

The background features two large, stylized numbers, '2' and '3', rendered in a light blue and green gradient. The '2' is on the left and the '3' is on the right, both with a soft, rounded appearance. The overall background is a gradient from light blue on the left to light green on the right.

**Sense.**

The Year So Far



2023 has been a cracking year for us here at Sense HQ. Now we're officially out of what we call 'silly season', we wanted to share what has been keeping us busy.

Here is a round-up of some of our shiniest work for TikTok, Revolut, Haribo, Revlon, Marriott and more.

Thank you to our wonderful clients for the ongoing collaboration – and a big shout out to our team who make the magic happen.







HARIBO  
Hider Geekers

THIS WAY OUT

THIS WAY OUT







# Hide N Seekers.

Hide N Seekers is back, bigger and bolder, offering joy to kids of all ages. This year, we flipped the script at our Bluewater Shopping Centre residency, making you the seeker in what became the UK's largest ever ballpit.

Players hunted for hidden iconic gummies amongst the 750,000 balls, where finding one within the time frame earned them a range of prizes, from HARIBO favorites to cute collectibles.

For the first time, we had a HARIBO pop-up shop with exclusive treats and merchandise such as scented Goldbear plushes and Starmix flasks, as well as giant HARIBOs that guests could snap a selfie with whilst waiting.

And the fizzy cherry on top?  
The event was totally free for all the family to play.

**108k**

Spectators

**15m**

Reach

**30**

Live Days





Revolut

ULTIMATE MEMBER



mastercard





# Unlock Ultra.

Revolut's new top-tier plan, Ultra, delivers unparalleled benefits for travel, investing, and secure purchases, along with its coveted platinum card.

To introduce the 'World of Exclusivity,' Sense placed 'platinum portals' in European cities, unlockable through Augmented reality, giving customers their first glimpse of the exclusive metal card.

This innovative approach, combined with CGI versions in aspirational locations, aligns with Revolut's tech-savvy image. It distinguishes them from traditional banks and encourages passers-by to 'Unlock Ultra,' sharing their experience on Instagram for a chance to enjoy the plan fee-free for the first year.

**800k**

Direct reach

**90%**

AR Engagement

**22%**

Organic share  
intent









# TikTok High.

Welcome to TikTok High, the immersive experience devised by Sense for SMBs to master engaging ads and impactful campaigns on the platform.

With campuses in New York and Los Angeles, students immersed themselves in a 90s-nostalgic school environment, blending trends with business tips and tools.

Orientation introduced students to TikTok creator tutors and alumni success stories, whilst workshops and classes unlocked the secrets to creating captivating, cost-effective content. Attendees departed with personalised action plans to maximise their potential.

Finally, graduation celebrated the 'Class of 2023,' toasting their success and the vital role of the SMB community in America's bright future.

**330**

SMB attendees

**2**

US Campuses

**6**

Classroom Tracks





High Protein  
Low Sugar  
9g Protein  
**FULFIL** CHOCOLATE PEANUT & CARAMEL VITAMIN & PROTEIN BAR

**FULFIL**  
VITAMIN & PROTEIN BAR

LIFE'S  
WONDERFUEL

**FULFIL**  
VITAMIN & PROTEIN BAR



High Protein  
Low Sugar  
9g Protein  
**FULFIL** VITAMIN & PROTEIN BAR

High Protein  
Low Sugar  
9g Protein  
**FULFIL** CHOCOLATE SALTED CARAMEL VITAMIN & PROTEIN BAR

**FULFIL**





# Life's Wonderfuel.

Fulfil caters to 'active optimists' who enjoy exercise without sacrificing pleasure. They found their tribe at Boardmasters festival, a week-long celebration of surfing and music in Newquay.

Fulfil provided a must-visit 're-fuelling' experience at Watergate Bay, offering activities like morning yoga, 'Bounce n Burn' sessions, and a sunset silent disco.

Participants received branded merchandise, including sunglasses, tote bags, and trendy bucket hats. At Fistral Beach surf competition, a surf simulator allowed festival-goers to try the sport without compromising their festival style. Fulfil seamlessly blended enjoyment and fitness in a festival setting.

