



LEGENDS



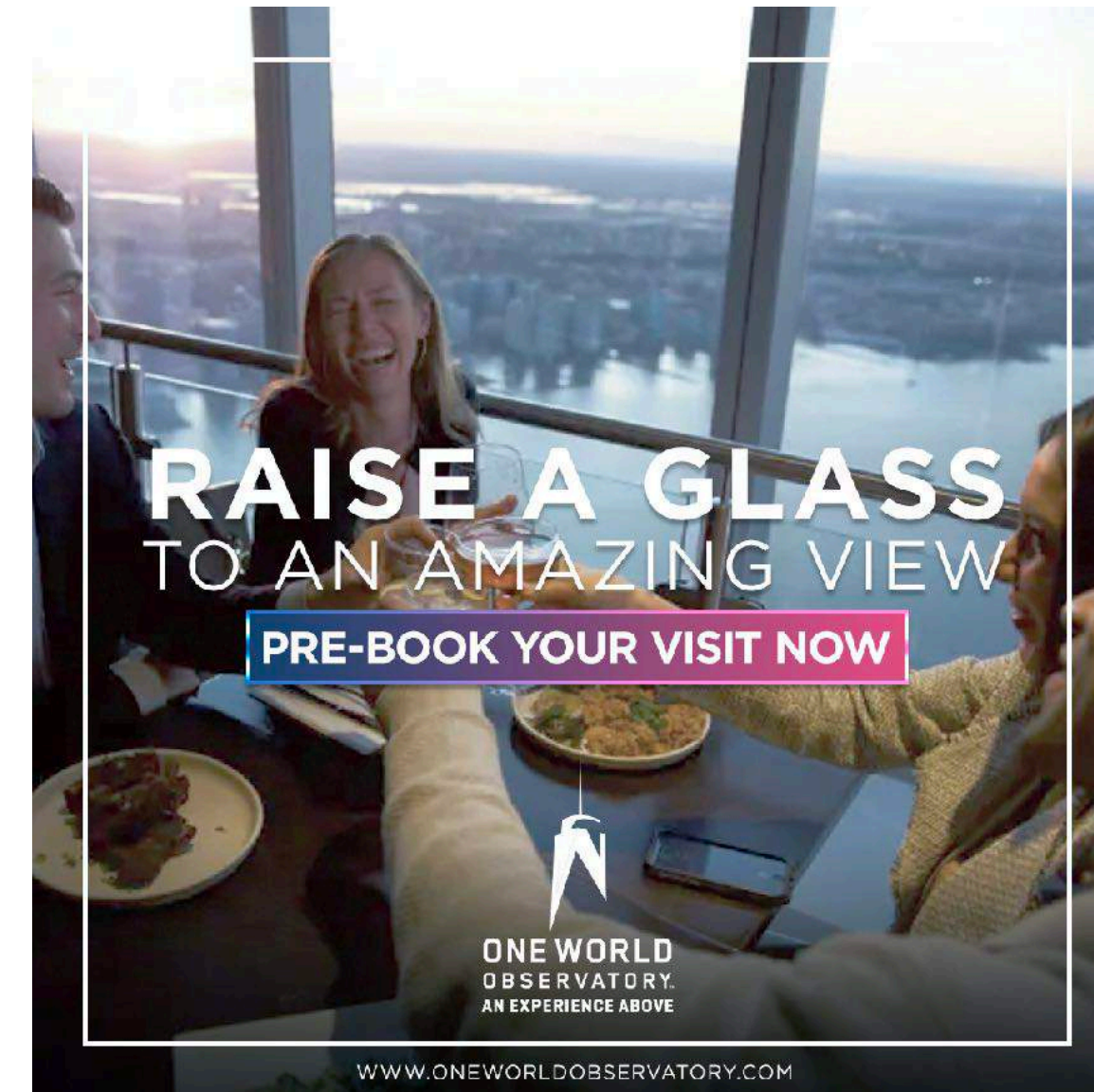
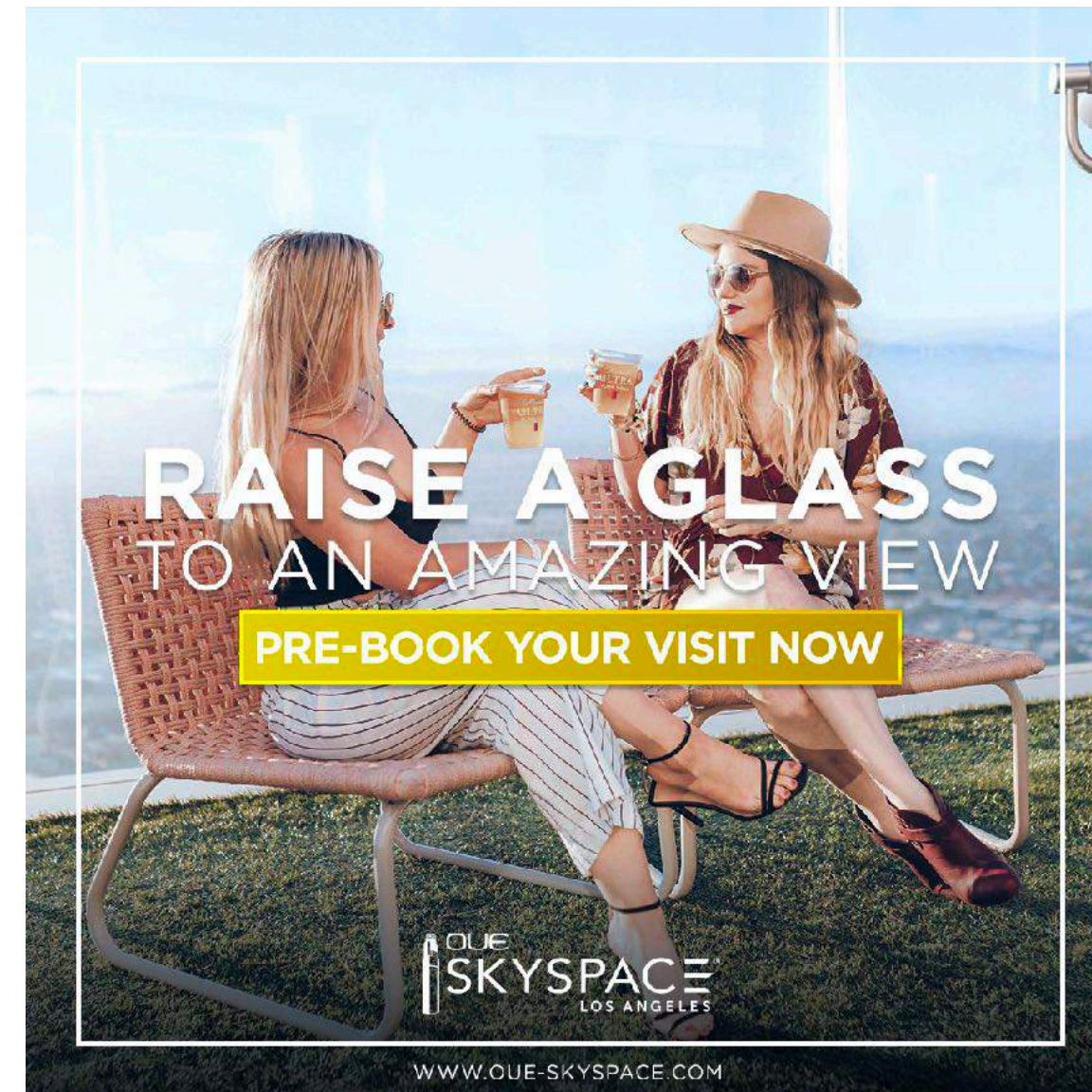
# MARKETING EXPERIENCES

## LEGENDS HOSPITALITY

Consulted and crafted the marketing strategy for Legends' well-known attractions, music venues and stadiums around the world, such as SoFi Stadium, the Rose Bowl, Angels, Live Nation, SkyView, One World Observatory, and Miami Skyrise.

