



Hey there.

Get to know us a bit more. We won't bore you. Promise.

Why events work

90% 

Millennials + Gen Z
say they would rather share a picture of an event than new clothing or accessory items.

(Harris & Eventbrite)

8sec 

Average attention
The average attention span of a millennial's consuming advertising.

(Microsoft)

69% 


Millennials
experience FOMO — the epidemic “fear of missing out” on amazing experiences.

(Harris & Eventbrite)

 65%

Marketers
reported seeing a direct sales lift as the result of event and experiential marketing.

(Benchmark and Trend Report)

 84%

Leadership
believe in-person events are a critical component of their companies success.

(Benchmark and Trend Report)

 54%

Brands
believe that events are the most effective marketing channel compared to any other marketing channel.

(Harvard Business Review)

 1/3

CMOs
plan to devote 21-50 percent of their budget to event marketing.

(Freeman Experience Study)

 78%

Millennials
prefer to spend more money on experiences versus material things.

(Harris & Eventbrite)

Amplify your message

Attention

Brand

Influence

Engage

Grow

Achieve

Identity

Interest

Market

Matter

Passion



Nº1

**How is
success
measured?**



Nº2

**How do you
want your
guests to feel?**

Nº3

**What do you
value most
at an event?**

Nº4

**What passion
points are you
tapping into?**

Nº5

**Who is
your target
audience?**

Nº6

**What are
your goals +
objectives?**

Nº7

**What message
do you want
to amplify?**

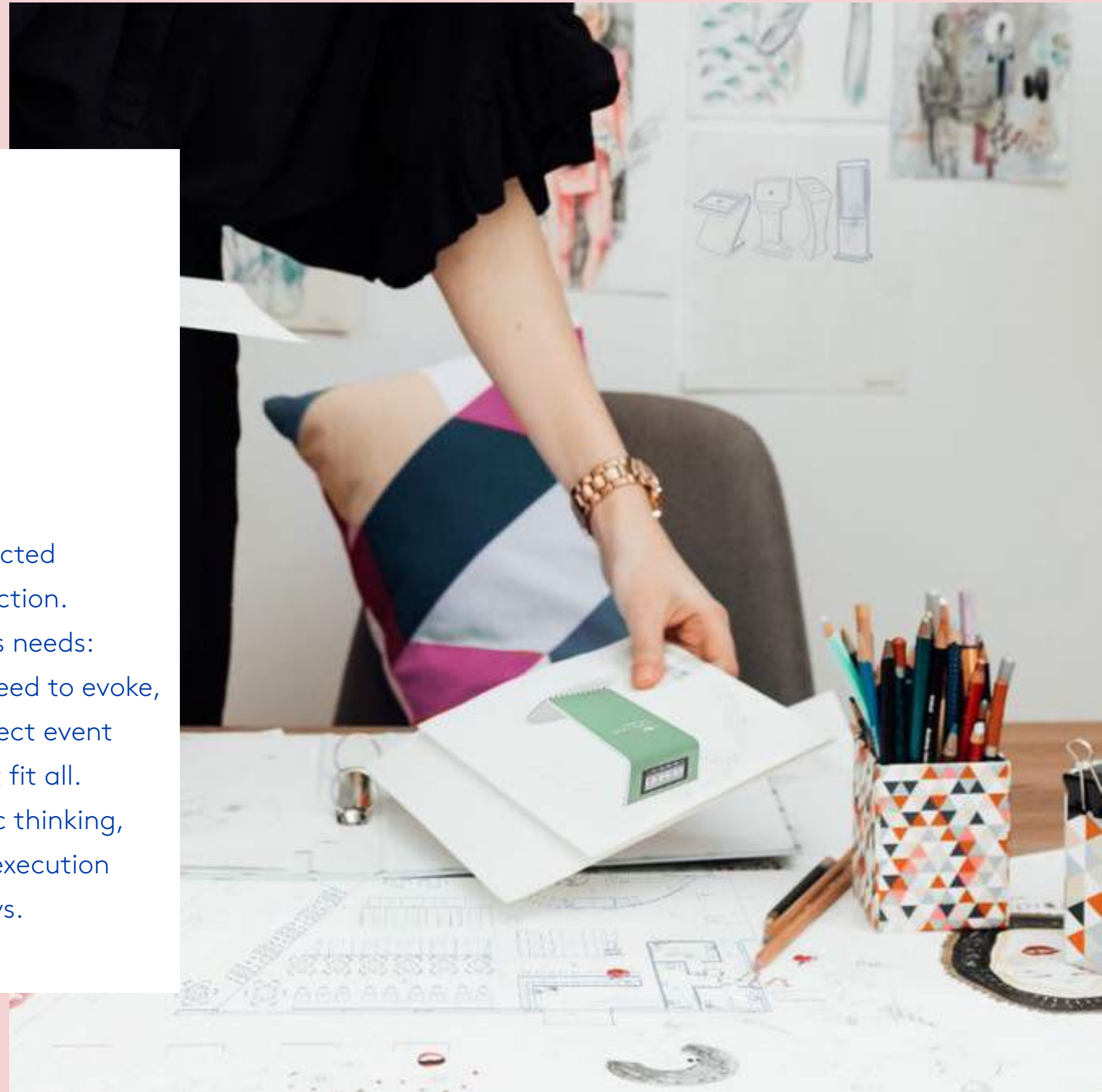


Nº8

**What do you
want your
brand perception
to be?**

Who we are

We love the creative solution. We live for unexpected design, unique experiences, and seamless production. We begin each project with an exploration of it's needs: What does this event need to do, need to say, need to evoke, need to look like? From there we create the perfect event platform. Because one design certainly does not fit all. As a boutique firm, 23 Layers combines strategic thinking, creative vision, thoughtful design, and flawless execution to connect people and brands in interesting ways.





