campaign **EXPERIENCE** awards

WINNERS BOOK 2022

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 CREATIVE EXPERIENCE AGENCY

COLLABORATION

Lady Gaga celebrates Love for Sale by Westfield Amplify for Westfield

The Fashion Awards 2021

ATTACHMENT for The British Fashion Council

The Future of Fragrance

Bearded Kitten for Paco Rabanne

EE x Beatport Present: Parallel **Cake** (**Havas**) *for* **EE**

Money Heist: The Experience **Fever** *for* **Netflix**

BRAND EXPERIENCE B2C

Money Heist: The Biggest Fan **Amplify** *for* **Netflix**

Johnnie Walker Princes Street BRC Imagination Arts for Diageo

SAMSUNG: Project Plant **Exposure** *for* **Samsung UK**

Guinness Bright House HeyHuman for Guinness Africa

Upliftford
The Park for Asics

Arcane Netflix Global Experiential Launch We Are Collider for Riot Games

Gucci Circolo Shoreditch XYZ for Gucci

BRAND EXPERIENCE B2B

Life Unstoppable: 'House of Surprises' Smyle for Samsung

Connected Experiences

Wunderman Thompson for BT Global

VIRTUAL EXPERIENCE B2C

Lady Gaga celebrates Love for Sale by Westfield **Amplify** for **Westfield**

ITV x Twitch: The Ultimate
Battle for Your Attention
Essence Global for ITV

BBL CLB

Hyperactive London for Hyperactive

"Panic, The Experience"

Swamp Motel for Amazon Prime Video UK

X Speedflow

The Marketing Store for Adidas

Dream Heroes
The Park for NBCUniversal

Desperados Rave to Save
We Are Pi for Desperados

VIRTUAL EXPERIENCE B2B

Arm DevSummit 2021

Brandfuel for Arm

Avalara CRUSH Virtual 2021

Shiraz Creative for Avalara and 82 South

WE Create

Smyle for Wella

Enter Net Zero**Swamp Motel** for

Deloitte UK

Telia Day ONE 2021

TAPAUS Oy for Telia Finland Oyj

Valtra 70th anniversary launch event **TAPAUS Oy** *for* **Valtra Inc.**

Connector x Levi's* Human Kind SS22 XYZ for Levi's*

GLOBAL BRAND ACTIVATION

The Wheel of Time' global anamorphic launch

Amplify for Amazon Prime Video

Lady Gaga celebrates Love For Sale by Westfield

Amplify for Westfield

Money Heist: The Biggest Fan **Amplify** for **Netflix**

"How BBC News Got 26,000 People To Feature On Their Virtual Billboards in India"

BBC for BBC

Guinness Bright House

HeyHuman for Guinness Africa

Vulture Festival 2021

Proud Robinson + Partners for Vox

Arcane Netflix Global Experiential Launch We Are Collider for Riot Games

EXHIBITION EXPERIENCE

A connected world: Deloitte's Shared

Service Conference

Audience for Deloitte

Situ Live

Bearded Kitten for Situ Live

Project Change

Mammoth for UEA

The Queen and The Crown Media.Monks B.V. for Netflix

DEBUT EVENT

EE x Beatport Present: Parallel Cake (Havas) for EE

BBL CLB

Hyperactive London for Hyperactive

Beavertown Pub Invasion

Swamp Motel for Beavertown Brewery

FOOD EXPERIENCE

The World's-First Culinary Experience Using 4K Holographic Telepresence Technology Audience for Virgin Media

"Take a Scene, Please" Media.Monks B.V. for DoorDash

THE GAME CHANGER

Lady Gaga celebrates Love For Sale by Westfield

Amplify for Westfield

'The Wheel of Time' global anamorphic

Amplify for Amazon Prime Video

Money Heist: The Biggest Fan Amplify for Netflix

A World-First – Unleashing the Power of Holographic Telepresence Technology Audience for Virgin Media

LG OLED X Forza Horizon 5 Unleashed Imagination for LG

Winkelstraat.nl NFTee Campaign We Are Pi for Winkelstraat.nl

Desperados Rave to Save We Are Pi for Desperados

EXPERIENCES FOR GOOD

Have Your NOments Coldr for National FASD

#FreeToBePride 2021 Media.Monks B.V. for TikTok

Goals House at COP26

Proud Robinson + Partners for Project Everyone

INTEGRATED MARKETING CAMPAIGN

Adobe Digital Trends 2021 Adobe for Adobe

Money Heist: The Biggest Fan Amplify for Netflix

Lady Gaga celebrates Love For Sale by Westfield

Amplify for Westfield

Club Rewind: Connecting music lovers across the gerenations in a world-first clubbing experience

Audience for Virgin Media

Bringing 'Faster Brings Us Closer' to Life with a Holographic Telepresence Experience Audience for Virgin Media

EE x Beatport Present: Parallel Cake (Havas) for EE

Fuelling the debate for cleaner shipping **Knights Media & Public Relations** [Knights MPR] for Lubmarine - a TotalEnergies business

OUTSTANDING CREATIVE IDEA

Lady Gaga celebrates Love For Sale by Westfield

Amplify for Westfield

'The Wheel of Time' global anamorphic

Amplify for Amazon Prime Video

Money Heist: The Biggest Fan Amplify for Netflix

A World-First - Unleashing the Power of Holographic Telepresence Technology Audience for Virgin Media