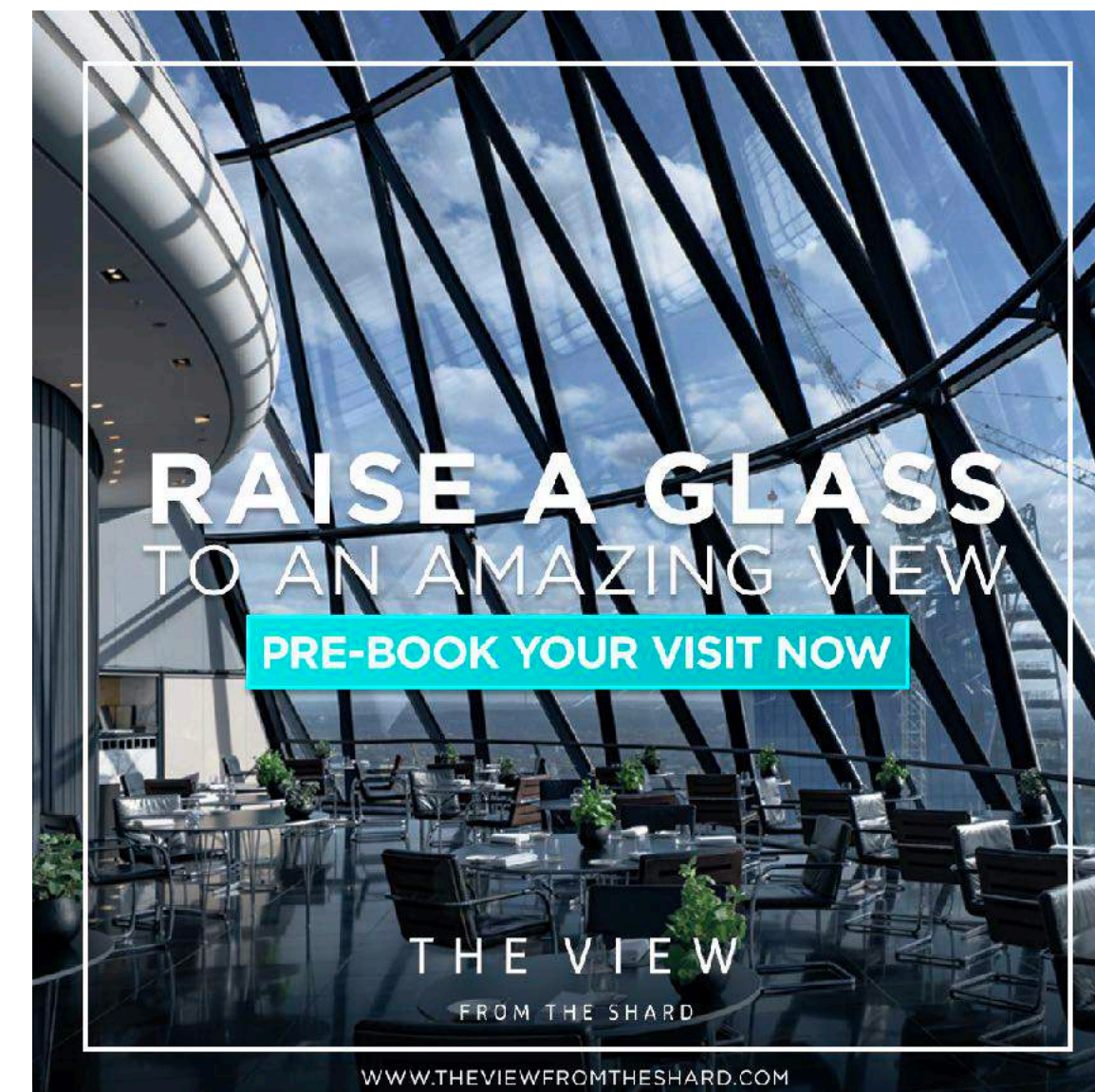
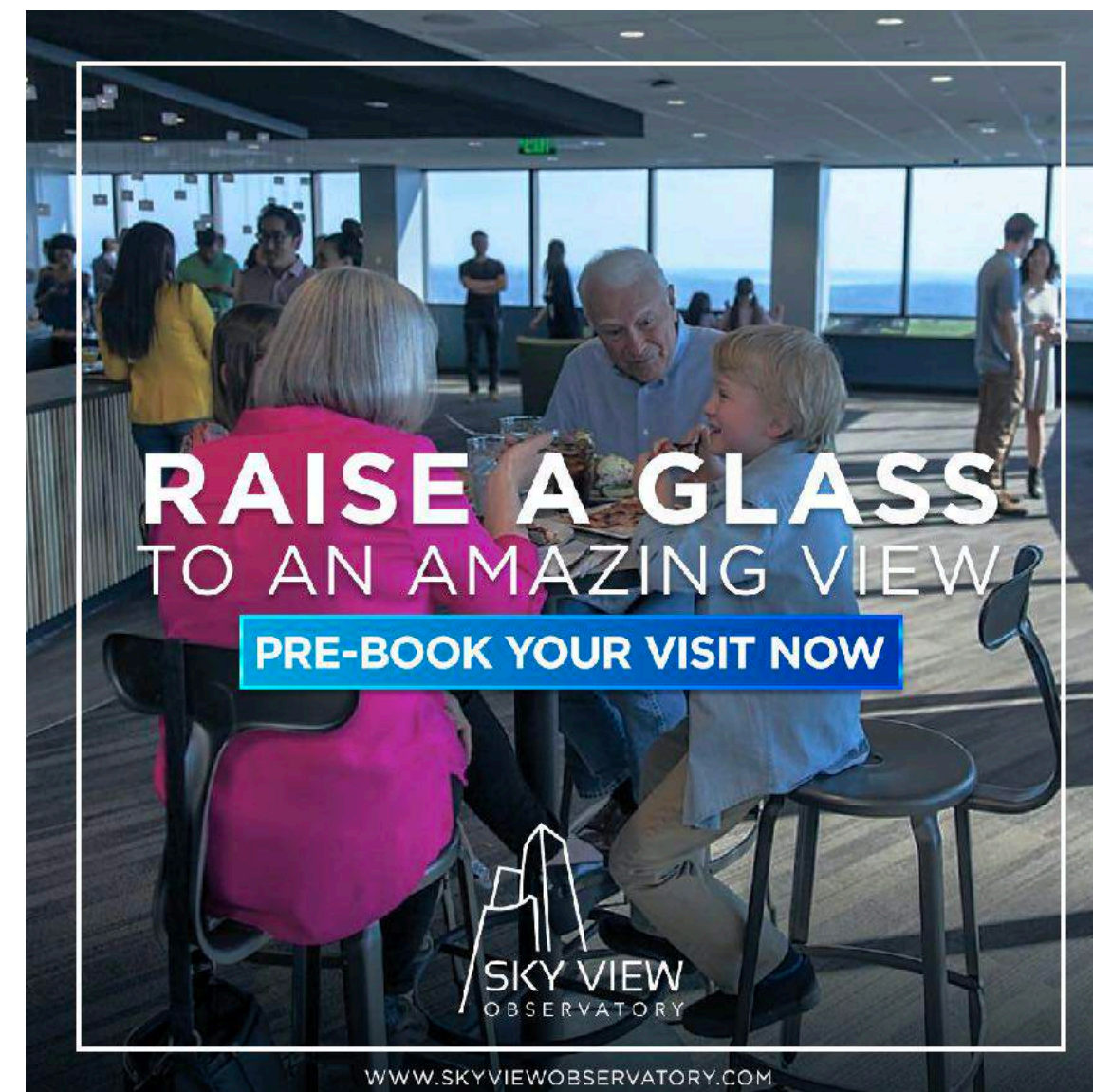
Directed Skyspace's Performance Marketing and Media Planning strategy providing analysis and ideation for the property's YoY increase in brand awareness, conversions, and dwell time.

As a result, these successful goal setting strategies have been adopted across Legends' observation attractions.



YEAR-OVER-YEAR  
SINCE 2015:

**+20%**  
WEBSITE TRAFFIC



**+30%**  
TICKET SALES



# KEVITA



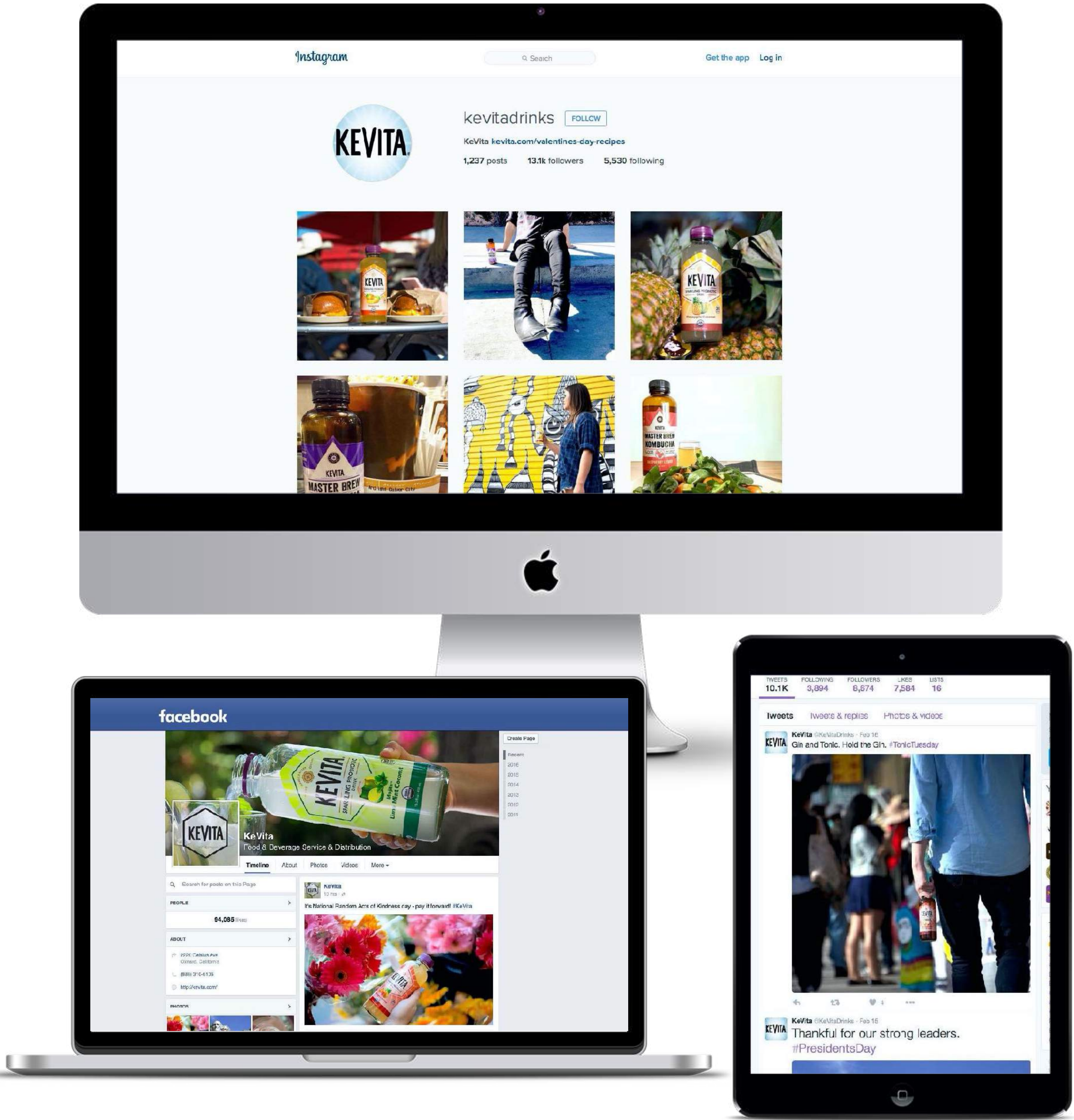


# TRUST YOUR GUT

## THE KEVITA LIFESTYLE

Consulted and crafted the brand architecture and design for KeVita, one of the first to market kombucha/probiotic drinks, to attract consumers outside of the Yogi market.

Developed a mission and a call to action for consumers to “Trust Your Gut,” accompanied with a revamp of all their digital & social platforms and product packaging redesign that successfully increased the brand’s reach to broader audience segments with affinities for health & wellness, travel, food, shopping, and lifestyle, and poised the brand for its acquisition by Pepsi.



+300%  
IN ENGAGEMENT

+20%  
FOLLOWERS ON  
SOCIAL MEDIA

200MM  
DOLLAR SALE TO PEPSICO



**PET SUPPLIES  
PLUS**



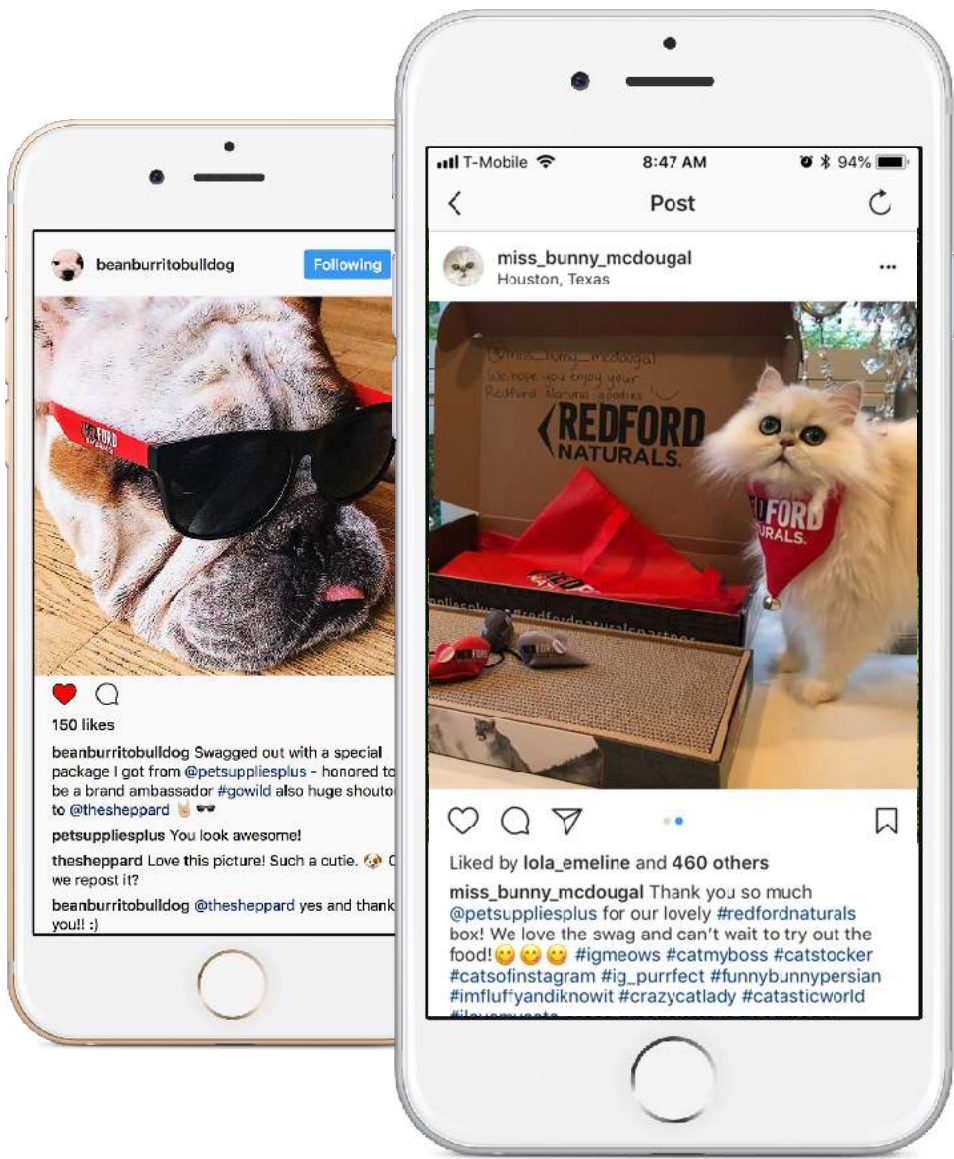
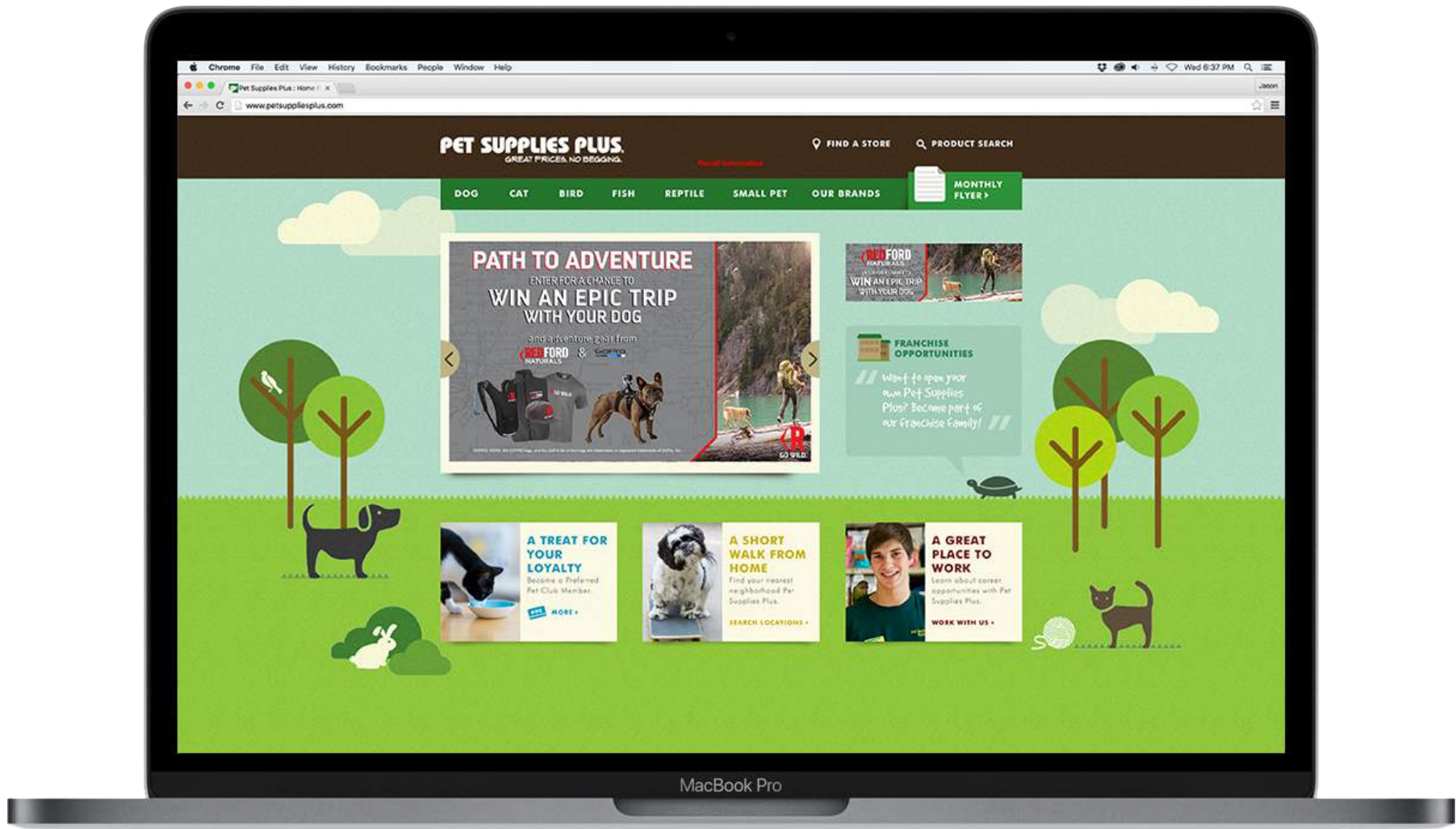