We are obsessed

Every detail

Hitting your goals

Communication

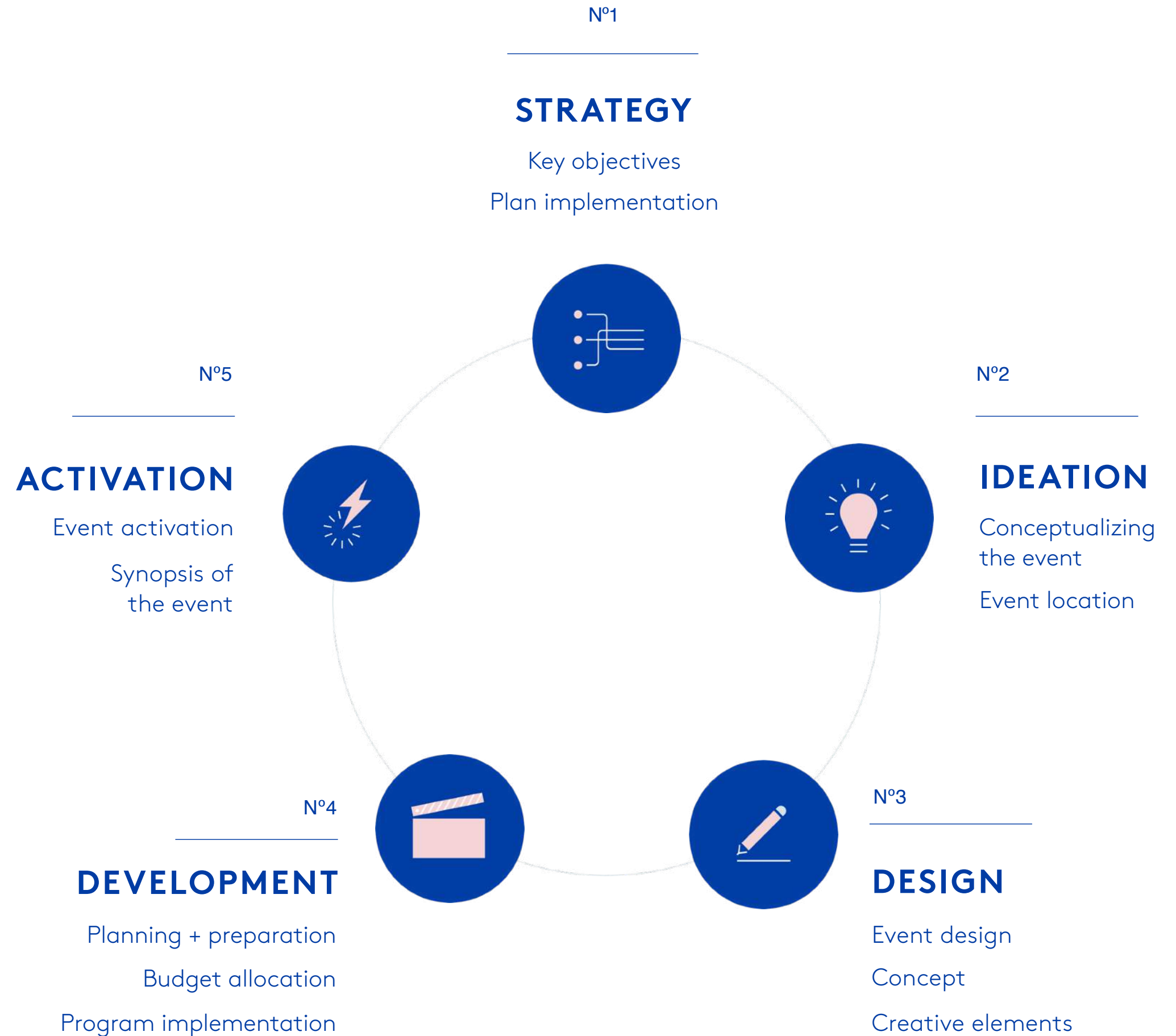
Design

Collaboration

Process

**We are storytellers, wizards,
builders, producers, planners,
problem solvers. We are creatives,
innovators, disruptors, dreamers,
doers. We are 23 Layers.**

Our approach + process

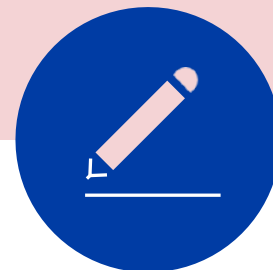




Nº1

Create

Event conceptualization
Creative direction
Define objectives
Storytelling strategy
Design boards
Social activations
Budget creation + management



Nº2

Design

Design + décor
Graphic design
Custom builds
Interactive experiences
Environmental + exhibit design
Collateral + printing
Premiums + gifting



Nº3

Produce

Event production + management
Audio visual + lighting
Technical direction + production
F+B experience
Venue sourcing
Registration management
Talent procurement

Who we work with

We have been entrusted by some of the most recognized and successful companies, as well as up-and-coming businesses that are disrupting their industries.



pandora



Glossier.

Google

SEPHORA



group^m



BuzzFeed

ORACLE



Teads^{tv}



adyen



Ribbit Capital

Verticals

Advertising



Technology



Media+Publishing



Telecom



Beauty+Wellness



CPG+Retail



Philanthropy



Case studies

Conference

NYI Upfront

Comcast, Altice USA, & Charter joined forces to launch The NY Interconnect. To help them introduce NYI to the advertising market, we created the first New York Interconnect Upfront.

Center 415 turned into an interactive space that focused on bringing the ‘Greater Together’ experience to life. From curbside exposure to a custom check-in, clever vinyl branding lined the vast venue highlighting all things ‘Greater Together’ — Oprah & Gayle, Peanut Butter & Jelly, Key & Peele. Dozens of network talent took to the stage — putting a spotlight on the platforms' vast programming, including an epic performance by The Fray.

