implementation
- Production of equipment and set-up
- Set-up and brand visibility elements and hostess equipment
- Implementation for activations
- Human resources: recruiting and training (Hostess, TL, photographer, helpers)
- Communication and full coordination.
- Logistics management: preparation & transport.





NO LAY'S, NO SUMMER

Client: STAR FOODS

Deployment: Summer Well 2025 & Electric Castle 2025

Objective:

- “No Lay’s No Summer” brought the essence of summer to life, turning any ordinary place into a universe full of energy, spontaneity, connection, and joy – everything that defines a summer truly lived to the fullest.
- The activations were inspired by iconic summer moments – from beach vibes and picnics to travel and festivals – showing how a simple snack can become part of a memorable experience.

Services provided by the agency:

- Design and production of a 50 m² setup featuring 4 activation areas.
- Preparation of all required documentation and securing official approvals for activities during the festivals.
- Coordination of transport for all necessary materials and elements.
- Each activation zone provides a distinct experience: interactive basketball, photobooth, a chili toss challenge based on answers, a “Guess What’s in the Box” area, and finally, participants are rewarded according to their tablet quiz scores.



Summer Well



Electric Castle



THIS LIDL LIFE

Client: LIDL

Deployment: Beach Please 2025

Objective: The Lidl set-up at Beach, Please! aimed to strengthen brand awareness among Gen Z through a creative and trend-driven presence, associate the brand with a young, energetic and “cool” spirit aligned with online culture, and provide a modular, reusable content store that reinforces visual identity while encouraging social content creation.

Services provided by the agency:

- We developed both the creative concept and the design of the location, while also planning the interactive activations inside the festival set-up and the prizes offered to participants.
- Set-up branding and functionality integration.
- Production and implementation of the set-up
- We developed the creative concept and location design, managed the interactive activations and prizes within the festival set-up, and also took care of the recruitment, hiring and management of promoters and staff.
- Preparation of all necessary documents and obtaining approvals from the festival organizers.



LOOK & FEEL EXTERIOR



A LOOK INSIDE





ALPRO BARISTA

SUMMERWELL 2025

Client: DANONE

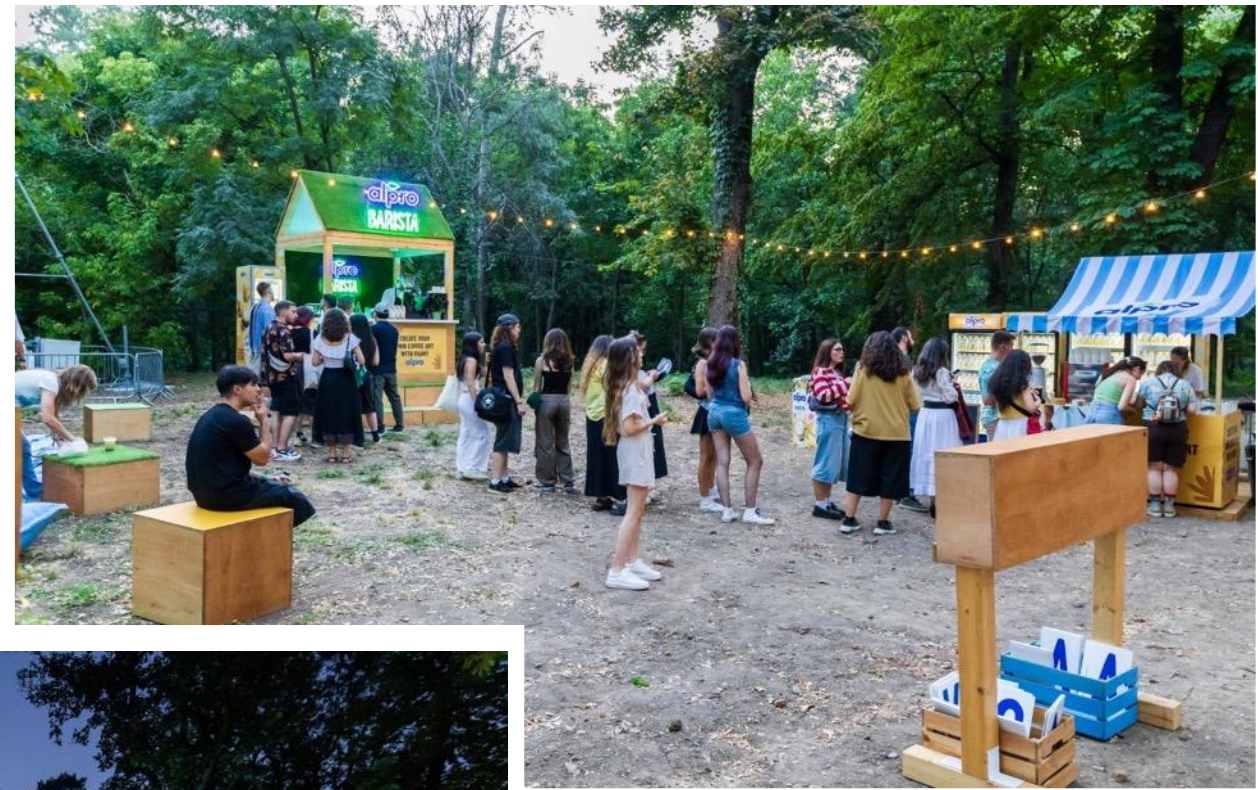
Experience: Our colleagues, latte art specialists, taught festival-goers how to prepare their own coffee with Alpro Barista

Thus, we created a board with 8 cards, behind which was a secret word of 5 letters. I had a longer list of words (related to coffee or Alpro).

The festival goers were delighted to accept our challenge to receive the best coffee prepared with Alpro Barista.

Services provided by the agency: creative concept, set-up design, sustainable production reused for 4 years, activation mechanism, coffee places management, providing promoters, logistics & transportation.







HAVANA CLUB

ELECTRIC CASTLE 2025

Client: Pernod Ricard

Deployment: ELECTRIC CASTLE

Services provided by the agency:

- Development of a unique creative concept – Havana Bodega – designed to capture the global Havana Club vibe and translate it into an authentic and memorable festival experience.
- Creative design and production of two immersive activation spaces:
- **Beach Bar** – transformed into the epicenter of fun with a “bodega-inspired” setup and energetic brand visibility elements.
- **Camping House** – a vibrant meeting point for the community, where festival friends gather and get ready for each day in true Cuban spirit.
- Full production and setup of branded structures, décor, and experiential touchpoints to immerse festival-goers into the effervescent Havana atmosphere.
- Communication and coordination with all stakeholders to ensure a seamless execution.
- Logistics management, including preparation, transport, and on-site support