# PATH TO ADVENTURE

## A NATURAL CONNECTION WITH PET OWNERS

Tasked with crafting Pet Supplies Plus' marketing strategy in support of its store openings and product launches,. Successfully marketed its first private label pet food line, Redford Naturals, by developing a multichannel marketing campaign coined "Path to Adventure," underpinned with the following creative roll-out strategy:

- On-premise training and education to create an affinity between the in-store associates and the brand
- Comprehensive consumer contest
- Implementation of an early adopters' campaign with proof of purchase rewards
- Social media campaign to generate awareness, engagement, and chatter
- Micro and macro-influencer gifting campaign with a variety of unique branded swag to promote a pets Path to Adventure



50MM+  
IN SALES IN YEAR ONE

\$83  
ROAS

90MM  
IN YEAR TWO

NAMED 3<sup>RD</sup> LARGEST  
PET RETAILER IN THE US





FONDÉ  EN 1743

**MOËT & CHANDON**  
CHAMPAGNE



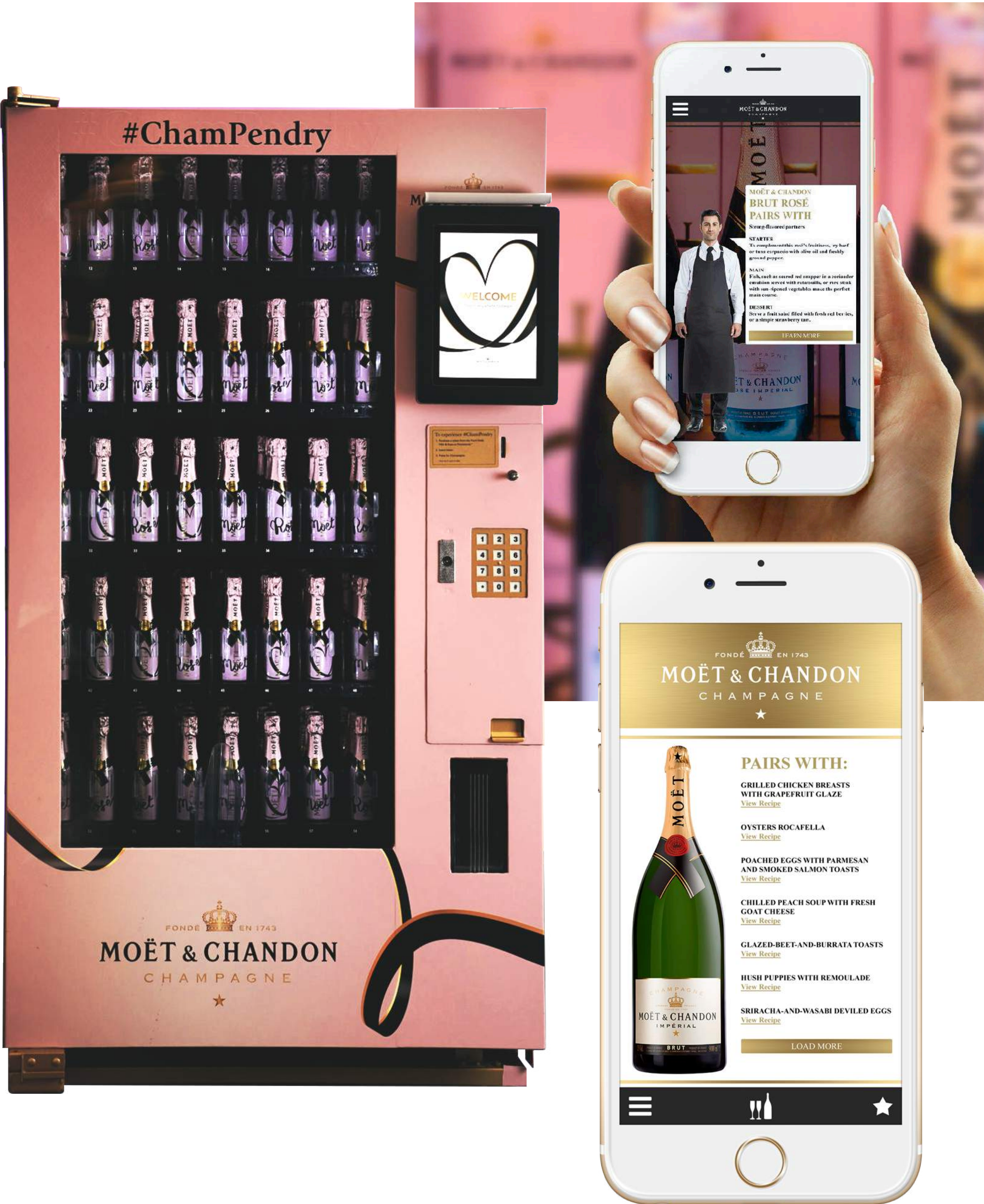


# BUBBLY EDUCATION TO CELEBRATE EVERYDAY

## MOËT & CHANDON CHAMPAGNE SALES

Created and directed the design for Moët's first AR experience leveraging their famous mini bottle vending machines.

The web-based interactive experience was designed to capture data and create social currency for the brand.