BBL CLB

Hyperactive London for Hyperactive

P25 Music

Media. Monks B.V. for The Pokémon Company International

Desperados Rave to Save We Are Pi for Desperados

PRODUCTION EXPERIENCE

'The Wheel of Time' global anamorphic launch

Amplify for Amazon Prime Video

Money Heist: The Biggest Fan Amplify for Netflix

Lady Gaga celebrates Love For Sale by Westfield

Amplify for Westfield

Goodwood Revival - Earls Court Studios

Collaborate Global for Goodwood & Sky Cinema

MINI @ Goodwood Festival of Speed TRO for MINI

BEST SUSTAINABLE EVENT/ BRAND EXPERIENCE

The World's Most Rubbish Bar by Discarded **Agency Space**

The Greener Bar Edelman

Old Mout Kiwi Camp TWELVE Agency

SOCIALLY DISTANCED EXPERIENCE

A World-First – Unleashing the Power of Holographic Telepresence Technology Audience for Virgin Media

Invincible Drive-In Thinkingbox for Prime Video

OUTDOOR EXPERIENCE

The Caged Mansion

Media.Monks B.V. for Netflix

Coke Zero Ahhhcade **N2O** *for* **Coca-Cola**

Upliftford
The Park for Asics

A Really Cool World

The Producers for The LEGO Group

MINI @ Goodwood Festival of Speed **TRO** for **MINI**

Gucci Aria - The Savoy Screening XYZ for Gucci

MUSIC EXPERIENCE

Lady Gaga celebrates Love for Sale by Westfield

Amplify for Westfield

Heineken® F1® Music Platform

M&C Saatchi Sport & Entertainment for Heineken*

P25 Music

Media.Monks B.V. for The Pokémon Company International

BMW Play Next at All Points East Wasserman for BMW

Desperados Rave to Save **We Are Pi** for **Desperados**

DIGITAL EXPERIENCE

The Fashion Awards 2021 ATTACHMENT for The British Fashion Council

Club Rewind: Connecting music lovers across the generations in a world-first clubbing experience

Audience for Virgin Media

A World-First – Unleashing the Power of Holographic Telepresence Technology **Audience** for **Virgin Media**

BBL CLB

Hyperactive London for Hyperactive

Winkelstraat.nl NFTee Campaign We Are Pi for Winkelstraat.nl

CREATIVE EVENT OF THE YEAR

Lady Gaga celebrates Love for Sale by Westfield **Amplify** for **Westfield**

Money Heist: The Biggest Fan **Amplify** for **Netflix**

LG OLED X Forza Horizon 5 Unleashed **Imagination** *for* **LG**

P25 Music

Media.Monks B.V. for The Pokémon Company International

EVENT TEAM

Bearded Kitten

Reach National Event Team

We Are Collider

STAFFING AGENCY

Elevate

Kru Live

VENUE TEAM

Samsung KX

Stellar for Samsung

CREATIVE EXPERIENCE AGENCY

Audience

Bearded Kitten

Imagination

N20

The Park

COLLABORATION

R: Amplify

Westfield: Lady Gaga celebrates Love for Sale by Westfield

Westfield is as much an entertainment space as it is a place to shop and eat. For the launch of Lady Gaga's 'Love for Sale' album, which took place during the pandemic, Amplify was tasked with staging an experience that would enable people based globally to come together, in both a changing physical and digital world.

Amplify created a world around Lady Gaga and invited her audience to immerse themselves in a world of 'jazz and Gaga', based on creative cues

There was a hybrid music performance shot in a sound studio in LA on an intimate, intricately-designed stage that took inspiration from the album's jazz theme. This helped create an as-live feel to the performance, capturing Lady Gaga's monologues. The broadcast ran live simultaneously online through platforms including Instagram Live as well as Fan Zones in 21 Westfield centres across 10 countries. Live cameras were used to intersect with broadcast and show live



reactions from audiences globally. Fans could also place themselves at Lady Gaga's piano for a picture moment, and confetti was released simultaneously across all 21 centres globally for the crescendo moment of her performance, mirroring the show itself where Lady Gaga was showered with confetti. Judges said the campaign demonstrated great collaboration and flawless execution.

EE x Beatport Present: Parallel - Cake (Havas) - EE, Beatport | Money Heist: The Experience - Fever - Fever & Bearded Kitten - Netflix The Fashion Awards 2021 - Attachment - The British Fashion Council The Future of Fragrance - Bearded Kitten & Impero - Paco Rabanne

BRAND EXPERIENCE B2C

ROJECT: Project Plant Exposure Samsung UK

Samsung wanted to explore how connectivity and technology could encourage people, in particular Gen Z, to improve the way they consume food. The Project Plant campaign focused on small space growing and how technology supports this, with the underlying message of using technology for environmental good.