METRICS

500	10	30	1
TOTAL GUESTS	CUSTOM BUILDS	NETWORK TALENT	LIVE PERFORMANCE



CASE STUDY

Center 415, NYC

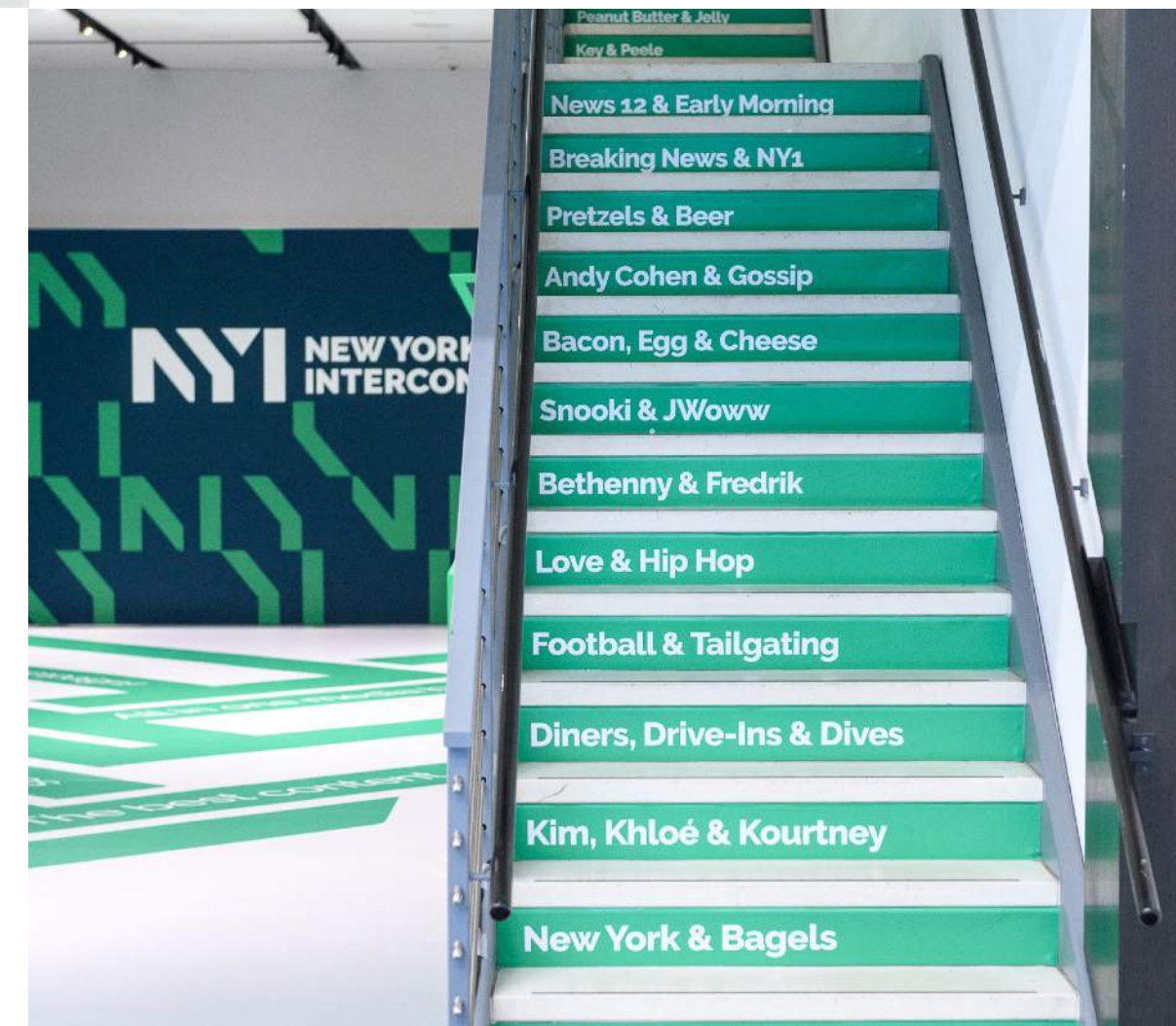


The menu playfully paired foods that are 'Greater Together' like Grilled Cheese & Tomato Soup, while the bar offered classic cocktails like Gin & Tonic.

The branding continued throughout the space, creating a storyline that was cohesive, thoughtful, exciting and effective.



To showcase NYI's geographical reach, custom fabricated and fully outfitted rooms and two 'gram' worthy photo booths highlighted Spectrum News 1 & News 12 — giving guests the chance to take pics in a mock news environment.



CASE STUDY

Google AMP Conference

23 Layers partnered with Google to create the first AMP CONF to strengthen the AMP community and announce partner initiatives and product growth.

Google engaged 300+ developers in person over two days and thousands globally on live-stream. Tasked with expanding on the new AMP brand, we designed a cohesive and immersive space where attendees were engaged in compelling Q & A.

METRICS

300
DEVELOPERS

18
TALKS &
WORKSHOPS

7.8K
LIVESTREAM
VIEWS

200K
SOCIAL
IMPRESSIONS



CASE STUDY

Tribeca 360, NYC



From curbside signage to the seamless and welcoming check-in experience, guests didn't have to look far to know where to go! The two days of programming were found on the large scale and prominently placed schedule board as well as conveniently on the back of every badge.



The intimate and engaging stage drove home what it really means to be a part of the AMP Community. Mixed seating options encouraged guests to get comfortable and lean in on the conversations happening on stage.



mParticle Acceleration

mParticle approached 23 Layers to help create Acceleration, a conference gathering people defining the future of digital products, experiences, and culture. Our task? Design and execute a premium yet subtle, clean, and cleverly branded event experience.