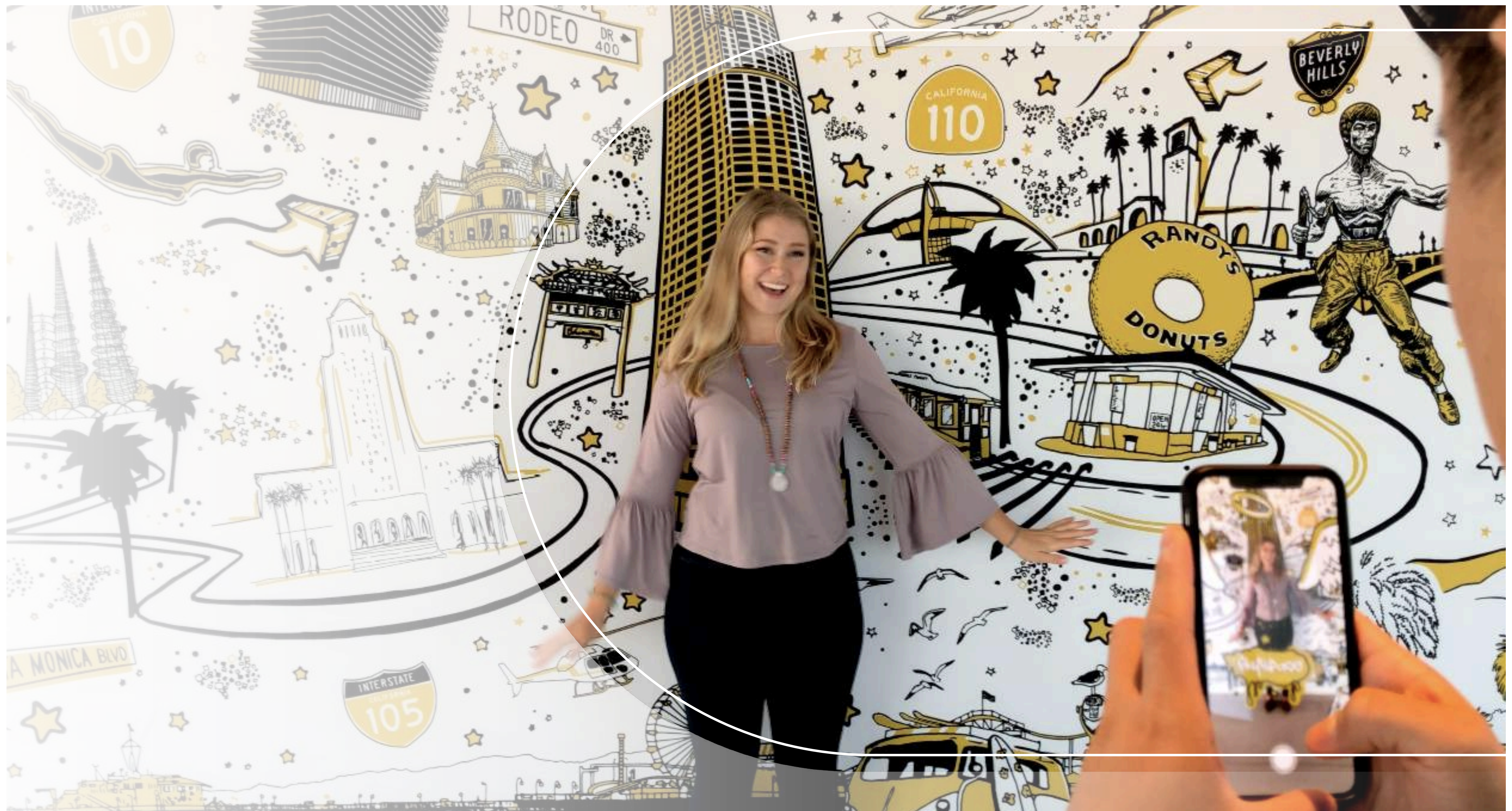


LAUNCHED MOËT & CHANDON'S  
1<sup>ST</sup> AR EXPERIENCE

+5%  
ENGAGEMENT WITH  
THE BRAND

AGGREGATED CONSUMER DATA  
TO MARKET DIRECTLY TO USERS







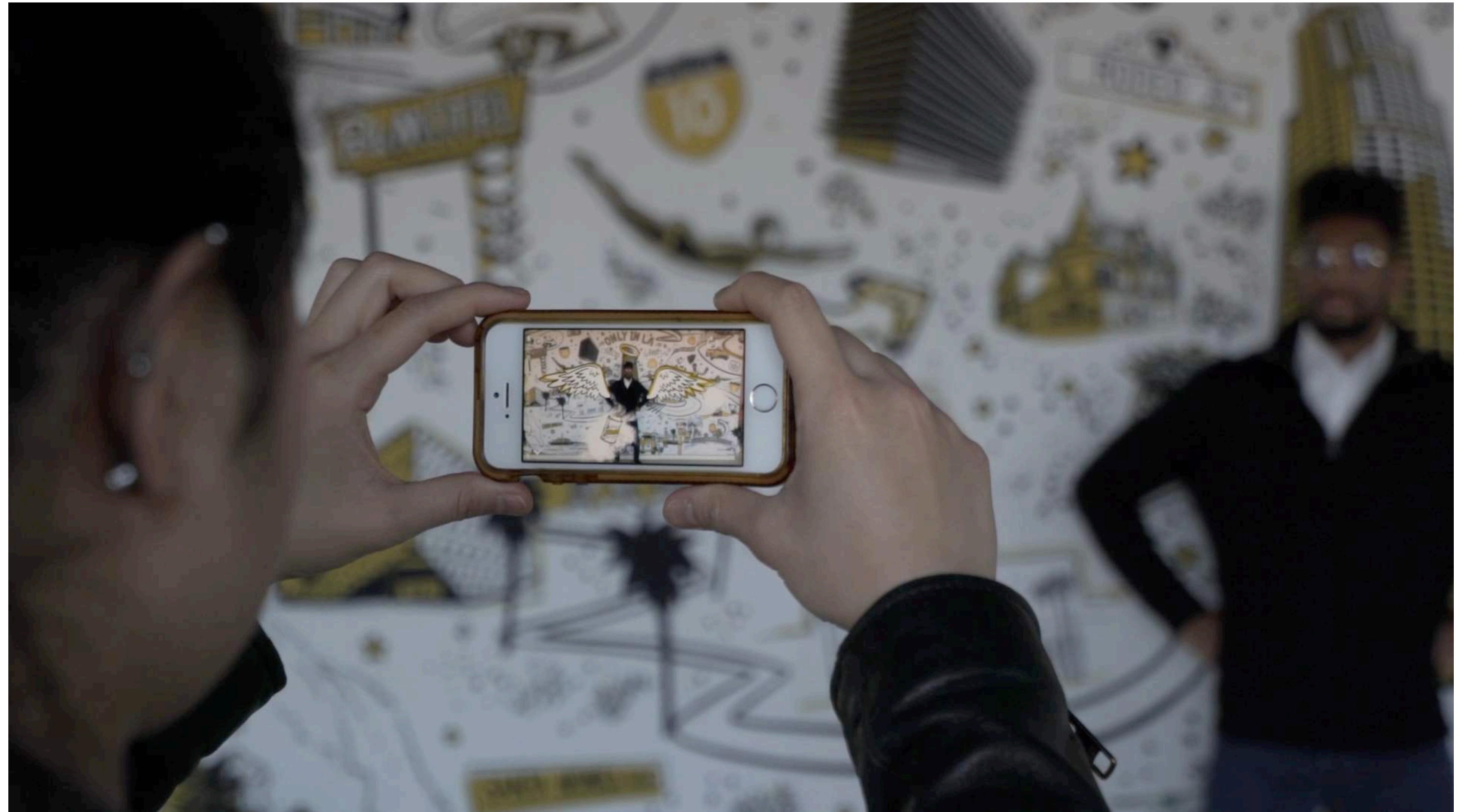
# AUGMENTED REALITY ART

## ORIGINAL AR CANVASES ALLOW GUESTS TO INTERACT WITH THE PICTURE

Conceived an innovative way to thread the storyline physically in the space and virtually through guests' smartphones to provide guests with a reason to interact after leaving the attraction and generate social content for Skyspace.

Leveraging the attraction's theme, art installations, coupled with an app-based AR experience, guests become part of the hand-drawn graffiti artwork, instantly creating shareable content for Skyspace.

App users also received exclusive access to events and promotions to encourage continued engagement with the app and to decrease uninstalls.







*Westfield*

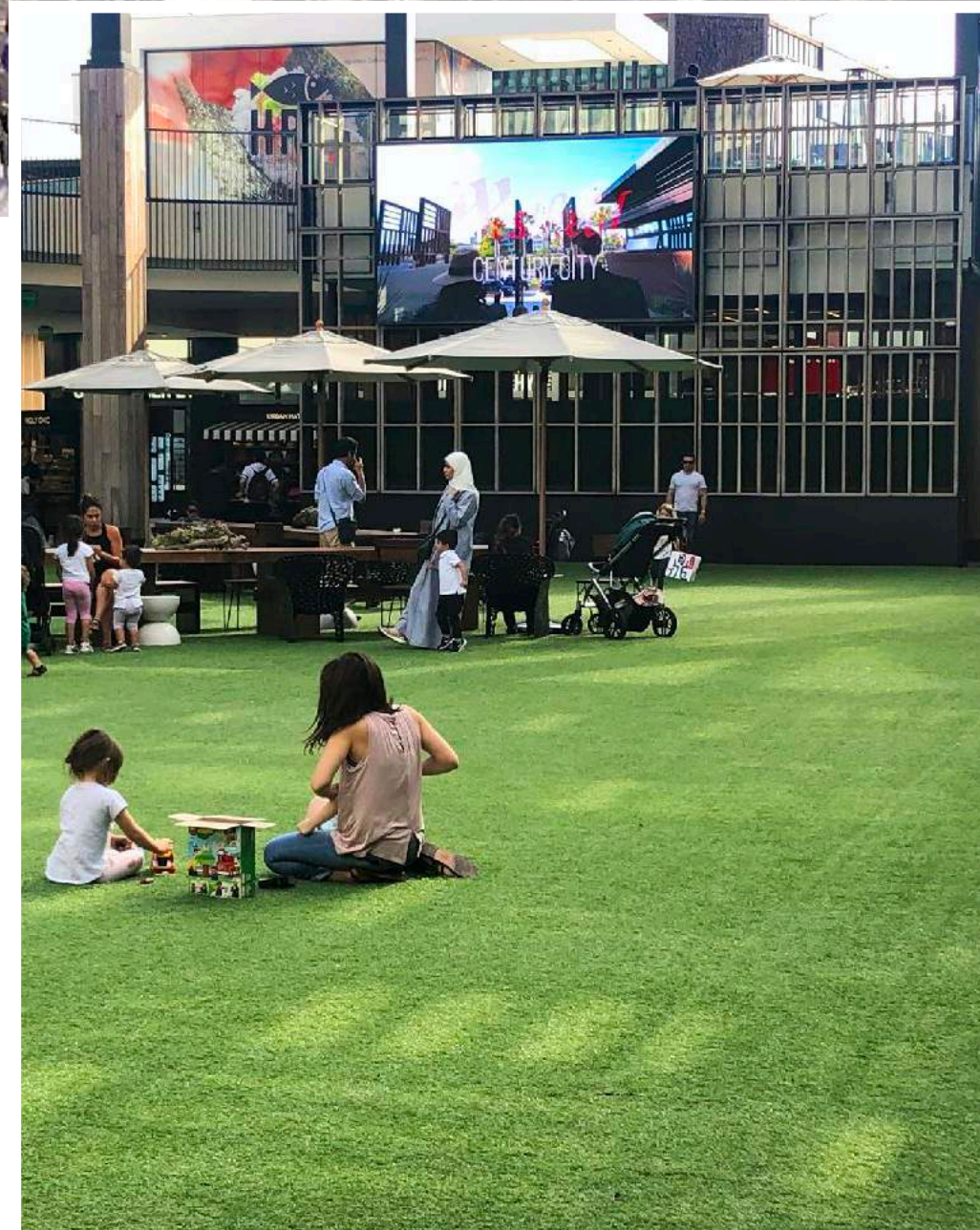


# SHOPPING FOR THE EXPERIENCE

## WESTFIELD PROPERTIES

Engaged in a year-long consultation project to reimagine the consumer experience for nine of Westfield's marquee properties, such as Century City, Garden State, San Diego, and San Francisco.