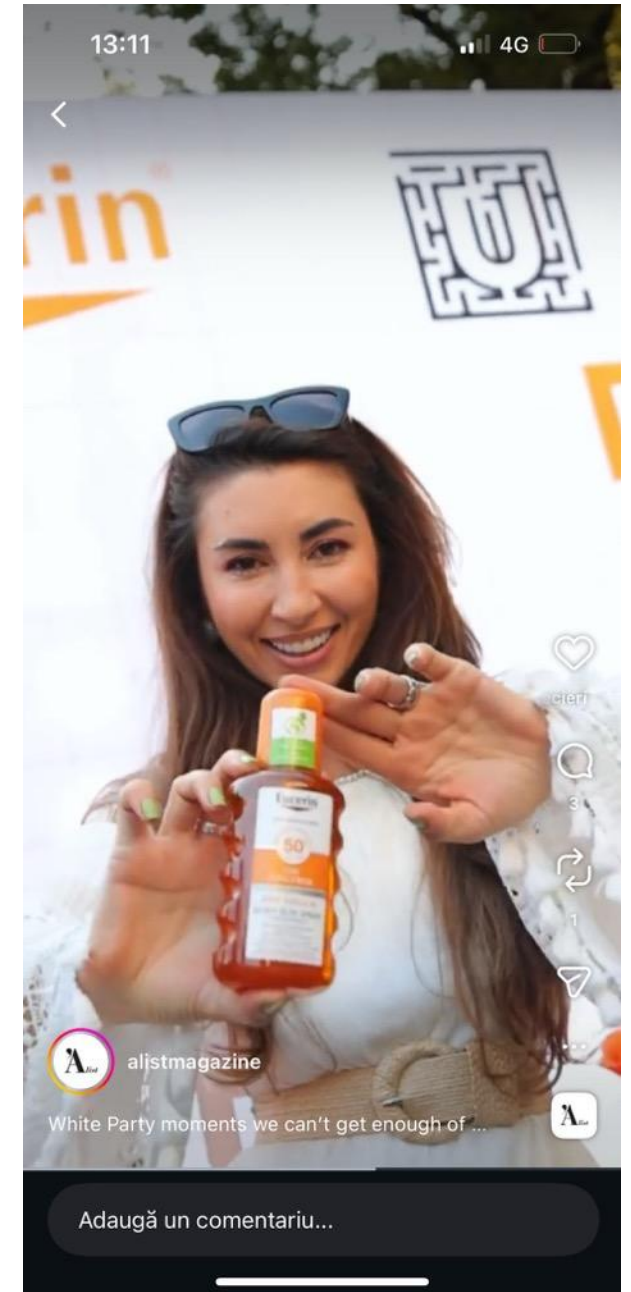
Eucerin @ Alist Magazine

Client: Beiersdorf

Deployment: Untold 2025

Services provided by the agency:

- On-site coordination of staff and operations, including team briefings, supervision, issue resolution, and ensuring smooth execution of brand activation.
- Logistics coordination for all materials and equipment, including transport scheduling, supplier communication, and on-time delivery to activation locations.
- Testing Eucerin Sun products: organization and supervision of product testing activities, ensuring correct application, participant guidance, data collection, and adherence to brand and safety standards.





EUCERIN

Experiential Touchpoint

Client: Beiersdorf

Deployment: Neversea x Kapital Festival 2025

Services provided by the agency:

- Developing and assembling all visual and structural elements needed for the setup.
- Planning and coordinating the movement of materials to and from the event areas.
- Production and preparation of all set-up materials.
- Coordination and management of material transport to and from event locations.
- On-site installation, assembly, and dismantling of set-up elements.
- Ensuring timely delivery and proper handling of all equipment and props.





PEDALEAZA, ILUMINEAZA SI KOZEL TE PREMIAZA

Client: KOZEL

Deployment: Street Food Festival in 6 counties: Bucharest (3 editions), Cluj, Iasi, Botosani, Galati, Suceava

Objective: To establish drinking Kozel MIX as a new consumption habit in the mind of the participants and make them to contribute to a community cause in a way that's healthy for them.

Services provided by the agency:

- Creative concept and naming "Pedal, light it up, and Kozel rewards you" built for a community cause, where the kilometers pedaled by people were turned into donations for lighting up parks across Romania.
- Communication with the festival organizer, mapping the best area for Kozel set-up & activations.
- Implementation of the setup and brand activations through the hostess team and MC.
- Pedal-powered activation - mechanism with guaranteed prizes included.
- Production, transport, logistics and storage provided for the setup materials.



OKTOBERFEST BRASOV

Client: URSUS BREWERIES

Deployment: Braşov

Objective: To consolidate Ciucaş's position as a traditional partner of the festival and to bring consumers a balanced mix of fun and tradition through the event setup and activations, offering an authentic social experience. While simultaneously establishing Ursus Premium's personality in its festival debut through a relevant, fun, yet subtly refined presence.

Services provided by the agency:

- Development of a BTL creative concept that integrated 2 brands in the portfolio: Ciucas & Ursus Premium.
- Creative mechanism for participants to interact with the brand and instant prizes awarded.
- Set-up design and production personalized for each activation: Beerpong, Giant backgammon, Claw machine, Aim for fun with Cornel, Cornel's Lucky Wheel, Beerzeye, On the Bear's Trail
- Implementation activation and visibility elements throughout the festival for both brands: a chill-out zone featuring bean bags, wooden benches, and hay bales for Ciucaş and a premium seating zone outside and one for VIP inside.
- Branded equipment for crew and hostess.
- Human resources and daily logistic management - 20 + pers
- Exclusive communication and negotiation with the organizers.





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SYOSS @INTENCITY

Client: SYOSS

Deployment: CRAIOVA

Objective: To elevate the YOU. INTENSIFIED. experience to a new level of intensity, nationwide.

Services provided by the agency:

- Modular festival kit development
- Key Visual (KV) development, including creative design and copywriting
- Production & on-site implementation in collaboration with local teams
- Sponsorship payment facilitation
- Ongoing liaison with the festival organizer for all aspects related to participation and coordination
- High-impact BTL activation concepts with strong social media amplification potential
- Technical production & infrastructure support, including truss structures, flooring, lighting, and full technical setup
- Short-form video production tailored for on-site festival presentation and digital amplification
- Talent & staffing management, involving hairstylists, hostesses, and on-site support staff.



SYOSS @SUMMER WELL

Client: SYOSS

Deployment: Domeniul Stirbey

Objective: To extend the YOU. INTENSIFIED. experience and offer festival-goers the opportunity to test products from the new Keratin range

Services provided by the agency:

- Modular festival kit development for scalable, repeatable deployment
- Key Visual (KV) creation, including design and copywriting
- Production & on-site implementation with local team collaboration
- Transport and logistics management
- High-impact BTL activations with social media amplification potential
- Technical production & infrastructure, including truss structures, flooring, lighting, and full technical setup
- Preparation of all required documentation for involved personnel and talent
- Ongoing liaison with the festival organizer for all aspects related to participation and coordination
- Talent & staffing management, including hostesses, hairstylists, on-site helpers, and photographers



McDonald's @ Untold

Client: DDB

Deployment: Untold 2025

Services provided by the agency:

- Implementing the landscape set-up and activations for Mc Donald's 30th anniversary at Untold Festival 2025
- Production and reconditioning of equipment (including activation team special LED design outfit), materials and set-up: armchairs, lightning signs, swings, tents etc.
- Location management
- Logistic management: preparation & transportation
- Recruitment and training: photo & video, TL, hostess, helpers.





THE HOUSE OF BREAKFAST

Client: DANONE (Alpro, Activia, Danone)

Deployment: Electric Castle 2024

Objective: The main objective for all 3 brands (Danone, Activia & Alpro) is to initiate trials thus increasing their penetration, so we have transformed the most important meal of the day into a social connection.

Services provided by the agency:

- Creative concept and naming "The House of Breakfast. "breakfast. whenever. however." sums up the vibe: you can get your breakfast fix whenever you want, and we've got what you're craving, whether it's morning, noon, or night.
- Setup branding and functionality integration
- Production and implementation of visibility and sales setup
- Developing the menu for sale with a chef, using the brand's products and fresh cereals & fruits.
- Recruitment, hiring, and management of kitchen staff for the preparation and sale of products.
- Preparation of all necessary documents and obtaining approvals from the authorities for the sale activity during the festival.
- Activation with hostesses for brand communication.