The experience came alive within three geodesic domes housing specially created ecosystems, controlled by Samsung connected technology. Visitors made their way through the domes, where they could interact with crops of tomatoes, mushrooms, rocket and basil, before harvesting the produce using the Samsung SmartThings connected platform. Connected tech controlled a number of factors - visitors could change the colour of lights in the tomato domes, adjust the irrigation of leafy greens, the humidity levels and even listen to mushrooms. By influencing these elements in real-time, people could see first-hand how connected tech can control aspects of growing at home. The crops were



then used as toppings for pizza, cooked and eaten during the experience. The experience was promoted through a partnership with Secret London and supported by content from like minded media and influencer partners. Judges praised the campaign for its seamless integration of technology and nature and for taking a different approach to the social causes affecting our planet.

Johnnie Walker Princes Street - BRC Imagination Arts - Diageo | Money Heist: The Biggest Fan - Amplify - Netflix Arcane Netflix Global Experiential Launch - We Are Collider - Riot Games | Gucci Circolo Shoreditch - XYZ & Hotel Creative - Gucci **Guinness Bright House** - HeyHuman - Guinness Africa | **Upliftford** - The Park - Asics

BRAND EXPERIENCE B2B

PROJECT: Life Unstoppable: 'House of Surprises'

WINNER: Smyle CLIENT: Samsung

To showcase its newest range of products, Samsung staged a launch event that resonated with partners and the press alike.

Life Unstoppable: 'The House of Surprises' was an interactive, virtual experience, rooted in branded entertainment. Launched in 17 European countries, it unveiled Samsung products within a compelling and engaging narrative. The story unfolded in a mini-movie, with viewers introduced to the eclectic 'Unstoppable' family, taken on a tour of their house, and seeing first-hand a range of Samsung devices, from home appliances to entertainment tech.

Specially-created moments featured Gen Z Samsung product experts highlighting tech benefits, while products became hotspots and with a click, participants could pause and request further product information. The film was shot in large studios, with a Wes Anderson-inspired visual style. The campaign showcased impressive set design, video and digital production, VFX and motion control, with campaign data fed into

SHORTLIST: Connected Experiences - Wunderman Thompson UK - BT Global



Samsung's CRM system, helping to give a clear correlation between campaign objectives and the output.

The live activation was delivered in nine European languages and optimised for both mobile and desktop viewing, with a significant number of participants watching the full 45-minute show, resulting in thousands of interactions. Judges singled out the production craft, the execution and the strong results.

VIRTUAL EXPERIENCE B2C

PROJECT: BBL CLB

WINNER: Hyperactive London

CLIENT: Hyperactive

With nightclubs closed and festivals postponed during the pandemic, Hyperactive launched The Bubble Club (BBL CLB), the world's first digital rave experience. The virtual experience connected dance music fans remotely, with a unique interactive virtual mission to locate a secret lockdown rave. It offered Gen Z and Millennial audiences an innovative remote experience, taking a generic DJ livestream to the next level. Participants followed a 'choose your own adventure' storyline to find the party, while searching for clues hidden in the internet and social media. Along the way, they encountered an array of characters from the underground party scene, including a cameo from DJ legend Fat Tony. The digital experience was entirely automated and there were hundreds of different paths leading to the BBL CLB, with no two participating groups having the same experience.

Headline DJs were booked to appeal to audience segments - from House to Drum & Bass, Techno to Disco, UK Garage to Electronica,



enabling BBL CLB marketing to target specific music communities. BBL CLB was designed for those who would ordinarily be on the dance-floor, recreating the anticipation of a night out, but in a socially responsible format. Judges said the campaign was innovative, providing a platform for struggling DJs and clubbers and that it delivered great results.

SHORTLIST: Desperados Rave to Save - We Are Pi - Desperados | Dream Heroes - The Park - NBCUniversal

ITV x Twitch: The Ultimate Battle for Your Attention - Essence Global - ITV | Lady Gaga celebrates Love For Sale by Westfield - Amplify - Westfield

VIRTUAL EXPERIENCE B2B

ROJECT: Enter Net Zero Swamp Motel Deloitte

Deloitte targeted business leaders with a bold digital storytelling experience that helped them have their 'lightbulb moment' on climate, to understand their impact and inspire action, while bringing Deloitte content to life in a stand-out credible way.

Enter Net Zero marked a radical departure from reports and white papers. The 40-minute experience was accessed through a desktop web browser. Entering via an online train ticket 'portal', users are taken to a desktop led by an artificial PA who supports them through their day, with interactive tools at their disposal. These included video calls, news flashes, media, environment and weather hubs, a personal carbon counter and email.

Users were tasked with investing a fund to make the most return for their clients. The experience challenged the player to connect with the research woven throughout and grapple with the challenges an investor faced with a decarbonised economy. Communications came into



participants' inbox in real-time at a speed that mimicked the busy lives of the target audience. Users submitted their final investment portfolio at the end of the experience, which was then scored from strong to weak, linking to wider science and research to help inspire action. Judges were impressed by the campaign's interactive nature. They said: "It was an imaginative way to drive change and a genuinely innovative use of the medium."