Analyzing the demographics, psychographics, and emerging retail trends, to provide strategic ideation, including partnership and programming strategies for activating ongoing consumer experiences unique to each footprint.



**+18%**  
FOOT TRAFFIC

**+30%**  
DWELL TIME





**Nintendo®**



# MARIO 3D LAUNCHES IN 4D

BRAND SALES IN THE US MATCH  
THOSE IN JAPAN

Crafted a three-pronged strategy to emotionally connect with nostalgic consumers, and to attract new Super Mario fans to launch Super Mario 3D Land for the Nintendo 3DS hand-held system, including surprise and delight media & influencer deliveries, touring flash mobs in high-profile locations, culminating in a marketing stunt in the middle of Times Square

The activation included social media moments and hashtag giveaways, such as free mushroom pizza slices in exchange for a social post, garnering media attention from coast to coast, generating more than 25 million impressions and attracting more than 10,000 people to the event.



**25M**  
MEDIA IMPRESSIONS

**10k**  
ATTENDEES

**Q1 SALES**  
MATCH THOSE IN JAPAN





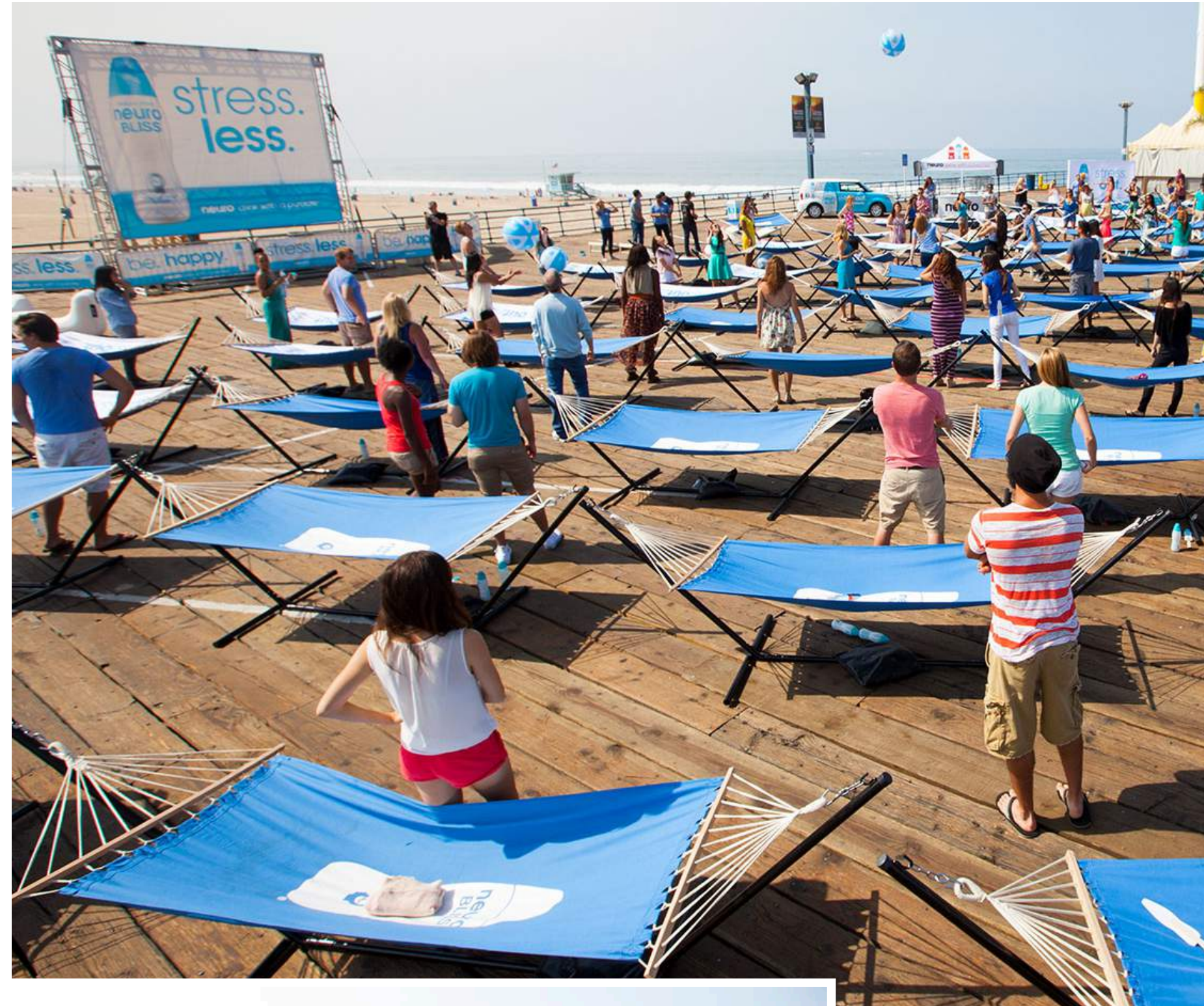


# STRESS LESS FOR THE SAKE OF BLISS

## HAMMOCK HANGOUTS PRODUCE A WORLD RECORD

Leveraging traditional, digital, and experiential mediums to launch a national campaign that included a call to action for consumers to experience bliss, the first-to-market “stress less” multi-faceted campaign introduced Neuro Bliss.

As a result, 100 plus people attended the hammock events simultaneously held in cities across the US, garnering a world record for the brand, awareness, and increased distribution.



**84k**  
INSTA  
FOLLOWERS

**30k**  
IN SALES

**1500+**  
SAMPLES DISTRIBUTED  
PER DAY



UGG



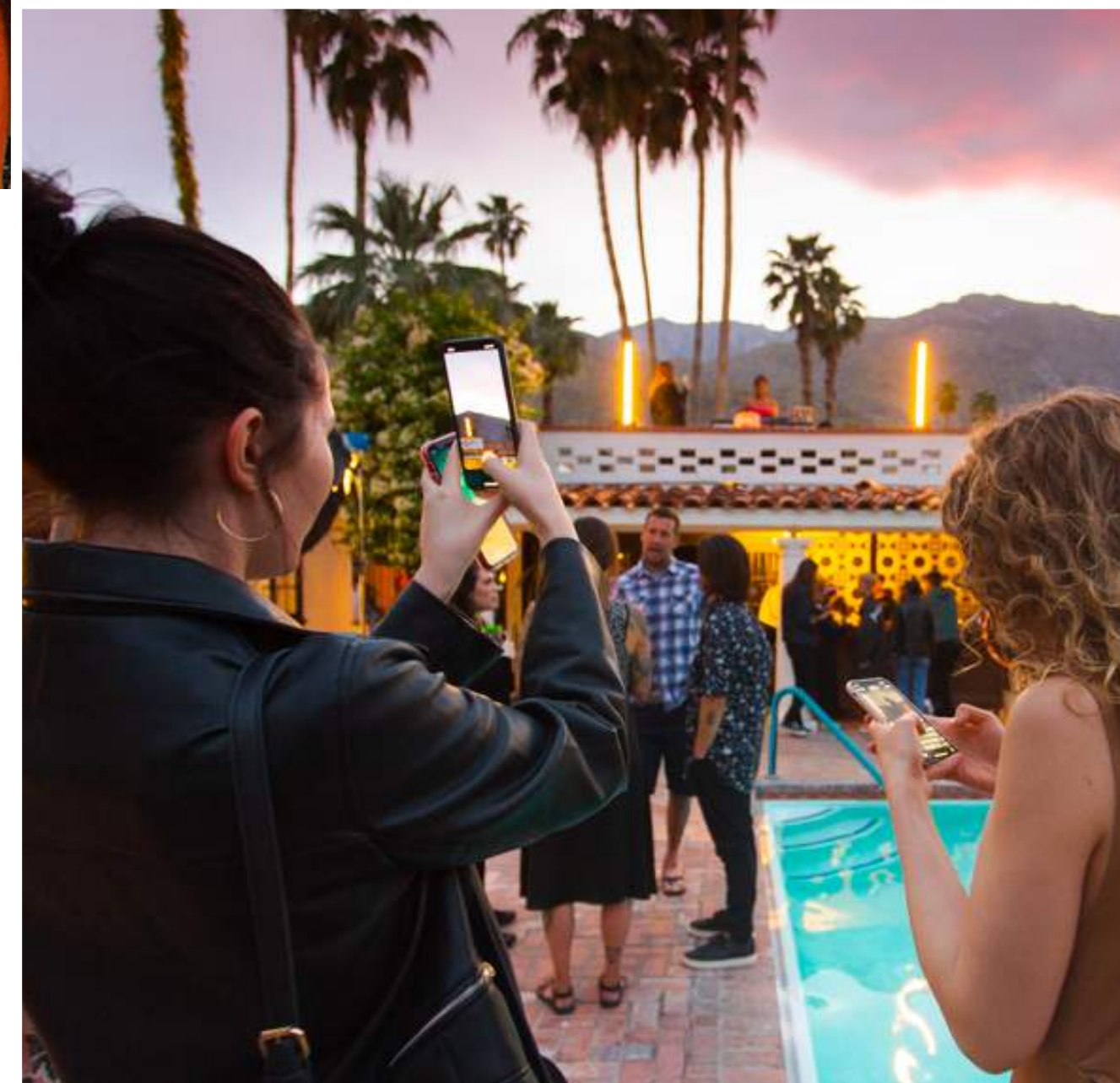


# CALIFORNIA CULTURE REACHES THE MASSES

## UGG, A LOCAL BRAND STORY WITH GLOBAL INFLUENCE

In collaboration with Desert X's art installation in Palm Desert, curated an event in-line with UGG's mission for fostering inclusivity.

