

CREATE\_  
COLLECTIVE

Experience Portfolio



# We create meaningful live experiences.

From **live events and festivals**, to **experiential marketing**, **creative production** and **visual communication**, we connect the dots between people, brands and culture.

As one team of multidisciplinary creatives and specialists we challenge ourselves and our clients to create **unique memorable moments** through strategically well thought out concepts, designs, high quality production and perfect execution.

Engaging an ever evolving universal audience, we continuously reimagine how to engage, immerse, entertain and connect audiences for our clients by delivering **meaningful live experiences**.

# Discover our work.

We invite you to dive into our latest portfolio and discover how we transform client briefings & creative ideas into **unforgettable brand experiences, impactful events & creative productions**.

This portfolio is just a glimpse into our daily life and we hope it reflects our dedication to crafting dynamic connections & memorable moments in culture.

Looking into the future our ambition is clear.

To become the **best performing, most respected & creative** experiential agency collective in Europe.

[welcometocreate.com](http://welcometocreate.com)



1942

R AMOR  
Don Julio

1942

Bitte trinken Sie verantwortungsvoll. Trinken Sie mit Freude.

REPOSADO

POR AMOR  
Don Julio

2024 | CREATIVE PRODUCTION, BRAND ACTIVATION

Don Julio tequila premium pop-up at  
KaDeWe Berlin



2024 | DIAGEO | CREATIVE PRODUCTION, BRAND ACTIVATION

## Don Julio tequila premium pop-up at KaDeWe Berlin

Tasked with the challenge of creating a setting befitting the prestige of the Don Julio & Don Julio 1942 brands, our creative design and production team embarked on a journey of inspiration and innovation.

Drawing upon the rich Mexican heritage and craftsmanship synonymous with the brand, our team sought to encapsulate the essence of Don Julio's 'Por Amor' campaign within the confines of KaDeWe's esteemed halls.

The result: As luxury shoppers wander through the halls of KaDeWe, they were drawn to the mesmerizing allure of the Don Julio premium brand setting resulting in a significant sales boost on the full portfolio during our presence. Leading to an extended placement of our pop-up setting thanks to great initial results.

This setting was also part of a larger Berlin take-over campaign where Don Julio 1942 safes were placed around the city in a consumer activation program.

 Berlin, Germany

 3 weeks rush production: from briefing to design to execution

 Sales boost on full Don Julio & Don Julio 1942 Portfolio

 Production & luxury activation agency for Don Julio Berlin take-over campaign (Berlin Fashion week & Berlinale Film Festival)



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EXCEPTIONAL IS OUR STANDARD

[www.tachediamonds.com](http://www.tachediamonds.com)

2024 | CREATIVE PRODUCTION

Taché Diamonds global diamond & luxury  
exhibitions





2024 | GROUPE TACHÉ | CREATIVE PRODUCTION

## Taché Diamonds global diamond & luxury exhibitions

We continued our partnership with Taché Diamonds, a trusted authority in the diamond industry, to design and produce unique stands for different professional fairs spread across the globe.

With over 70 years of experience in producing exceptional diamonds for international clients and luxury houses, Taché trusted our team to showcase their products in the best way possible.

These projects are always a unique challenge as they require the implementation of various safety measures to protect the valuable and exquisite selection of goods. Despite the complexity of these projects, we were able to work efficiently as global design & production lead by collaborating with local partners in each city, such as Hong Kong, Geneva, Las Vegas, Singapore & Dubai.

The result was beautifully designed showcases & unique booth designs tailored to local needs that received positive feedback from both our client and trade fair visitors.

We look forward to continuing our partnership with Taché Diamonds and bringing even more innovative designs and engaging experiences to their customers matching the 'Exceptional is our standard' quality label the Taché family stands for.

-  Hong Kong, Geneva, Las Vegas, Singapore, Dubai, Antwerp
-  Year round global design & production lead agency with local executions
-  Sales & customer relationship management on B2B trade fairs
-  Global design & production lead agency since 2021





# TACHÉ



TACHÉ







Lindemans

Lindemans

2024 | CREATIVE PRODUCTION, LIVE EVENTS

Lindemans exhibition booth & customer events  
at horeca fairs



2024 | LINDEMANS | CREATIVE PRODUCTION | LIVE EVENTS

## Lindemans exhibition booth & customer events at horeca fairs

In the world of trade shows where brands fight for attention, Lindemans stands apart with an experiential trade show booth in full Art Nouveau style that captivates the senses and leaves a lasting impression on all who encounters it.

Our collaboration with Lindemans was a multifaceted project over the years involving design, production, and seamless executions.

We were tasked with creating an exhibition booth at Horeca Expo in 2021 and orchestrating an exclusive Soirée Lindemans customer event and have been revamping the trade show executions ever since.

Aligned with the latest Lindemans brand campaigns & innovation launches, Lindemans always surprises: A classy Burlesque dancer popping out of the backbar, a Lindemans magician creating curiosity, wonder & fascination. You always find something that surprises at the Lindemans stand.

Beyond the expo, we extended our expertise to curate and execute the Soirée Lindemans events. This exclusive customer event was a celebration of Lindemans' legacy and featured a fantastic ambiance where attendees could savor Lindemans' exceptional beers and cocktails in style. From concept to execution, we ensured every detail reflected Lindemans' brand ethos, creating an unforgettable soirée that left a lasting impression.

 Horeca Expo Ghent - Horecatel Bredene - Belgium

 Year round trade events & productions

 Sales & customer relationship management on B2B trade fairs

 Main production & event agency for Lindemans Brewery



Scan to experience aftermovie





**WORLD BEER AWARDS**  
WORLD'S BEST  
TRIPLE & WILD BEER  
COUNTRY  
LINDEMANS  
DUIC QUICKE COUVE REINE  
L.A. Spain

Lindemans  
Lindemans  
Lindemans



Brewing for Belgium since 1702  
FINEST CRAFT BEER  
ANTHONY MARTIN  
anthonymartin.be

ANNO 1822  
Lindemans

Lindemans

Lindemans

Finest Craft Beer



2023 | LIVE EVENTS

# Lindemans 200 Years event



2023 | LINDEMANS | LIVE EVENTS

# Lindemans 200 Years event

Lindemans, leven in de brouwerij!

As a proud partner of Lindemans we were honoured to plan and execute a special two-day event celebrating the brewery's 200th anniversary. The event, held at the new Lindemans Satellite Brewery, was a resounding success, attracting over 1,000 guests across both days.

We were responsible for developing the overall strategy and conceptual idea for the event, as well as managing the full production and execution.

The result was an unforgettable experience for attendees, who were treated to delicious Lindemans drinks and food, as well as a range of entertainment, music, and other memorable experiences.

We look forward to continuing our partnership with Lindemans and delivering more successful projects in the future. Cheers to that!

 Location : Sint-Pieters-Leeuw Belgium

 1K visitors

 3 weeks production & 2 event nights

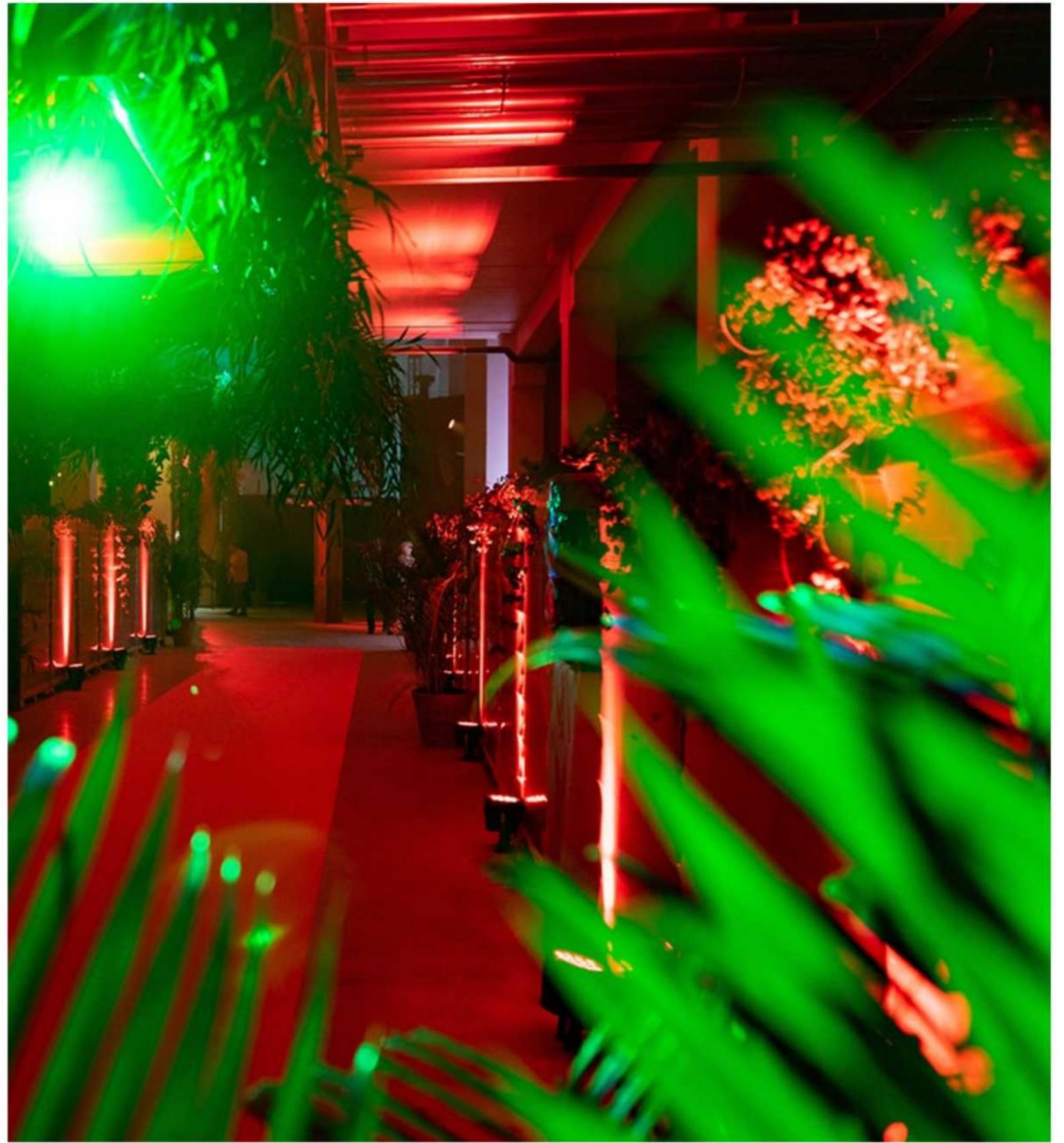


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2024 | CREATIVE PRODUCTION, LIVE EVENTS

**Cîroc flagship & NYE event at  
Chin Chin Club**



2024 | DIAGEO | CREATIVE PRODUCTION, LIVE EVENTS

# Cîroc flagship & NYE event at Chin Chin Club

Cîroc vodka believes a cause for celebration can be found anytime, anywhere. Unapologetically luxurious, aspirational, yet inviting; serious in the making, but playful in the living. Cîroc is always at the forefront of culture. To claim this believe, Cîroc has partnered with the renowned Amsterdam based boutique club Chin Chin Club as Cîroc flagship hotspot in the capital of The Netherlands.

Together with Chin Chin Club's team we elevate every event, adding a splash of sophistication with the Cîroc brand. To kick-off the renewed partnership, we installed permanent visibility items that can be used for every Cîroc event and puts the brand in the middle of every Celebration moment. As cherry on the cocktail, Cîroc sponsored the NYE 2023 party at Chin Chin. As agency we were tasked to present an overall partnership plan, coördinate & produce all visibility items and ensure the Cîroc NYE event was successfully executed.

For the NYE evening and to leverage social engagement a unique co-branded design identity was designed, installation of temporary visibility for this occasion was put into place & we added extra Celebration elements, like limited edition bottles & NYE 2024 dummy bottles to add a splash of Cîroc sophistication.

To capture the moment, a unique PR Influencer plan was build and photo-/videography was put into place to capture content of all Cîroc lovers, halo'ing our successful partnership on social channels.

 Amsterdam, The Netherlands

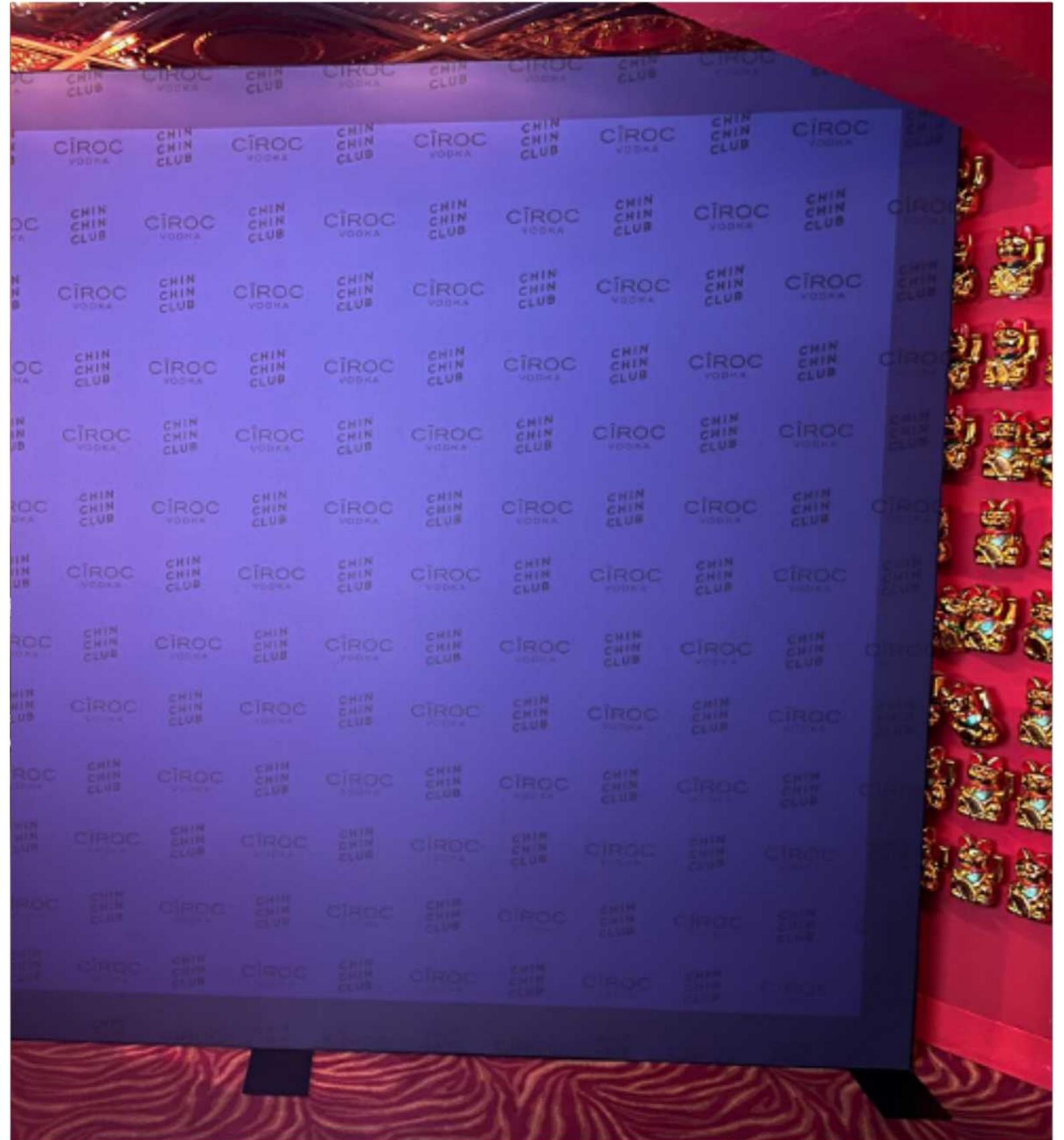
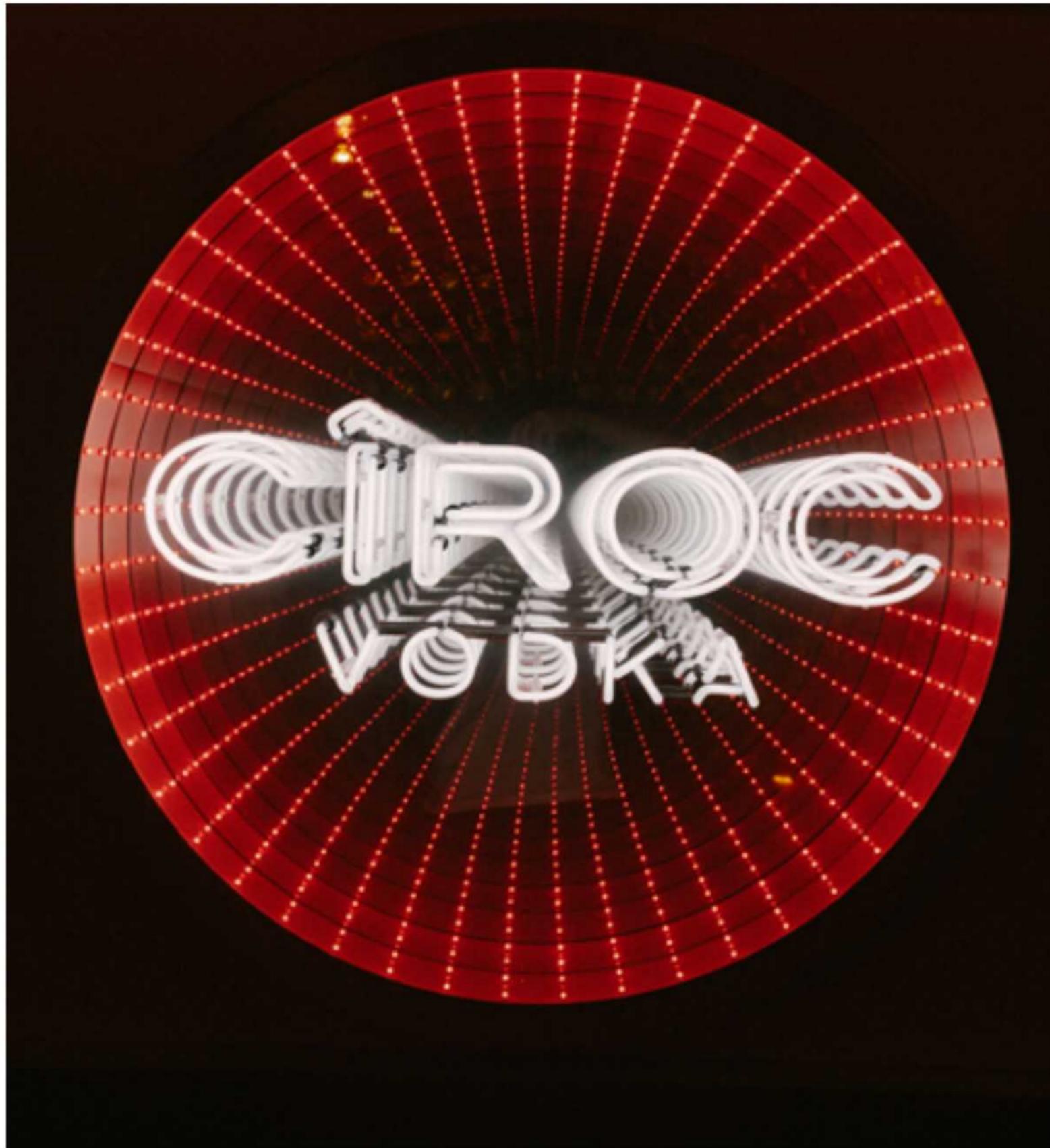
 300 NYE VIP visitors & +500 visitors on a weekly basis

