

Sense.

Spotlight

Brand Experience Campaign Round Up 2024

If ever there was any doubt about the health of the experiential economy, 2024 has firmly put paid to any sceptics. Experience marketing is booming.

In 2024, global investment in experiential marketing grew by an impressive 23.1%, reaching £1.283 billion*.

We've been fortunate to work with an incredible range of brands this year, flexing our full creative muscle to meet our clients' renewed appetite for real creative variety.

From a renaissance in FMCG equity-driving campaigns to a rise in collaborative pop-ups, amplifiable stunts, and not forgetting the surge of creativity in B2B events - 2024 has truly had it all.

I hope you enjoy Sense's 2024 Spotlight – a selection of our work that demonstrates the power and breadth of experiential marketing... what a year it's been!



Nick Adams
CEO

* IPA Bellwether Report Q1 2024





NOBU

30 Nobu

2024 marked the 30th year of the Nobu brand, which has grown from a small LA restaurant to a global portfolio of over 75 restaurants and hotels. To celebrate, Chef Nobu hosted 600 friends, staff, chefs and business partners at a special event at The Glasshouse, NYC.

For one night only, Sense transformed the venue into the newest destination on the Nobu map, designing an immersive journey through the brand's history, with its people, iconic dishes, and signature hospitality at the heart of the evening.

Highlights included a Sake barrel-breaking ceremony, a 60ft mural mapping Nobu's global growth, a limited-edition Qui tequila collaboration with artist KAWS, and a live performance by sixteen-time GRAMMY winner David Foster.





The Spirit of the Wild

We recently hosted an incredible event for BEARFACE Whisky at a beautiful ranch in Austin, TX, where guests got to experience the brand's wild, untamed spirit firsthand.

The evening started with a deconstructed whisky tasting led by Master Blender Andres Faustinelli, who took everyone through the fascinating aging process behind BEARFACE's Triple Oak expression.

Guests then enjoyed a wild-fire cooked dinner with select dishes infused with whisky, bringing out BEARFACE's bold flavors. The night included a live cask-toasting demo and wrapped up with signature cocktails and fireside s'mores - an unforgettable way to celebrate BEARFACE's unique character.



Van on the Run

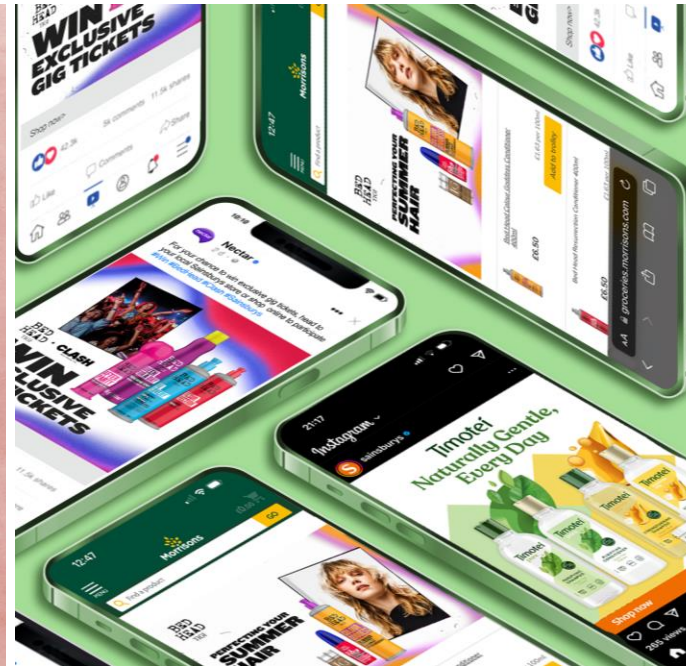
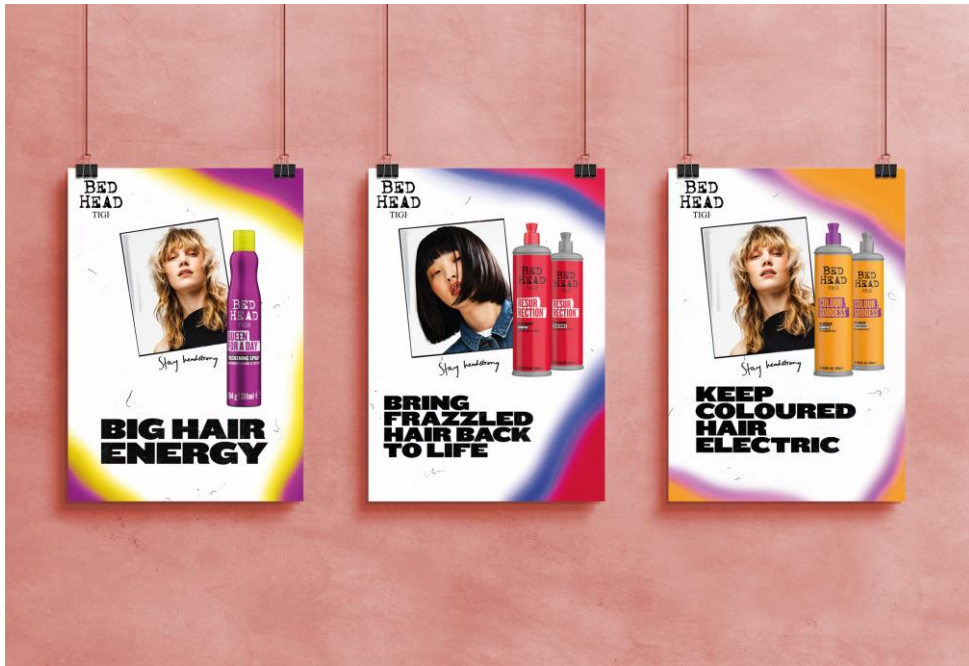
Linda McCartney spread its passion for vegetarian cooking across the South of England with a fully-electric food truck tour 'Van On The Run'.

