

The image features a vibrant, abstract background with a color gradient from purple to green. A large, semi-transparent circle is overlaid on the scene, centered behind the text. The text "Sense." is written in a bold, white, sans-serif font, positioned in the center of the image. The overall aesthetic is modern and artistic, with a focus on color and light.

**Sense.**

## WELCOME TO OUR 2021 SHOWCASE

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If 'pivot' was the brand experience buzz word of 2020, I think 'innovation' has to be the buzzword of 2021.

The creative growth we as an industry have achieved since the start of the pandemic is outstanding - bringing new and exciting ways to our clients to create experiences and engage consumers...even if via distanced means.

While no one would choose to repeat the past two years, the challenge has enabled brand experience to evolve into a more resilient, diverse and far reaching marketing technique –this can only be good news.

So what of 2021? What a year we ended up having at Sense!

Over 16 live campaigns for 7 major new clients, we've seen a huge desire by brands to get back to real-world marketing, reacting to the ever apparent consumer demand.

A massive thanks to our team, clients, partners, and Brand Ambassadors in the US and UK for a stellar year.

Bring on 2022!

*Sarah Priestman, President, Sense New York.*



Sense.

# TONY'S CHOCOLONELY®

## THE CHOOSE AGENTS

Due to the chocolate supply chain being unequally divided, there are at least 30,000 victims of modern slavery on cocoa farms in West Africa.

Raising awareness of the issue 'Choose Agents' took consumers on an interactive journey to highlight how the power to change the chocolate industry is in our hands – every time we choose which chocolate bar to buy.

The fun 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.

Concluded of course, with FREE Tony's Chokolonely for all.

See the full case study [HERE](#)





## COME IN, TRIP OUT

MAC approached Sense to help bring their 'Hypnotizing Holiday' collection to life across flagship stores.

The collection's captivating, swirling designs led us to create a 'Stop, Stare & Share' strategy - utilizing the world of optical illusions to stop people in their tracks and lure them into the store.

By combining a range of tried & tested illusion tactics, we created a MAC shopping 'trip' like no other - where everything from window to register had maximum stareability, from bespoke 'spinning' roundels, magic warping floors, an upside-down room and blink & you'll miss it typography - all framed by an alluring fuchsia fascia.

Insta-renowned magicians increased stop, stare & shareability each weekend with MAC tricks and treats to redeem inside.

See the full case study [HERE](#)



2 FLAGSHIP STORE  
TRANSFORMED

1,500 GIFTS GIVEN

6 WEEKS LIVE





## FASTER THAN YOU

Gorillas is taking the global grocery delivery market by storm, promising an easy, quick way to buy quality grocery products, delivered to your home in under 10 minutes.

We launched a highly reactive, hyper-local ‘Troop’ program, giving Gorillas the fastest way to create 10/10 brand awareness and education for shoppers.

The unmissable activation team targeted city locations on their iconic electric urban trikes, offering free like-minded challenger products in exchange for shoppers downloading and registering on the App.

The campaign is ongoing, with no signs of slowing down as more cities are being added monthly to help Gorillas’ domination of the market to continue.

See the full case study [HERE](#)



500,000 BRAND INTERACTIONS

30 WAREHOUSE LAUNCHES SUPPORTED

1400 LIVE DAYS





## BRUM BREATHES

To celebrate Clean Air Day and to promote the benefits of Birmingham's newly launched Clean Air Zone in the city centre, we created a jam with a difference, where the most damaging vehicles are literally being lifted from the streets by #BrumBreathes in order to keep the pollution levels low.

Each car was wrapped in key facts/stats for visitors to browse, making Birmingham's road to cleaner air a much simpler one to follow.

Passers-by were also invited to leave a pledge on how they will help make a difference to ensuring Birmingham has cleaner air.



**200K ENGAGED  
LOCAL RESIDENTS**

**150K SOCIAL  
IMPRESSIONS**

**7 LIVE DAYS**





## THE SLUSHY SHACK

Dead Man's Fingers, the rum brand that 'doesn't do conventional', wanted to explore a more unorthodox way to introduce their latest unique rum flavors.

Introducing 'The Slushy Shack' – a retro inspired pop-up experience that showcased the DMF range in a deliciously colorful menu for every taste.

We 'crushed it' with a menu of 5 extra-ordinary slushies including Bohemian Raspberry, Cherry-O! and Spiced Rumvolution - sharing them across London, Brighton, Bristol, Leeds and more.

The brand's amazing taste credentials surprised some, but the positive reaction to the rum was a familiar sight, creating a new legion of DMF fans.



42,000 COCKTAILS  
SAMPLED

10 MAJOR CITIES

21 LIVE DAYS



## DISCOVER MORE

Promoting non-alcoholic brands during Dry January is straightforward enough, but remaining relevant throughout the whole year is the real goal.

Seedlip's mission is to change the way we think about drinking. So, with our audience invested in a changemindset during January it creates the perfect opportunity to invite them to 'Discover More' about the Seedlip range, and how they align it with their world.

We developed a bespoke, partner-powered sampling strategy which seamlessly integrated premium Seedlip serves into and from the places where lifestyle choices are made - including Home Move, Beards & Daisies, Beer 52, Offices, targeted Facebook seeding and more.