**50k**

Fulfil bars sampled

**5.6k**

Activity Participants

**12.5k**

Bucket Hats





# Mitchum

48HR PROTECTION

FRESH FACTORY

48HR PROTECTION







# The Fresh Factory.

**Sense teamed up with Mitchum on a mission to rejuvenate this summer's festival scene with 'The Fresh Factory'.**

Visiting Truck, Y Not, and Victorious, this interactive space brought Mitchum's new invigorating scents to life in the most playful and shareable ways, whilst always supporting their ongoing message of empowerment through embracing life and togetherness once more.

Festival-goers could first create a personalised playlist, then hit the Shower, Ice, and Clear zones to capture some refreshing content. From giant fragrance showers to metallic mirrors and ice blasts, each moment was instantly compiled into your 'Refresh Reel' to share on social media.

**3**

Festivals

**9**

Live Days

**100k**

Freshened Armpits





SCAN THE QR CODE  
CLOSEST TO  
YOUR HOTEL





# Let's Go!

In 2023, Sense elevated Marriott International's annual B2E conference, ensuring a highly motivating experience for North American General Managers that extended beyond just 'brain food' in order to maintain the collective momentum for the year ahead.

The event slogan, "Let's Go!" served as a mission, a call to action, and a celebration for all at the prestigious Florida JW Marriott and Ritz Carlton Hotel, which translated perfectly into three days of inspiring keynotes, hands-on workshops, and surprise personalised touchpoints like the iconic interactive map.

An awards night showcased local delicacies by Marriott's Michelin-starred chefs, with musical performances, live murals, entertainment, and a poolside after-party completing the memorable experience, ensuring GMs felt valued, rewarded and revitalised going into 2024.

2

Luxury Hotel  
Resorts

3

Days

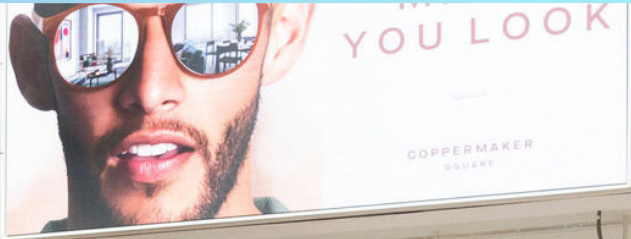
400<sup>+</sup>

General  
Managers





EST JONES



COPPERMAKER  
SQUARE

COPPERMAKER  
SQUARE



DISCOVER SPECTACULAR  
RENTAL APARTMENTS

Westfield RESIDENCES

RIMA

EXPERIENCE  
EVEN IF  
IT ISN'T







## Be There.

**To effectively raise awareness amongst renters for Coppermaker Square we needed a solution that was as unique and innovative as the product itself. A traditional marketing suite just wouldn't cut it.**

Introducing 'Be There', a concept which allows Londoners to imagine themselves living at Coppermaker Square, seeing through the eyes of the diverse residential community. Prospects were invited to choose from a host of 3D printed figurines, which then triggered bespoke video content relevant to their lifestyle through RFID technology.

From cheering crowds at nearby London Stadium to relaxing moments by the pool, we proved that there is something for everyone at East London's brightest new address.







# Welcome to Miami.

Adding a touch of glamour to UK festivals, Sense introduced the Miami Cocktail Lounge - a delightful showcase of organic spritzes served alongside the sights, sounds and flavours of the East Coast.

Emphasising the brand's use of clean ingredients, authentic recipes, and exceptional taste, we designed a bold 'beachfront' style bar where guests could sample the Miami Cocktail range, before selecting their favourite and relaxing under the bespoke geometric pergola, inspired by the stunning Wynwood Walls.

Our delicious line up of drinks and DJs delighted the crowds at Taste of London and British Summer Time festivals, and we can't wait for it to warm back up so we can do it all again.

**550k**

Overall reach

**2**

UK festivals

**14**

Live days





# Sense.

A global brand experience  
and engagement agency.

Offering live, sampling and retail campaign expertise,  
designed to dodge the dull and ignite a spark in every  
person we meet.

From strategy and creative, to production and execution;  
we keep measurement, evaluation, and ROI front of mind.

If you'd like to learn how we can help make your brand  
shine brighter, please do get in touch.



Nick Adams  
CEO

 [nick.adams@senselondon.com](mailto:nick.adams@senselondon.com)





# Making brands brighter.

**Sense.**



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