Taking over two floors of Spring Studios — The first floor was designed for guests to network, engage, grab lunch at the interactive food court or energize at the coffee bar. Guests also had the opportunity to charge up their devices at the stadium seating activation- a space built custom for the event. Creative sponsorship opportunities were highlighted with cleverly interchangeable signage, and at the Genius Bar guests were able to interact with mParticle’s newly-featured products.

METRICS

1

DAY

400

TOTAL
GUESTS

219

GENIUS BAR
VISITS

30+

SPEAKERS



CASE STUDY

Spring Studios, NYC



The second floor was dedicated to high-quality stage production and show. Soaring 30' ceilings inspired the clean stage design that was home to over ten thought-provoking fireside chats including, Lupe Fiasco and Kelvin Beachum from the NY Jets.

Throughout the space, tessellations were used to create a brand story that was impactful, yet still clean and modern.



Adyen Retail Now + Next

Adyen, a global e-commerce platform within the retail tech space, brought 23 Layers in for their 3rd annual Retail Now + Next Conference.

The result was an engaging and thoughtful event filled with retail activations that showcased the customer experience and highlighted Adyen's technology.

The environmental branding allowed Adyen's name to stand out in Industria's prime West Village location. The brand story continued at check-in, where guests were handed badges with personalized QR codes that initialed The Retail Shoppe Activation.

METRICS

01

AR
FITTING ROOM

02

COMPELLING
FIRESIDE CHATS

38

CUSTOM
VINYLs

135

UNIQUE
QR CODES

adyen

Welcome
adyen

CASE STUDY

Industria, NYC



The stage, built in Adyen's brand colors, was perfect for fireside chats that took place during the conference component. With 100 guests in attendance, it was essential to keep everyone engaged while still creating an intimate atmosphere. Notable chats included designer Rebecca Minkoff and CTO of Tory Birch, John Douglass.



When it comes to shopping, the future of retail is all about physical, digital and blended experiences. The AR Booth continued the retail journey as did our custom-built experiential activation, bringing technology to the forefront. A QR-Code quiz and customization process, tying the experience into payment, stayed aligned with the theme "Now + Next".



Off-Site + Summit

Ribbit SiFi* Summit

Ribbit SiFi* brings together a collection of remarkable people for off-the-record conversations, to share visions and provocations about the future. This year's goal was to concept and execute 20+ programmed events over 4 days, filled with content, unique activities, and an abundance of surprises - leaving truly lasting impressions.

The event branding was threaded throughout — From the microsite, to the invitations, to the pre-mailed attendee booklets, the custom hotel key cards, and the property map. Attendees, referred to as SiFi*s: Significantly Important Financial Individuals, knew that this was going to be a Summit unlike anything they've experienced before.

METRICS

120

CEOS, FOUNDERS
+ THEIR SO's

21

INDIVIDUAL
EVENTS

8

CUSTOMS
BREAKOUT TENTS

4

SURPRISE
ROOM FLIPS



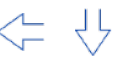
CASE STUDY

Cavallo Point, SF



As guests ducked into each discussion tent, they were met with beautiful live plant walls and custom neon signs — each tent name given as a nod to an infamous financial institution.

A subtle theme of nature and personal wellness was highlighted throughout the week. Guests could pop into the Wellness Hub and join activities like cycling (at our pop-up studio), bootcamp with a celebrity trainer, yoga, and more! SiFi's were even outfitted with custom On Running sneakers and jackets to encourage them to participate.



The energy from the day continued into the evenings — Guests laughed with world renowned comedians, meditated with Dandapani, and experienced the first ever Crypto Casino at the San Francisco Mint! And to close it all out, a one of a kind food truck festival.



Teads Converge

converge (n): to come together and unite in a common interest

In Spring 2019, 23 Layers produced the first-ever Converge Summit, a high-touch meeting of the minds where guests were able to connect over a two-day summit held at Gurney's Montauk.

The event kicked off with a Welcome Party on the top deck overlooking the ocean. The next day guests started with morning activities before heading into content sessions with industry speakers, followed by breakouts and a local wine tasting. On the last evening, everyone enjoyed intimate conversation while dining at Scarpetta, and capped off the night with cocktails at the beachside fire pit.