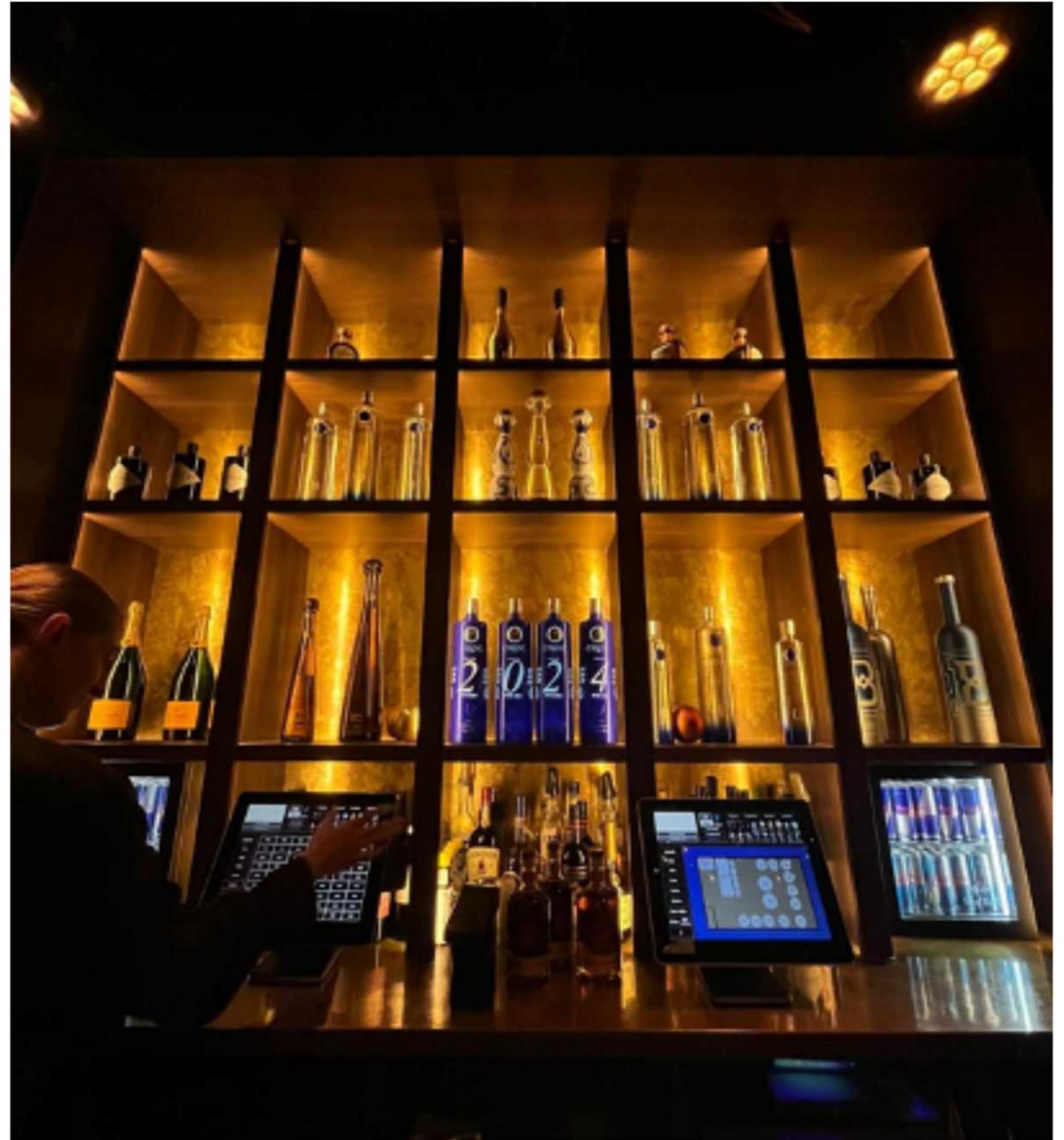
 1 NYE event night, year-round Cîroc events & visibility integrations



Scan to experience aftermovie













2024 | CREATIVE PRODUCTION, LIVE EVENTS

# Don Julio Por Amor x Purple Disco Machine at Verbier



2024 | DIAGEO | CREATIVE PRODUCTION, LIVE EVENTS

# Don Julio Por Amor x Purple Disco Machine at Verbier

'Por Amor' is Don Julio's appeal to the heart and soul of modern Mexico. A tribute to those who fully embrace their passion and creativity, and a celebration of those who follow their hearts to share their craft and talent just like Don Julio Gonzalez did.

Welcome to luxurious Swiss ski resort Verbier, where Don Julio hosted an epic party against the breathtaking backdrop of the Swiss Alps, bringing together a high-profile lineup for an exclusive 'Por Amor' party.

An exclusive Mixmag DJ set production & content shooting, a Don Julio booth carved out of ice at 2200 meters above sea level, Purple Disco Machine behind the decks, a Don Julio Paloma bar with mixologists and to top it all off an exclusive afterparty in Taratata with Dam Swindle & PDM.

Supporting PR agency The Romans & the Don Julio Brand team we took care of multiple aspects of the event as all-round production & event agency : DJ Bookings, flights, accommodation & ground transport, Palomas with purple PDM salt rim, custom engraved Don Julio 1942 bottles for influencers & artists, branded Don Julio production materials, logistics,...

 Verbier, Switzerland

 Online dj set on Mixmag, Influencer social media engagement, cultural media plan with press coverage

 Cultural media campaign with key metric

 Full content release in April 2024











2024 | CREATIVE PRODUCTION

Tomorrowland stage production



2023 | TOMORROWLAND | CREATIVE PRODUCTION

## Tomorrowland stage production

As a preferred supplier of Tomorrowland, we were once again privileged to play a role in the 2024 edition of this iconic festival. Renowned for its exceptional standards in execution, decoration, and stage design, Tomorrowland continually raises the bar, and we were honored to contribute to these efforts.

On the festival grounds, our internal production team took charge of the build-up, breakdown, and deco installation of multiple stages. These included The Climax Room Stage on the Bridgehouse, Library Stage, Rave Cave and Gathering Stage.

We had the opportunity once again to produce the centerpiece of Dreamville: The Gathering Stage. At the official camping site of Tomorrowland, this beautiful stage provided entertainment for over 60,000 festival goers for a period of two weekends. Next to this our team also produced the Miravela boxes at Dreamville, providing a luxurious camping experience. Our team of professionals brought their skills and expertise to the table to deliver top-quality productions that wowed the crowd and left a lasting impression.

The production process of these stages required careful planning and coordination over the span of several months by our entire team.

It was a challenging but rewarding experience to work on such a large and complex event. We are proud of our work on these stages and are grateful for the opportunity to contribute to the overall success of Tomorrowland 2024.

📍 Boom, Belgium

👤 400K visitors

📅 12 weeks of onsite co-production

★ Longterm production partner Tomorrowland









THE HISTORY  
TOMORROW

SYMPHONY  
OF UNITY

WRITING WITH

SEVEN NOTES  
& SILENCE

FLY  
TO THE SKY

MUSIC OUR F

MMXIX

DIED

VANSKAP FOR ALLTID

LIEBE

FOREVER

IN LOVING MEMORY OF  
TIM BERGLING

THE LANGUAGE  
OF FRIENDSHIP  
DICTIONARY  
EDITION OF 2019

OUR

III  
SER NE



LIVE TODAY, LOVE TOMORROW, UNITE FOREVER



LA VIE D'HEURE  
AMOUR D'HEURE  
ET DEMAIN

FOREVER

Other  
ure







2024 | CREATIVE PRODUCTION

Formula 1 Spa Francorchamps  
stage design & fanzone production



2024 | FORMULA 1 | CREATIVE PRODUCTION

# Formula 1 Spa Francorchamps stage design & fanzone production

Our team had the privilege of working once again at the Spa-Francorchamps Formula 1 race in 2024, following successful collaborations in 2022 and 2023. This year, we focused on developing and producing the vibrant Fanzone main stage, partnering once more with 555 Live Experience to bring an unforgettable experience to the heart of the event.

The main stage was a vibrant hub of activity, featuring exciting music from top national and international DJs, transforming the Fanzone into a party atmosphere that kept race fans energized and engaged during the entire weekend.

Our team thrived under the pressure, successfully executing every detail to the **highest standard**. From concept to completion, we ensured the Fanzone stage met the grandeur and intensity of the **pinnacle of motorsport**, adding an unforgettable layer of entertainment to the legendary Spa-Francorchamps experience.

- 📍 Francorchamps, Belgium
- 👤 380K visitors
- 📅 2 weeks production on-site
- ★ Biggest motor sports event in Belgium





F1 FANZONE STAGE

SPA  
FRANCORCHAMPS

SPA  
GP

SPA FRANCORCHAMPS

ROOTS  
OF RACING

ROOTS  
OF RACING

MAKE  
IT A FLEE

FORMULA 1  
ROLEX  
BELGIAN  
GRAND PRIX  
2023

SPA  
GP

SPA FRANCORCHAMPS

FORMULA 1  
ROLEX  
BELGIAN  
GRAND PRIX  
2023





2024 | CREATIVE PRODUCTION, BRAND ACTIVATION

## Loop Earplugs at Tomorrowland



2024 | LOOP EARPLUGS | CREATIVE PRODUCTION, BRAND ACTIVATION

# Loop Earplugs at Tomorrowland

In 2024, our team had the pleasure of partnering once again with Loop Earplugs to bring their event and festival campaigns to life.

At Tomorrowland, we developed an experience booth at the Dreamville campsite and a selling booth for the TML festival ground. Next to this, we also developed 2 mobile selling bikes, raising brand awareness and giving festival-goers a chance to try-on and purchase the exclusive limited edition Tomorrowland Loop Earplugs.

As the mobile selling bike had been such a success in our previous edition we brought it back and added an extra bike to allow festival goers to easily approach our Loop ambassadors for advice and questions about the products.

Our team was responsible for every aspect of the production & activation from start to finish, including logistical planning, team briefing, on-site management, and the concept development, design and production of the selling booths and bikes. We translated the limited edition co-branded Loop Earplugs (Loop x Tomorrowland) strategic plan into a visual identity, refurbishing the booths and bikes as well as designing displays highlighting the functional benefits of the product to bring them in line with this identity.

Besides the functional product benefits being explained by the Loopers, our goal was to uplift Loop more as a cultural brand in the eyes of consumers. An interactive Loop game was introduced at Dreamville offering festival-goers a chance to win a dinner with a view on the Tomorrowland mainstage. This game put big smiles on the visitors faces leaving a lasting positive impression. The game encouraged countless people to enter the booth and deepened their connection with the Loop brand driving more sales as well as brand love.

Our activations not only crushed the challenging salestargets set but also helped protect visitors' ears, allowing them to immerse fully in the Tomorrowland experience at Their Volume, creating a truly memorable impact for Loop Earplugs.