The IDEA of the setup

The Living Room



The Bedroom



The Kitchen



The House of Breakfast by DANONE

The Balcony



The Backyard





NIVEA SUNtopia

ENJOY EVERY DROP OF
FUN IN THE SUN!

Client: BEIERSDORF

Deployment: Untold 2024

About: SUNtopia it's a sun paradise, a place where the sun is the center of attention and where it's celebrated responsibly. SUNtopia is about having fun at Untold without worrying about the health of the skin. It's the utopia of a world where the sun is only beneficial, and with NIVEA SUN, the utopia becomes reality. It's about enjoying the sun in a safe and conscious way, so you can experience the festival to its fullest.

Services provided by the agency:

- Creative concept and naming, setup design, and activation proposals.
- Implementation of the setup within the festival and activation with the hostess team.
- Activities: mechanisms with guaranteed prizes, sampling of skincare and sun protection products, photo corner, and tattoo application.
- Real-time content for social media.







PNA 0,0% X SCUDERIA FERRARI

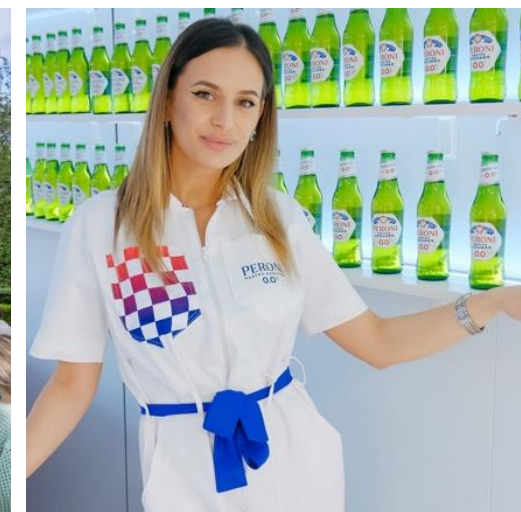
STREET FOOD FESTIVAL 2024

Client: URSUS BREWERIES – PERONI NASTRO AZZURO

About: 2024 was the YEAR of the most important partnership launch in beer category: Peroni Nastro Azzurro 0.0% x Scuderia Ferrari. This partnership was communicated through all communication channels and, from a BTL point of view, the sponsorship of the 3 editions of the Bucharest Street Food Festival

in 2024 represented the perfect opportunity to present both this unique partnership between two strong Italian brands and the unique PNA alcohol-free beer to all the participants.

The Ferrari monopost was the main attraction, completed by a PNA 0.0% bar with sitting area and engaging experiences related to Scuderia Ferrari.



PNA 0,0% X SCUDERIA FERRARI

STREET FOOD FESTIVAL 2024

Services provided by the agency:

- Communication with the festival organizer, choosing the best area for activation within the festival, coordinating with the organizational team for the timing of preparation, implementation and dismantling.
- Mapping the PNA area as a racetrack through our activations (First stop – F1 reflexes contest, Second stop – Pit stop, Third stop before finish – Ferrari monopost photo zone) and having at the finish line the PNA 0.0% bar.
- Management for the show car, ensuring its security and presentation setup, as well as its storage between festival editions
- Production of the identity elements, the acquisition of containers, customized set-up for lounge and activation area, taking into consideration the bar, the upper terrace and engaging experiences (including instant win mechanism with personalized prizes) around Scuderia Ferrari.







URSUS PREMIUM & SPECIALITIES

STREET FOOD FESTIVAL 2024

Client: URSUS BREWERIES

Objectives: Drive trial for the new Ursus Specialties range through the partnership with Street Food Festival during participation in the 3 editions in 2024 & create a database with consumer's data.

Services provided by the agency:

- Communication with the festival organizer and mapping the area for Ursus Premium activations, bars, sitting area, photo corner and brand visibility elements
- Developing a brand activation that offers the participants an interesting experience for the Specialties range, where we offered more than a beer, people engaged with us in order to find out new things about beer & food pairing ideas.
- Create & implement a special set-up for the Specialties.
- Development of a digital application implemented through a tactile totem, in which consumers learned curiosities about food pairing, and we collected their data for future marketing communications.
- Activation with a team of hostesses and team leader.





KOZEL MIXOLOGY

STREET FOOD FESTIVAL 2024

Client: URSUS BREWERIES

Objectives: To establish drinking Kozel MIX as a new consumption habit in the mind of the participants and generate trial for both variants.

Services provided by the agency:

- Communication with the festival organizer, mapping the best area for Kozel set-up & activations.
- Implementation of the setup and brand activations through the hostess team.
- Wheel of fortune activation - mechanism with guaranteed prizes included.
- Implementation of the KOZEL Tapster Experience – MIXology Masterclass at the dedicated bar through a tapster who offered support to participants eager to learn how to pour mixed beer into glasses.
- Production, transport, logistics and storage provided for the setup materials.





MATCHY MATCH

BUCHAREST STREET FOOD FESTIVAL 2024

Client: URSUS COOLER

Objectives: The objective of the activation was for people present at the festival to receive more information about the new product, Ursus Cooler Pineapple and Guava, but also to interact with the brand in a different way.

Services provided by the agency:

- Implementation, production, technical and transport services.
- Set-up production
- Creation, production, transport of the promoter placement and the promoter's equipment, all of them being branded with Ursus Cooler.
- Human resources: recruiting and training people for the event, coordinating the entire team.



ABSOLUT BORN TO MIX

Client: PERNOD RICARD

Deployment: Saga 2024

Objective: create a memorable experience for participants through direct interaction with the product, each of them having the opportunity to create their own cocktail mix based on Absolut.

Services provided by the agency:

- Design and set-up production and implementation
- Activation – Absolut Cocktail Bar: Festivalgoers who purchased an Absolut cocktail from one of the festival bars could come to the Absolut bar to prepare their own cocktail.
- Recruitment and preparation of a choreography for a group of dancers. Each dancer represented a flavor of Absolut vodka.
- The creation and production of a prop in the iconic shape of the Absolut bottle, which represented a photo corner opportunity.



JAMESON DISTILLERY

Client: PERNOD RICARD

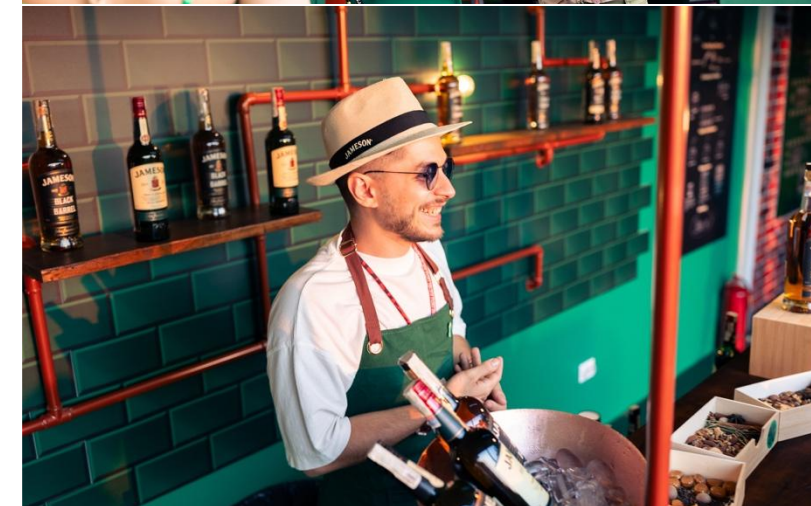
Deployment: Electric Castle 2024

Objective: Build upon “Jameson Distillery On Tour” activation aiming to strengthen closeness & relevance for the TA delivering new Jameson experiences that bring people together.