METRICS

1

OCEANFRONT
STAGE

25

'CONVERGE'
MOMENTS

80

MONTAUK
SURVIVAL GUIDES

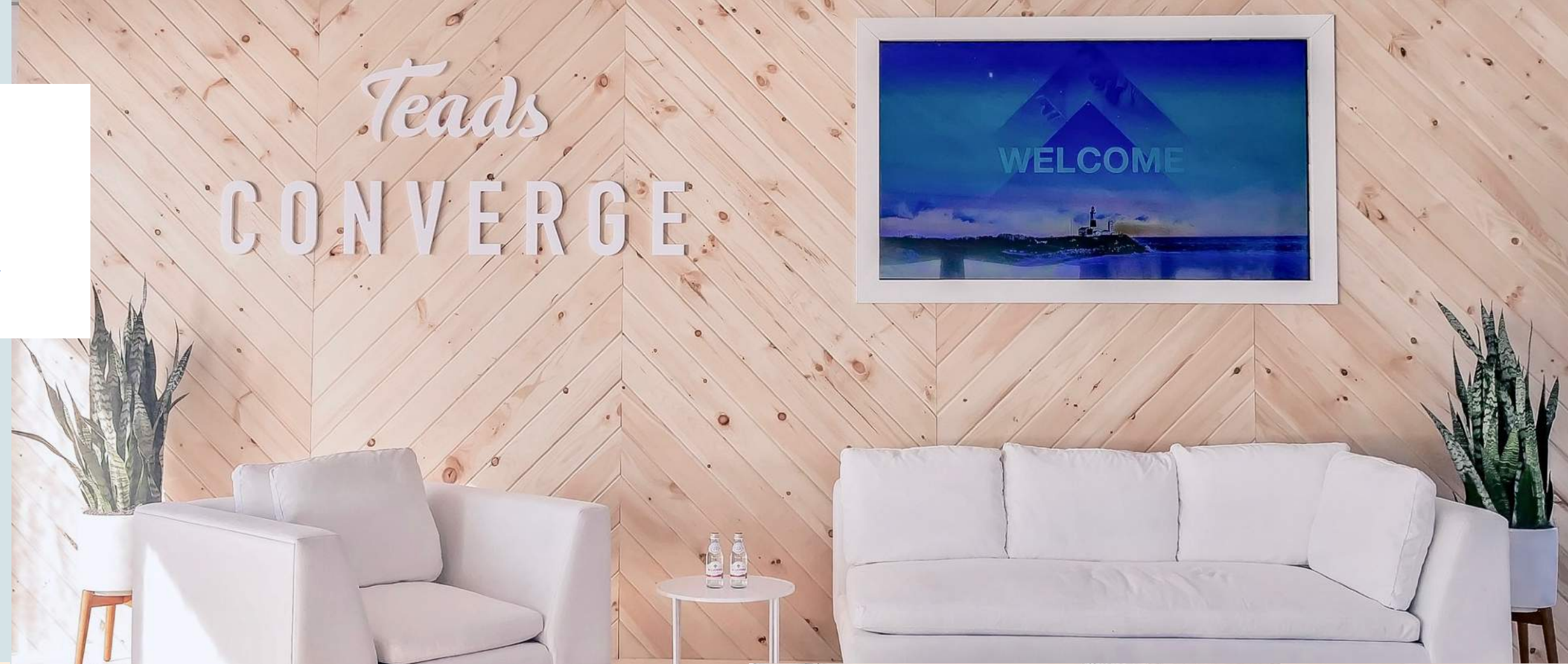
55

WELCOME
BOXES



CASE STUDY

Gurney's Resort, Montauk



Teads branded hotel keys + the playful 'Montauk Survival Guide' assisted guests with the lay of the land. The acrylic + wood badges with event schedules etched on the back ensured attendees knew where to be at all times.

Converge messaging was threaded throughout the Summit's programming. Guests networked while having cocktails at the "Converge + Shake It Up" bar, refueled at the "Converge + Pour A Cup" coffee bar, and grabbed a fresh press at the "Converge + Refresh" juice cart.



CASE STUDY

MOAT ATTENTION.IO

Bringing the cool to conferences, the Attention IO summits have a niche for targeting the moguls of the media world. Hosted at the Surf Lodge, a boutique waterfront hotel and hotspot in Montauk, guests spent three days engaged in endless content and activities.

From fireside chats and conversations with leading innovators to a front row private concert with Wyclef Jean and Jimmy Buffet, attendees were not only educated + entertained throughout the summit, but surrounded by industry icons.

METRICS

4

HOTELS

30

BREAKOUT
SESSIONS

86

WOODEN
SIGNS

1

ACOUSTIC
BONFIRE



CASE STUDY

The Surf Lodge, Montauk



Inspired by Montauk's surroundings, 23 Layers used natural elements to bring conversations to life. Surfboards and custom-painted buoys, as well as live-wood work onsite emanated the beachside vibe that Montauk is known for.



The fireside chats and content sessions featured many influential speakers including Keegan-Michael Key, Wyclef Jean, Kristin Lemkau, CMO of JP Morgan, and Kara Goldin, CEO of Hint Water. Unconventional breakouts spaces were created to spark conversations in a casual setting.



Paddle-boarding + Yoga let guests decompress and relax during a sunrise session on the water. Continuing with the East End vibe, guests dined oceanside and indulged on local seafood.



Launch + Press

Love Home & Planet

Love Home & Planet + 23 Layers came together to build out a Press Launch at Village Studios, showcasing their new home-care line. Choosing a venue that highlighted cleaning and bath products was essential in creating these experiential interactions for influencers and press alike.

Over the course of the day, attendees were educated on Love Home & Planet’s goal of creating a happier, less wasteful planet with every cleaning moment. Product demos, activations, and installations were all surprise and delight moments that captured the essence of the brand and what it stands for.

METRICS

1000+
STEMS
OF FLOWERS

14
INGREDIENTS

20
TOP
INFLUENCERS

4
ACTIVATIONS



CASE STUDY

Village Studios, NYC



Using their iconic scents, we deconstructed each of the product's ingredients to peel back what goes into creating products that smell as good as they clean.



These vegan and cruelty-free detergents, dish soaps, surface cleaning wipes and other home cleaners were showcased around the space for full visibility into the product line.



Flowers are a large part of Love Home & Planet's identity, and was the focal point for this design. Large floral installations in the bathtub and laundry room, a green wall moment, and ombre floral treatments used throughout the studio made the space feel vibrant and alive.



Spotify Audiovisual Book Launch

Spotify and Sofia Ek enlisted 23 Layers to execute the book launch for Sofia's memoir, *The Minefield Girl*- based on her personal experiences as a young woman doing business in Libya, while Gaddafi was still running the country with an iron fist.

The immersive audiovisual experience featured curated artwork that lined the walls with floor-to-ceiling video clips of technicolor images created by 18 different artists- a kaleidoscope of color, each chapter having its own clip. Collaborating with Spotify- the fusion of art and technology came together to turn an audio component into something visual.