Avalara CRUSH Virtual 2021 - Shiraz Creative - Avalara and 82 South

Arm DevSummit 2021 - Brandfuel - Arm Connector x Levi's® Human Kind SS22 - XYZ - Levi's®

Telia Day ONE 2021 - TAPAUS 0y - Telia Finland Oyi, Prospectum and Creative Technology | Valtra 70th anniversary launch event - TAPAUS 0y | WE Create - Smyle - Wella

GLOBAL BRAND ACTIVATION

ROJECT: Money Heist: The Biggest Fan **Amplify** Netflix Netflix

To promote the release of the fifth and final season of La Casa De Papel/ Money Heist, Netflix put viewers and fans at the heart of the campaign, with a multi-channel, local and global campaign celebrating the show's cultural legacy. It spanned events, broadcast, TVC, PR, social and OOH, with the aim of creating a fun-packed, emotional and interactive experience-led campaign.

The activation centred around a search for the show's 'biggest fan'. A call-to-action film, promoted through Netflix social channels, invited fans to visit a playful microsite and take a challenging quiz testing their series knowledge and submit their chosen city code name, like members of the criminal group La Banda in the show.

Per territory, 100 winners were invited to demonstrate why they should be crowned the biggest fan, before facing a rigorous casting process. The final six were then put through their paces in an immersive game showmeets-escape room filmed IRL experience. The event was live streamed



globally in 10 languages and attended by the entire cast and creators, as well as 5,000 fans and celebrities.

Millions of fans globally watched the livestream, broadcasts and content created and judges said they were particularly impressed with the scale and reach of the campaign.

Guinness Bright House - HeyHuman - Guinness Africa

Arcane Netflix Global Experiential Launch - We Are Collider - Riot Games | How BBC News Got 26,000 People To Feature On Their Virtual Billboards in India - BBC - BBC, 8 Million Stories, Oban International, AliveNow | Lady Gaga celebrates Love For Sale by Westfield - Amplify - Westfield | Vulture Festival 2021 - Proud Robinson + Partners - Vox 'The Wheel of Time' global anamorphic launch - Amplify - Amazon Prime Video

CAMPAIGNEXPERIENCEAWARDS.COM

EXHIBITION EXPERIENCE

ROJECT: The Queen and The Crown

Media Monks BV

Netflix

Netflix wanted to raise awareness of two of its cult series - The Queen's Gambit and The Crown. Through a partnership with the Brooklyn Museum, it created a virtual exhibition of costumes from the shows. The museum's previous exhibitions have connected fashion design with artwork from its collection.

For this exhibition, a 3D rendering of the Brooklyn Museum's exterior and interior, complete with ambient sound, was created to produce a life-like experience. On the site, viewers could explore 21 featured outfits in a 360-degree format, uncovering each piece and its history, making the art of costume design accessible to audiences from all over the world. The campaign drew on content and interviews from the shows' cast and crew, including both shows' costume designers, as well as interviews and text from Brooklyn Museum's senior curator. Entertainment and fashion titles praised the exhibit, placing it as an innovation leader among other museums' forays into virtual exhibits. By



leveraging the key element of fashion from both shows and amplifying it through the Brooklyn Museum partnership, Netflix was able to extend its reach to a wider audience and demographic. Judges praised the interactive and detailed nature of the campaign, and the way in which it delivered an impactful immersive experience.

A connected world: Deloitte's Shared Service Conference - Audience - Deloitte | Project Change - Mammoth - UEA, The Production Bureau Situ Live - Bearded Kitten - Situ Live

DEBUT EVENT

OJECT: Hyperactive London **BBL CLB**

T: Hyperactive

The Bubble Club (BBL CLB) was billed as the world's first digital immersive rave experience, an event aimed at connecting dance fans remotely and giving them the chance to enjoy a rave during lockdown

Devised by agency Hyperactive, the experience set out to be a lockdown equivalent of Human Traffic / 24 Hour Party People, combining theatrical, escape room and music-themed elements.

Friends could participate together by buying group BBL CLB tickets for their chosen show. Connecting on a video call, participants followed the storyline via a pre-recorded interactive film. The narrative followed a group of friends who, bored of the pandemic, embarked on a mission to find the elusive BBL CLB. After each scene, participants were faced with a decision that informed how the storylines played out - who to follow, who to trust, where to head for clues.

Players were prompted to use their mobiles to look for clues hidden



on specially-built fictional websites, on characters' Instagram feeds and hidden on fake Facebook pages, all aimed at informing their journey. Once inside the BBL CLB, the automated experience flipped into livestream mode, with DJs performing live every night from the BBL CLB DJ booth.

Judges described the event as a 'great hybrid concept' with an 'innovative and brilliant approach', which fostered great levels of engagement.

Beavertown Pub Invasion - Swamp Motel - Beavertown Brewery | EE x Beatport Present: Parallel - Cake (Havas) - EE, Beatport

FOOD EXPERIENCE

WJECT: The World's-First Culinary Experience Using 4K Holographic Telepresence Technology

Audience Virgin Media

During the pandemic, with everyone interacting remotely online, speed of connection was an important consideration. The activation focused on showcasing Virgin Media's services and the power and speed of its connection.

'Faster Brings Us Closer' was a love story that told of two individuals meeting over the internet through their love of gaming. This concept was then brought to life at the Two Hearts Pizzeria, two halves of a restaurant, one located in London and the other in Edinburgh, powered by Virgin Media's fast broadband. It was where people could be reunited post-lockdown and enjoy a meal 'together'.