📍 Boom, Belgium

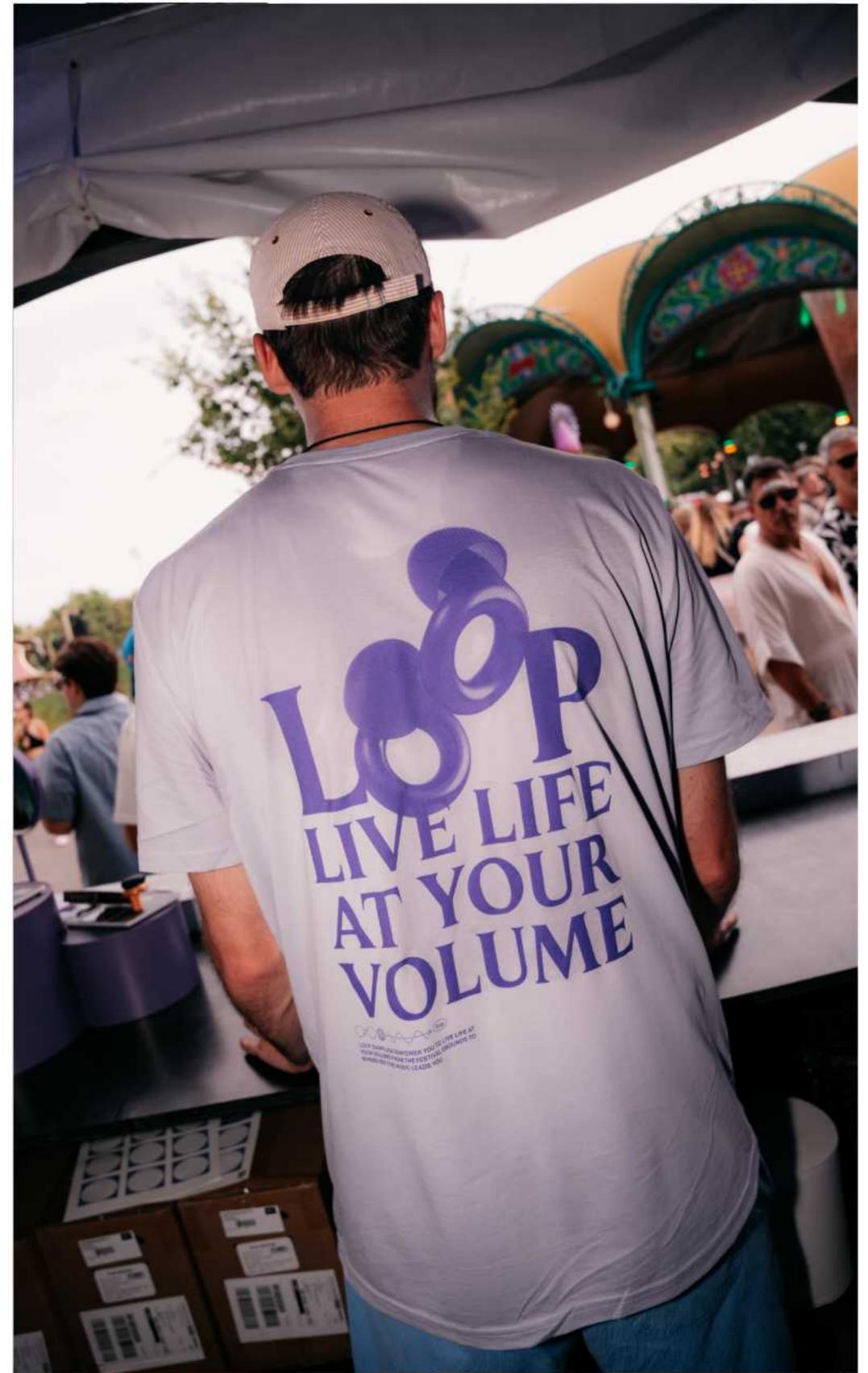
👤 +14.7K unique sales transactions

📅 2 Tomorrowland weekends

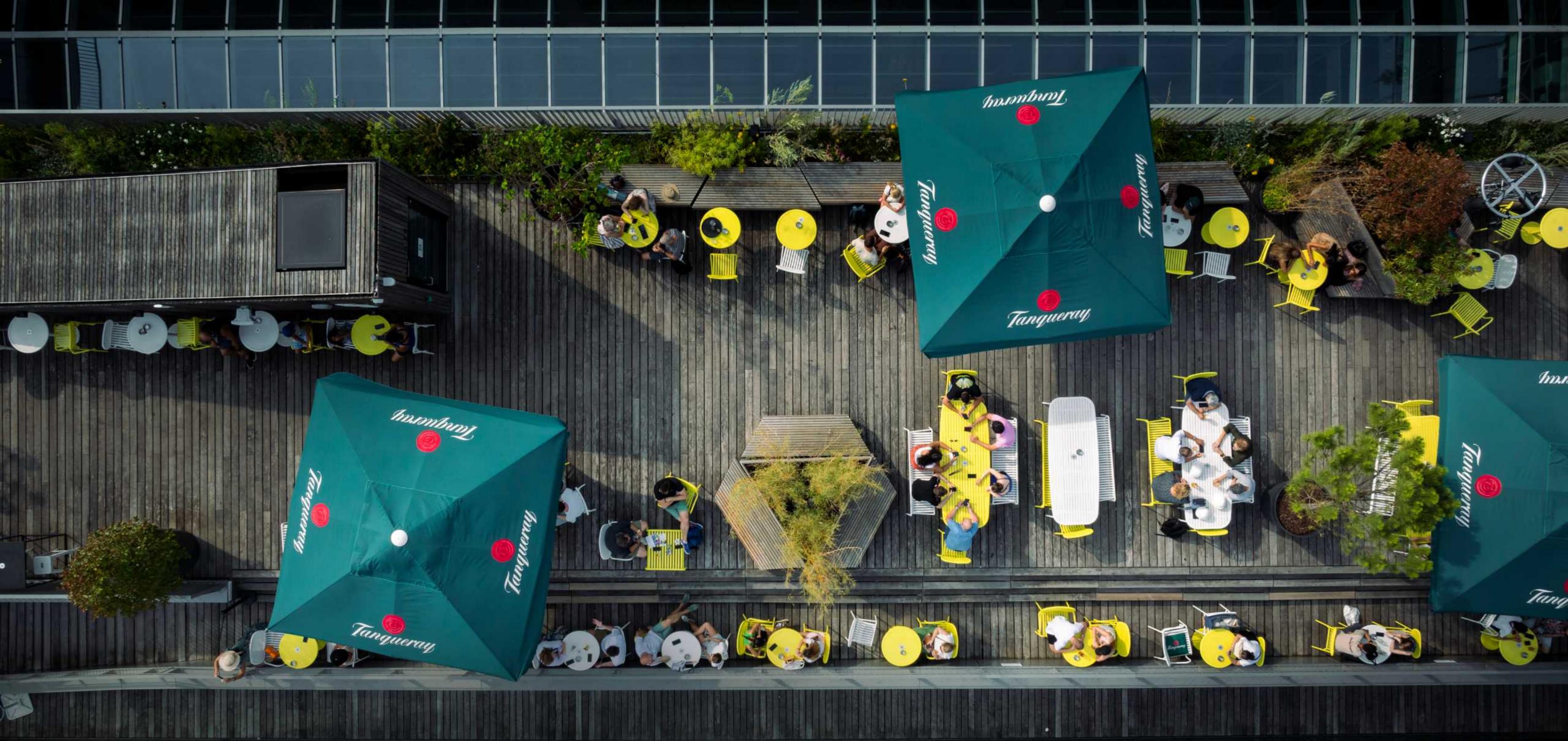
★ Biggest festival in Belgium

Scan to experience aftermovie









2024 | CREATIVE PRODUCTION

# Tanqueray Brand Integrations



2024 | DIAGEO | CREATIVE PRODUCTION

## Tanqueray Brand Integrations

Made to be bold, Tanqueray entrusted our team to bring its unmistakable character to top on-trade venues in the capital of Belgium throughout spring and summer. Our mission was to put Tanqueray at the centre of those lively summer evenings, with the crisp T&T (Tanqueray & Tonic) as the perfect choice for every aperitivo moment.

To enhance Tanqueray's allure and drive sales, we crafted a strategic plan to bring elevated brand visibility to flagship locations like Rooftop 58, Aum and Babette. As Diageo's preferred production agency in Europe, our team designed, produced, and installed an array of sophisticated visibility items. Including an elegant backbar with iconic Tanqueray signage, lush leaf-covered backdrops, LED displays, parasols, glassware and soft furnishings such as blankets and pillows—all designed to capture attention and create that extraordinary atmosphere.

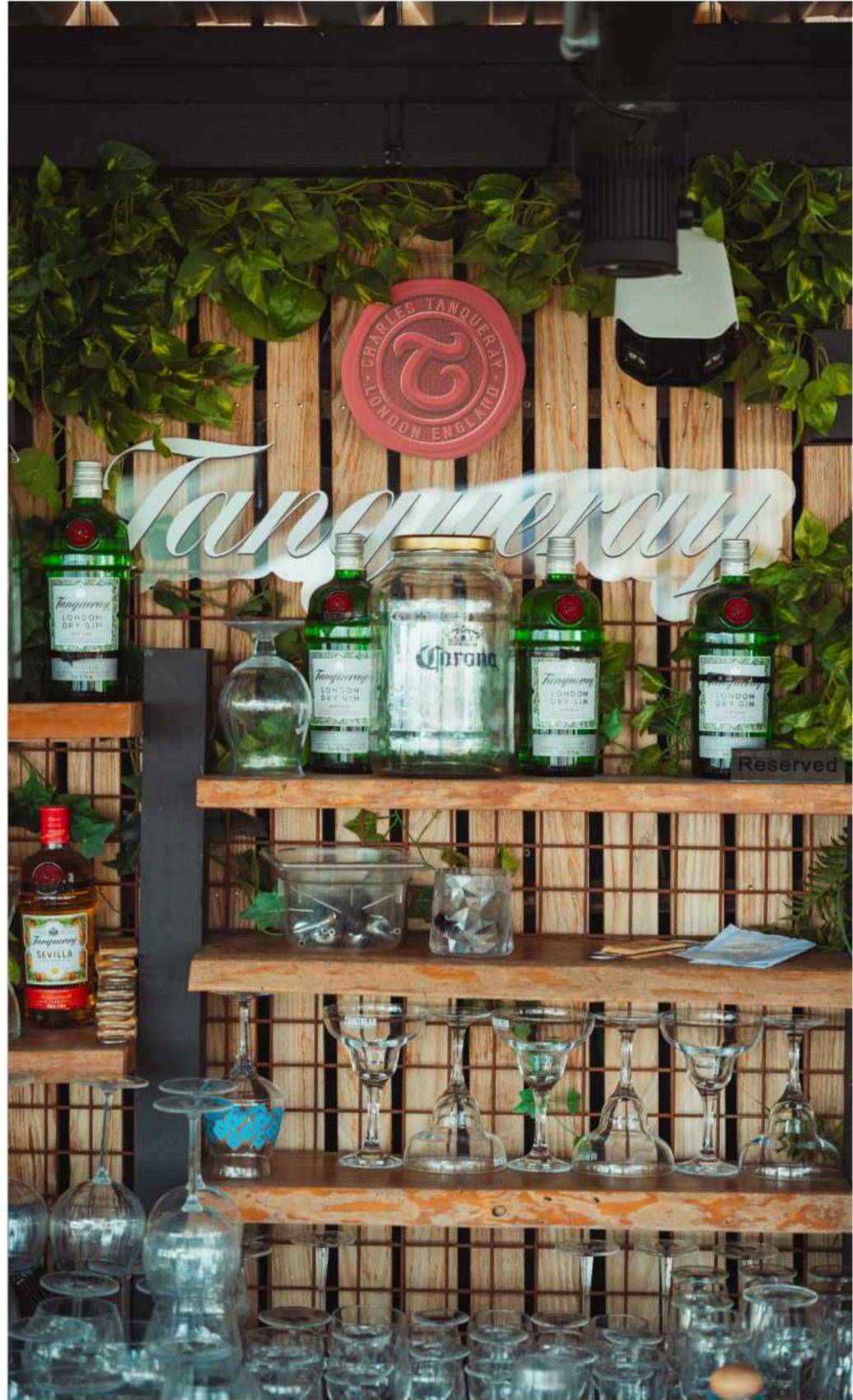
These installations not only boosted summer sales but also established Tanqueray as the go-to drink for those unforgettable hot evenings in the city.

-  Brussels, Belgium
-  Multiple flagship outlets
-  Spring & summer (semi-) permanent visibility integrations
-  Preferred production agency Diageo



Scan to experience aftermovie







*Tanqueray*



Tanqueray

# THE SINGLETON



2024 | CREATIVE PRODUCTION, BRAND ACTIVATION

## The Singleton at KaDeWe



2024 | DIAGEO | CREATIVE PRODUCTION, BRAND ACTIVATION

## The Singleton at KaDeWe

In 2024, our team once again returned to the iconic halls of Berlin's KaDeWe to create a captivating experience worthy of The Singleton's rich heritage. Our creative and production teams designed, produced, and installed a stunning brand display and a personalization booth that drew in luxury shoppers wandering through the store.

The eye-catching settings enticed the shoppers to explore while our Singleton ambassadors engaged directly with shoppers, offering tastings and sharing the brand's story in a way that left a lasting impression—ultimately driving a positive boost in sales.

To elevate the experience further, we introduced a personalization booth, featuring skilled calligraphy artists who transformed the purchased Singleton bottles into a one-of-a-kind keepsakes. Customers collaborated with the artists to craft unique messages for their bottles, creating meaningful memories tied to the brand. One such message even included an anniversary date on which the couple agreed to open the bottle and enjoy it together — a true testament to the personal connections fostered through this activation.

The Singleton's KaDeWe installation and personalization experience were met with great success and enthusiasm. Visitors praised the elegance and quality of the displays, while our ambassadors and calligraphy artists ensured every interaction deepened their connection to the brand. This engaging activation not only boosted sales but also strengthened customer loyalty, solidifying The Singleton's place as a beloved choice for both special occasions and everyday indulgence.

📍 Berlin, Germany

📅 Activation period extended due to success

★ Preferred production agency Diageo

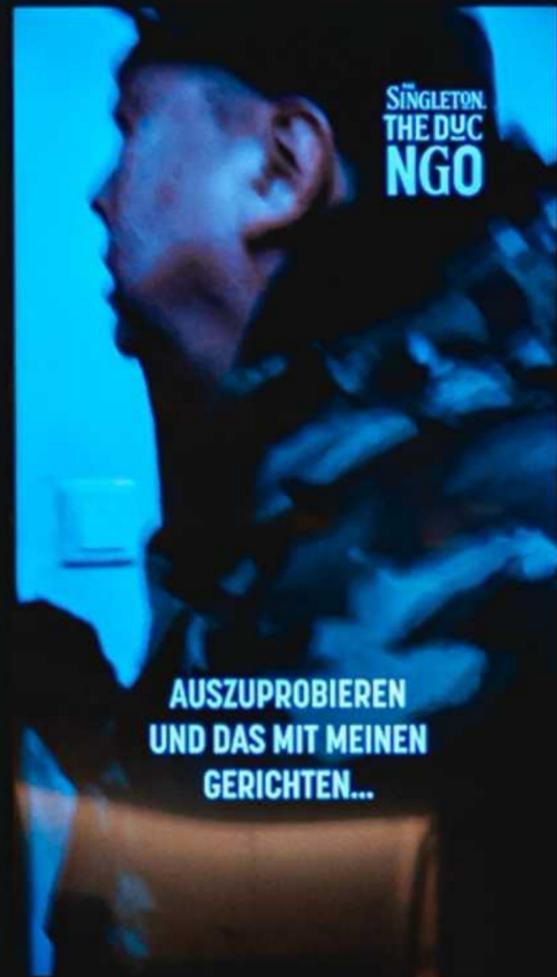


Scan to experience aftermovie





# THE SINGLETON



AUSZUPROBIEREN  
UND DAS MIT MEINEN  
GERICHTEN...

THE  
SINGLETON  
THE DUC  
NGO

THE SINGLETON

12 YEARS OLD  
15 YEARS OLD  
18 YEARS OLD

SINGLETON

THE SINGLETON

Bottle  
Drink



THE SINGLETON

THE SINGLETON  
SINGLETON PERFECTLY BALANCED  
THE SINGLETON  
SINGLETON  
SUBLIME  
18 YEARS OLD  
SUBLIMELY SMOOTH  
18 YEARS OLD  
SINGLETON  
DUFFTOWN DISTILLERY  
ENJOYED SINCE 1896



JAMES WATSON  
SINGLE MALT SCOTCH WHISKY  
DELICIOUS NECTAR  
12 YEARS OLD  
JAMES WATSON DISTILLERY  
ESTABLISHED SINCE 1896

KaDeWe  
DIE SECHSTE

durex®   
FEEL EVERY  
SPARK

**DID YOU FEEL THE  
GOOSEBUMPS?**

2024 | CREATIVE PRODUCTION, BRAND ACTIVATION, BRAND  
STRATEGY & CONCEPTS

**Durex at Tomorrowland**



2024 | DUREX | CREATIVE PRODUCTION, BRAND ACTIVATION, BRAND STRATEGY & CONCEPTS

## Durex at Tomorrowland

To celebrate intimacy and promote safe sex at Tomorrowland, we partnered with Durex to bring their electrifying 'Feel Every Spark' summer campaign to life. The goal was to create an unforgettable activation where festival-goers could truly experience every heartbeat, every chill, every drop of sweat—Every Spark.

We designed an immersive booth that awakened all the senses. Inside, visitors explored rooms that engaged sight, touch, smell, sound, and emotion, where they could control each room by picking different 'personalities' - Explorer, Charmer, Futurist, or Passionate. Festival-goers could tailor their experience, making it uniquely their own. At the end, they captured their journey with a personalized photo and received exclusive Tomorrowland-edition Durex condoms—a souvenir to remember their Personal Spark.

The experience didn't stop there. The Climax Room hosted various DJs who set the stage throughout the festival. Visitors could influence the mood of the room by adjusting visuals on a dynamic backdrop, creating a shared, ever-changing atmosphere of energy and connection on this 'secret' stage.

From concept and design to production, installation, on-site management, and Durex ambassador briefing, our team managed every detail of this campaign. The result was a standout experience that became the talk of the festival.

The Durex activation was one of the most visited attractions at Tomorrowland, earning national media coverage and sparking endless curiosity. Visitors eagerly lined up to see what awaited behind the curtains, emerging out with the sensations still pulsing through their bodies. Over two weekends, thousands of condoms were distributed, showcasing a successful reinforcement of Durex's message of safe, unforgettable adventures in a way that festival-goers will never forget.