METRICS

2

PRESS
PREVIEWS

1st

SPOTIFY
AUDIOVISUAL BOOK

18

ARTIST
CONTRIBUTIONS

15

PROJECTORS

THE MINEFIELD GIRL

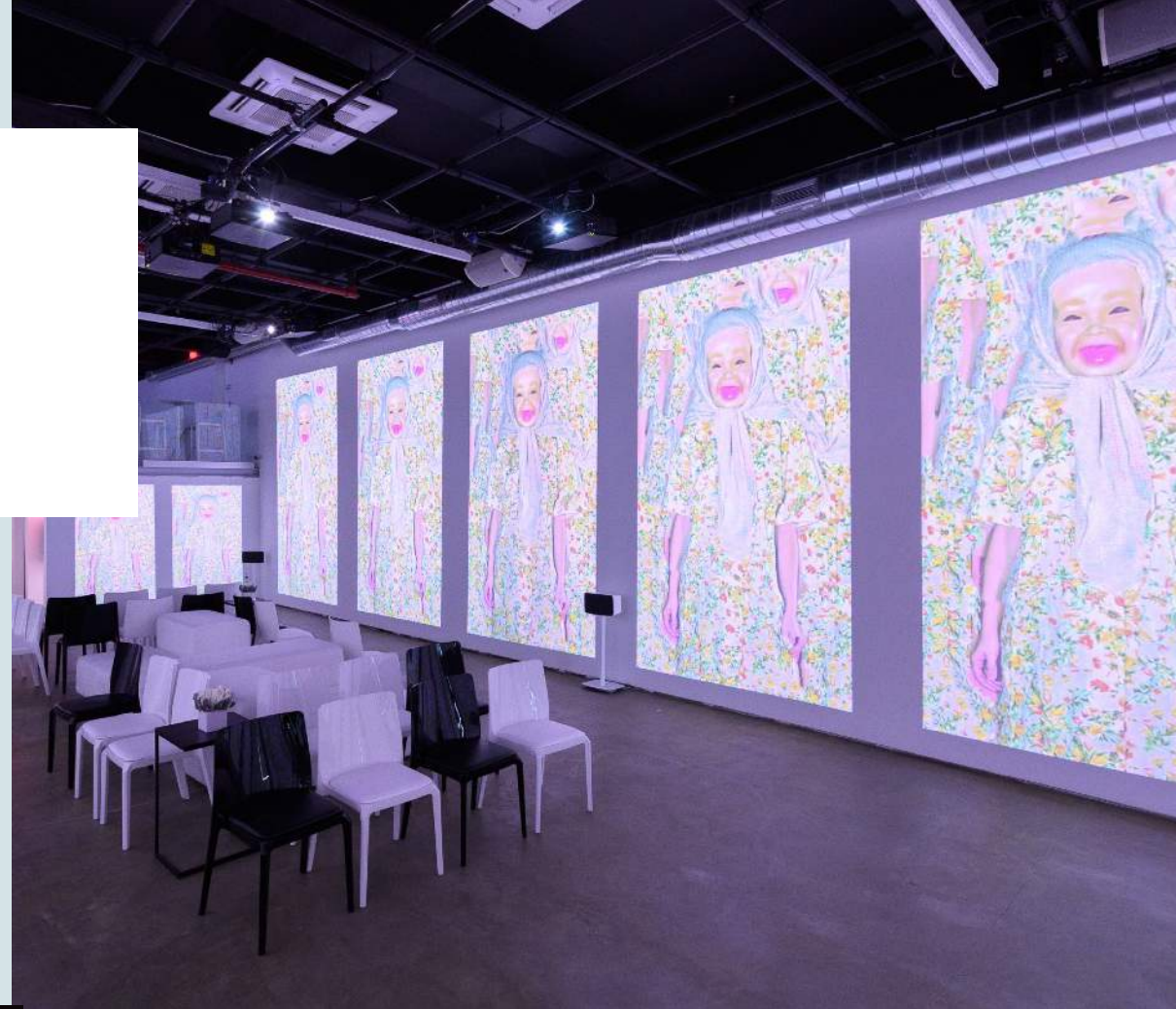
SOFIA EK

THE MINEFIELD GIRL

SOFIA EK

CASE STUDY

Lightbox, NYC



During the Press Preview, attendees got the full audiovisual experience- while listening to actress Camilla Belle narrate the story as the walls projected tantalizing artwork, moving from one artist to the next.



Between the Press Preview and the Party, Sofia Ek sat down for behind-the-scenes interviews to discuss her time in Libya on assignment as a journalist for SmartMoney, a monthly publication of the Wall Street Journal.



John Legend, Emmy Rossem and Chris Rock were all in attendance, making this a star-studded and memorable event.



CASE STUDY

Sephora Times Square Launch

With the launch of their new campaign, 23 Layers partnered with Sephora to showcase the new tagline and manifesto, "We Belong to Something Beautiful", at the opening of the new flagship store in iconic Times Square.

A leader in the beauty retail industry, Sephora aimed to create an inviting and inclusive shopping experience to reinforce its dedication to fostering belonging amongst all clients, with 23 Layers carrying the message throughout the new brick + mortar - complete with custom stair-kicks + Step & Repeat.

METRICS

1000

ENAMEL
PINS

3K+

VEGAN LEATHER
BACKPACKS

600

COLOR CHANGING
DRINKS

2

PHOTOBOOTHS



CASE STUDY

Times Square Flagship, NYC



23L put a creative spin on the street carts of New York and elevated the experience by keeping guests full of hot dogs and pretzels, infusing icons synonymous with NYC.



Guests had the opportunity to monogram takeaway leather backpacks, by featured local artists who added embroidery, patches, and embossing.



Buzzfeed + Walgreens Red Nose Day

Walgreens and BuzzFeed collaborated to create “Toast to the Nose,” celebrating Red Nose Day- a campaign focused on ending child poverty. Red Nose Day brings people together to laugh and have fun, all in the name of raising life-changing money for the children that need it most, and 23 Layers was grateful to be a part of creating that fun.

The menu was curated by BuzzFeed’s own food channel, Tasty. Korean style BLT bites and creative drinks like the “Red Nose Buzzer” margarita, stayed on theme with fun activations sprinkled around the space.

METRICS

317
RED NOSES

1
LARGE
BALLOON INSTALL

2
FABRICATIONS

1
RAFFLE



CASE STUDY

Venue 404, NYC



Guests made a great first impression with the interactive Red Nose Installation which featured hundreds of red noses where guests could “Grab a Nose and Strike a Pose” on the red carpet.