Attracting more than 100 micro and macro-influencers in the art, music, and entertainment industries such as HER, Tommy Dorfman, and Billie Lourd, and garnering media chatter and social buzz on Forbes, Yahoo!, and Refinery 29 surrounding the strategic collaboration.



**125+**  
TASTEMAKERS  
SECURED

FEATURED IN  
REFINERY29, TEEN  
VOGUE, JUST JARED,  
FOOTWEAR NEWS AND  
W MAGAZINE.



COLOURPOP





# UNMASKING THE MAKE-UP MYTH

PROOF THAT COLOURPOP ISN'T  
"TOO GOOD TO BE TRUE."

Concepted the first custom experiential retail pop-up shop for ColourPop, an online-only DTC.

The demand for the pop-up was driven from the desire for its online community to test ColourPop products and meet its brand ambassadors in person.

As a result, lines for the brand experience, wrapped outside the building at Gen Beauty and BeautyCon festivals.



84k  
INSTA  
FOLLOWERS

30k  
IN SALES

1500+  
SAMPLES DISTRIBUTED  
PER DAY





REVLON

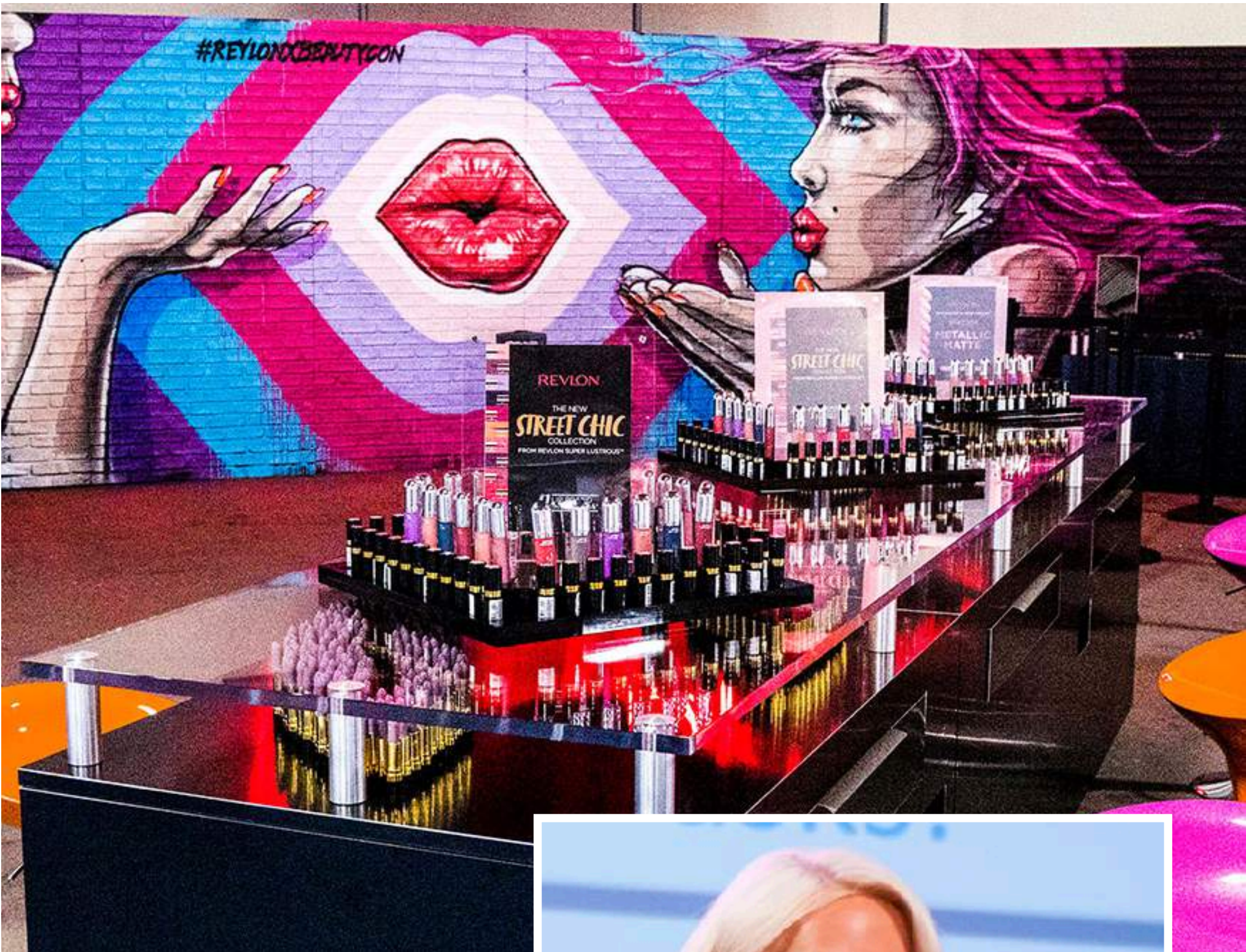


# NOT YOUR MOM'S MAKE-UP

## REVLON BRANCHES OUT TO MEET MILLENNIALS AND GEN ZERS

Creatively directed Revlon's first experiential activation at BeautyCon, encompassing physical and digital engagement strategies including an influencer campaign, giveaways, contests, sampling, and meet & greets designed to reach consumers before, during, and after the event by increasing traffic and dwell time, and capturing data.

Sourcing the graffiti artist to bring the design to life, and managing the execution of the experience, including the cadence of social content, sampling, and the influencer meet & greets to deliver the compelling brand experience.



10k  
IN SAMPLES

6k  
NEW  
CUSTOMERS

1300  
SOCIAL MEDIA POSTS



cabi.