180,000 REQUESTED SAMPLES

INCREASE IN PURCHASE ACROSS ALL CHANNELS  
15% SOCIAL, 13% HOME MOVE, 6% OFFICE







## BE CAPTAIN FOR THE DAY!

In order to keep repeat customers coming back to their global network of aquariums, Sea Life invited the Octonauts into their venues to help spread a combined message of preservation and ocean awareness.

Ocean conservation is massively important to Sea Life so our event aimed to excite and engage our younger generations, using eye-catching design and a combination of SEA LIFE creatures and brilliantly fun characters, all brought together under an exciting theme/challenge.

Sense developed the concept, storyline, print, pr and social assets, plus full toolkit briefings for an activity trail of interactive challenges. All leading up to the show's main character Captain Barnacles, while highlighting cool creatures and ocean conservation issues.

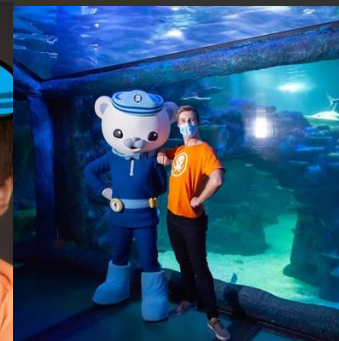
See the full case study [HERE](#)



24% INCREASE  
VISITOR FOOTFALL

5 GLOBAL  
TERRITORIES

52 SITES AROUND THE  
WORLD





## BRIGHTER JOURNEYS

As the world readjusts post-pandemic, Network Rail identified a need to support passengers' mental health amid the return to the workplace.

Coinciding with Mental Health Awareness week and inspired by spending time in nature, 'Brighter Journeys' brought the outdoors in to the station environment, putting smiles on passengers' faces during what has been a troublesome time for so many.

Our 'living' installations delivered a sense of calm through the ambience of nature – birdsong, colorful bursts of live flowers and delicate scents – while sharing uplifting poems written by James McInerney and wellbeing support services printed on 'plant-able' seeded collateral.

A partnership with mental health charity 'Chasing the Stigma', completed the initiative encouraging people to download the Hub of Hope app if they or someone they knew were struggling with their mental health.

See the full case study [HERE](#)



20,000+ MEANINGFUL  
F2F INTERACTIONS

8 MAJOR COMMUTER  
STATIONS

18,000 SUSTAINABLE  
SEEDED PAMPHLETS



## #MYHAIRGAME

Zotos Professional is a brand aimed at ‘Hair Creators’ who enjoy expressing themselves creatively through one of their most versatile, distinguishing and visible features: their hair.

Our brief was to celebrate Hair Creators, encouraging them to “put their hair in the game”, with philanthropic efforts at the heart of the mission.

The #MyHairGame social campaign kicked off on the annual National Hair Creator Day, a holiday we officially founded with the brand. We invited our Hair Creators to showcase their hair styling skills by sharing their best looks on Zotos Professional’s dedicated landing page and/or via Instagram. For every submission, the brand donated \$100 to the children’s charity, Art Feeds, helping foster the creativity of future Hair Creators.

See the full case study [HERE](#)

HAIR CREATORS  
HAVE GAME

11M IMPRESSIONS

40K NEW USERS TO ZP.COM

1,133 LEADS

YOUR CREATION IS A DONATION FOR THE NEXT GENERATION

1 DAYS UNTIL NATIONAL HAIR CREATOR'S DAY! ZOTOS PROFESSIONAL

CREATE TO DONATE FOR THE NEXT GENERATION

GOAL REACHED! \$25000 ZOTOS PROFESSIONAL



## SUMMER #TONGUES

The all-natural Brooklyn ice cream brand strives to make the world a sweeter place through its positive impact initiatives and organic roots. In order to bring to life these values, we needed an idea that moved away from the obsession with culinary images towards what matters right now: the people behind the brand.

We created the Summer #Tongues campaign, which captured the faces of loyal fans, showcasing the happy humans who love the taste of Blue Marble. It was a playful celebration of the community's diversity and ongoing loyalty, which focused in on the mouths and the fun of tongues, after a year of having to hide them.

The work spanned social, influencers, digital, experiential, in-store and media buying, alongside an exciting new partnership between Blue Marble and Harlem-based youth organization, The Brotherhood Sister Sol.

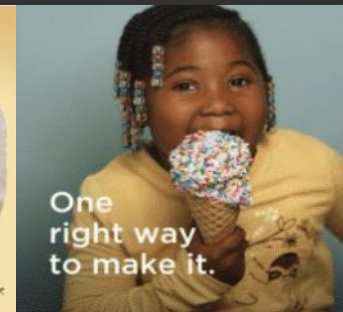
See the full case study [HERE](#)



1.1M REACH

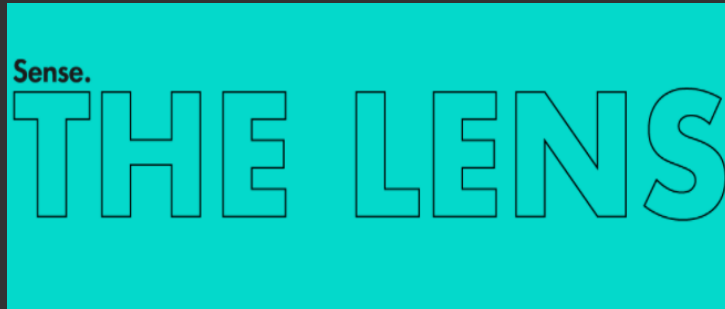
226K POST ENGAGEMENTS

806 SCOOPS



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