



Sense.

HIGHLIGHTS

07.22

Where have the last 6 months gone?

If any ever doubted experiential would come back stronger than ever, then the last few months have fully proven both brands and consumers appetite for in person experiences.

A bumper 6 months for Sense - 31 major festivals and events, local marketing activations, store activations, live stunts and sampling hit squads....and we're only 6 months in!

Enjoy our round up of work and hope it provides some inspiration.

Thank you!

Eddie



Making Brands Brighter

Sense.



SUPPORTING SELF-EXPRESSION ON THE FESTIVAL SCENE



THREE FOLD FLOW YOUR OWN WAY

Molson Coors approached Sense to help Three Fold, their new hard seltzer brand, stand out during festival season. Focusing on bringing the brands open and accepting philosophy to life.

To do this the unmissable **'Flow Your Own Way'** bar was created! Clad in 30 sqm of mirror to literally reflect the people and personalities of every festival we visited.

Built on the top floor was an Insta-worthy Three Fold lounge, providing product and flavour themed props for that perfect 'selfie-expression', as well the ideal platform for checking out the crowds.

The 'Flow Your Own Way' tour will be refreshing a range of festivals to connect and convert a cross-section of culture. From NASS and Strawberries and Creem, to Bournemouth 7's and Pride.

185,000

Overall reach

6

Festivals
attended

Countless

Reflections
admired



Sense.





REWARDING THE RESILIENT AT TOUGH MUDDER

THREE FOLD TOUGH MUDDER SPONSORSHIP

Running in parallel with Three Fold's more purpose led activations, Sense had great fun supporting the brand in their second year of Tough Mudder and Spartan sponsorships. Educating a whole new 'health aware' audience on the product benefits of being a lighter, low calorie drink with fresh, natural flavours.

The activation focused on two key areas; rewarding competitors as they completed the courses with ice-cold Thee Fold refreshment, as well as hosting a separate light-hearted 'R&R' area.

The chilled-out space was designed to help all to bask in their collective glory whilst capturing those finisher photos, and offered another flavour from the Three Fold range to enjoy at home.

35,000

Cans sampled

14

UK events

31

Live days



Sense.



A close-up photograph of a person's hand holding a Tony's Chocolonely chocolate bar. The hand, adorned with a gold ring on the ring finger and a silver ring on the middle finger, is positioned over a blue and yellow background. The chocolate bar is red with white and blue text. The word 'TONY'S' is written in large, bold, blue letters, and 'CHOCOLONELY' is written in white letters below it. A small yellow circular logo is visible on the left side of the bar. The background consists of a blue surface with a yellow curved shape, possibly a playground structure.

**PROVING THE POWER OF
YOUR CHOCOLATE CHOICE**

TONY'S CHOCOLONELY THE CHOOSE AGENTS

Tony's Chocolonely continue their mission to make 100% slave-free the norm in the chocolate industry, and Sense are proudly helping them on that journey. The Choose Agents went live again, for the second year running - visiting Leeds, Liverpool, Birmingham and London.

If you missed the tour last year, The Choose Agents is a hands-on journey through the harsh reality of the 'big choco' industry. Highlighting how each of us has the power to change the chocolate industry through the products we choose to buy.

The experience brought to life Tony's 5 key sourcing principles for achieving their goal of 100% slave-free cocoa; from how they buy their cocoa beans and the higher price they pay, to how this strengthens farmers' businesses in terms of quality and productivity for the long term. All concluded of course, with a FREE bar of Tony's Chocolonely for everyone that comes to say hi.

7,182

Experiences

30,000

Samples

6

Live days





A close-up photograph of a burger being held by a person's hand. The burger is served in a white paper wrapper with green text and logos. The burger itself has a thick, breaded patty, a layer of red sauce, a slice of melted cheese, fresh green lettuce, and a slice of tomato. The top bun is dusted with white powder. The background is a blurred blue surface.

**DELIVERING THE OFFICIAL BURGER
OF GLASTONBURY FESTIVAL 2022**

LINDA McCARTNEY'S THE #GLASTONBURGER

It's Summer 2022, and Linda McCartney's is celebrating Paul McCartney headlining the iconic British music festival with the exclusive, limited-edition 'Glastonburger'.

Serving up veggie and vegan treats to Glastonbury goes by the Pyramid Stage, the brand wanted to do something special for the event, so asked Paul McCartney just how he liked to eat his burgers... and the rest as they say, is history!

The 'Glastonburger' consists of a juicy Linda McCartney's Vegetarian 1/4lb Burger topped with crunchy fresh iceberg lettuce, sharp gherkins, melted Worthy Farm Somerset cheese and a classic burger relish.