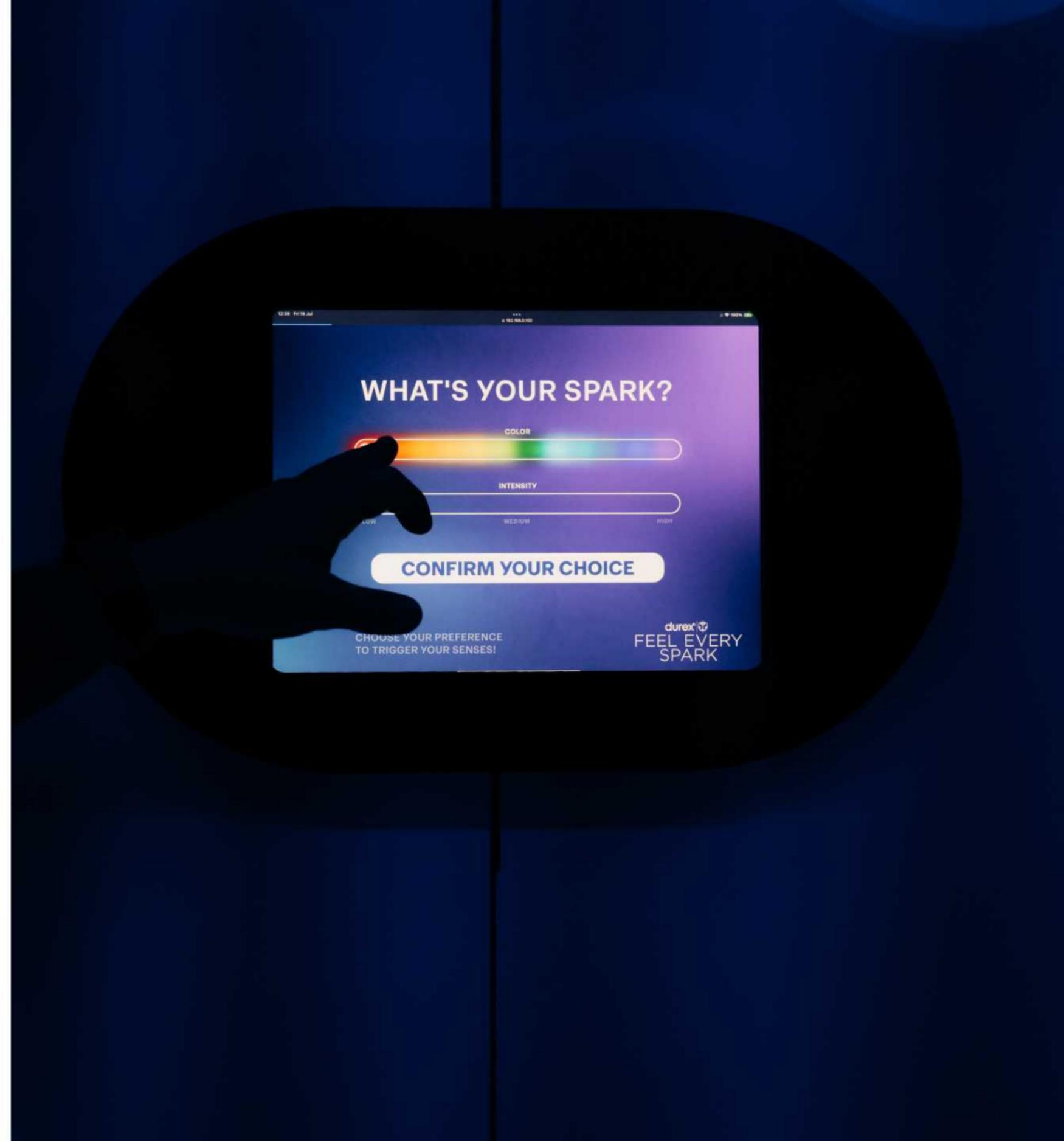
 Boom, Belgium

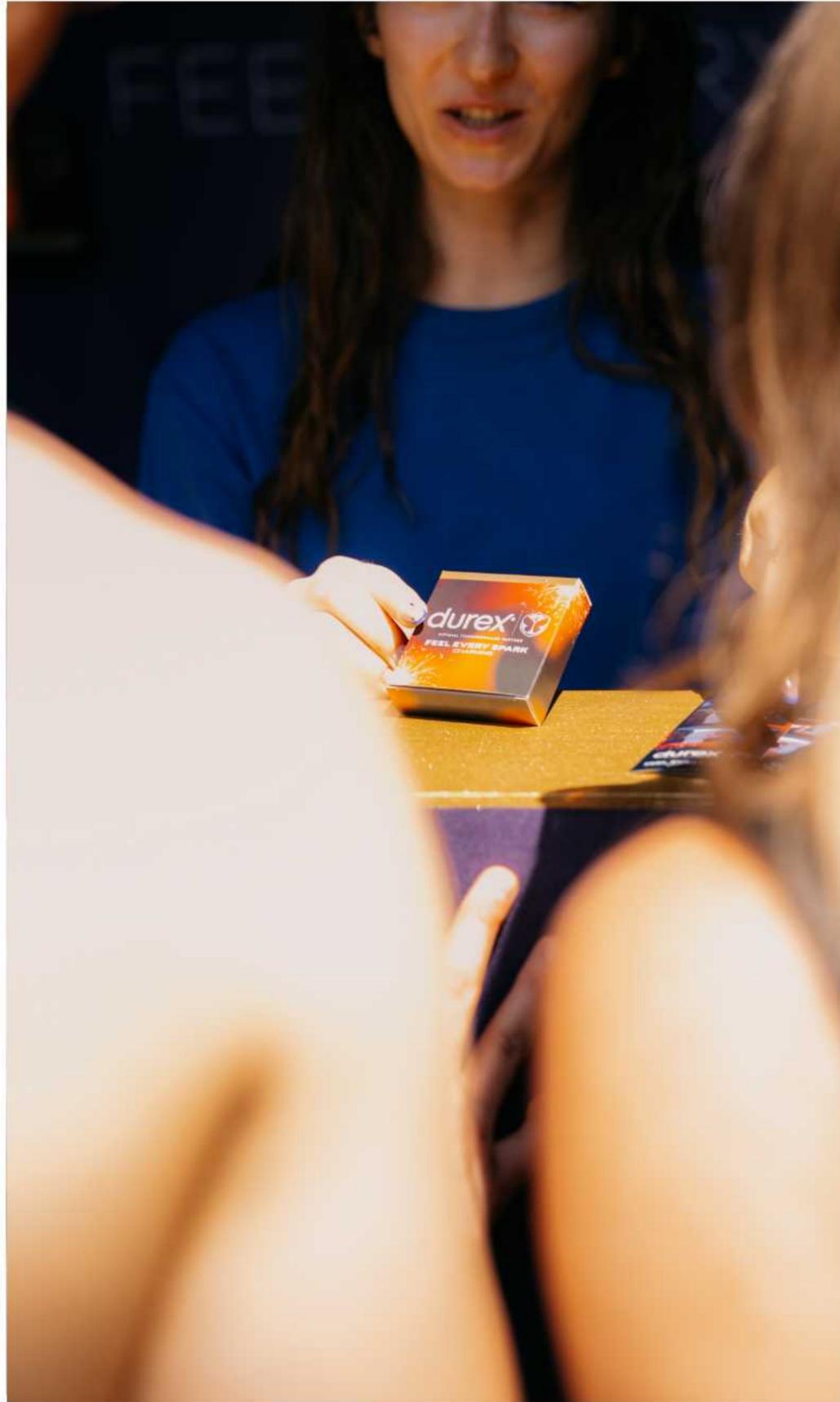
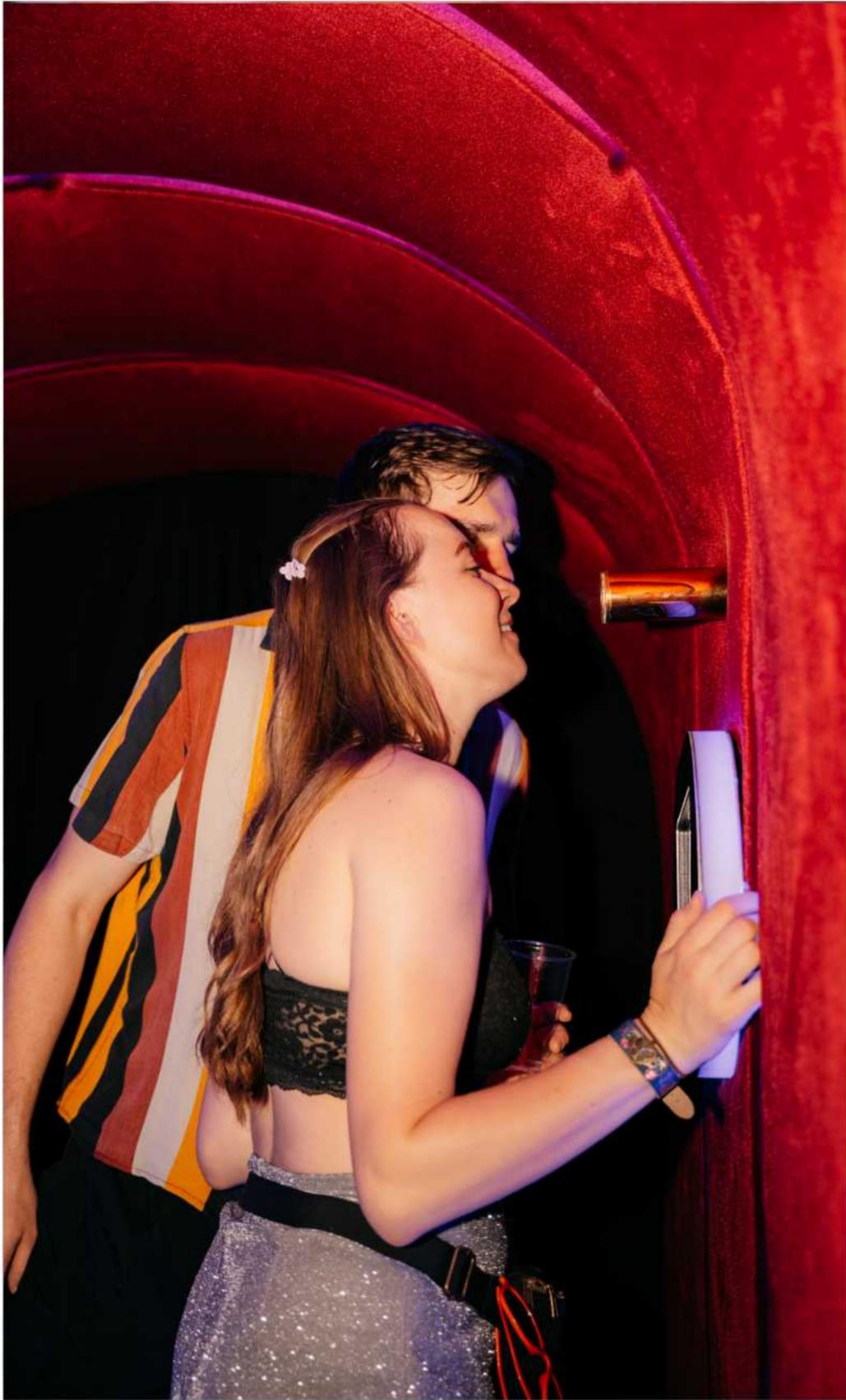
 +7.7k condoms given away

 2 Tomorrowland weekends

 (One of) Most visited activation TML 2024  
National news coverage - earned media

Scan to experience aftermovie







CLUB ROOM

durex  
FEEL EVERY  
SPARK  
FREE THE  
FEELING

BRITISH OPEN TEAM





2024 | CREATIVE PRODUCTION, LIVE EVENT

# Don Julio 1942 - Berlinale Film Festival



2024 | DIAGEO | CREATIVE PRODUCTION, LIVE EVENT

## Don Julio 1942 - Berlinale Film Festival

As a drink made to be enjoyed in moments of monumental celebration, Don Julio 1942's Berlinale film festival city takeover had guests buzzing with excitement to find the right key to the 5 Por Amor cages.

With several events and pop-ups set to take place across the city throughout the festival, our team was tasked with designing and producing bespoke displays and unique materials, as well as organising and executing all the Don Julio 1942 events.

The locations included the official Babelsberg afterparty at SoHo House, an afterparty at Club 808, as well as an industry dinner at Hotel De Rome and pop-ups at the Karl Lagerfeld store and the KaDeWe department store- for which we handled the entire production. With these events taking place we had our hands full to ensure sublime nights of provocative luxurious hedonism.

Each location had a special 1942 bottle waiting in a cage that only 1 key could open. Guests were asked to pick a key from a pile for their chance to open one of the cages and win the prize. They were encouraged to go on a scavenger hunt to find the cages and see if their key could open one for a chance to win the prize.

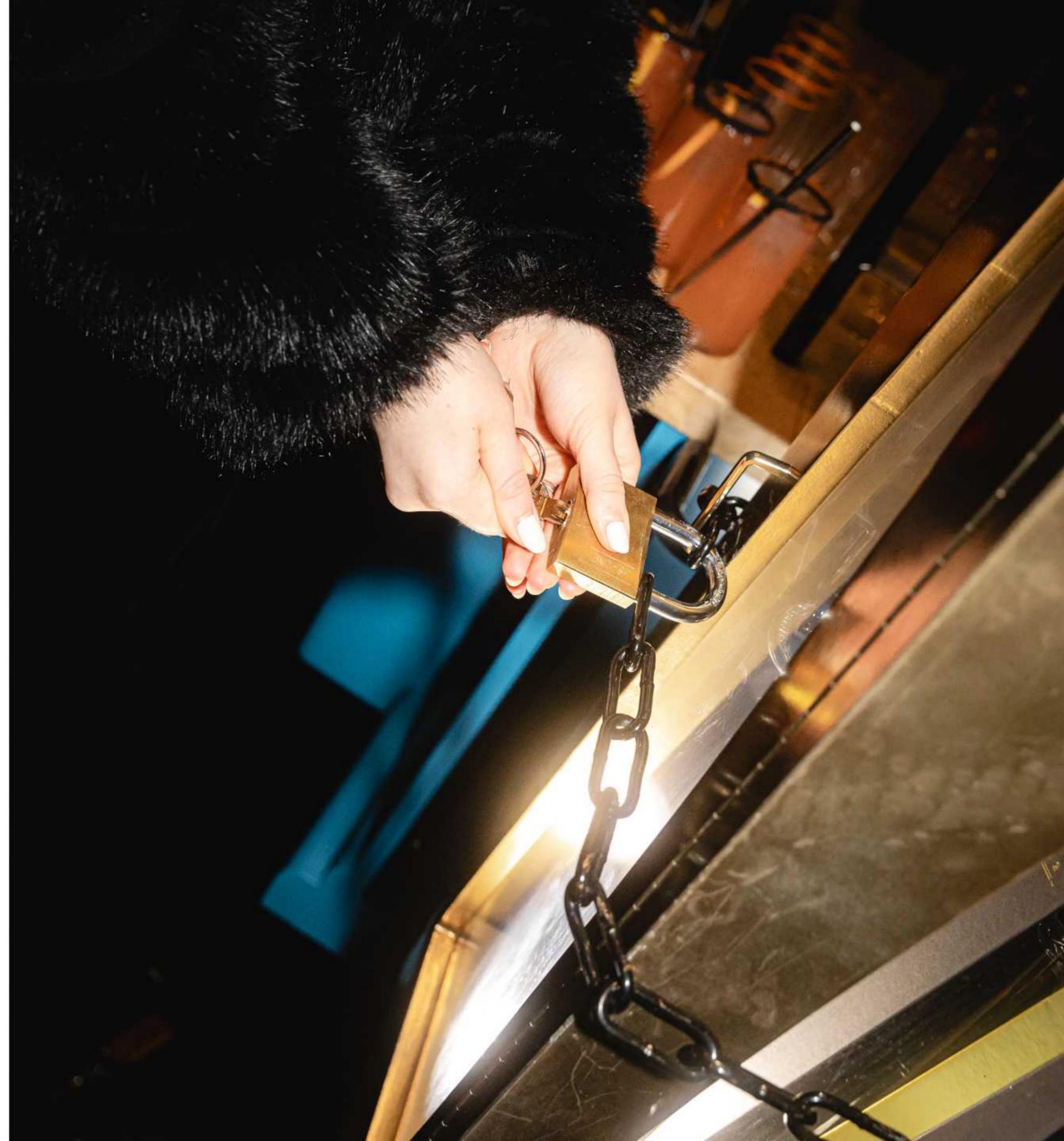
The afterparties and pop-ups were a great success with thousands of 1942 serves poured and enjoyed