Services provided by the agency:

- Concept, design & festival implementation
- Pre-communication campaign to announce the partnership and the festival activation.
- On trade & Off Trade campaigns in order to drive Jameson’s rate of sale during pre-festival.
- Rental of support containers for setup and their customization according to the creative concept.
- Creating a multi-level terrace on containers.
- Implementation of whiskey tasting activation.
- Production for visibility brand elements.





UNLIMITED CONNECTION

Client: TELEKOM

Deployment: Neversea & Untold 2024

Visibility set-up and lounge & consumer activations:

- Sampling activity for 10k Prepaid Besty Sim cards
- **Guaranteed Instant win** with 4k prizes with high value [high end mobile phones, sport watches, headphones]
- Tattoo artist corner
- Recharging area for mobile phones

Services provided by the agency:

- Design for the setup and communication materials
- Festival implementation
- Setup production and logistic
- Human resources and daily logistic management
20 + pers
- Prizes management and local storage
- Queue management.





WORLD OF ABSOLUT COCKTAILS

Client: PERNOD RICARD

Deployment: Untold 2024

Absolut made a grand return as the headliner at Untold, creating a captivating experience centered around the "Born to Mix" concept—a universe where anything was possible, boundaries were non-existent, and every cocktail could be exactly what it wanted to be: fun, stylish, and absolutely fabulous.

The stunning setup welcomed the participants into the vibrant Absolut world in which by overcoming differences and having the freedom to mix, anything is possible, showcasing two signature cocktails: the Absolut Pornstar Martini and Absolut Watermelon Lemonade.

Attendees stepped into a world of Instagram-worthy settings within each container, where the Absolut area offered complimentary access to captivating activations. For those seeking an extra thrill, there was the chance to create their own cocktail, get a colorful tattoo, or ascend to the terrace for panoramic views. By purchasing one cocktail made with Absolut, they received a token that granted access to one of these exciting activations.





IA CEVA DIN PIATA LIDL

Client: LIDL

Deployment: Electric Castle 2024

Objective: The participants of Electric Castle are spending 5 days at the festival campsite and sometimes they don't have the healthiest snack options. So, we, together with Lidl, gave them the opportunity to enjoy fresh fruit every morning, through our promoters and a mobile market, under the message "Take something from the Lidl market".

Objective: promote the fresh fruits that are available in all Lidl stores in the country in the "Lidl Market" section.

Services provided by the agency:

- Carrying out the sampling activity every day of the festival inside the campsite
- Design for the setup and communication materials
- Setup production and logistic
- Human resources and daily logistic management
- Fresh products logistic and handling, storage
- After event movie and photos





LET'S TWIST AGAIN LIKE WE DID LAST SUMMER WELL

Client: PEPSI

Deployment: SUMMER WELL 2024

Challenge: creating an unforgettable experience, building an unmissable place in the festival where it is mandatory to make a cool post on social networks.

Services provided by the agency:

- Development of BTL creative concept for festival activation, creative headline.
- Recruitment and specialized training for human resources: TL, hostesses, helpers, cartoonist, body painter.
- Production of a photo corner - oversized Pepsi cans and a Plinko game, attractive prizes, simulations, video content brief.
- Human resources: recruiting and training people involved, coordinating the team.
- Discussions with the location administrators, measurements
- Management of the logistics involved: preparation and transport of the materials





MY OUTFIT sLAY'S

@ SummerWell

Client: LAY'S

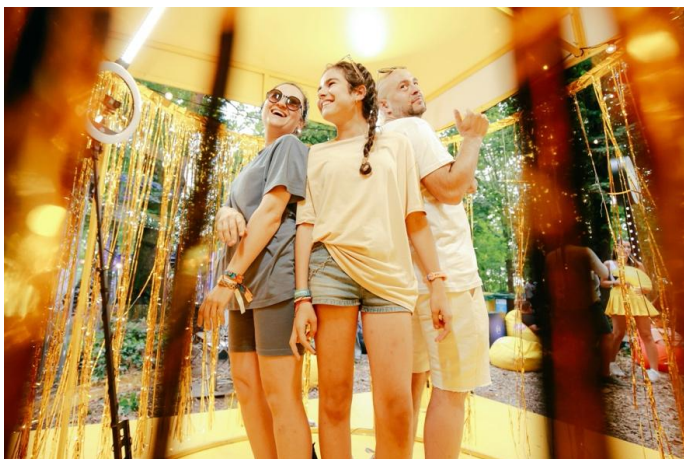
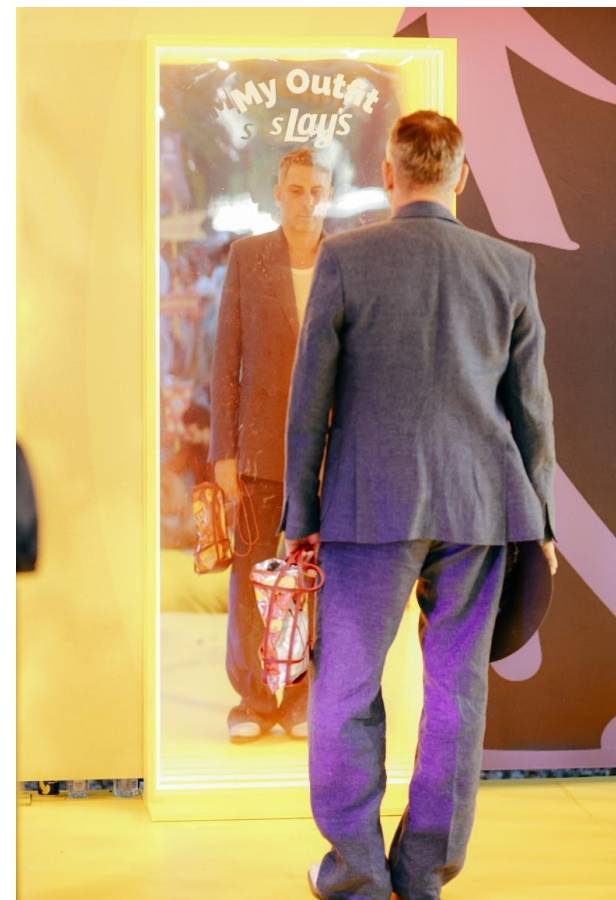
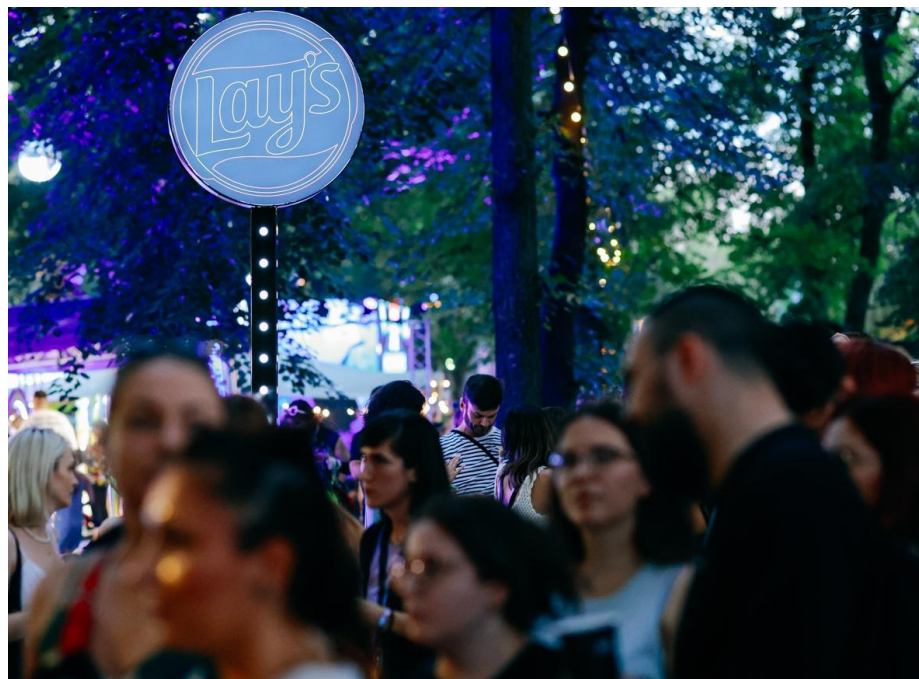
Deployment: Summer Well 2024