To get the chance to attend, Virgin Media customers were asked via social media to nominate someone they would like to share a meal with. Using 4K holographic telepresence technology, the activation brought loved ones together from across the country to enjoy a meal, sitting

Take a Scene, Please - Media. Monks B.V. - Door Dash



across the 'same' table, 400 miles apart. Mothers and daughters, elderly in-laws, NHS nursing heroes, and even whole families were 'reunited' during the experience.

With very diverse backgrounds, all the winners had one thing in common: a yearning to be reconnected with their loved ones. Judges described the campaign as 'fun and charming', with a simple idea at its core that worked well on many levels.

THE GAME CHANGER

ROJECT: Money Heist: The Biggest Fan **Amplify**

Netflix

With the global series of Money Heist coming to an end, Netflix wanted to find a way to promote the release of the fifth and final season by putting viewers and fans at the heart of the campaign. The result was a fun-packed, emotional and interactive-led activation that recognised, celebrated and rewarded ultimate fans, with the search for the show's

Amplify also created 'El Legado', a two-hour premiere and talkshowstyle livestream event in Madrid, broadcast globally in 10 languages, attended by writers, directors and the entire cast alongside 5,000 fans and influencers.

The campaign's multi-approach featured an intriguing call-to-action film, promoted through Netflix social channels, inviting fans to visit a microsite and take a challenging quiz testing their series knowledge and submit their chosen city code name. One hundred winners were invited per territory, with the final six put through their paces in an



immersive La Casa de Papel gameshow-meets-escape room filmed IRL experience. Further promotion included OOH, a TVC broadcast, social videos featuring the finalists, regional press and a dedicated fan page to discover more.

Judges praised the campaign's huge reach and said it was well conceived and executed, showing genuine integration and great metrics.

A World-First - Unleashing the Power of Holographic Telepresence Technology - Audience - Virgin Media | Desperados Rave to Save - We Are Pi - Desperados | Lady Gaga celebrates Love For Sale by Westfield - Amplify - Westfield | LG OLED X Forza Horizon 5 Unleashed - Imagination - LG Winkelstraat.nl NFTee Campaign - We Are Pi - Winkelstraat.nl | 'The Wheel of Time' global anamorphic launch - Amplify - Amazon Prime Video

CAMPAIGNEXPERIENCEAWARDS.COM

EXPERIENCES FOR GOOD

ROJECT: #FreeToBePride 2021 Media Monks B.V

TikTok

TikTok's #FreeToBe campaign was a global rallying cry that kicked off the platform's long-term commitment to the LGBTQIA+ community. The aim was to commit and communicate to the LGBTQIA+ community that freedom starts with TikTok.

The activation focused on trailblazer creators who are just getting started, while amplifying those who are already making a difference, and helped position TikTok as a free place for all.

Throughout Pride month, #FreeToBe featured four TikTok in-app weekly livestreams, including a 12-hour long Global Grand Finale. The streams starred iconic hosts like Kesha, and featured legendary musical performances from singers such as WILLOW and Anitta, trailblazer content creators and a partnership with LA Pride.

Content included queer history, important discussions around intersectionality, gender issues, creativity and the LGBTQIA+ movement. Community-building activations were also part of the



#FreeToBe campaign, and featured a virtual watch party experience for around 250 creators to enjoy, watch, interact, and connect with each other during the Live Finale event for Pride.

Four employee spotlight videos also emphasised TikTok's humanity, community, togetherness, and celebration. These were featured on external channels and amplified the voices of TikTok's LGBTQ+ employees. Judges described the activation as 'lively, bright and engaging and said the results were impressive.

Goals House at COP26 - Proud Robinson + Partners and freuds - The Brewery - Project Everyone | Have Your NOments - Coldr - National FASD

INTEGRATED MARKETING CAMPAIGN

ECT: EE x Beatport Present: Parallel Cake (Havas) NI E

EE wanted to drive consideration of its 5G service in key local areas. It staged a series of regional live events to harness the power of EE 5G, enabling multiple local DJs to perform simultaneous live sets to an audience, back-to-back over the 5G network, from different locations across London and Manchester. These events were all live streamed online and via 360 VR to local fans, over EE's network.

Each city-wide campaign launched across multiple channels including DOOH, OOH, fly postering, print, local radio, through earned PR and across owned online and social channels. Taking over two venues in each city, EE hosted two simultaneous events, bringing together locally relevant headliners and up-and-coming DJs to mix tracks back-to-back over EE 5G.

With each venue showcasing bespoke EE Parallel branding, a large LED screen showcased live video and audio from the other venue, to demonstrate clearly to the live and online audience what was happening, and allowing them to be at two gigs at once. With a local MC hyping



the crowd and highlighting that each set was performed over EE 5G, the network was put front and centre, showcasing benefits of speed and reliability and ultimately how "When it counts, you can count on EE".

OUTSTANDING CREATIVE IDEA

ROJECT: Desperados Save to Rave

We Are Pi Desperados

To help save Europe's favourite nightclubs, all of which were hit hard by the pandemic, Desperados devised a creative way to keep nightclubs open, by taking the party, and the cause, online. The beer brand created the world's first ever dance-powered fundraising app: Rave To Save. A film introduced the app to the party community, encouraging downloads. An offline campaign teased the first of four virtual parties, casting giant projections across Berlin's cityscape, and calling on partygoers to act by stating that "The future of club culture is in the hands of your feet."