Branding moments like the balloon bar, hashtag vinyls, and coordinating furniture colors, brightened the space and made it a playground for the ‘gram’



The Playroom was the perfect place to highlight all the global accomplishments of the campaign, while elevating the guest experience, showcasing what Red Nose Day is all about!



Experiential

GroupM Block Party

GroupM signed as the first tenant in 3 World Trade Center, paving the way for the continued revitalization of Downtown New York. They wanted to celebrate the move with its 5,000+ employees and neighbors. 23 Layers brought that to life through design, energetic performances, and interactive moments.

With the WTC, Oculus, and colorful street art as the backdrop, every moment highlighted a sense of community. The atmosphere was buzzing with live performances, roaming breakdancers, and double dutch teams. Live graffiti street art, traditional block party games, and Food Trucks lined the streets, amplifying the feeling of an authentic NYC Block Party.

METRICS

8

MEDIA
SPONSORS

5

FOOD TRUCKS

4

GRAFFITI
ARTISTS

6

DOUBLE
DUTCHERS



CASE STUDY

World Trade Center, NYC



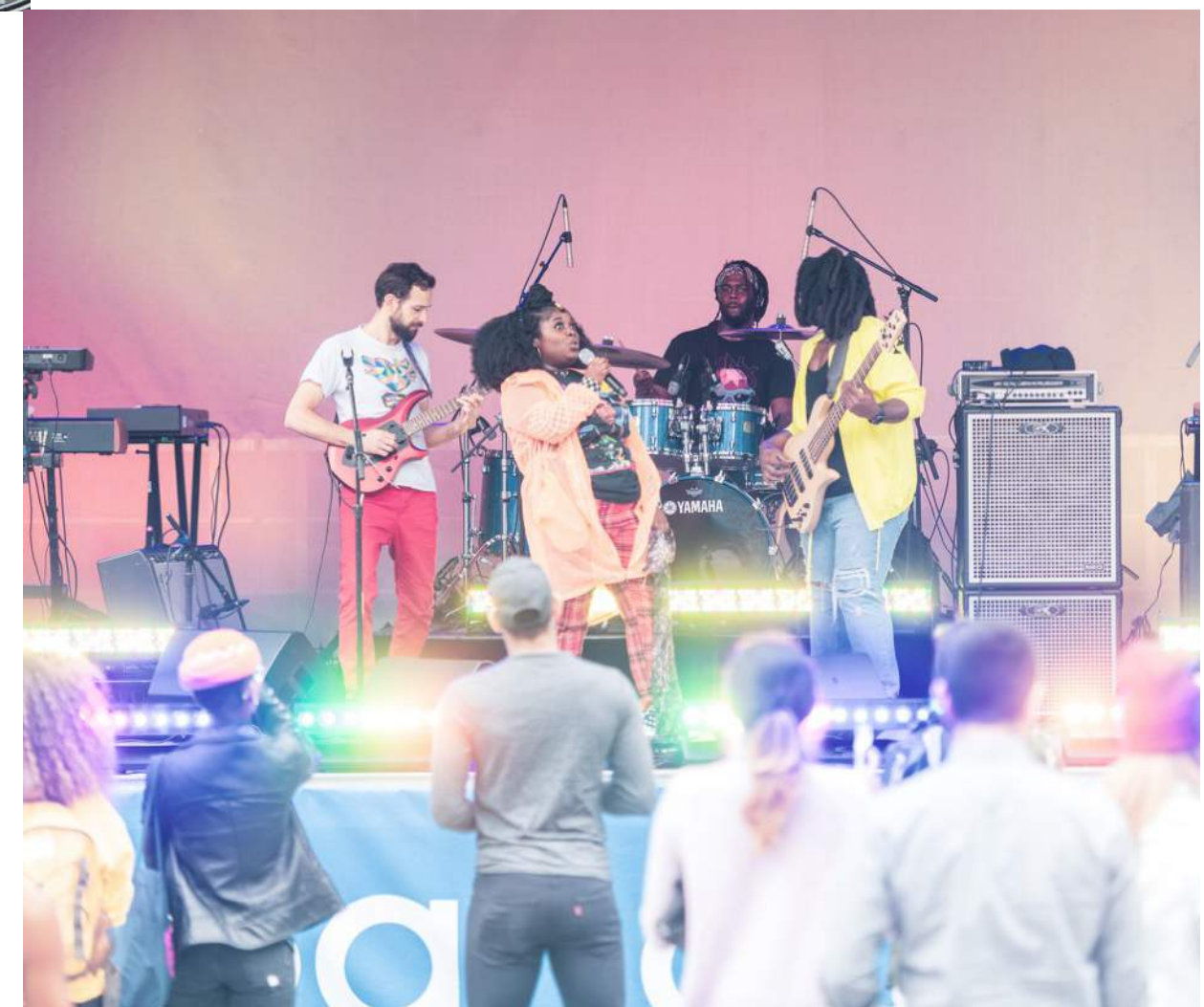
The Oculus and the WTC had recently partnered with local New York graffiti artists in an initiative to make the neighborhood colorful and cheerful. The same local artists showcased their talent during the Block Party, creating live art pieces that ended up on GroupM's new office walls.



23 Layers managed the creative direction for numerous onsite sponsorships. For partners like Instagram we wrapped a food-truck to highlight their brand, while Twitter provided the crowd with a photo moment + takeaway swag, and the Pandora sponsored stage kept the crowd on its feet.



GroupM Partners Xaxis and Mediacom sponsored the game area, filled with ping pong tables, corn hole, giant Jenga, and a life-sized Connect4.



NYI Holidays in New York

At NYI’s Holiday party, 23 Layers aimed to recreate New York’s most iconic holiday locations, immersing the guests in a storybook journey.