About: The proposed setups and activations aimed to highlight both the youthful and fun spirit conveyed by the brand, as well as the concept specifically designed to create memorable and meaningful experiences. Participants had the chance to test their fashion knowledge and attention to detail, complete their festival look with matching makeup, and collect memories at the video booth.

Services provided by the agency:

- Production for visibility brand elements
- Production of setup elements and prizes
- Implementation of activation (magnetic game board, makeup corner, 360 video platform, special activation with stylist – Ovidiu Buta)
- Support for transportation, human resource logistics, and technical support.





CLOPOTELUL SUNA RETRO

Magura & Kandia @ Nostalgia Festival

Client: KANDIA DULCE

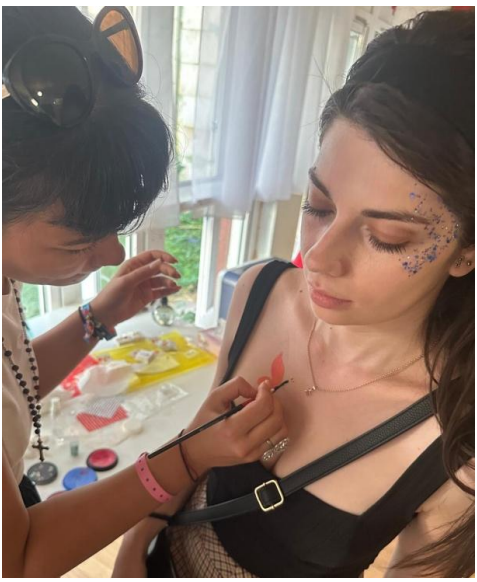
Deployment: NOSTALGIA 2023 – 2024

About: For 2 years, we were present with the Kandia brand at multiple editions of Nostalgia festival. We have integrated two brands (Magura & Kandia) under the retro concept, adding to the attention of consumers a series of experiences in this direction, so that they remember with nostalgia the retro period and relive that happiness.

Services provided by the agency:

- Development of BTL creative concept for festival activation.
- Recruitment and specialized training for human resources: TL, hostesses, helpers, cartoonist, body painter.
- Proposal, design and production of the brand elements that made up the setup: chemistry laboratory, sampling, interaction areas with promoters – instant win activation, relaxation area, photo areas, 360 video platform, Sketch booth, multisensory experience - meditation session with chocolate, painting room.
- Logistics, transport, assembly and disassembly for the entire setup.





ACELEASI FILME BUNE, UN NOU DESIGN @ TIFF

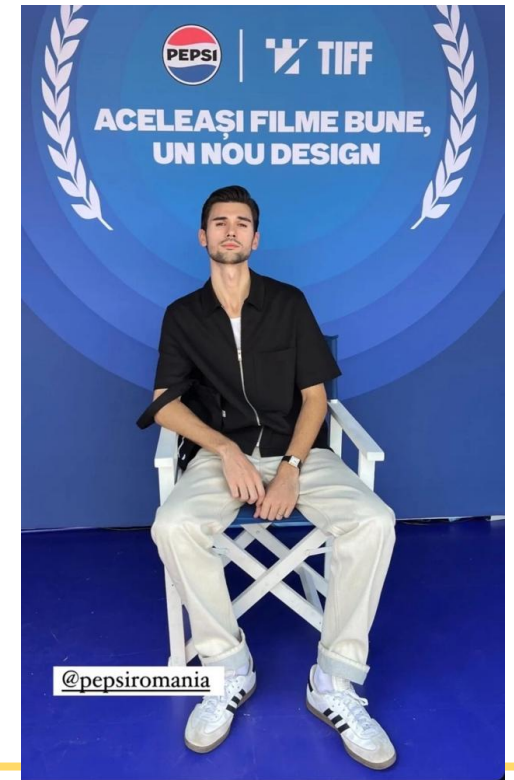
Client: PEPSI

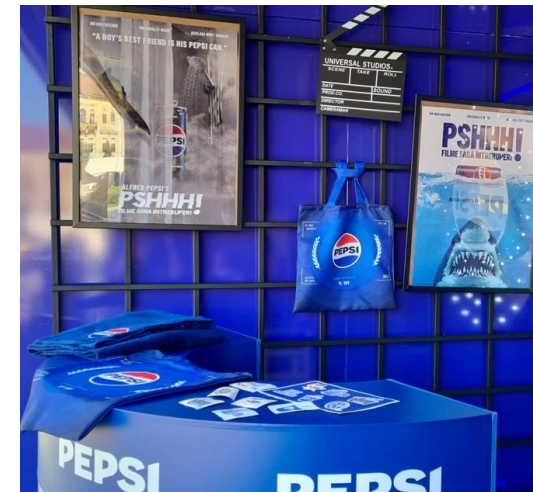
Deployment: TIFF 2024

Objective/About: Increase brand visibility and generate interactions with the audience at the festival

Services provided by the agency:

- Concept, setup design & event implementation
- Production for visibility brand elements
- Production of setup elements and prizes
- Implementation of activation (360 video platform with special set-up)
- Support for transportation, human resource logistics, and technical support.





CARTIERUL CREATIV

Client: URSUS

Deployment: TIFF 2023

Objective/About: This year's TIFF theme, "Films That Stay With You," inspired Ursus to turn this concept into a tangible experience by encouraging fans to listen to the cinephile within and create their own story. Through the activation "Make Your Own Film," film enthusiasts could bring their favorite movies to life, taking them home through bold creativity expressed by graffiti artists on the Ursus merch. Through this activation, Ursus continued its brand mission "Listen to the Bear Within."

Services provided by the agency:

- Concept, design & event implementation
- Production for visibility brand elements: photo corner, special production for the creative workshop, backbar
- Production of setup elements and prizes
- Implementation of activation: Special activation with beer cocktails, wall projection, airbrush merch customization, Graffiti van customization, sitting zone.
- Support for transportation, human resource logistics and technical support.
- Human Resource: Hostess & TL, Airbrush artists, graffiti Artist.





REGINA MARIA

MASSIF 2024

Client: ORAL B

Deployment: MASSIF 2024

Objective: The production of the Wolf set-up was aimed at the visibility of the Oral B brand, but also to draw attention to dental hygiene.

Services provided by the agency:

- Developing a creative concept, design and setup for the festival
- Implementation, production for visibility brand elements, technical and transport services.



TAZZ FOOD STAGE

Client: TAZZ

Deployment: Electric Castle, Untold, SummerWell 2023

About: Live cooking show performed by the most famous chefs and food influencers, alongside a venue with food sales and entertainment provided by various artists >> the best festival food line-up.