 Berlin, Germany

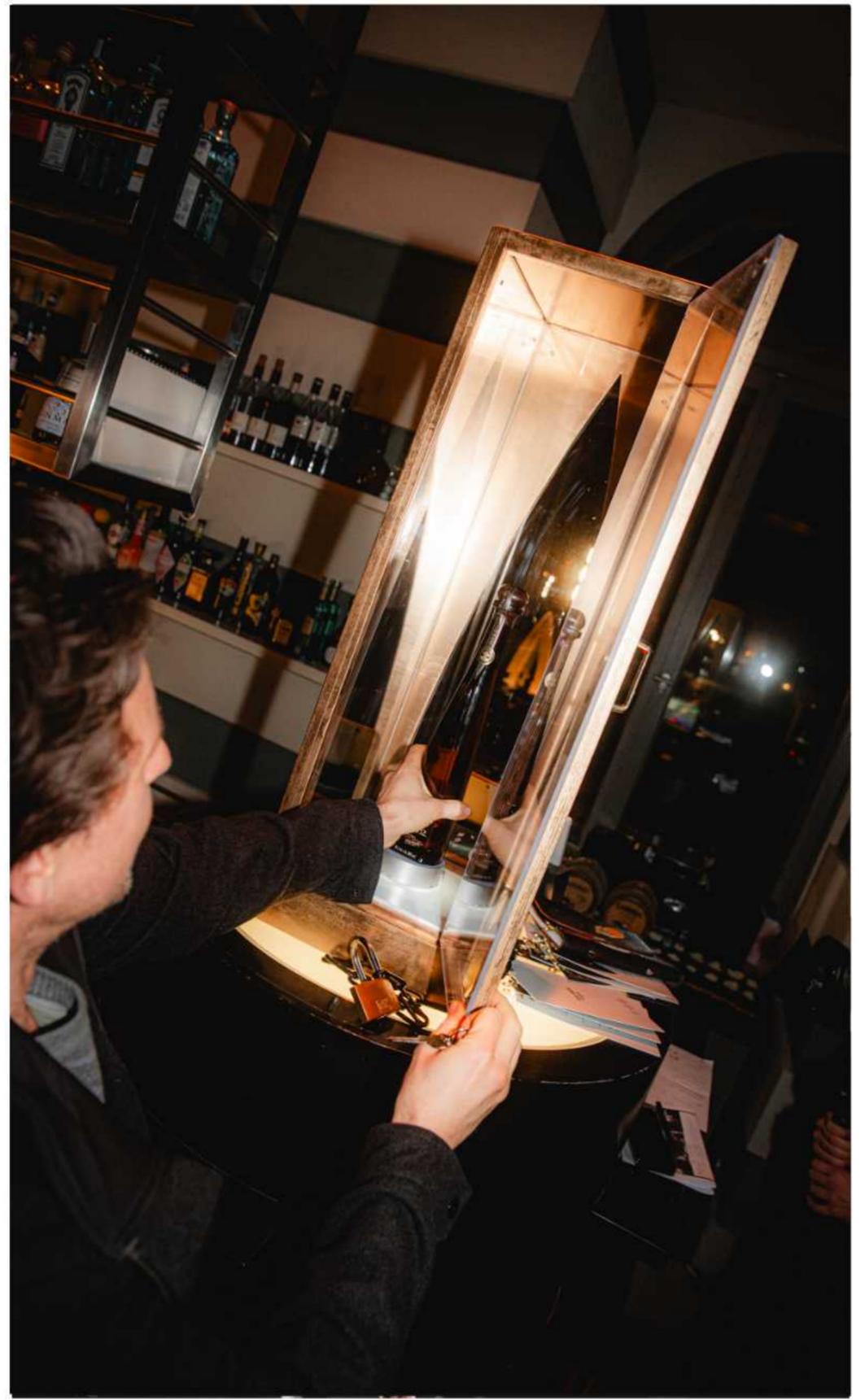
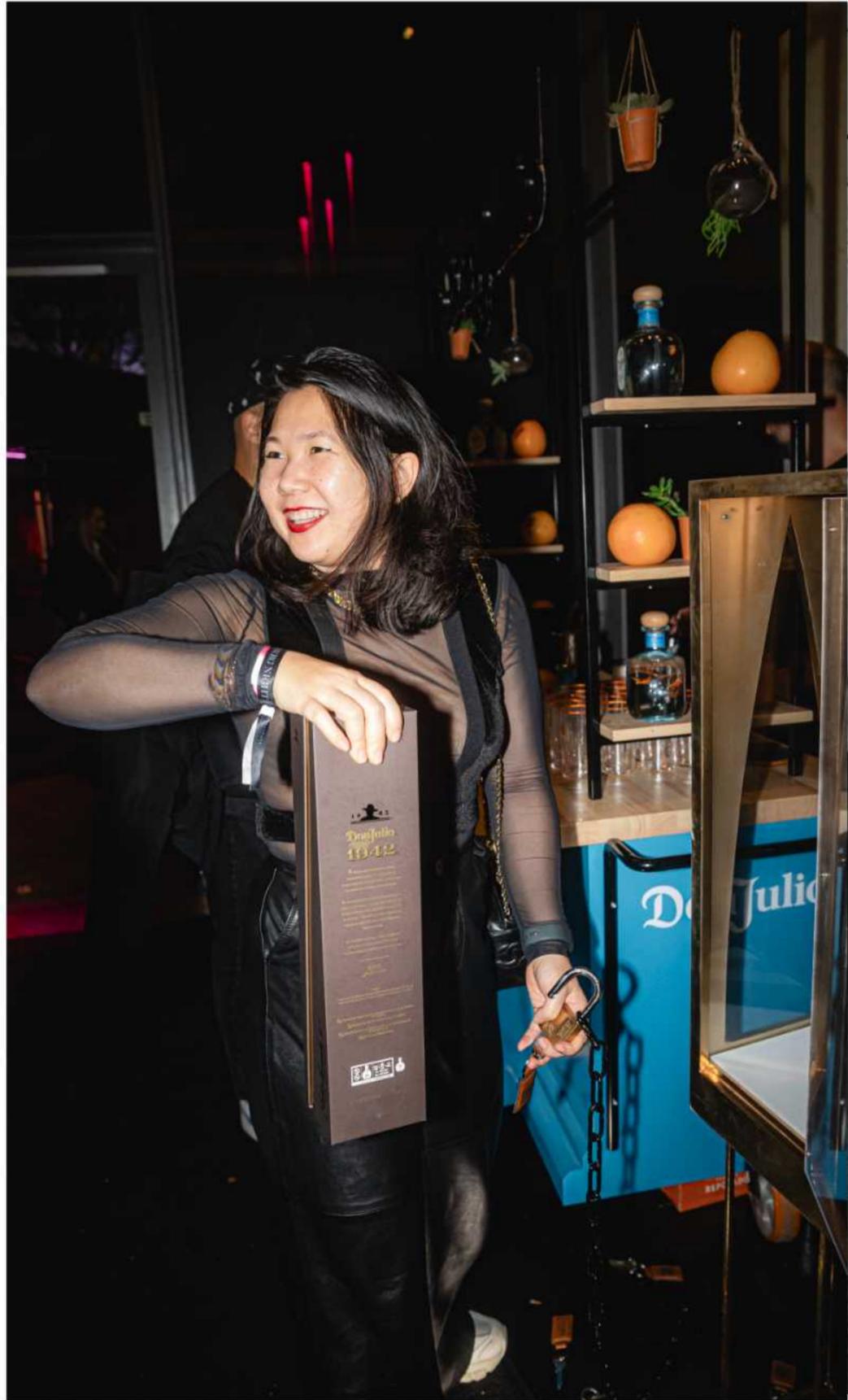
 600 guests across 4 events

 4 Events

 Don Julio takeover - Berlinale Film Festival









RECYCLE  
INFO

100% PMD

100% PMD

100% PMD

100% PMD

Tomorrow  
starts  
with  
today's  
habits

2024 | CREATIVE PRODUCTION, BRAND ACTIVATION, BRAND  
STRATEGY & CONCEPTS

Love Tomorrow at Tomorrowland



# Love Tomorrow at Tomorrowland

Love Tomorrow aims to raise awareness around sustainability, motivating festival goers to embrace eco-friendly practices in their daily lives. By weaving these values into the Tomorrowland experience, they inspire visitors to take steps toward creating a better tomorrow.

This year, our team was entrusted with enhancing the concept of the Recycle Club booth by building on last year's success and introducing exciting new features.

To encourage festival goers to be more sustainable our team set up the Recycle Club, the heart of the initiative where visitors could exchange full PMD (plastic) bags for exclusive Tomorrowland rewards. Tokens earned through recycling could be redeemed for selected goodies such as Tomorrowland gym bags, limited-edition flags, or co-branded Loop x Tomorrowland earplugs. This created a fun, tangible way to encourage eco-conscious behaviour.

To make the experience even more engaging, we introduced a chill area, complete with hammocks, swings, and charging tables. This inviting space offered visitors a chance to relax while connecting with the Love Tomorrow mission. By creating a welcoming and joyful atmosphere, we fostered a sense of community where visitors were happy to contribute to the environment in their own ways.

Adding a touch of innovation to create more traction, we introduced smart bins that scanned items and guided visitors on how to recycle them correctly. This interactive feature sparked curiosity, drawing more people into the Recycle Club to learn about sustainability in a fun and educational way.

Beyond the booth, we amplified Love Tomorrow's message with a podcast studio, hosting interesting guests who shared insights and stories to enhance the movement's credibility and appeal. For those who embraced the initiative, a secret disco offered a thrilling reward: a secret stage for you and your friends with a live DJ, accessible only to those who participated in recycling efforts.

The impact was evident, the Recycle Club and Love Tomorrow initiatives became top of mind for Tomorrowland visitors. This was clearly demonstrated by the large number of participants and the record-breaking collection of blue PMD bags, doubling last year's efforts. The Recycle Club became a place where people felt welcome and appreciated being encouraged and rewarded for their efforts, leaving inspired to continue their sustainability journey after the festival ended.

📍 Boom, Belgium

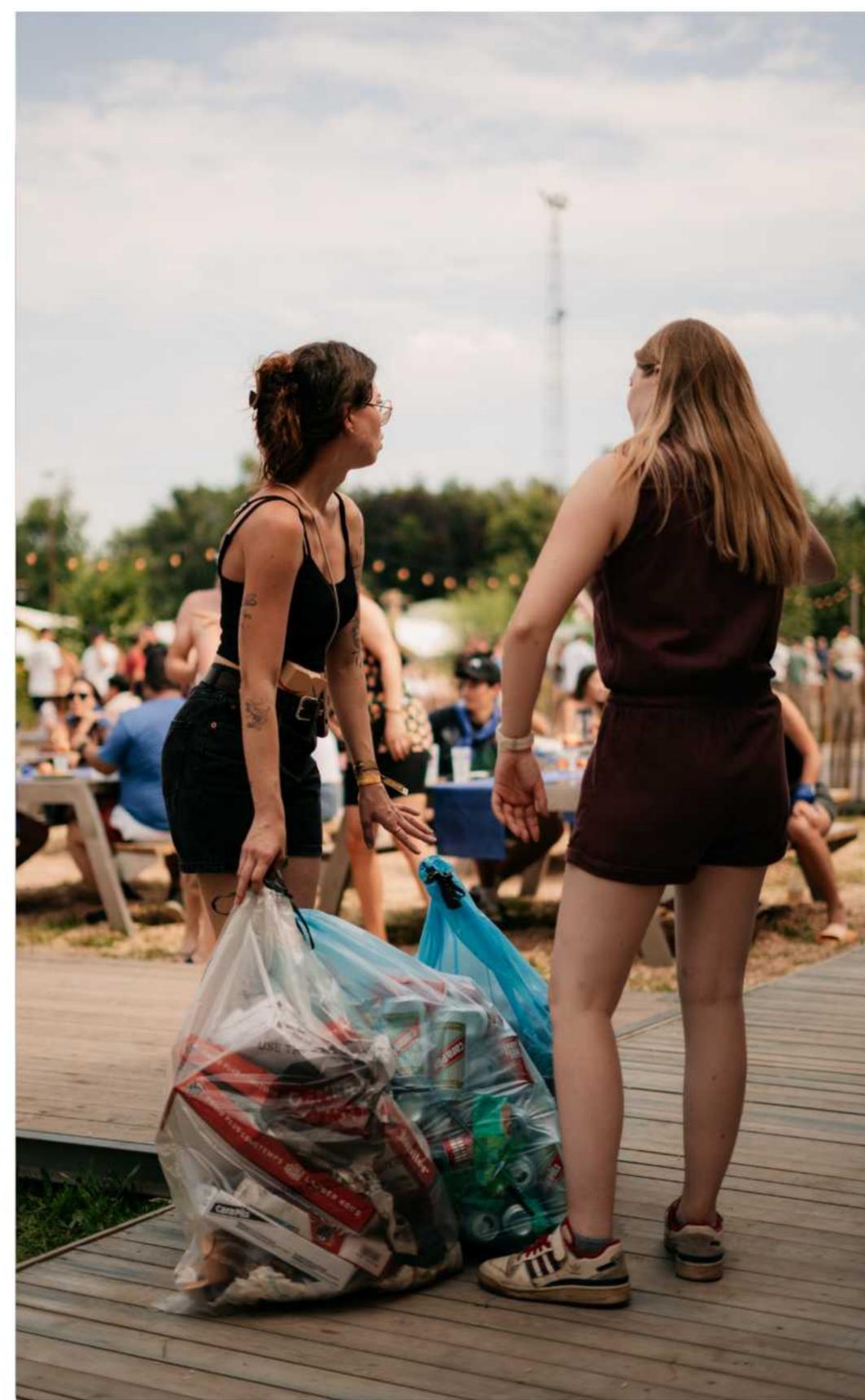
👤 +2K bags recycled

📅 2 Tomorrowland weekends

★ Biggest festival in Belgium

Scan to experience aftermovie







RECYCLE  
INFO

PAPER

PMD

GENERAL  
WASTE





LOVE  
TOMORROW



2024 | LIVE EVENT, BRAND STRATEGY & CONCEPTS

# Loop Earplugs Destination Unknown



# Loop Earplugs Destination Unknown

Entrusted with creating an unforgettable getaway for Loop employees, our team set out to create an extraordinary trip under the concept Destination Unknown - a mystery getaway where employees wouldn't discover their destination until they stepped off the plane.

Months of anticipation built excitement with teasing videos, surprise packages, and games. A playful character, Loopius Maximus, became the heart of the mystery, connecting employees globally through a hotline and hints. Every detail—from airport check-ins to boarding passes— was carefully planned to keep the destination under wraps until the very last moment.

To cater to everyone's preferences, we designed activity packages inspired by Loop's product categories: Quiet - for those who wanted a calm and relaxing experience, Engage - for those who wanted to step out of their comfort zone, and Experience - for the adventurous thrill seekers.

The trip included a myriad of fun activities - yoga, ice baths, KAP, soundwave therapy, graffiti, cliff diving, mountain biking and boat trips. Every experience was thoughtfully designed to match the Quiet, Engage, or Experience categories, while delicious shared meals brought everyone together.

Even at the destination, the mystery continued with a treasure hunt for five keys unlocking the final secret. As the sun set on the final evening, the grand reveal took place: the true identity of Loopius Maximus and the message behind the trip – **“It's not about the destination; it's about the journey.”**

With the mystery solved, the employees returned home feeling replenished, buzzing with stories of their experiences, and closer than ever. The friendships built along the way, a testament of the stronger team returning home.