Four virtual parties took place on a Saturday night and were streamed live with Beatport, while a private zoom channel allowed partygoers to come together and dance. Europe's biggest DJs and influencers from the party world hyped people up on social media in the days running up to the event, inviting them to join in on the cause by downloading the app. The virtual parties featured DJs and holograms, with notifications



congratulating dance moves. The app captured raver's moves, turning dance moves into donations for their favourite nightclubs. For every 100 dance steps made €1 was raised and Desperados matched all donations raised by partygoers.

A World-First - Unleashing the Power of Holographic Telepresence Technology - Audience - Virgin Media | BBL CLB - Hyperactive London - Hyperactive Lady Gaga celebrates Love for Sale by Westfield - Amplify - Westfield | Money Heist: The Biggest Fan - Amplify - Netflix P25 Music - Media. Monks B.V. - The Pokémon Company International | 'The Wheel of Time' global anamorphic launch - Amplify - Amazon Prime Video

PRODUCTION EXPERIENCE

ROJECT: Money Heist: The Biggest Fan

Amplify Netflix

Money Heist is one of Netflix's most viewed shows. To promote the release of the fifth and final season, Amplify produced an IRL-meetscontent fully-integrated experience, which spanned a range of formats. Netflix launched a search for the show's biggest fan and invited fans to visit a playful microsite and take a challenging quiz testing their series knowledge. Six finalists faced a series of challenges, with the knock-out competition captured as a filmic multi-camera production for broadcast on Netflix's YouTube channels. Further promotion included a TVC broadcast, social videos featuring the finalists, regional press and a dedicated fan page to discover more.

The finalists and the 'Biggest Fan' winner were reunited in Madrid at La Casa De Papel: El Legado, a globally-streamed live premiere and talkshow-style event celebrating the show's legacy. The event was live streamed globally in 10 languages and attended by the entire cast and creators, as well as over 5,000 fans and celebrities. The evening closed



with a spectacular moment as the cast and a choir sang the popular Bella Ciao theme tune, whilst the audience was rained on by a shower of Dali mask-branded bank notes.

Judges said the campaign was 'a powerful example of an integrated series of experiences that came together to celebrate a phenomenal show.'

Goodwood Revival - Earls Court Studios 2021 - Collaborate Global - Goodwood & Sky Cinema | Lady Gaga celebrates Love For Sale by Westfield - Amplify - Westfield Mini @ Goodwood Festival of Speed - TRO - Mini | 'The Wheel of Time' global anamorphic launch - Amplify - Amazon Prime Video

BEST SUSTAINABLE EVENT/ BRAND EXPERIENCE

PROJECT: The World's Most Rubbish Bar by Discarded

WINNER: Agency Space

CLIENT: Discarded Spirits Co & Red Consultancy

Zero-waste start-up spirits brand Discarded Spirits Co aims to highlight the beautiful potential of waste, with a product range created by re-using conventionally 'wasted' ingredients to champion the circular economy. It brought this purpose to life with 'The World's Most Rubbish Bar', an immersive cocktail experience reframing how people perceive waste and to re-introduce Discarded as a pioneer of the sustainable drinks movement as the brand scales up. By teaming up with a number of well-known bars, it educated guests and the trade on how to deliver waste-free experiences.

Cocktails were made from local waste while the furniture in the space was sourced from trash. Menus, staff uniforms, art installations and even the bar were made from materials that had been other people's waste. The experience sold out, with the event and subsequent PR and social



media activity reaching 20 million consumers, while a total of 1400 cocktails were served.

The event initiated a dialogue within an industry that is inherently wasteful and created a place where waste, taste and purpose collided. Judges said the experience was a 'fantastic concept' highlighting the potential to create a 'no waste environment.'

SHORTLIST, Old Mout Kiwi Camp - Twelve Agency - Heineken (UK) | The Greener Bar - Edelman - Heineken

SOCIALLY DISTANCED EXPERIENCE

PROJECT: A World-First - Unleashing the Power of Holographic Telepresence Technology

WINNER: Audience CLIENT: Virgin Media

Following a year of pandemic-related restrictions, Virgin Media wanted to bring people who were far apart, closer together. Its 'Faster Brings Us Closer' campaign was a love story that featured two individuals meeting over the internet through their love of gaming. Virgin Media brought the sentiment of the campaign into real life with an activation that showcased the brand's rapid connection speeds.

The ambition behind the experience was to bring people who were still far apart, closer together. The 'Two Hearts Pizzeria' activity featured two halves of a restaurant, one located in London and the other in Edinburgh. Diners, who were sourced via a customer competition, took part in a culinary experience like no other, sharing a meal with a significant other using 4K holographic telepresence technology. Diners could make eye contact with their loved ones as a life-sized hologram, in 4K resolution with real-time communication possible without any lag.

People from across the country enjoyed a meal with their loved ones, sitting across the 'same' table, yet 400 miles apart. Judges commended the activation for being 'socially distanced but so focused on helping people feel connected and together'.