Services provided by the agency:

- Visual concept and technical plan for the stage
- Management of all the necessary documents to cook and sell food during the festival
- Technical solutions and implementation (custom stage system with roof, podium, sound system, video)
- Artists' proposal and management
- Production, transportation, and fitting of set-up elements (sales structure, kitchen, and preparation area, charging stations, set-up live cooking show, storage area, customized equipment for staff, chefs, and influencers)
- Recruiting human resources (sellers, chefs, artists, influencers, MC, DJ, photographer)
- Preparing and equipping a fully usable and functional mobile kitchen.





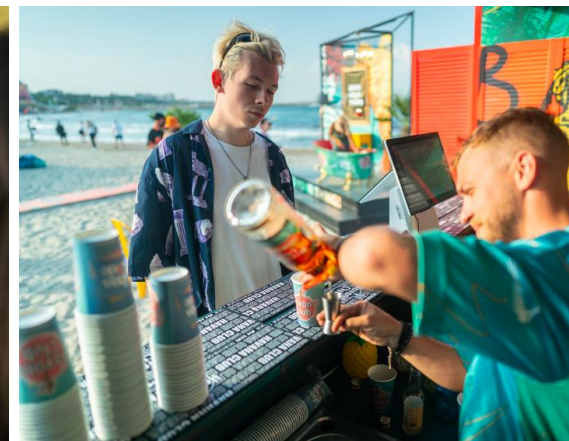
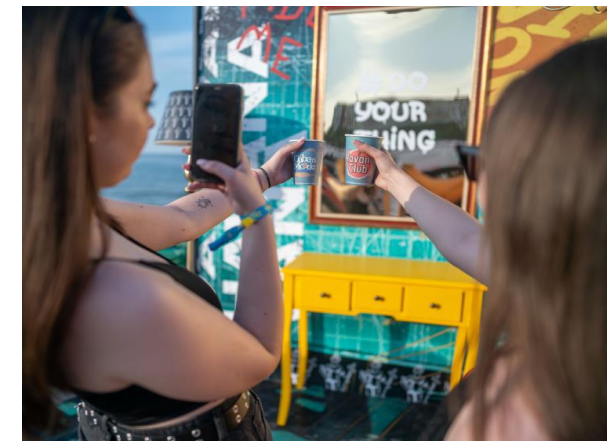
HAVANA NEIGHBOURHOOD

Client: PERNOD RICARD

Deployment: Neversea 2023

Services provided by the agency:

- Creative integrated concept for festival, summer events & in-store.
- Logistic production & implementation.
- Design & production of photo corner, Havana Bar, DJ corner & brand visibility elements.
- Technical solutions & equipment.
- Creative activities for festival participants with mechanism & prizes.
- Management of the logistics: preparation and transport of the materials.
- Recruiting human resources & training (TL, hostess, DJ, photo & video).





KOZEL LAUNCH

Client: URSUS BREWERIES

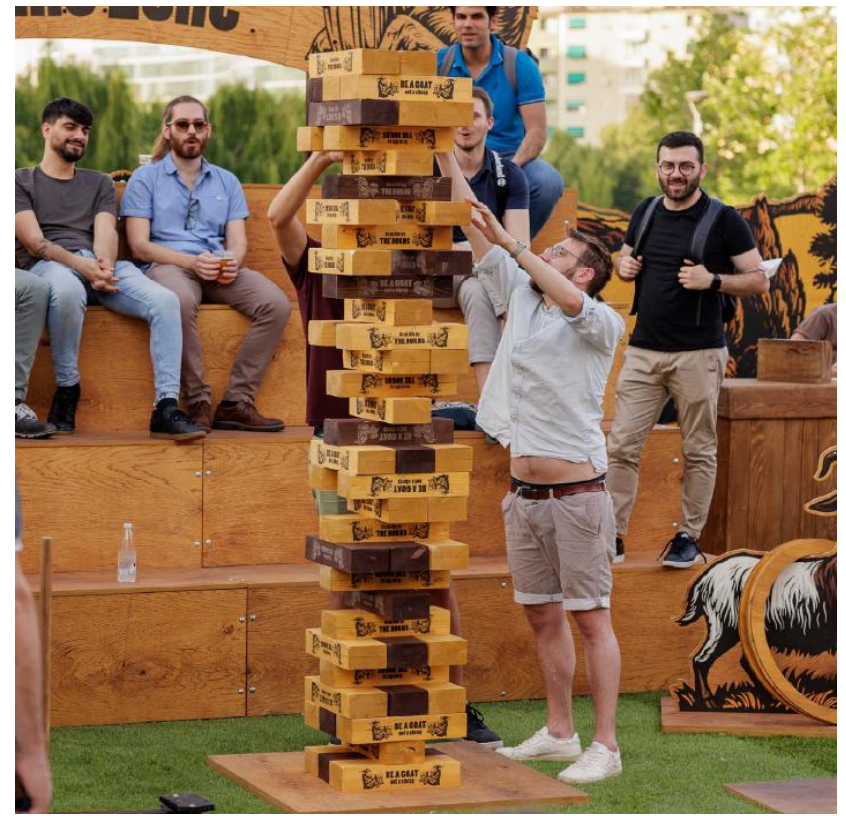
Deployment: Untold 2022

Services provided by the agency:

- Creative concept and theme.
- Set-up design and production (The big Goat, food area, fun pour bar, picnic zone, barbershop, photobooth, oversized games, lounge area).
- Special technical layout (with specialized light engineers).
- Recruiting human resources (hostess, tapsters, TL, barber, hairstylist, photographer).
- Special moment with the beer serving ritual at the main bar.
- Specialized video and photography team.
- Recycling action RVM with prizes.
- Branded equipment for crew and tapsters & branded prizes: t-shirts, caps, bandanas.







COOLER UNTOLD

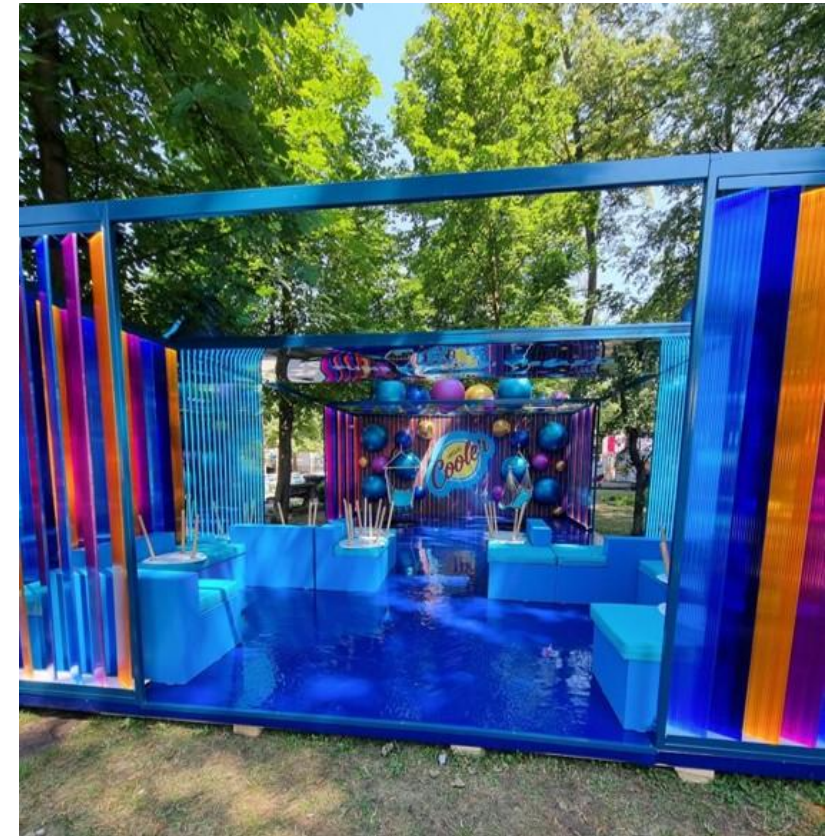
Client: URSUS COOLER

Deployment: Untold 2023

Objective: The purpose of the activation during the UNTOLD festival was to interact with the consumer in a different context, but also to promote the product. Attendees were excited to take pictures with the Cooler set-up and post on Instagram. Through this concept, "Cooler Breaks" had visibility on social media platforms as well.