In keeping with the brand ethos, our stand was built entirely from reclaimed materials that would have otherwise gone into landfill, ensuring the activation had maximum taste, but minimal environmental impact.

2500+

Glastonburgers
sold

5000+

Total
transactions

1

Beatle



Sense.



A group of five Gorillas delivery riders, three men and two women, are posed with their e-bikes on a waterfront promenade. They are all wearing black uniforms with 'GORILLAS' on the chest, black caps, and face masks. The e-bikes have large black cargo boxes attached to the back. The boxes feature the 'GORILLAS' logo, the slogan 'Faster than you', the promise 'Groceries delivered in 10 minutes', and a QR code. The background shows a body of water, trees, and a city skyline under a cloudy sky.

THE ART OF EFFECTIVE ACQUISITION

GORILLAS FASTER THAN YOU

Gorillas is taking the on-demand grocery delivery market by storm, offering a quick and convenient way to order quality groceries to your home in minutes. Our 'troops' have been supporting every step of the growth by hitting the streets around any new warehouse opening to incentivise app downloads and new customer orders.

The hyper-local campaign targeted areas within 2.5km of a Gorillas warehouse on their iconic electric urban trikes, offering bespoke discounts as well as free aspirational grocery items from the Gorillas shelves - including anything from Hackney Gelato to Minor Figures Coffee.

Our troop have also been on hand to support Gorillas and their brand partnerships across numerous events and festivals. From pop-up supermarkets on Clapham Common, to developing a series of 'surprise & delight' door drops for Gorillas customers.

