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AMSTERDAM



BERLIN



LONDON



NEW YORK



PARIS



SAN FRANCISCO



SHANGHAI



WASHINGTON

Ideas & innovation company | 1,200 employees | 20x Agency of the Year



Why we exist

Stories. Experiences. Innovation

Experiential Marketing

4 Key Beliefs

One


The best advertising isn't advertising

From Messages to Experiences

But an experience isn't a good thing



YESTERDAY
YOU SAID
TOMORROW.

JUST DO IT.


A penny spent...
is ninety-nine pennies saved
Start spending with the
Bank of America
Card and save even more
with Keep the Change.
Visit any Bank of America
and sign up for Keep the Change.

Bank of America
Van Wagner

FOOTACTION
Subway

FOOTACTION
USA
Subway

Barrel

TOURNEAU

NO
TURNS
Bank-Only
DON'T BULLY
THE BOX

1C13

5N84

From Inspiration to Enablement

Nc



**NIKE
TRAINING
CLUB**



Video

http://www.youtube.com/watch?v=_pe6fqJPA04

5 MILLION DOWNLOADS





77 MILLION MINUTES OF WORKOUTS TO DATE

RETURN VISIT RATE OF 83% WEEK ON WEEK



Two

Enhance Existing Experiences



~~How do we tell people we sponsor the UCL?~~

How do we make the UCL experience better?



Heineken Star Player: Social TV experience designed to counter a solitary weekday football experience.

Video

<http://www.youtube.com/watch?v=-QO8lYm2xVo>

Three

Embrace Social at Scale

HOW
WILL YOU
#MAKEITCOUNT
IN 2012?



Video

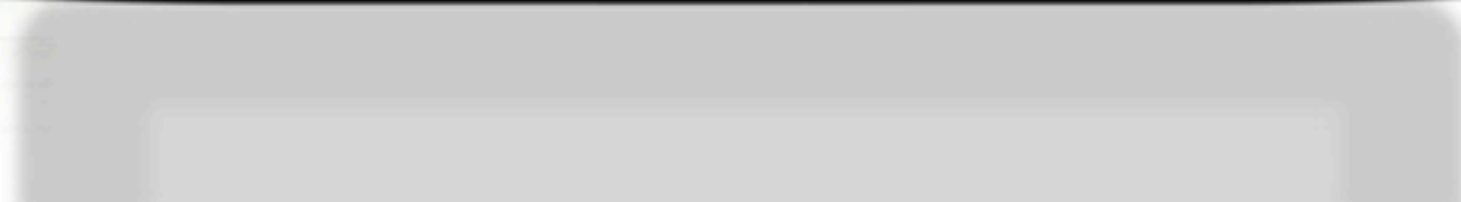
<http://www.youtube.com/watch?v=n9Y3-pojuV0>

Four

Poof is better than Promise.

We're a car company committed to the protecting the environment

And what about the driver?



AKQA