📍 Ibiza, Spain

👤 200 Loop employees

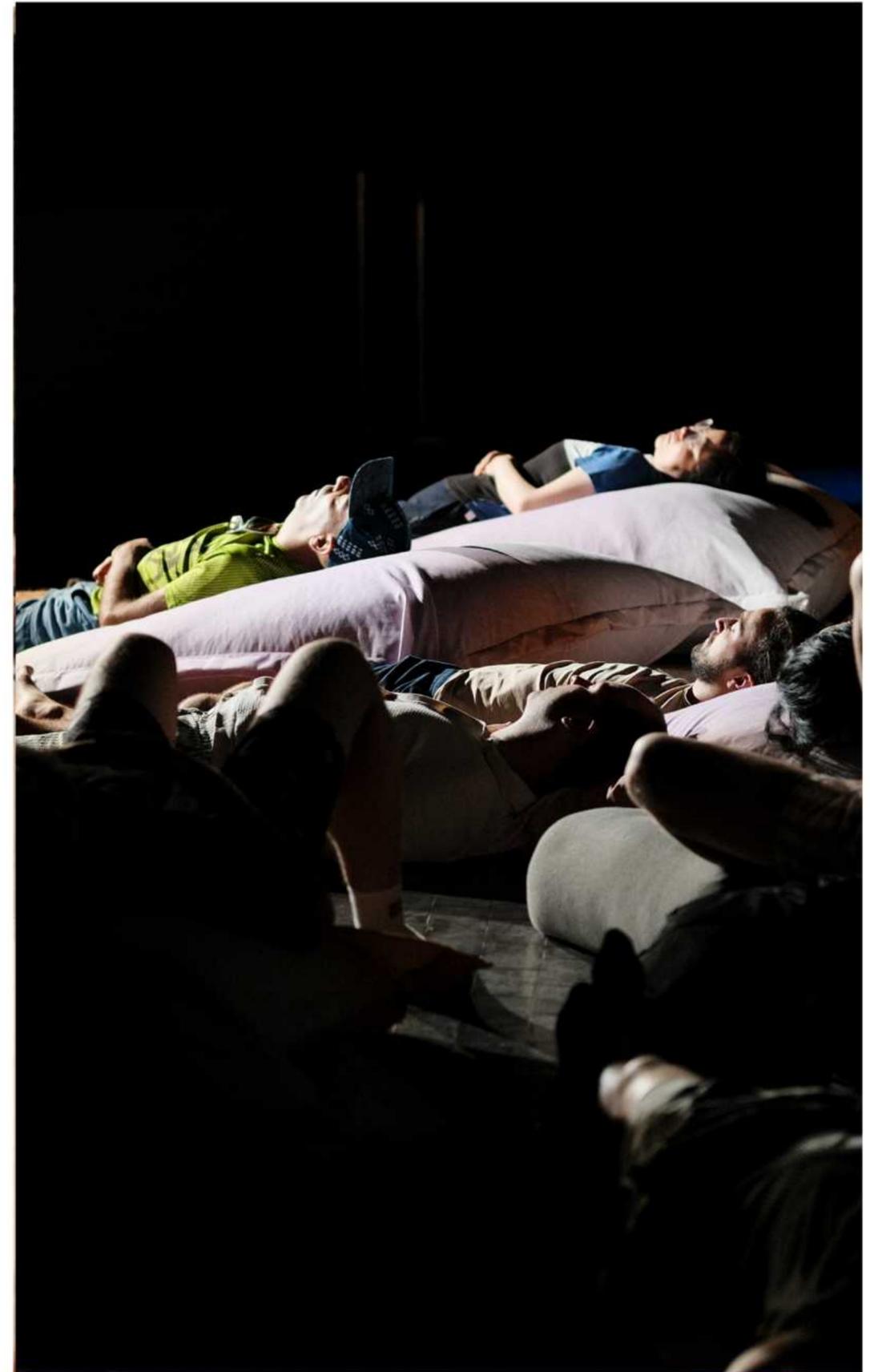
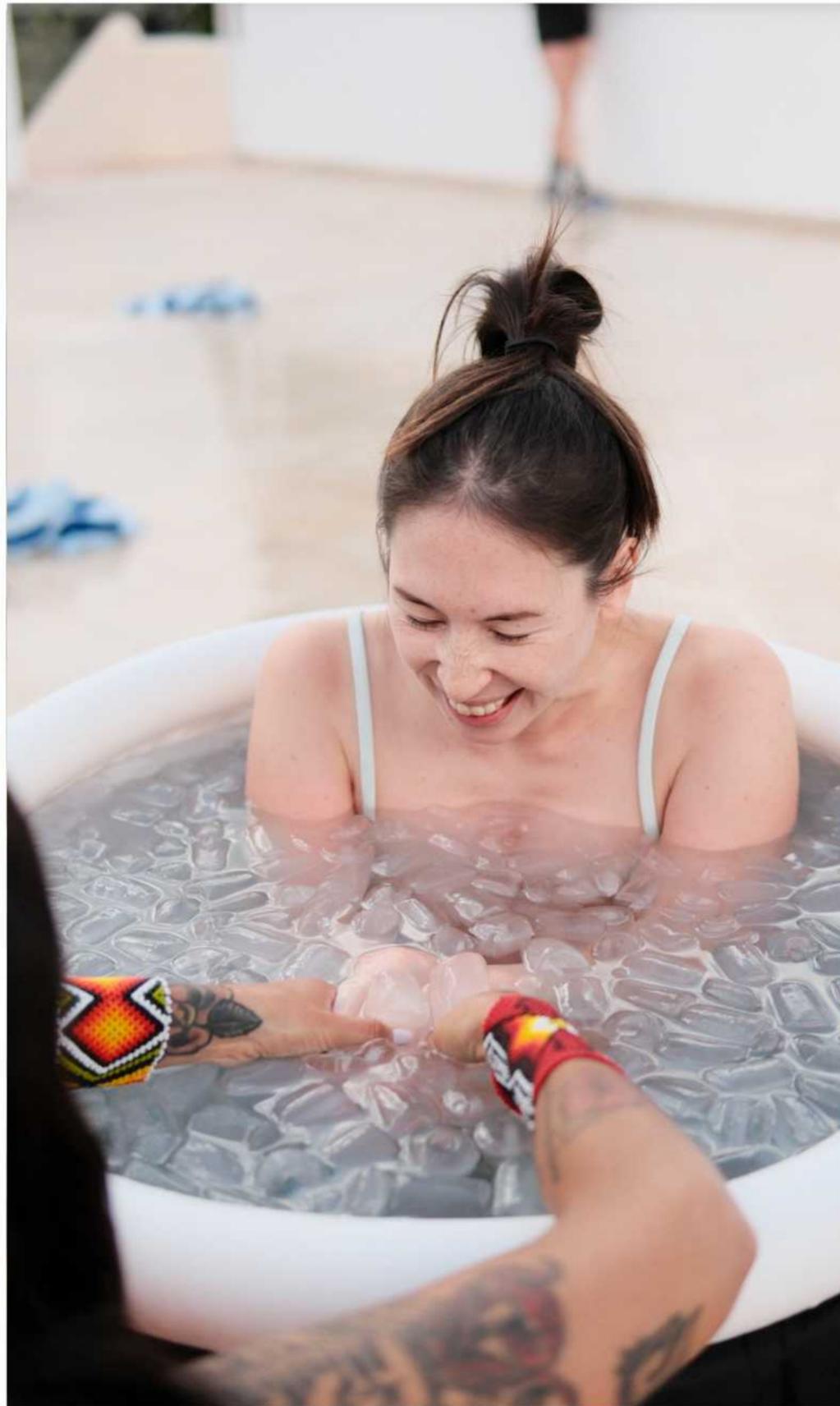
📅 3 day getaway

★ Concept development & event

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2024 | CREATIVE PRODUCTION, BRAND ACTIVATION

## Smirnoff at Gentse feesten



2024 | DIAGEO | CREATIVE PRODUCTION, BRAND ACTIVATION

# Smirnoff at Gentse Feesten

Smirnoff Ice, the perfect ready-to-drink beverage for the hot summer evenings, was brought to the spotlight this year at Gentse Feesten. With its crisp, sparkling citrus flavour, it was the ultimate drink for the festival's vibrant mix of music, theater, and nightlife at the heart of the Vlasmarkt.

For this activation, our team custom built a tall container with an OOH banner that turned heads across the Vlasmarkt. Strategically placed next to the radio tower, the focal point of the area, the container attracted a constant stream of visitors and was spotted on several social media posts amplifying Smirnoff's visibility. To gather visitors and keep the energy alive, the container also featured a dance platform hosting performances that drew in even more attention to the brand.

Taking engagement to the next level, we introduced the Smirnoff Secret Disco – a playful, hidden party for the true rascals at the city festival. With each purchased drink the visitors would receive a red token which allowed them entry into the Secret Disco. Inside, visitors had complete control over their experience, adjusting the music, lights, bubble machine, and smoke effects to create their ideal party atmosphere. While they enjoyed their mini party with friends, their pictures were taken and printed for them to keep as a memory of their Smirnoff adventure.

This activation successfully boosted brand visibility and brand love. The Smirnoff container bar and its vibrant branding were unmissable, prominently featured on social media and news outlets.

The Secret Disco was a hit, drawing in crowds eager for a unique and interactive experience. Many visitors returned for multiple rounds, solidifying Smirnoff Ice as a drink synonymous with summer fun at Gentse Feesten.

 Gentse Feesten, Gent, Belgium

 +/- 120.000 visitors

 10 days at Gentse Feesten



Scan to experience aftermovie









THE GLASSHOUSE

2024 | LIVE EVENT, BRAND STRATEGY & CONCEPTS

Royal Botania - The Glasshouse



2024 | ROYAL BOTANIA | LIVE EVENT, BRAND STRATEGY & CONCEPTS

# Royal Botania - The Glasshouse

The grand opening of Royal Botania's stunning new brand home in Wommelgem, Belgium, was a moment to remember. Rooted in elegance and refinement, the new space named 'The Glasshouse', seamlessly blends sustainability and innovation, a true reflection of Royal Botania's commitment to master craftsmanship.

Tasked with developing a concept and opening event worthy of this extraordinary space, our team set out to deliver a luxurious, magical night that embodied quality, sophistication, and class.

From start to finish, our team orchestrated every aspect of the event. We helped to develop the showroom's name, managed the invitation process, and ensured seamless logistics, including transportation, accommodations, catering, and entertainment.

To ensure a VIP experience, we coordinated with 3 top hotels in Antwerp who included room drops with city guides, placed a Royal Botania desk as a central meeting point, and made swift adjustments for last-minute changes. Guests also traveled in style with our fleet of Royal Botania-branded V-Class vehicles and luxury coaches, tailored to meet every need.

The evening itself was magical. The exquisite culinary experience headed by chef Wout Bru, jaw-dropping acrobatic performances, and the lively evening performances allowed to showcase Royal Botania's luxury furniture and accompany the impactful speeches while keeping a vibrant and buzzing atmosphere.

Every detail was designed to impress—from magnetic guest badges and branded leather coasters to intricate staff attire, each element contributed to an immersive, high-end experience.

This remarkable evening launched The Glasshouse in style and grandeur, leaving guests mesmerised. The luxury furniture spoke for itself while we wowed the guests from start to finish with the evening's visuals, performances and refined touches. This gave an incredible introduction for the new showroom leaving everyone in awe.

📍 Wommelgem, Belgium

👤 600 international guests

📅 2 event nights

★ Strategy, concept development & grand opening event

Scan to experience aftermovie





by  
ROYAL  
BOTANIA









SUSTAINABILITY  
IS NOT A TREND.  
IT'S THE FUTURE  
OF RETAIL.

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2025 | CREATIVE PRODUCTION, EXPERIENTIAL MARKETING, BRAND  
STRATEGY & CONCEPTS

**BROEKLIN Brussels - MIPIM Cannes**

GLACE

ATELIERS



# BROEKLIN Brussels at MIPIM Cannes

Set to become Belgium's largest retail and leisure destination, BROEKLIN Brussels is gearing up for construction in 2026 in Machelen. Built on the foundation of sustainability, the project will embrace circular construction methods, energy-efficient design, transparent product sourcing, and will feature an innovative urban farm.

For the commercial kick-off of this development, our team was entrusted with creating a trade booth at MIPIM - the world's leading real estate exhibition. The goal was to bring the essence of BROEKLIN to life in a way that was both immersive and impactful.

Inspired by BROEKLIN's core values, we designed an open-concept booth that served as a life-size architectural model of the project. The structure featured three distinct spaces, each representing a key element of the BROEKLIN project and creating its skyline on the booth.

The first, an integrated meeting room, mirroring the office spaces that will be part of the development. The second, an interactive open space, designed to draw visitors in with an eye-catching videowall reflecting the entertainment and technological advances that will be implemented in BROEKLIN Brussels, complemented by a scale model which served as a conversation starter. Last, the greenhouse-style coffee shop on the right, symbolized BROEKLIN's lifestyle and retail experience. Guests enjoyed sustainably sourced coffee and tea from a local Belgian roaster, aligning with the project's ethical and sustainable vision. Every detail was taken into consideration from branded cookies to BROEKLIN Brussels shaped name badges.

Every aspect of the stand was designed with sustainability in mind, using responsibly sourced and reusable materials to reinforce BROEKLIN's commitments.

To infuse culture, energy, and community into the space, our team transformed the booth into an experience for one afternoon. A live DJ and saxophonist brought funky, vibrant beats, while guests enjoyed locally brewed Belgian beer—further emphasising sustainable, locally sourced craftsmanship.

By standing out in both design and experience, the stand garnered unmatched attention at MIPIM. Being one of the few stands that broke away from convention, the concept attracted investors and retailers alike, sparking meaningful conversations and generating several leads. The integrated meeting room provided a great addition, being secluded enough for private conversations while immersing the visitors into the BROEKLIN vision, offering them a view into the essence of the project and setting the stage for what the future holds.

📍 MIPIM, Cannes

📅 1 week

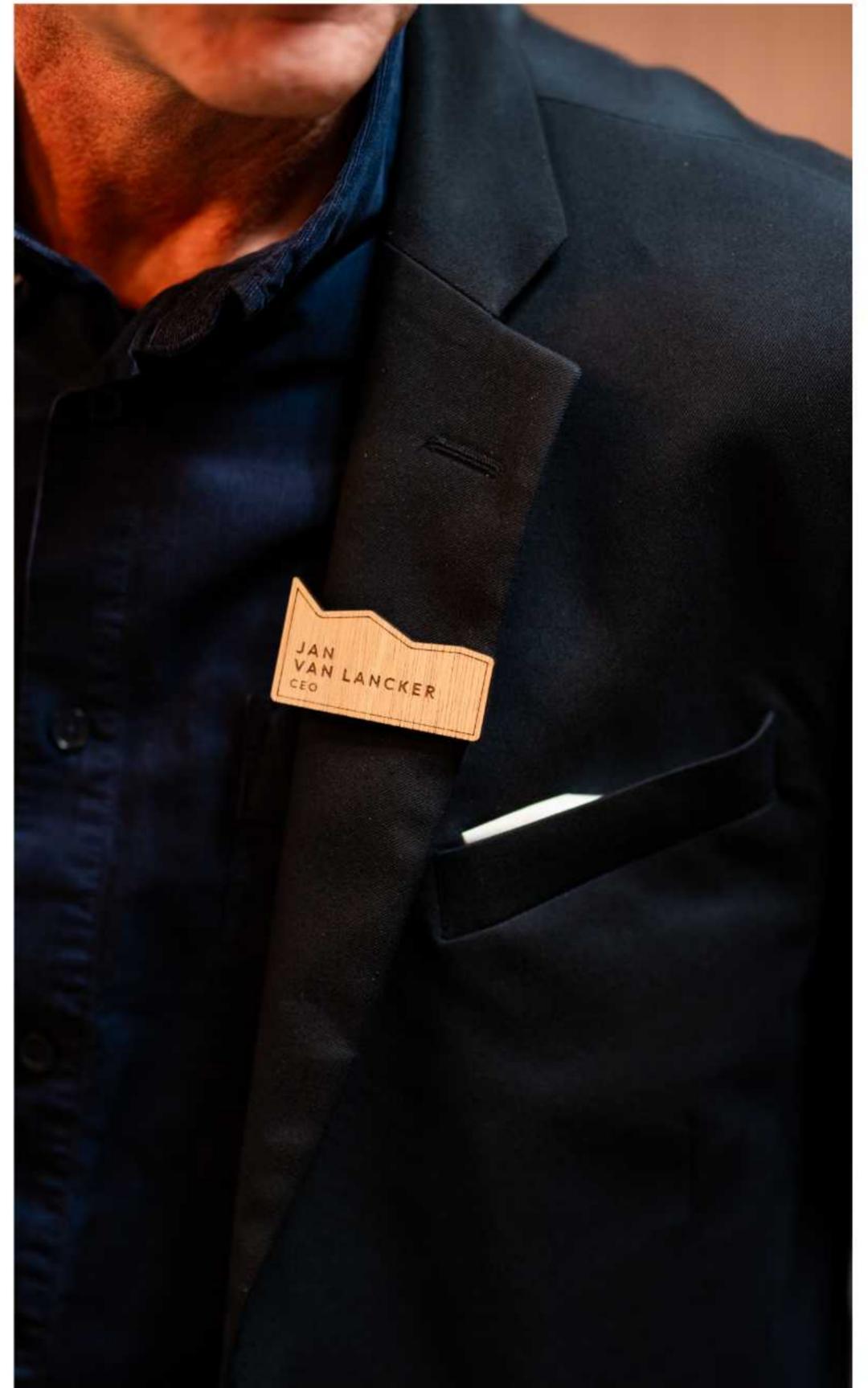
★ One of the most unique stands at MIPIM

Scan to experience aftermovie



**BROEKLIN**





BRUSSELS

BROEKLIN



**BROEKLIN**  
BRUSSELS





SUSTAINABILITY IS NOT A TREND. IT'S THE FUTURE OF RETAIL.  
BROEKLIN

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BROEKLIN

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2025 | CREATIVE PRODUCTION, EXPERIENTIAL MARKETING

# Love Tomorrow at Tomorrowland Winter



2025 | LOVE TOMORROW | CREATIVE PRODUCTION, EXPERIENTIAL MARKETING

# Love Tomorrow at Tomorrowland Winter

With a growing focus on health and wellness, Love Tomorrow embraced a different approach to building a more sustainable world: “Taking care of the planet starts with taking care of yourself.”