Services provided by the agency:

- Concept and design development
- Set-up production: Photo corner, lounge area, puffs, brand visibility elements and prizes.
- Implementation, technical and transport services of the set-up according to the client's requests and ensuring the necessary logistics.
- Human resources: recruiting and training people for the event, coordinating the entire team.
- Submitting files to the authorities and collaborating with them





NIVEATHLON

Client: BEIERSDORF

Deployment: SummerWell 2023

About: Brand experience developed for 3 product categories: NIVEA MEN, NIVEA SUN & NIVEA BLUE hair & face care

Services provided by the agency:

- Creative concept and approach.
- Creative mechanism for participants to interact with the brand and instant prizes awarded.
- Set-up design and production personalized for each brand: Nivea (photo corner, a make-up corner), NIVEA Man (cycling area, maintaining balance and climbing the trellis), NIVEA Sun (hammocks and area with USB chargers).
- Branded equipment for crew and hostess.
- Recruiting human resources (hostess, make-up artists, hairstylist, photographer).
- Exclusive communication and negotiation with the organizers.





TAZZ CHILL BUS

Client: TAZZ

Deployment: SummerWell 2022

Services provided by the agency:

Brand experience for the winners of the digital contest: entertainment transportation provided by TAZZ on the Bucharest – SummerWell – Bucharest route.

- Submission of files to the authorities and collaboration with them.
- Creative graphic design for bus and mechanics concept for activities from the bus.
- Design and production of Tazz-branded equipment.
- Recruitment and training of human resources (TL, hostess, MC, DJ, photographer).
- Transportation of over 500 people.







Lay's Roller Disco

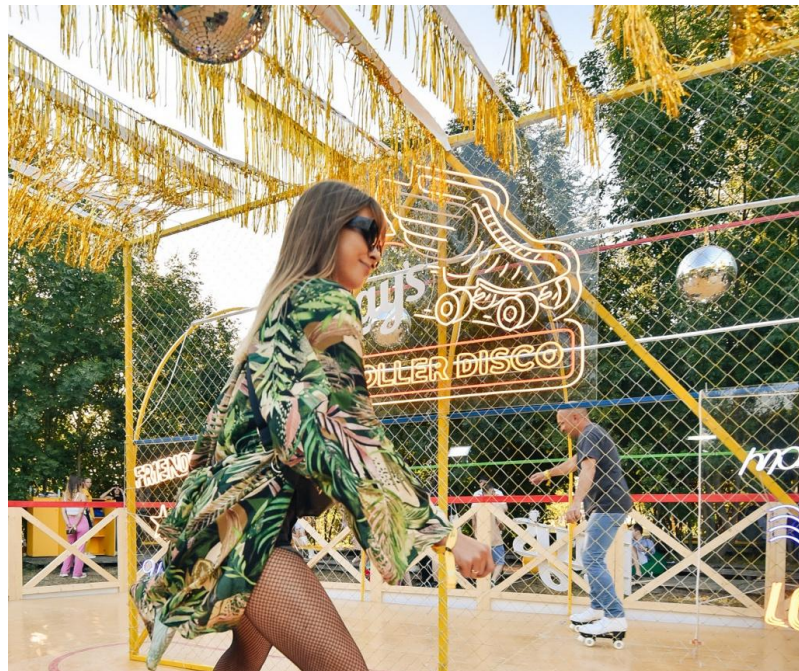
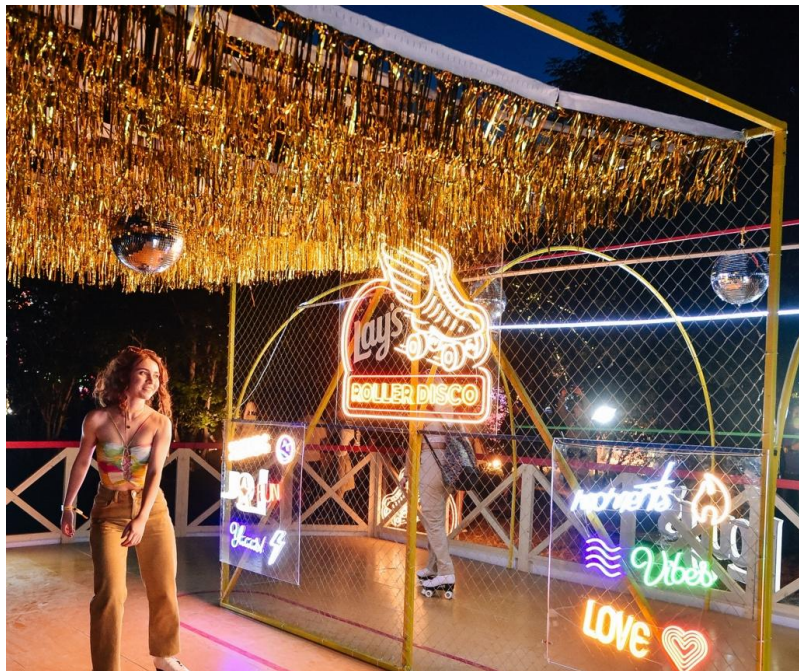
Client: Lay's

Deployment: Electric Castle 2022

About: "Lay's Roller Disco", the 60 square meter rink with metal structure arches and a retro look was one of the most memorable places in the entire festival area.

Services provided by the agency:

- Creative concept and theme inspired by the brand message "Big Little Moments"
- Set-up design (roller rink with retro elements)
- Production, transport, and fitting of set-up elements.
- Recruiting human resources and training.
- Communication with the festival organizers.
- Rolling rink activities, prize activation mechanism, activities by Lay's, and photo booth.



NIVEA FEEL THE VIBES

Client: BEIERSDORF

Deployment: Electric Castle, SummerWell, Afterhills 2019

Services provided by the agency:

- Development of a BTL creative concept that integrated all the 3 brands in the portfolio: NIVEA, NIVEA Men, and NIVEA Sun and declining it in activities for brand experience, mechanism with instant-win prizes, and a custom made set-up.
- Production of the setup – custom-created for outdoor festivals and activities, brand elements, oversized games, volumetric letters, outfits, and prizes.
- Recruitment, specialized training, and repetitions of up to 13 human resources per festival. These people having daily professions such as: actors, make-up artists, drivers, hair stylists, etc.
- Exclusive communication and negotiation with the event organizers regarding all contractual details.