The campaign aimed to drive trial and awareness, attracting new consumers while re-engaging lapsed ones and of incentivising in-store sales.

The tour visited multiple locations across the UK, launching during the summer months with unique brand assets created to communicate key values, including sustainability and great-tasting meat substitutes.

Social media and PR moments were generated, alongside mass sampling and by the end of the campaign, 14.5k samples had been distributed across four locations in the South-East.





elida
BEAUTY

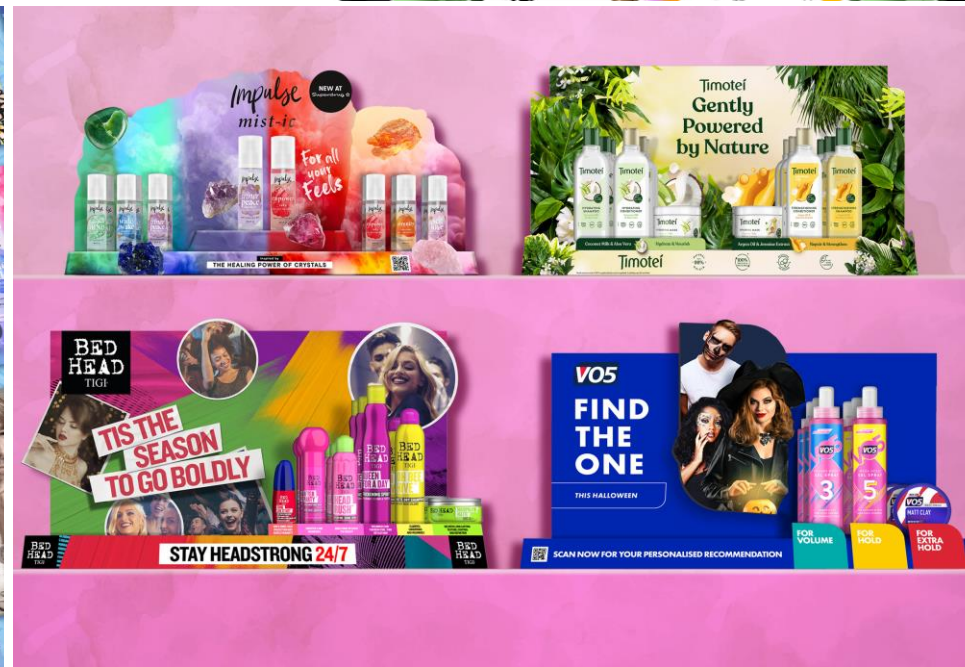
Getting Retail Ready

As the shopper marketing agency for Elida Beauty, we deliver strategically-driven, calendar-led campaigns for iconic brands like Bed Head, VO5, Timotei, and Impulse.

Our work intensifies in July and August, preparing insight-led shopper messaging for customer sell-in meetings with major UK retailers, including Superdrug, Boots, Tesco, Morrisons, and ASDA.

Alongside these campaigns, we're pioneering retail innovations such as QR-activated product selection tools, prize promotions, and sponsorships.

We also develop playbooks for Amazon and grocer.com to ensure extensive reach. In just six weeks, our campaigns span over 100 touchpoints across seven key retailers, maximising shopper engagement.





yfood[®]

The Smart Lane

To support yfood's UK launch, Sense delivered a hyper-local campaign to drive trial, educate consumers, and boost Tesco listings.

High-footfall sites near stores were targeted with a 'smart lane' to engage shoppers with yfoods answer to on-the-go mealtimes, offering free samples, product education, and purchase incentives without slowing them down.