This year, Love Tomorrow’s mission was to support visitors in becoming more conscious of their own well-being—so they could, in turn, take better care of others and the environment. The Recharge Hub was created as a peaceful retreat, offering two types of sessions: Recharge and Relax. The immersive sanctuary combined mindfulness with sustainability, highlighting the connection between personal well-being and environmental care.

The Recharge sessions featured immersive yoga, allowing guests to pause, breathe, and reenergise their bodies through a multi-sensory experience including projections, sound and smell. The Relax sessions offered a guided movement practice set against calming projections and soundscapes, transporting visitors into a state of serenity and focus. Both sessions began and ended with a gong player, whose frequencies were tailored to stimulate either energy or calmness. Every detail, from the ambient lighting to the visuals and sounds, worked together to create a sanctuary where festivalgoers could pause, breathe, and recharge their minds and bodies in harmony with nature.

Held inside a traditional Mongolian yurt, the activation was designed with sustainability and reuse in mind. Made from natural materials and suitable for all climates, the yurt served as a future-proof structure, reinforcing Love Tomorrow’s environmental values.

Our team oversaw the build, decor, staffing, and full activation—including the immersive setting created through sound, visuals, and scent. Upon arrival, guests were greeted by artists, setting the tone for the experience, who guided them into the yurt, where the host welcomed them.

The yurt was divided into two areas: First, a reception space, featuring drinks, natural materials, storage for jackets and shoes, and soft seating to gently introduce visitors to the experience and start their transportation into the world of Love Tomorrow. Second, the activation space, the heart of the hub, designed to immerse guests in a calm and transformative environment. Projections on the dome ceiling, immersive soundscapes via headphones, and subtle scents like lavender and eucalyptus created a serene atmosphere for the guests to be fully immersed in their session.

Throughout the festival, the Recharge Hub welcomed countless visitors, effectively amplifying Love Tomorrow’s message. It offered a space for festivalgoers to recharge and relax both physically and mentally, deepening their connection to themselves—and to nature, inspiring them to take care of the planet by taking care of themselves.

 Tomorrowland Winter, Alps d’huez, France

 66% Sell out rate

 24 sessions over 1 week

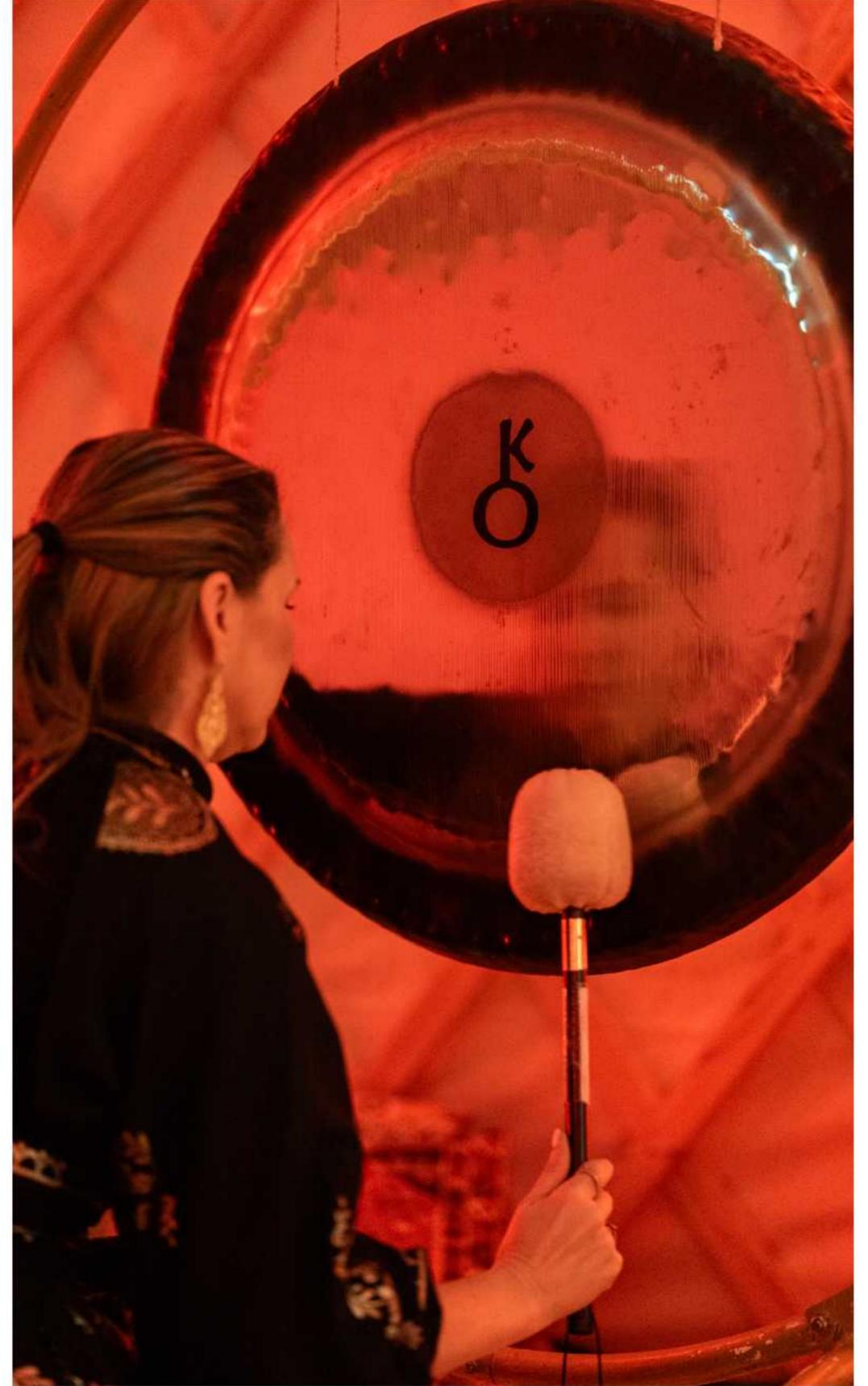
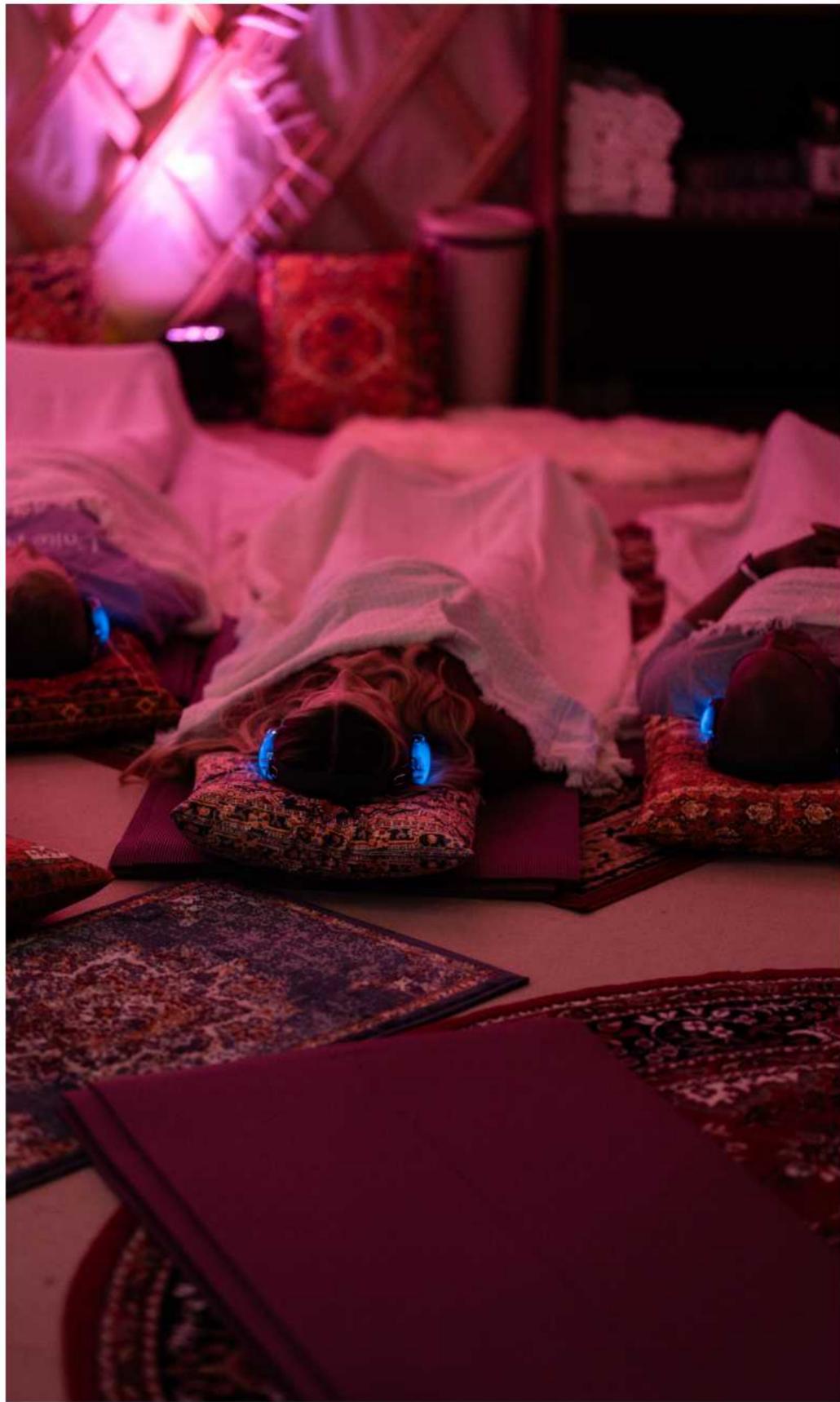
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TO  
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RROW  
RI  
GE HUB







2025 | CREATIVE PRODUCTION

# The North Face at Tomorrowland Winter



# The North Face at Tomorrowland Winter

Named after the most unforgiving side of the mountain, The North Face challenges explorers to push boundaries with its iconic mantra: Never Stop Exploring. At Tomorrowland Winter, that mantra came to life through a scavenger hunt that spanned the entire Alpe d'Huez mountain.

Our team was tasked with bringing the activation to life—designing and building both the branded totems and The North Face chalet. The totems, small domes nestled across the slopes, challenged festivalgoers to venture off and explore the mountain. Once discovered, each totem allowed visitors to snap a photo and upload it to the Tomorrowland app, from where it would appear on the digital photo wall at the chalet.

At the heart of the experience stood The North Face chalet, a hub where the community came together. A 'Name the drop' interactive game was installed as a touchscreen on the wall as the last place for participants to gather credits for the hunt. A leaderboard tracked the fastest times and credit is the 'Name the drop game', igniting friendly competition as visitors raced to claim the daily prize.

A dynamic photo wall displayed real-time uploads of the hunt, showcasing each explorer's journey surprising them as they arrived in the chalet. A dedicated photo area completed the experience, offering guests a place to capture their moment of triumph at the final stop of the adventure.

With high participation, daily winners, and a strong sense of community, the activation was a resounding success—turning the mountains into a playground of discovery and staying true to the spirit of exploration of The North Face.



📍 Tomorrowland Winter, Alps d'huez, France

📅 1 week

★ Main sponsorship of Tomorrowland Winter

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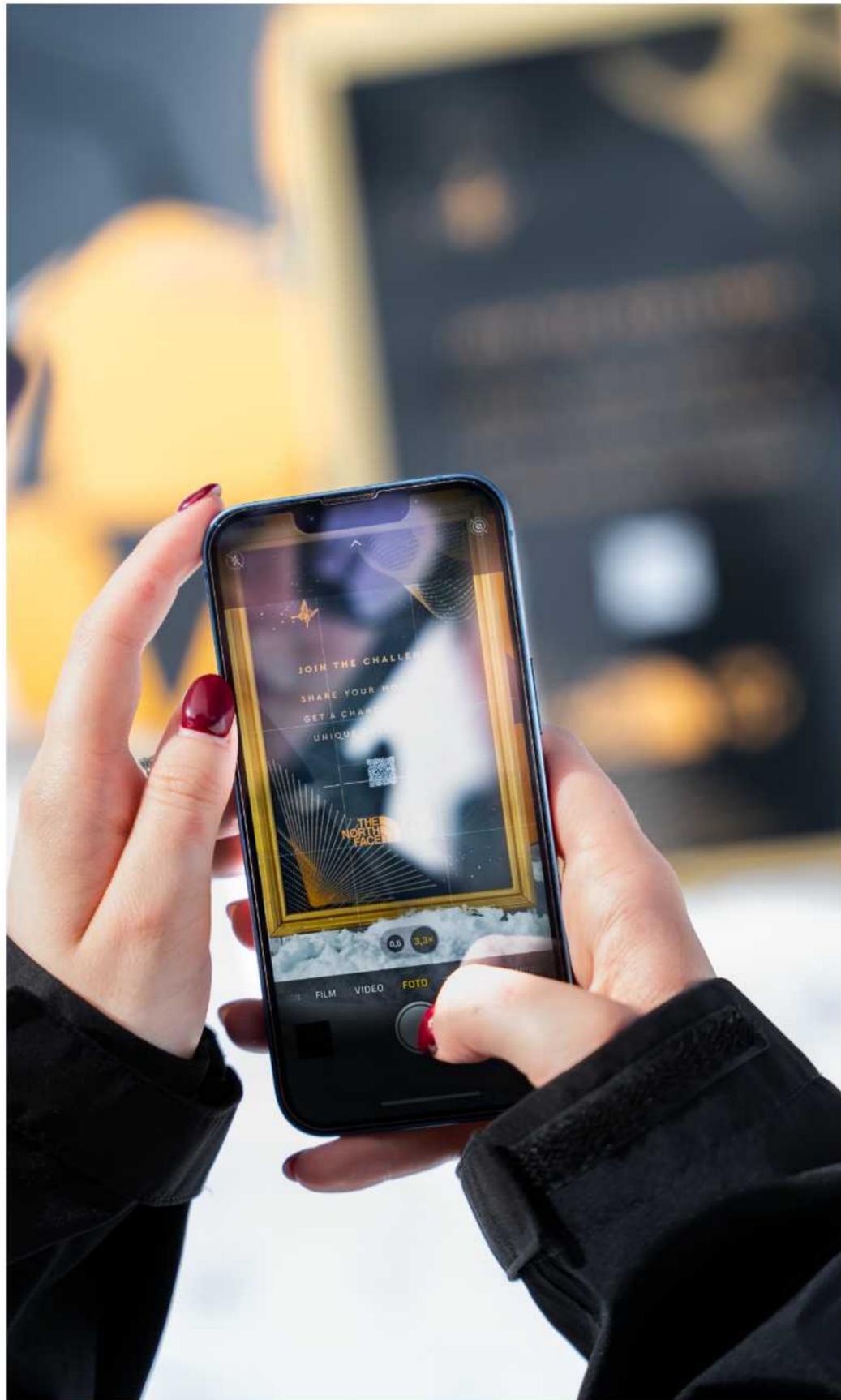


CASHLESS  
TOP-UP

GUESS  
THE  
DROP

THE  
NORTH  
FACE

THE  
NORTH  
FACE





2025 | CREATIVE PRODUCTION, EXPERIENTIAL MARKETING

# Loop Earplugs at Coachella 2025



# Loop Earplugs at Coachella

Loop Earplugs arrived at Coachella with a memorable, high-impact festival activation including a co-branded limited edition product, bringing their vibrant energy to one of the leading festivals of the world out in California, USA.