SHORTLIST: Invincible Drive-In - Thinkingbox - Prime Video, Street Food Cinema, TIL Events

OUTDOOR EXPERIENCE

ROJECT: Upliftford The Park Asics

'Upliftford' was an experiment to prove that moving with footwear brand Asics could lift the mood of an entire town, to show that moving with Asics has a positive impact on not just physical fitness, but mental

The chosen location was Retford in Nottinghamshire, where research had highlighted that it was the UK town with the lowest mood nationwide. A mile and a half of roads in the town were transformed into a movement-inspiring gym, with lamp posts becoming goal posts, benches turned into bench presses and bus stops doubling as bus steps. To prove the activation's impact, the scientifically-developed web app Asics Mind Uplifter measured the impact of exercise on Retford residents' moods before and after exercise. Using a combination of facial mapping technology and self-reported data, it could accurately measure the impact of moving with Asics on individuals and the whole town. This activity was all captured on film to create compelling content for



distribution to a broader audience, thus extending the positive effect and inspiration to move to improve your mood. Judges said this campaign was cleverly executed and had a 'creative, brave, big idea that made a genuine impact for the brand and the people it touched.'

Coke Zero Ahhhcade - N2O - The Coca-Cola Company

A Really Cool World - The Producers - The LEGO Group | Gucci Aria - The Savoy Screening - XYZ & Hotel Creative - Gucci | The Caged Mansion - Media Monks B.V. - Netflix | Mini @ Goodwood Festival of Speed - TRO - Mini

MUSIC EXPERIENCE

OJECT: Heineken F1 Music Platform M&C Saatchi Sport & Entertainment

Heineken

Heineken, which has a partnership with Formula 1, brought the biggest names in electronic dance music to the fans, to celebrate the return of racing following the pandemic. The brand ran four live music events at Heineken title races: in Zandvoort, Monza, Mexico City and São Paulo, all of which are key markets for Heineken. It partnered with the biggest DJs in the world to provide fame and reach.

The historic return of racing to Zandvoort in the Netherlands, for the first time since 1985, was a huge moment as a new home-race for Heineken and was celebrated with a Tiësto performance from a biofuelpowered truck on the track after the race.

The Monza race weekend featured a city centre gig from Nina Kraviz, live from the Heineken Greener Bar, the brand's first fully sustainable bar concept, while Mexico City hosted an epic podium performance with superstar Norwegian DJ Kygo, overlooking the renowned 'Fora Sol' to swathes of Mexican fans celebrating a Red Bull Racing double



podium. The final performance took Australian DJ duo NERVO to new heights in the sky above Interlagos in a hot air balloon. Global DJs were paired with a local act in each market to help audiences discover new music in each location.

Judges praised the campaign for creating meaningful connections between the brand and their audience.

BMW Play Next at All Points East - Wasserman - MW, AEG, Listen, Dolce Music, Popcorn PR | Desperados Rave to Save - We Are Pi - Desperados Lady Gaga celebrates Love For Sale by Westfield - Amplify - Westfield | P25 Music - Media. Monks B.V. - The Pokémon Company International

DIGITAL EXPERIENCE

ROJECT: BBL CLB Hyperactive

With social occasions limited during the pandemic, Hyperactive launched its own immersive virtual experience - The Bubble Club (BBL CLB), with the aim of connecting dance fans remotely and involving them in the world's first digital immersive rave experience. BBL CLB was designed for those who would ordinarily be on the dance-floor, recreating the anticipation of a night out, but in a socially responsible format.

As a shared social experience, friends bought group tickets for their chosen show. The experience began with a video call, sharing a storyline on pre-recorded interactive film. The narrative followed a group of friends who, bored of the pandemic, embarked on a mission to find the elusive BBL CLB. After each scene, participants were faced with a decision that informed how the storylines cascaded - who to follow, who to trust and where to head for clues. Players were prompted to use their mobiles to look for clues hidden on specially-built fictional websites, on characters' Instagram feeds and hidden on fake Facebook pages, to



inform their journey.

Players were asked to send SMS messages to characters who replied - in real time - with a clue, a website link or a name - that would help them find the BBL CLB. The digital experience was entirely automated and no two participating groups had the same experience.

A World-First - Unleashing the Power of Holographic Telepresence Technology - Audience - Virgin Media Club Rewind: Connecting music lovers across the generations in a world-first clubbing experience - Audience - Virgin Media The Fashion Awards 2021 - Attachment - The British Fashion Council | Winkelstraat.nl NFTee Campaign - We Are Pi - Winkelstraat.nl

CREATIVE EVENT OF THE YEAR

ROJECT: Money Heist: The Biggest Fan

Amplify Netflix

To promote the release of the fifth and final season of hit show Money Heist, Amplify and Netflix staged an activation combining IRL with content, alongside elements emulating an immersive game show combined with an escape-room style experience.

The aim was to create a fun-packed, emotional and interactive experience-led campaign with a multi-channel approach, reaching both fans of the show and mainstream audiences and creating peaks of conversations at various moments until the final broadcast and beyond. Netflix launched a search for the show's 'biggest fan', via a competition on social media. A total of 100 winners were then invited to say why they should be crowned the biggest fan, before facing a rigorous casting process. The final six were put through their paces in an immersive format born from the show, facing a series of challenges, with the knock-out competition captured as a filmic multi-camera production for broadcast on Netflix's YouTube channels. Further promotion



included a TVC broadcast, social videos featuring the finalists, regional press and a dedicated fan page to discover more.