The campaign distributed 40,000 samples across 11 locations, achieving up to +188% ROS uplift, with two sampled stores ranking in the top three of 150 listings (+236% and +372% sales uplift).



**ADDLESHAW
GODDARD**

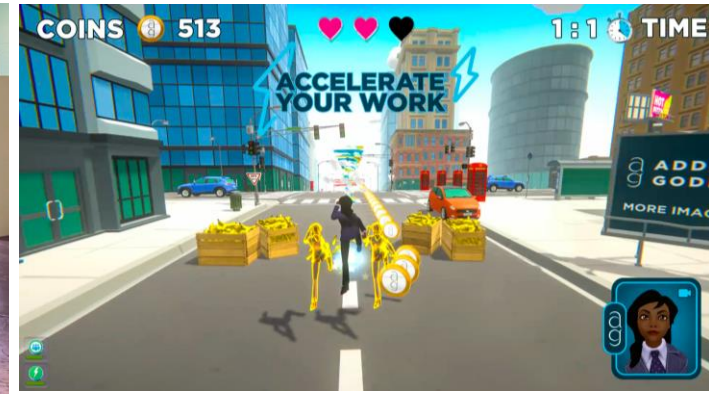
Level-Up Law

Addleshaw Goddard, a leading corporate law firm specialising in tech and innovation, sought to make a memorable impact as a sponsor at the Legal Geek conference.

To showcase Addleshaw's expertise, attract attention, and drive footfall to their stand, we created 'Level-Up Law', a custom arcade game where players navigated legal obstacles in a fully branded experience.

The activation reinforced the firm's positioning, "More Imagination, More Impact," while adding an engaging, interactive element.

A partnership with Jenki matcha tea provided free drinks, adding to the stand's appeal. With over 800 interactions in two days, we secured valuable follow-up meetings with new prospects.





MADRÍ
EXCEPCIONAL®

The Soul of Summer

This summer, Madrí Excepcional brought the 'Soul of Madrid' to Manchester, Birmingham, Bristol, and London with vibrant events inspired by Madrid's 'botellón' culture.

Guests entered through a walk-through 'billboard' featuring a scannable mural by artist Gus Morais, where they could win prizes by spotting hidden Madrí logos in the city-themed artwork, before being welcomed into each event's 'social square' with a complimentary, ice-cold 330ml can of Madrí.

In partnership with Time Out, Madrí also invited top Madrid chefs to craft fusion dishes at iconic UK restaurants, giving guests at the pop-ups a taste of authentic, innovative cuisine.





**who
gives a
crap**

Bum-Powered Change

Sense rolled out this toilet-tissue themed tuk-tuk, complete with cheeky bum-per stickers, to highlight how *Who Gives a Crap* is addressing the environmental and global issues surrounding toilet paper production and sanitation access.

Visitors to Waitrose stores across the country were invited to flush a *Who Gives a Crap* toilet roll, triggering a Rube Goldberg-style diorama with animated scenes of tree regrowth, celebrating crowds, and even a dancing 'bum choir' singing 'Uncrap the World'.

The experience was rounded off with a tactile 'Pick n Mix' station on the tuk-tuk, where people could feel the quality of *Who Gives a Crap*'s recycled and bamboo toilet paper.



Westfield

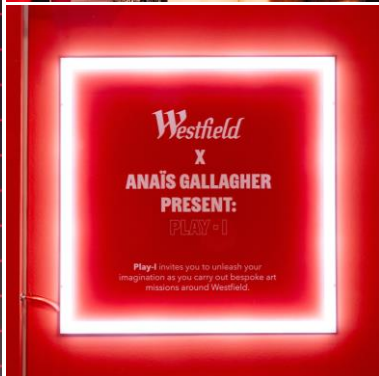
The Stylecade

Westfield Stylecade redefined in-person shopping with a gamified experience showcasing the latest trends from Westfield's partners.

The campaign positioned Westfield as a community-focused destination, creating an immersive environment that encouraged engagement and sign-ups for Westfield's Passport initiative.

Over two weekends, event spaces at Westfield Stratford and Westfield London featured arcade-inspired games like Couture Claw, Handbag Hoopla, and Charm Quest, where visitors could win prizes.

The experience was enhanced with style consultations from influencers Olivia and Alice, Max and Mife, along with Grazia-curated window displays and trend talks, making it an engaging and memorable event.





REKORDERLIG

The Fruktig Cold Sauna

To promote Rekorderlig's new Peach Raspberry flavour, Sense collaborated with PR agency Hue & Cry to create a unique experience designed to generate earned media coverage.