26,727

Sign-ups

38

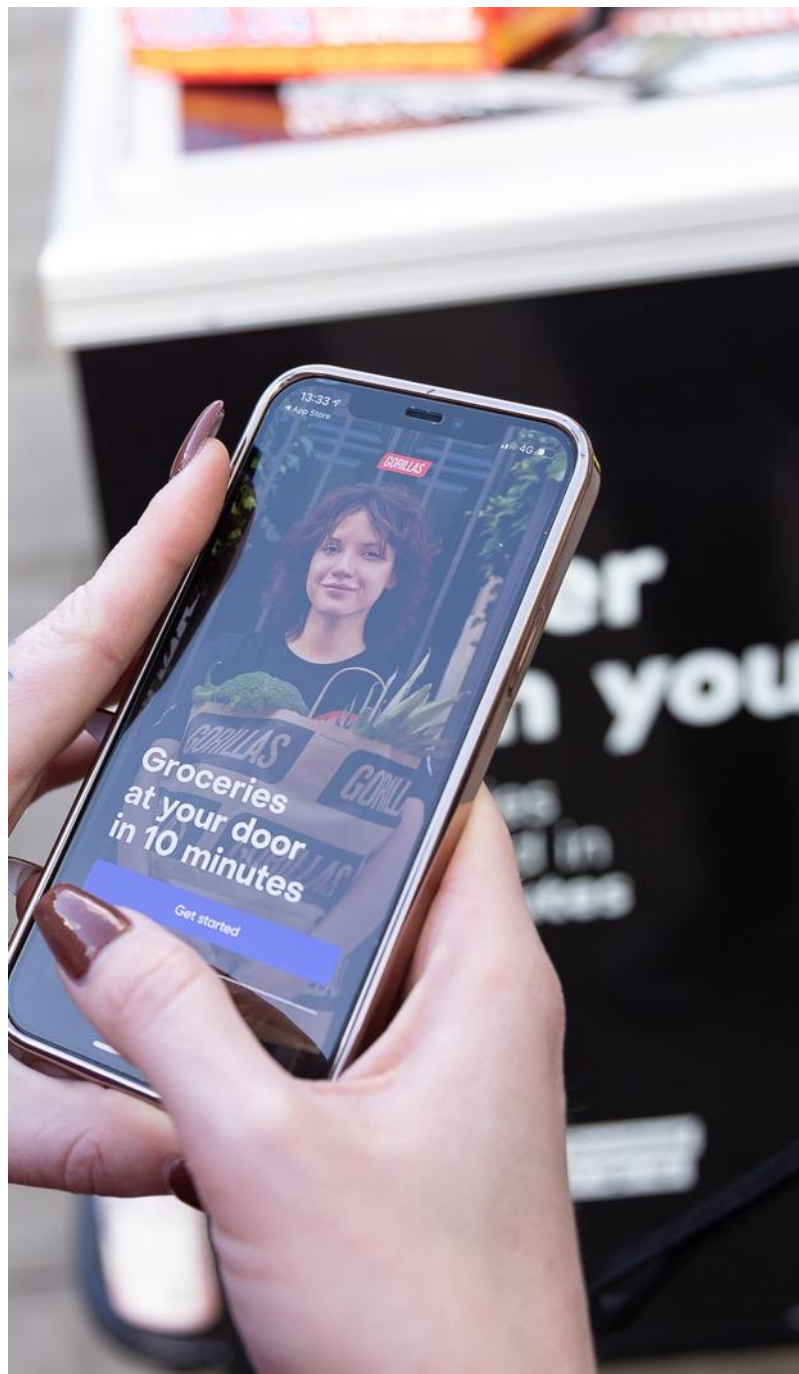
Warehouse
launches

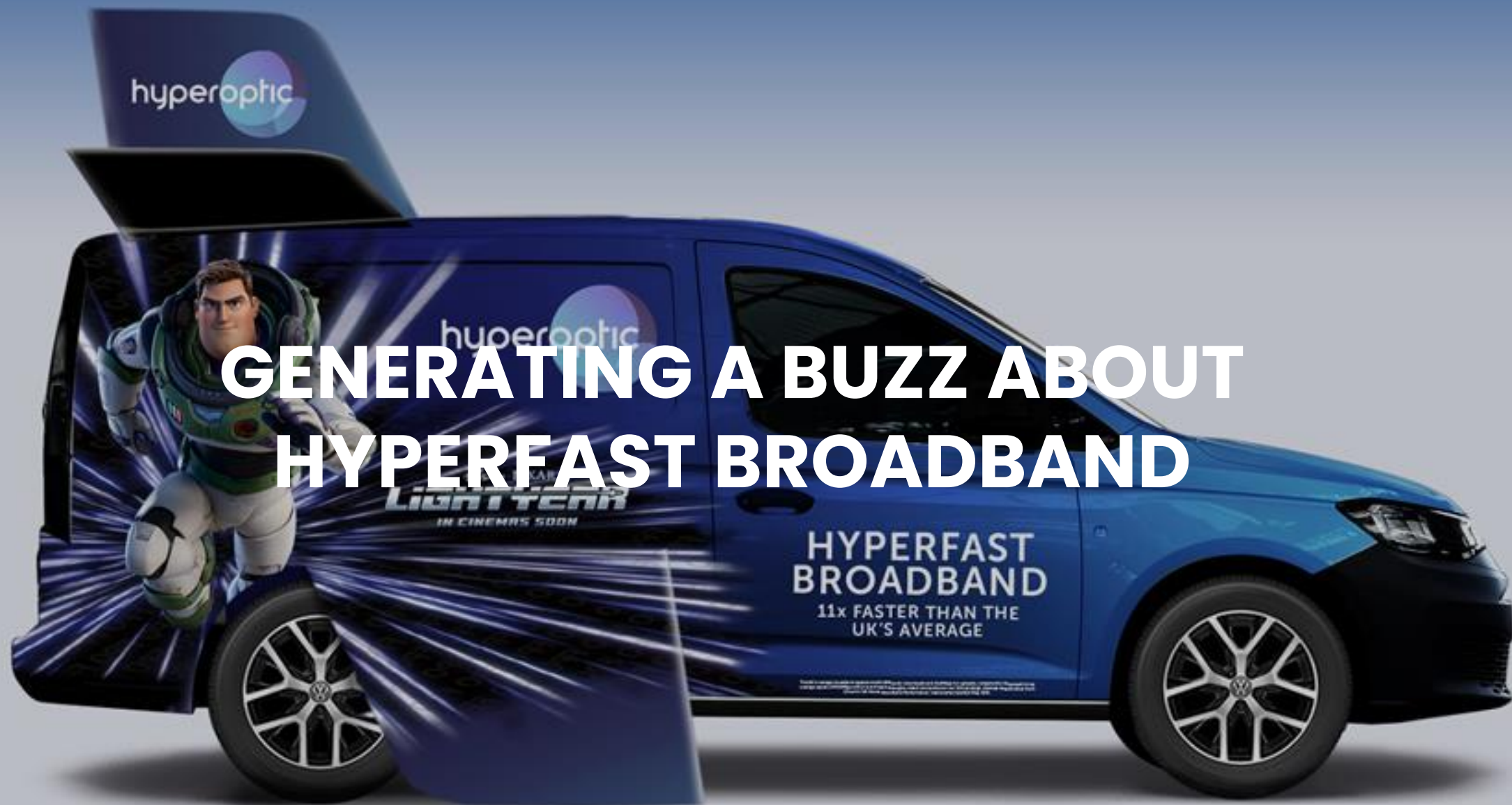
171

Live days



Sense.