HOUSE OF PERONI

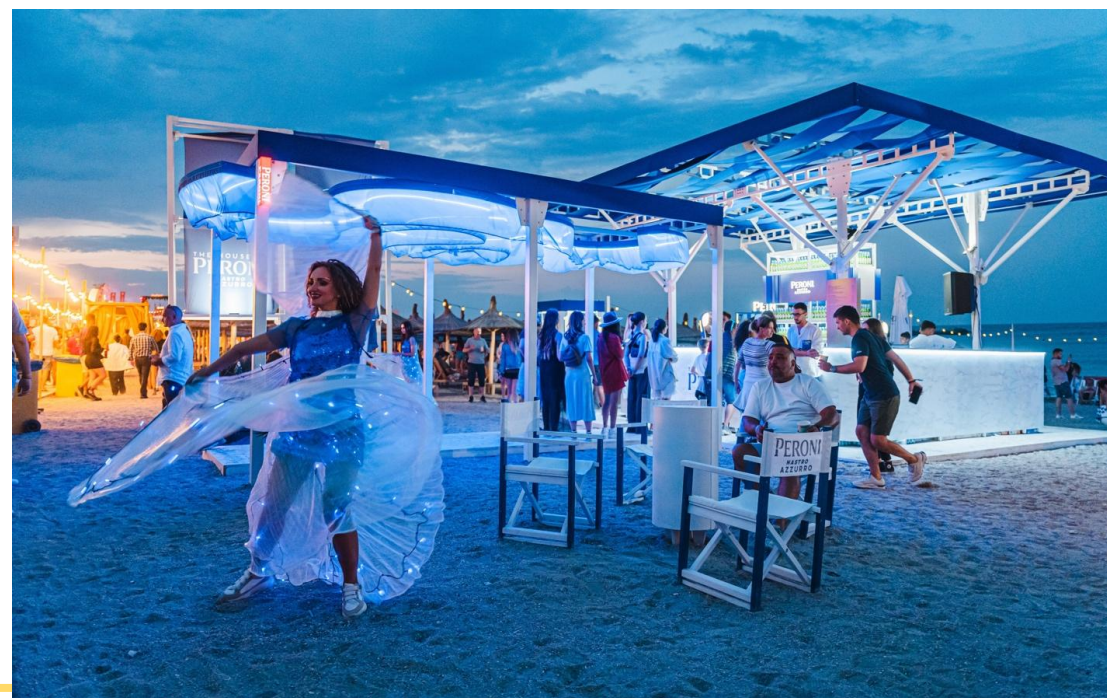
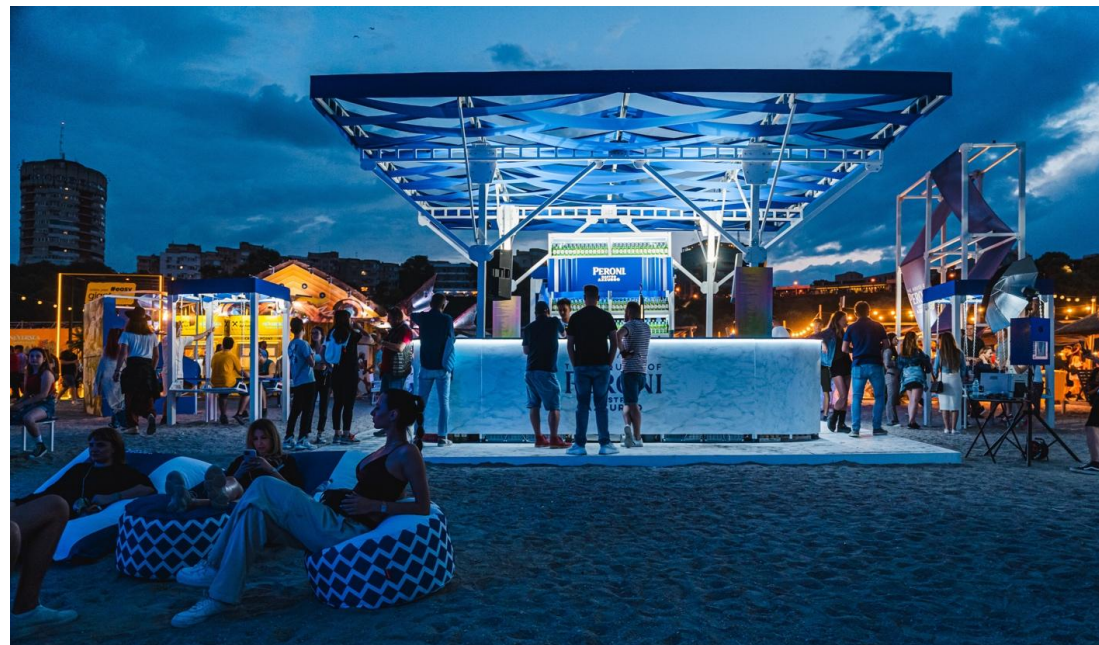
Client: URSUS BREWERIES

Deployment: Neversea 2022

Challenge: to create an area for festival attendees that combines the relaxing Dolce Far Niente zone with an engaging zone full of activities.

Services provided by the agency:

- Design and set-up production: the design was inspired by continuous fluency in all brand materials. We had a bar & serving area, a sitting area, a lounge area, and a free activities zone.
- Mechanism & fun activities: promo campaign where you could win a Vespa scouter or a campaign where we rewarded all the consumers who wanted to help the environment and recycle the Peroni cans. Also, we had free fun activities where the consumers could have taken pictures or played volleyball.
- Human resources: recruiting and training people involved in all the activations, coordinating the entire team.





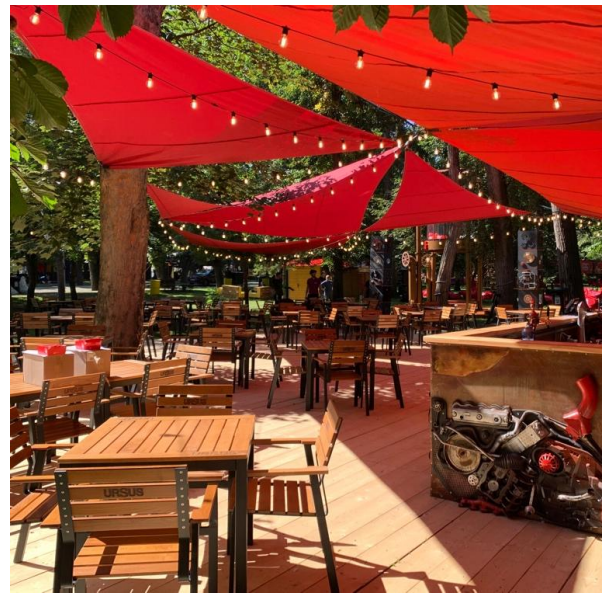
TANKERIA URSUS

Client: URSUS BREWERIES
Deployment: Untold 2021

Services provided by the agency:

- Implementation of a festival setup with 5 bar areas, a terrace, sitting areas, a playground, and a photo booth.
- Deployment of activation mechanisms with unique experiences for participants.
- Activation with a team of hostesses, bartenders, photographer, and videographer.
- Involved for the entire duration of the action: research, negotiation with organizers, preparation of the materials, implementation of furniture elements.
- Production of the furniture elements of 5 areas.
- Logistics, transport, assembly, and disassembly for the entire setup.





COOLER UNTOLD

Client: URSUS BREWERIES

Deployment: Untold 2021

Services provided by the agency:

- Development of BTL creative concept for festival activation.
- Recruitment and specialized training for human resources: TL, hostesses, and helpers.
- Proposal, design, and production of the brand elements that made up the setup: bars, games, interaction areas with promoters, sampling, relaxation area, and photo areas.
- Management of the logistics involved: preparation and transport of the materials.





Voyo @ Untold

Client: Pro TV

Deployment: Untold 2025

Services provided by the agency:

- Developing the concept, set-up and activations for Voyo area
- Production, set-up, content development and technical equipment on site
- Location management
- Logistics and suppliers' management
- Recruitment and training: photo & video, TL, hostess, helpers.



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