The challenge was to highlight the Peach flavour, stay true to Rekorderlig's premium Swedish roots, and position the brand as the ultimate refreshment choice. The result? The world's first "cold sauna" inside a giant peach.

The sauna launched as a one-day PR stunt in central London, followed by a four-day activation at Hackney Bridge. The campaign achieved a 3 million reach across 27 media outlets, with 475 people refreshed directly in the cold sauna and 880 Rekorderlig samples distributed.



Sense.2

A global brand experience and engagement agency,
proudly celebrating our 20th year in 2024.

Our London and New York offices deliver live, sampling
and shopper campaign expertise, designed to drive emotional
connection and sales.

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

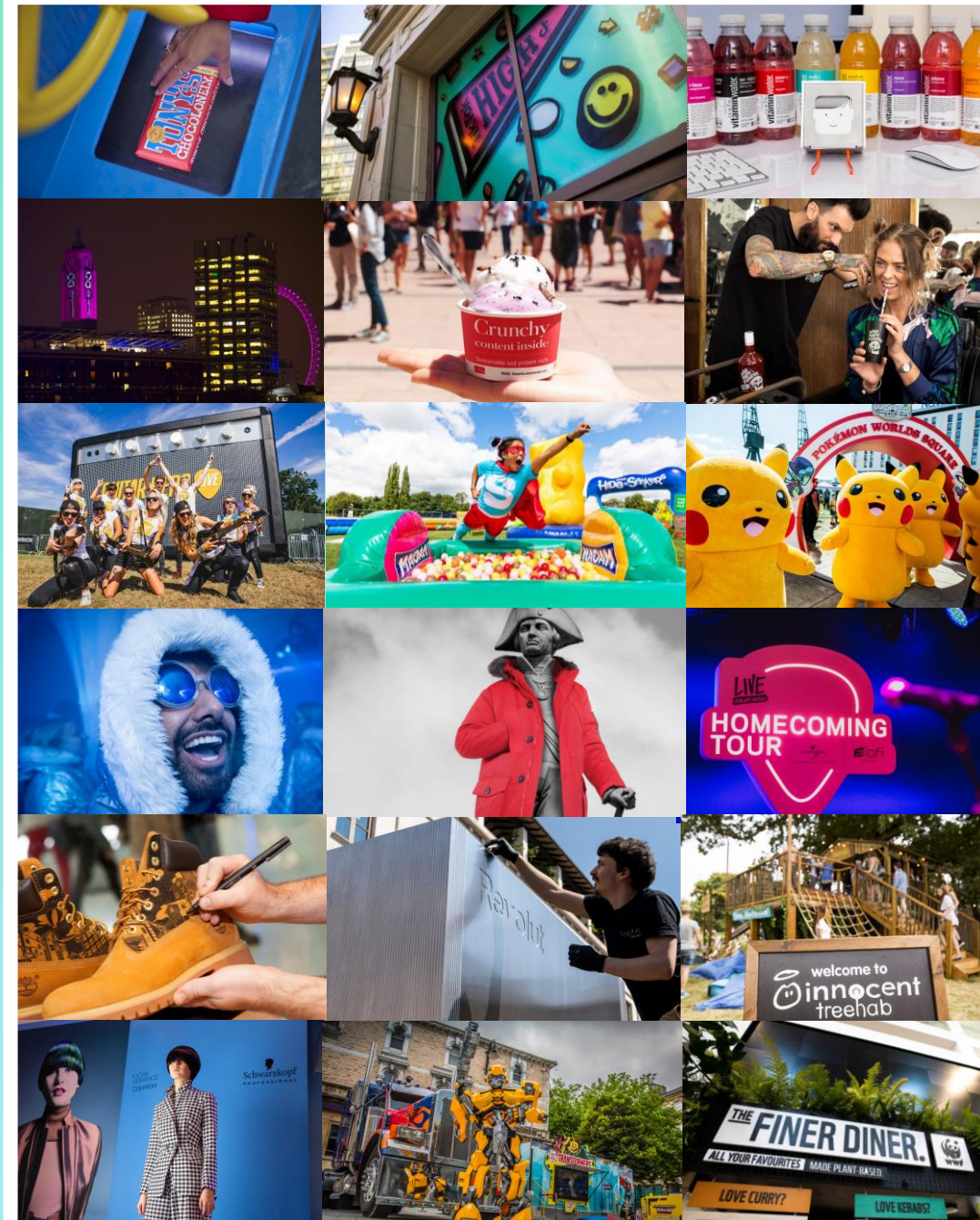
 nick.adams@senselondon.com

Sarah Priestman Managing Partner (Global)

 sarah@sense-nyc.com

James Willoughby Managing Partner (Shopper)

 james.willoughby@senselondon.com



Making brands brighter.

Sense.

sensemktg.com