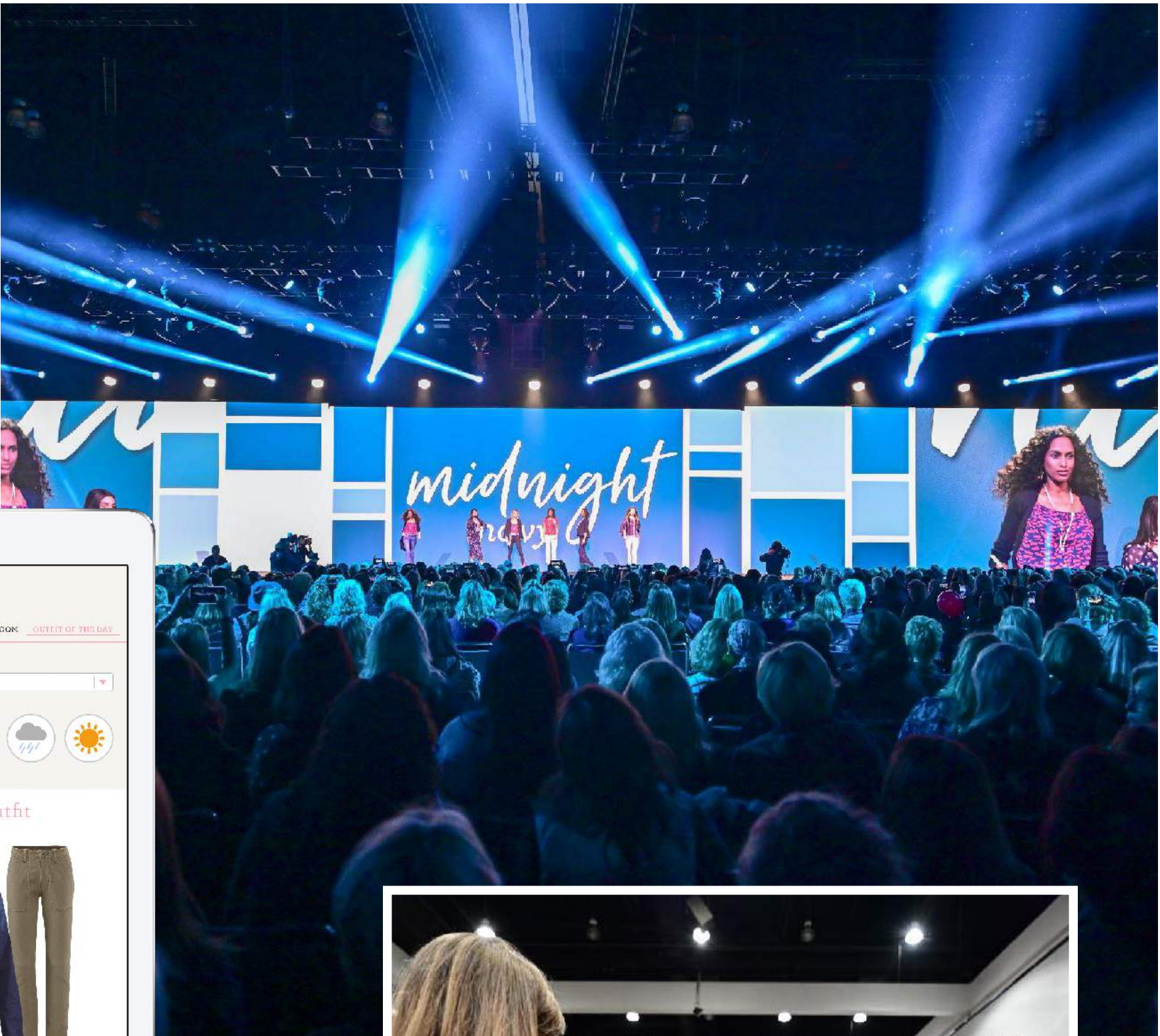
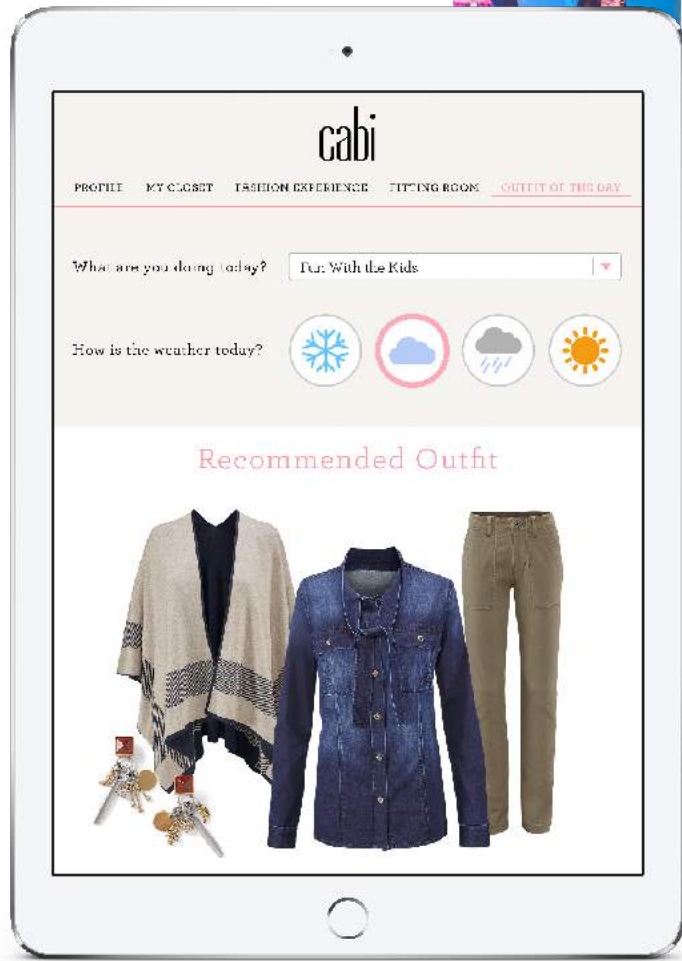




# FASHION GETS PHYSICAL & DIGITAL

## CABI BECOMES AN OMNICHANNEL BUSINESS

Since 2014, in collaboration with cabi's c-suite team, transformed its biannual corporate events into an inspiring fashion show. Today, the events include an interactive training experience ("The Hub") and a retail pop-up event that generates approximately \$1 million in revenue per show.



**28%**  
LIFT IN  
TRAINING  
CABI TAP APP

**+34%**  
IN SALES  
(TAP VS NON-TAP ORDERS)

**99%**  
APPROVAL  
RATING

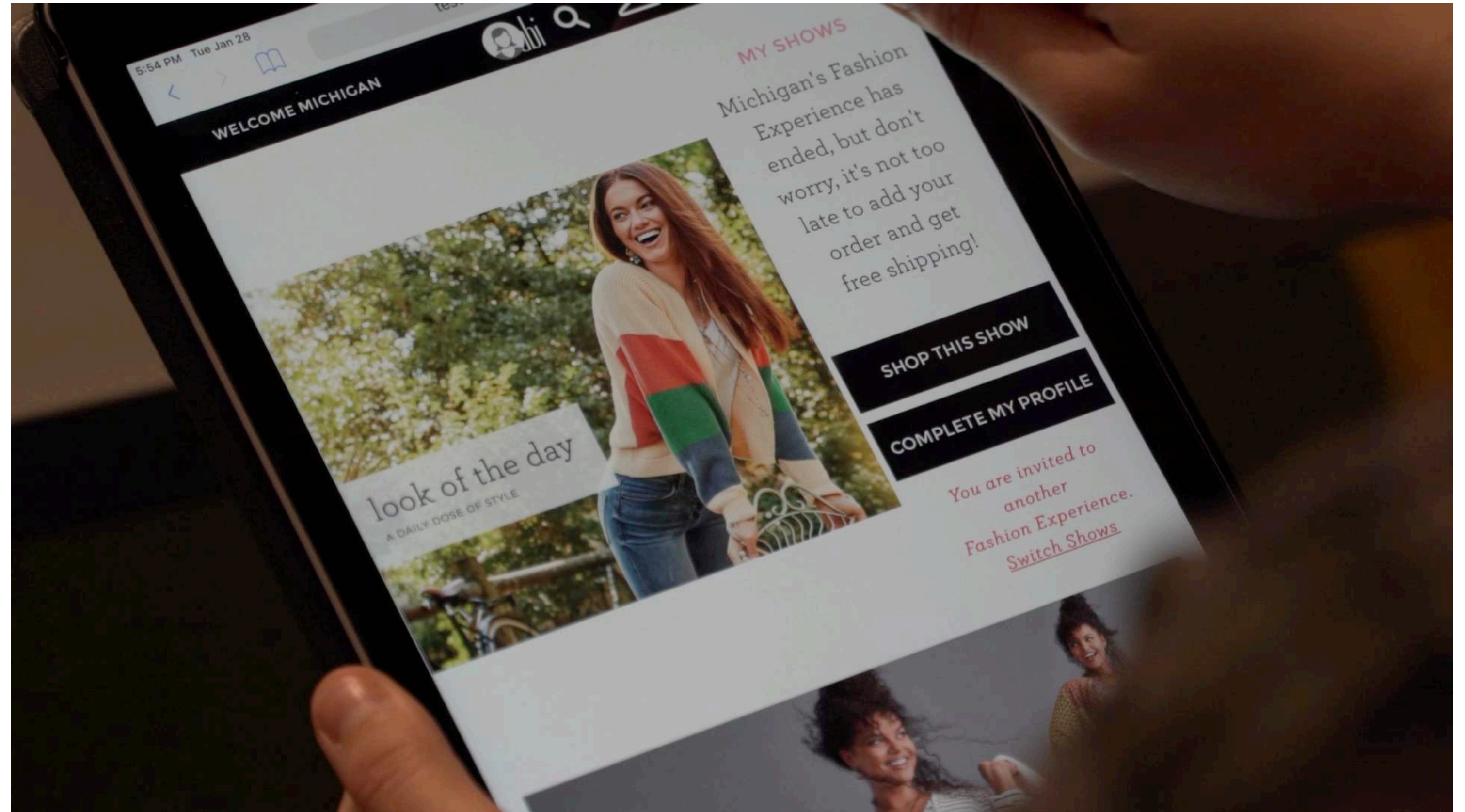


# FASHION GETS PHYSICAL & DIGITAL

## CABI BECOMES AN OMNICHANNEL BUSINESS

Concepted cabi's mobile app, CabiTap, which leverages algorithms that allow Stylists to sell directly to their clients outside of a show while allowing clients to pair new items with what they already have in their closet.

As a result, training and development increased by 28%, and Stylists who use cabi tap sell 34% more than Stylists who don't.







QUE  
SKYSPACE®  
LOS ANGELES



# THE “ONLY IN LA” EXPERIENCE

## ATTRACTING LOCALS AND VISITORS ALIKE

Strategically implemented and creatively directed the build of the attraction's theme to incentivize Skyspace's target audiences to discover the creative capital of the world from the best view in town.

- Conducted competitive analysis to understand the demographics and psychographics of our target audiences' behaviors and affinities
- In-depth research of LA's film, TV, music, sports and unique offerings to define the points of interest in the exhibit
- Talent outreach and acquisition of LA's most prominent and well-known public figures, artists, journalists, personalities and celebrities
- Negotiating rights, management & licensing
- Developing original content for more than 15 hours of footage , allowing guests to uncover more than 1,000 points of interest related to the view







OUE  
**SKYSPACE**  
LOS ANGELES



# THEMED RETAIL STORE

## GUESTS BRING THE LA EXPERIENCE HOME

Redesigned the attraction's retail footprint to mirror the experience curated upstairs.

Sourced and provided recommendations for on-brand products that could be featured in the store to further the attraction's theme and to attract locals, tourists, and tenants to purchase.



**+30%**  
IN FOOT TRAFFIC

**+27%**  
IN COST PER CAP

**+40%**  
IN SALES