GENERATING A BUZZ ABOUT HYPERFAST BROADBAND

HYPEROPTIC DISNEY LIGHTYEAR PARTNERSHIP

The 'UK's fastest broadband provider' wanted to take their exciting partnership with the new Disney Lightyear film on the road, creating a real buzz about the speed and benefits of their broadband.

Sense pitched, won and created an experiential campaign linking fast internet to Buzz's mission to reach 'hyper-speed' across residential sites. The customised 'Rocket Van' took off nationally, landing at carefully selected locations to bring the hyper-fast message to life.

Around our rocket, the activation featured a bespoke, Lightyear inspired, digital game. Customers with the fastest reaction times won prizes in an instant! Varying from, photo opportunities with the much loved Buzz and characters from the film, as well as exclusive Hyperoptic giveaways and discounts designed to connect and convert new customers.

1100+

Engagements

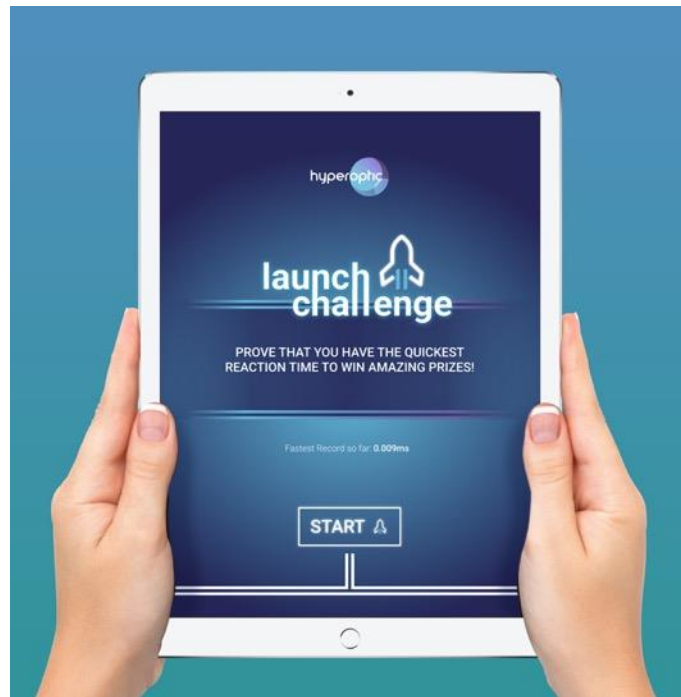
40

Live days

7

Cities toured







**DELIVERING A SATISFYING SLICE
OF FEEL-GOOD FACTOR**

THE GOOD BAKER FEEL GOOD PIZZA

The Good Baker is the new ‘healthier’ frozen pizza from Dr. Oetker, who wanted help to prove to the nation you can ‘Feel-Good’ about taste *and* health with their convenient meat-free range.

Simple trial tactics were developed to hit hungry commuters on their way home with a two day Waterloo takeover during key travel times.

The activation targeted the 20s and 30s ‘pizza-lover’, raising awareness and food for thought through the feel-good factor of whole frozen pizza samples, ensuring everyone got *more* than just a slice of satisfaction.