Judges praised the campaign's reach and impact, describing it as 'an immersive multi-layered campaign with an experience at the heart, creative in terms of media, formats and the design of the global competitions."

Lady Gaga celebrates Love for Sale by Westfield - Amplify - Westfield LG OLED X Forza Horizon 5 Unleashed - Imagination - LG P25 Music - Media. Monks B.V. - The Pokémon Company International

CAMPAIGNEXPERIENCEAWARDS.COM

EVENT TEAM

WINNER: Bearded Kitten

With live experiences curtailed during the pandemic, Bearded Kitten focused on two key areas: digital experiences and experiential interiors, driven by its in-house cutting edge fabrication facility, as well as digital production studios. It landed a number of new accounts including Pernod Ricard UK, Situ Live, Google Deepmind, Fever/Netflix, Red Bull, Paco Rabanne, Mediacom and Chase Bank. It also grew the business, launching two new departments: Bearded Kitten Immersive and Bearded Kitten Interiors and there were no redundancies in 2021. With Google Deepmind, Bearded Kitten seized the opportunity to build its digital team, while the agency also applied its experiential expertise to restaurant, nightclub and retail fit outs. Key to the agency's growth has been its ability to produce everything in-house from virtual events to set fabrication, to digital content.

The agency also nurtured its sustainability and staff welfare programmes, providing a biweekly series of training, professional development and social events. In the last year, it has maintained impressive staff retention rates, increased the number of female staff and doubled its turnover.

Judges commended the agency for achieving a 'great' performance despite the restrictions, and said Bearded Kitten 'diversified and found creative pathways for other opportunities.'

Reach National Event Team | We Are Collider

EVENT TEAM STAFFING AGENCY **VENUE TEAM CREATIVE EXPERI**

STAFFING AGENCY

WINNER: Kru Live

Kru Live's strategy during the pandemic was focused on 'fewer, bigger, better', retaining its core team of talent, growing its average client spend and reinforcing long-term relationships across the board, in preparation for an industry comeback. It also put sustainability at the centre of its efforts.

The agency upgraded its staffing platform to improve the booking experience for its staff and added features such as vaccination status, temperature checks and isolation periods. It sourced more local teams to help reduce emissions travelling to and from work and to encourage

Kru Live also spotted a trend amongst its clients, bringing experiences to a hyper-local audience and set out to recruit in remote locations, an added benefit being reduced cost of travel for its clients. This helped secure a significant ongoing piece of business.

The agency also launched its Staff Travel Carbon Tracker which measures the journey and mode of transport to and from a staff



member's home to site, which it then offset. Kru exceeded all its financial targets and championed increased rates of pay to staff, recognising the highly important role its people play in communicating directly with a brand's audience.

Judges said the agency had demonstrated 'incredible growth', achieving above and beyond and found 'the right people'.

T Elevate

VENUE TEAM

ROJECT: Samsung KX Stellar V: Samsung

The Samsung KX team, trained and selected by Stellar, delivers a multitude of physical and virtual events, both in-house and for local businesses, charities and community projects, all from the KX venue in London. The pandemic forced a shift in the way the team conducted business, and it quickly embraced these changes. Pre-Covid, daily events covering a multitude of topics were hosted in the space, but the impact of the virus meant targets had to be rewritten. It transitioned the physical elements of many events to online in order to create an offering suited to both virtual and in-person audiences, providing an omnichannel experience. Samsung's venue lends itself perfectly as a studio from which to broadcast fresh and engaging content. This, coupled with KX's events team meant they could plan, film and air an array of exciting digital events, keeping the programme consistent, connective and relevant throughout lockdowns and restrictions.

As Samsung brand ambassadors, team members provide tech insights and often participate in panel discussions to support events. Stand out



events at KX in 2021 included Graduate Fashion Week, the world's largest BA fashion show, COP26 Camden Council, where the authority made pledges in line with the COP26 climate summit and London Tech Week.

Judges said the venue team achieved 'a thriving balance of social purpose and commerciality', demonstrating 'excellent metrics'.

CREATIVE EXPERIENCE AGENCY

Bearded Kitten

Bearded Kitten expanded its client roster by 50%, explored global opportunities and continued to push the boundaries with regards to sustainability and staff wellbeing.

The agency's new business team scooped several accounts in the last year, doubling the agency's year-on-year growth. It credits its performance to being one of only a few agencies with an in-house cutting-edge fabrication facility and a diverse roster of virtual and IRL talent, as well as digital production studios.

All these elements enabled the agency to not just survive but thrive through the Covid pandemic. Standout projects include 'Money Heist Experience' for Fever Originals and Netflix, one of the biggest UK immersive experiences of its kind and a campaign for JP Morgan Chase Bank, which reimagined and relaunched Chase's rewarding banking proposition with a real-life physical brand experience. Bearded Kitten also staged a pop-up experience for Glenlivet, where consumers were transported into a tropical world of palm trees, beach scenes and



refreshing cocktails.

The agency also took steps to reduce its carbon footprint and continued to invest in its staff welfare programme, with a biweekly programme of training, professional development and socials and a permanent 24/7 mindfulness and counselling programme.

Audience | Imagination | N20 | The Park

campaign experience experience awards

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