The unique collaboration aimed to raise brand love even further in the US & promote hearing protection on- & offline increasing sales. Loop chose to connect with the festival crowd via visually striking, mobile booths & teams – attracting attention and blending with the festival’s vibrant atmosphere, while reflecting Loop’s brand identity.

Our team was responsible for handling all aspects of the on site partnership – from brand strategy to concept design, full production and staffing. Including logistics, staff training, and other event practicals. The aim was to create an eye-catching experience that not only attracted attention but also emphasized the importance of hearing protection while driving brand engagement and sales.

The design for the four bikes drew inspiration from the co-branded product : The bold and colorful aesthetic of Loop Earplugs combined with the Coachella plains during sunset. Embracing a minimalistic and sleek approach where less was more. The booths embodied Loop’s innovative spirit – compact in size but powerful in function and impact, maximizing both sales potential and user experience.

In addition to the design and production, our team provided comprehensive support in terms of staffing, ensuring the four mobile booths were staffed with energetic, knowledgeable Loop Ambassadors trained to engage attendees and maximize sales.

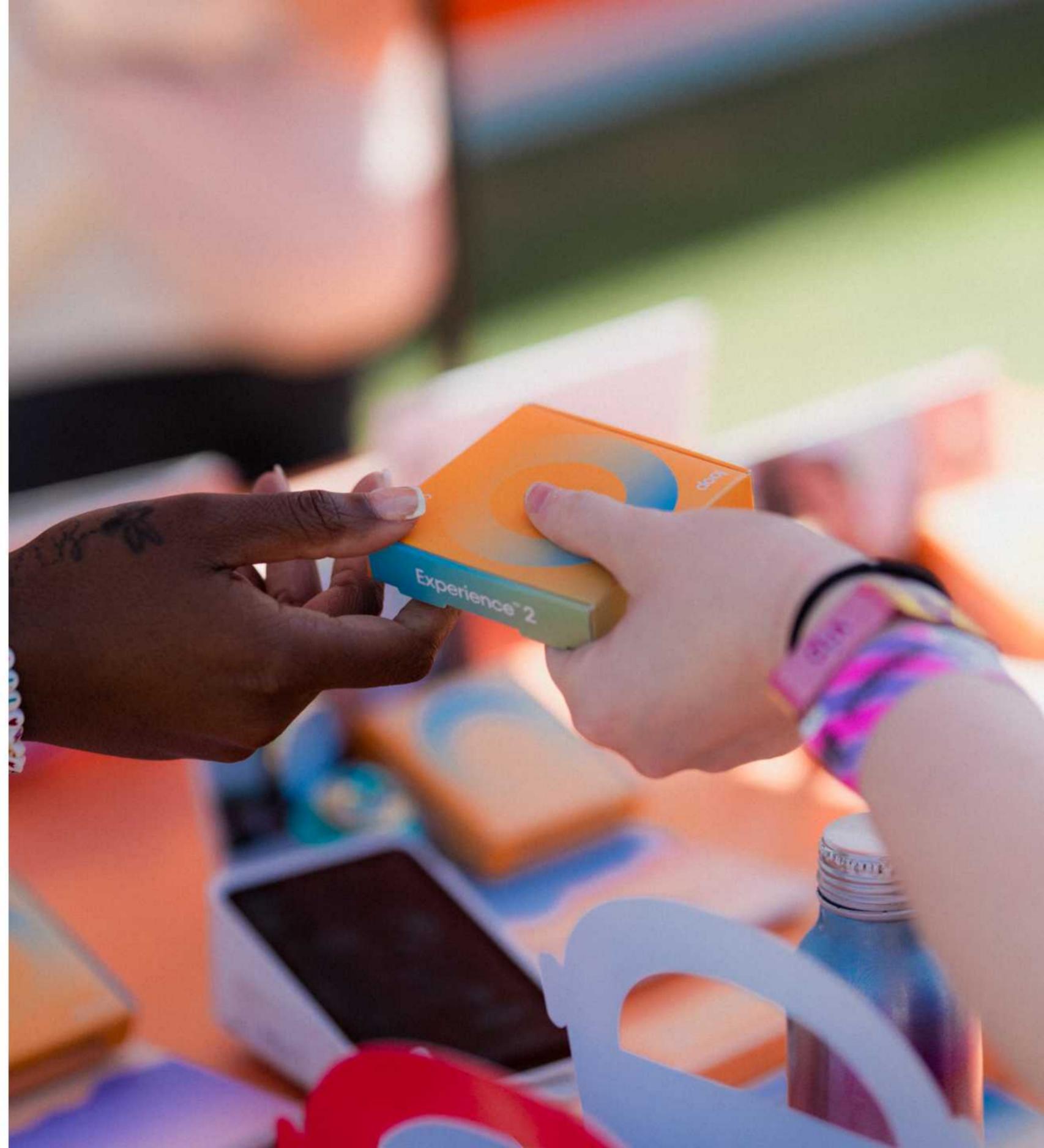
With thousands of units sold and countless meaningful interactions throughout the two weekends, the activation made a lasting impression. Festivalgoers were drawn in by the bold design and engaged by our energetic staff. The activation not only elevated brand love but laid a strong foundation for Loop’s further journey in the U.S. market.

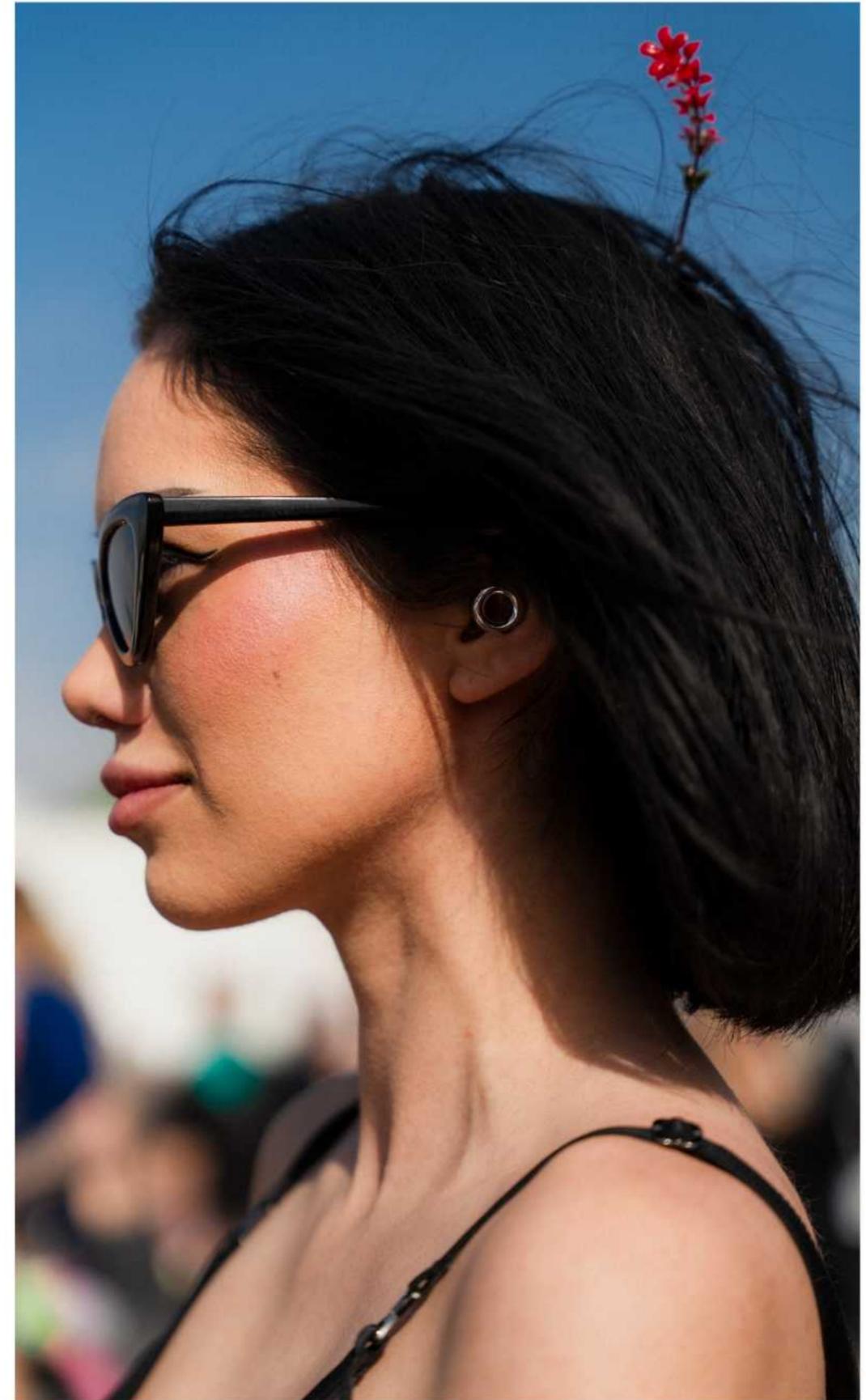
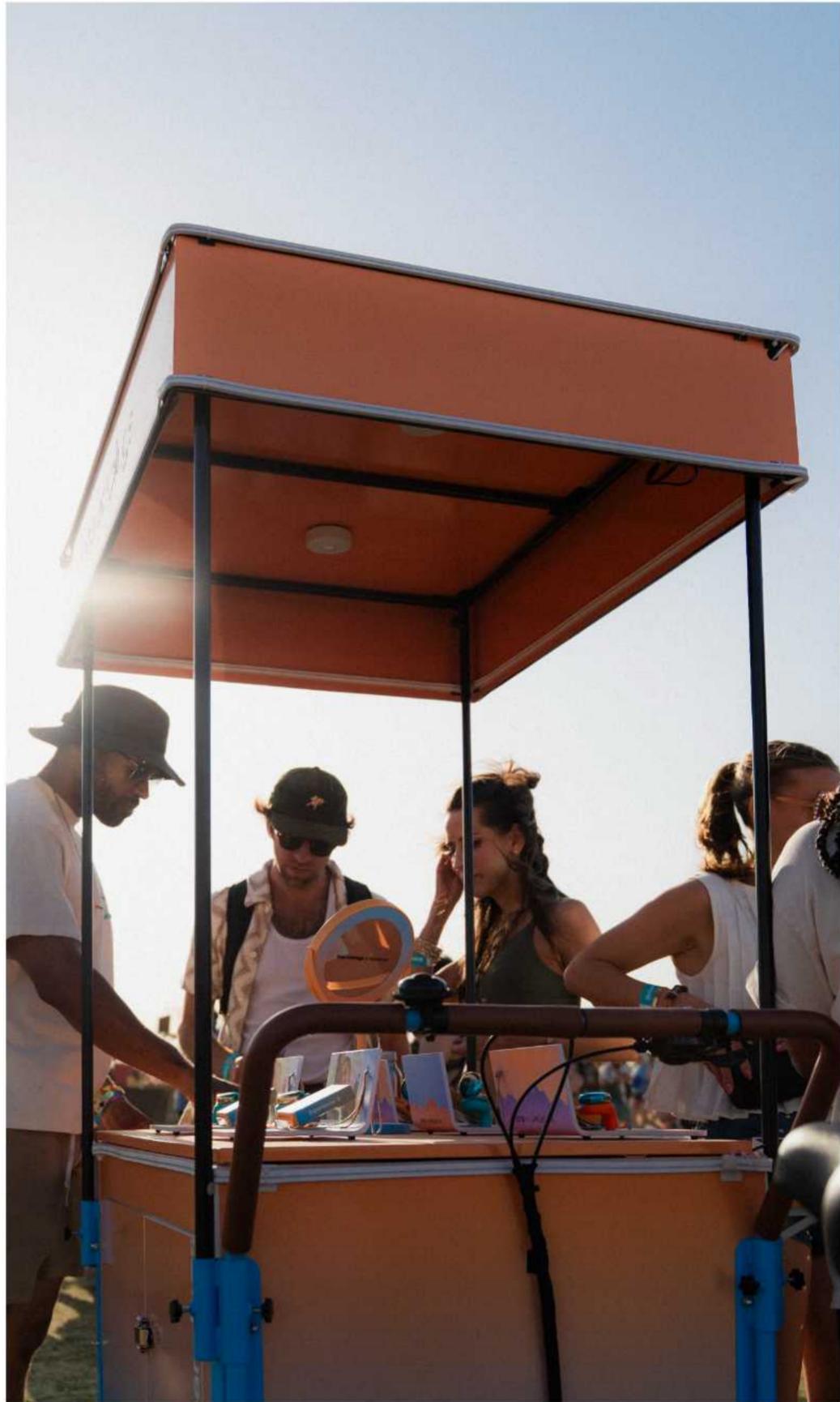
📍 Coachella, California, USA

👤 + 6k unique sales transactions

📅 2 festival weekends

Scan to experience aftermovie







loop earplugs



2025 | BRAND STRATEGY & CONCEPTS, CREATIVE PRODUCTION

# fritz-kola European Experiential Marketing Strategy



# Fritz-Kola European Experiential Strategy

fritz-kola isn't just a drink, it's a movement with a bold purpose: Awake. For the better. Together. fritz-kola has always stood out as a challenger brand with a strong voice. As they evolve from a German favourite to a European powerhouse, they need an experiential marketing strategy that can scale to on-trade, partner events, own events, etc. while staying true to their rebellious, creative spirit.

The goal was to develop an overarching creative idea for a tiered approach strategy that could be implemented throughout all channels. A strategy to bring the brand to life in an activating and sustainable way, uniting people as friends with an ice-cold fritz-kola. Ultimately creating togetherness moments for the ultimate fritz-kola experience.

How? Our team developed a culture-driven creative partnership campaign that connects fritz-kola with culture (events, festivals, projects, artists, etc.) while creating unique and impactful experiences for consumers. Designed to be sustainable, engaging, and effortlessly cool, just like an ice-cold fritz-kola - 'fritz-kolab' is a creative concept that seamlessly integrates art, music, and brand storytelling to connect with their target audience.

The strategy includes effective on-trade activations building awareness, a collaboration with artists for impactful brand story telling creating community and brand love at third party events, and large owned events for the true fans who stand out from the crowd. All production items are created to be reusable materials reinforcing the sustainable approach of fritz-kola.

To kick-start the strategy, the pilot event for this campaign was Best Kept Secret festival in the Netherlands, featuring a collaboration with Belgian based visual artist Victor Verhelst. Flexible modular containers were created which allow fritz-kola to reinforce their brand identity while providing a stage for artists and creators to showcase their work. This reusable setup features four key elements: a bar container, two reusable logo containers, and a customisable activation container—designed to evolve with each festival.

Whether collaborating with digital artists, painters, or musicians, the containers can be accommodated to each activation creating an authentic, immersive brand experience that sparks engagement and builds lasting connections & brand love.

From concept and design to production and storage, our team handles the entire process, ensuring fritz-kola's presence is impactful and future-proof. 'fritz-kolab', a scalable strategy, designed for on-trade, partner events, and owned events, is set to engage audiences across Europe, while maintaining the brand's core values at the forefront: Awake. For the better. Together.

📍 Benelux & Europe

📅 Year round events & festivals

★ Developed European experiential marketing strategy

Scan to experience aftermovie



fritz-kola

fritz-kola

fritz-kola

fritz-kola

fritz-kola

menu

Special drinks	
fritz-kola	€4,00
fritz-kola sugar-free	€4,00
fritz-kola lemon	€4,00
fritz-kola orange	€4,00
fritz-kola apple-cherry-elderberry	€4,00
fritz-kola organic apple	€4,00
Apple organic pineapple-lemon	€4,00
Special beers	
craft beer	€3,00
gln beer	€3,00
gln apple-cherry-elderberry	€3,00
kola More	€3,00
Minimum order: 10€/12€	€1,00

fritz-kola

menu

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Apple organic pineapple-lemon	€4,00
Special beers	
craft beer	€3,00
gln beer	€3,00
gln apple-cherry-elderberry	€3,00
kola More	€3,00
Minimum order: 10€/12€	€1,00

fritz-kola



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fritz-kola®

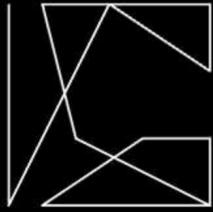
fritz-kola®







Thank you.



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COLLECTIVE  
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# Looking forward to create meaningful live experiences together.

As we reach the final page of this presentation, we hope you've felt the passion, creativity, and dedication that define us at Create\_. This journey has been just a glimpse into what we can achieve together. We're excited about the possibility of partnering with you to bring your next project to a meaningful live experience.

With creative regards,

The Create\_ Team.



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