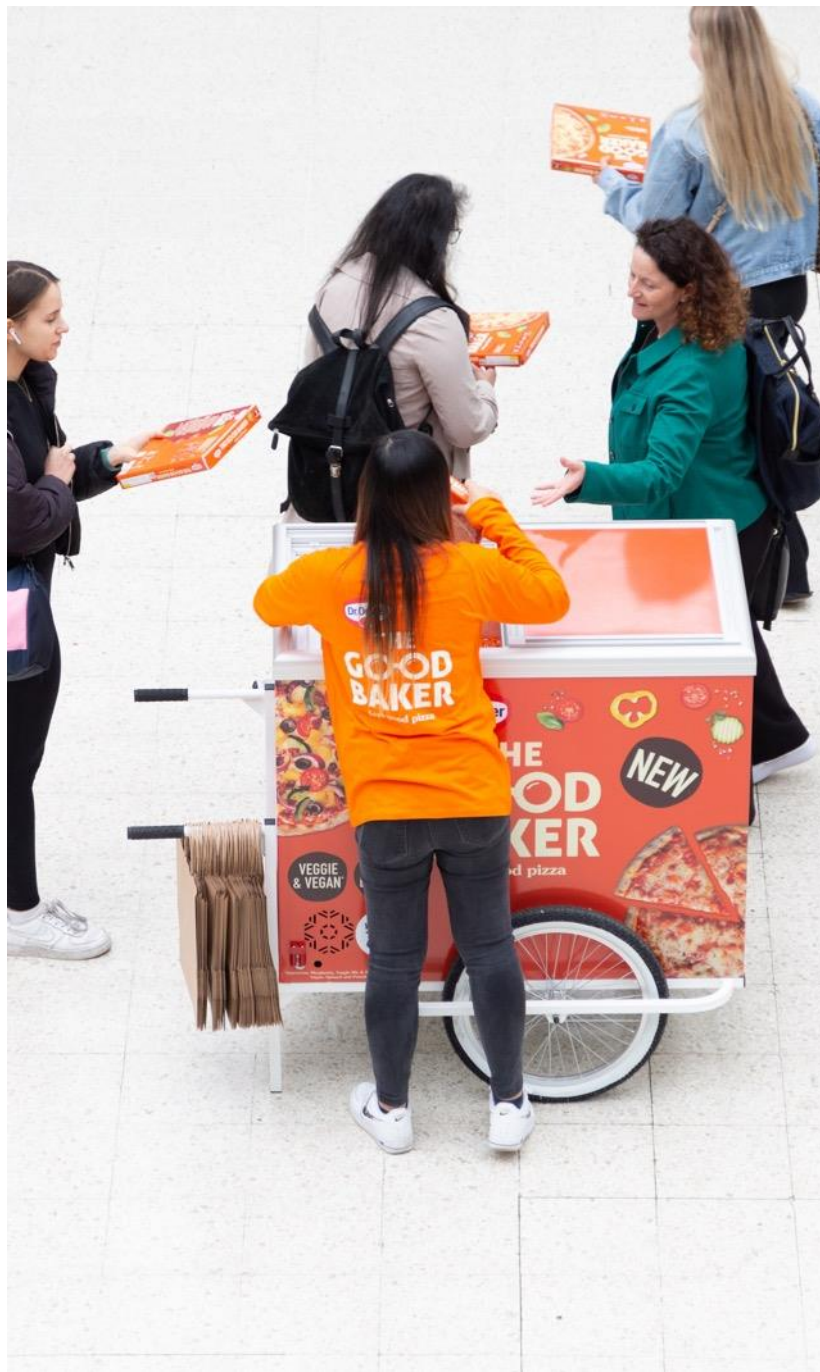
10,000

Pizzas distributed

2

Days live at
Waterloo Station





A dark, moody photograph of a bottle of Apothic Red wine and two glasses of red wine. The bottle is on the right, with a black label featuring red ornate patterns and the text '2014', 'APOTHIC. RED', 'WINEMAKER'S BLEND', and 'California'. Two glasses of red wine are to the left of the bottle. The background is dark and textured.

GETTING MORE MEANINGFUL SIPS ON WINE FANS' LIPS

APOTHIC RED TOTAL TRIAL

Creating an engaging lead-gen for social, our Total Trial service offered the 'wine-curious' the chance to claim a free mini bottle of Apothic Red.

By validating all responses, we were able to select an audience base of people. All new to the brand, actively involved in the category and wanting to try.

Money-off next purchase coupons incentivised EM^R email research responses pre and post email. Links to retailer.com prompted purchase, and insight gathering and response on social showed high levels of claimed or future intent to purchase. Maximum scores for product performance and recommendations to friends topped off this highly successful, modern trial campaign.

24K

targeted
bottles sent

83%

of trialists
bought/v likely to
buy, 2 weeks post
sample

67%

of trialists scored it 9 or
10/10



Total Trial



Facebook post for Apothic Wine (GB, DE, ES, ...). The post includes a search bar, the brand name, and a promotional offer: "When it comes to smooth red wine, we don't think you can get smoother than Apothic Red. Request a free 250ml bottle & try it for yo... See more". The main image shows two bottles of Apothic Red wine with the text "APOTHIC RED. WINEMAKER'S BLEND" and "When it comes to smooth red wine, we don't think you can get smoother than Apothic Red. Request a free 250ml bottle & try for yourself! 18+ only." Below the image, there is a "Sign Up" button and engagement metrics: 806 reactions and 277 comments.



Sense.

We're a leading global brand experience agency with offices in London and New York.

All of our campaigns are built with strategic thinking, powerful creative and thoughtful measurement at the heart.

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

Thank you,

Eddie

Eddie Frame, Senior Business Development Manager

eddie.frame@senselondon.com

www.sensemktg.com

Coca-Cola

MAC

ebay

MARS

MERLIN
ENTERTAINMENTS GROUP

TONY'S
CHOCOLONELY

MOLSON Coors

HARIBO

The
Economist

Gallo
FAMILY
VINEYARDS

Marriott
INTERNATIONAL

Timberland

#MakingBrandsBrighter