Entering through a festive holiday window and past the monochromatic FAO- inspired toy store, guests were guided throughout the city’s sites. They walked by Central Park filled with street carts and a skating rink before heading into the faux subway station that led to Rockefeller Center for the perfect photo op! Guests ate in Chinatown, cozied up by the custom-built fireplace at The Plaza Hotel and ended the evening with late night bites from the Shake Shack Truck.

METRICS

5
ICE
SKATERS

125
POUNDS OF
FAUX SNOW

2.5K
FEET OF STRING
LIGHTS

7
ICONIC NYC
LOCATIONS



CASE STUDY

Union Park, NYC



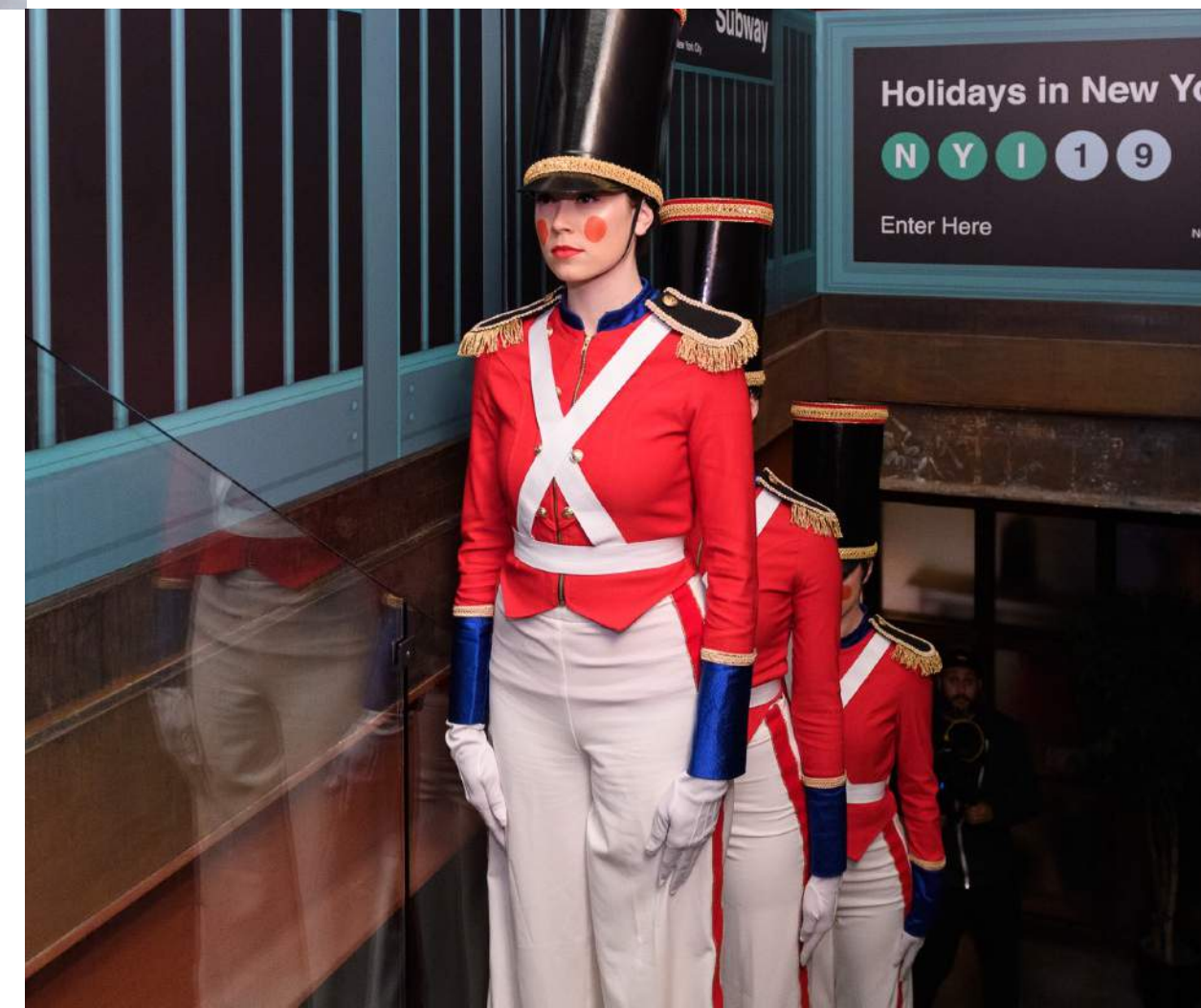
The entrance into Union Park served as a nod to the famous toy store FAO Schwarz, aptly named NYI Schwarz. Built in a monochromatic fashion, this toy store served as Check-In and showcased a 3D skyline view of New York.



Toy Soldiers marched up subway steps with a Flash Mob moment, dancing to Alicia Keys' "New York" and putting on quite a show at Rockefeller Center.



Highlighting New York's famous food throughout the space- Central Park food carts served up hot chocolate, pretzels, churros, and warm nuts. Chinatown cooked up noodles and dumplings, while the Lower East Side offered chicken parm sandwiches, and what's NY without Joe's Pizza!



GroupM Down the Rabbit Hole

GroupM and 23 Layers teamed up once again with an HR Initiative to produce a holiday party- with a twist. 23 Layers found an out-of-the-box venue to take guests on an experiential trip Down the Rabbit Hole, putting a surprising spin on the traditional company party.

As guests descended the spiral staircase, delicacies like “Eat Me” cookies and “Drink Me” cocktails gave them clues into what lies ahead. From the oversized hedge DJ booth to the custom neon swing photo booth, to the larger-than-life roses and mushrooms surrounding the dance floor, guests didn’t know which way was up!

METRICS

408

DRINK VILES

8

NEON SIGNS

50

HANGING
FLAMINGOS

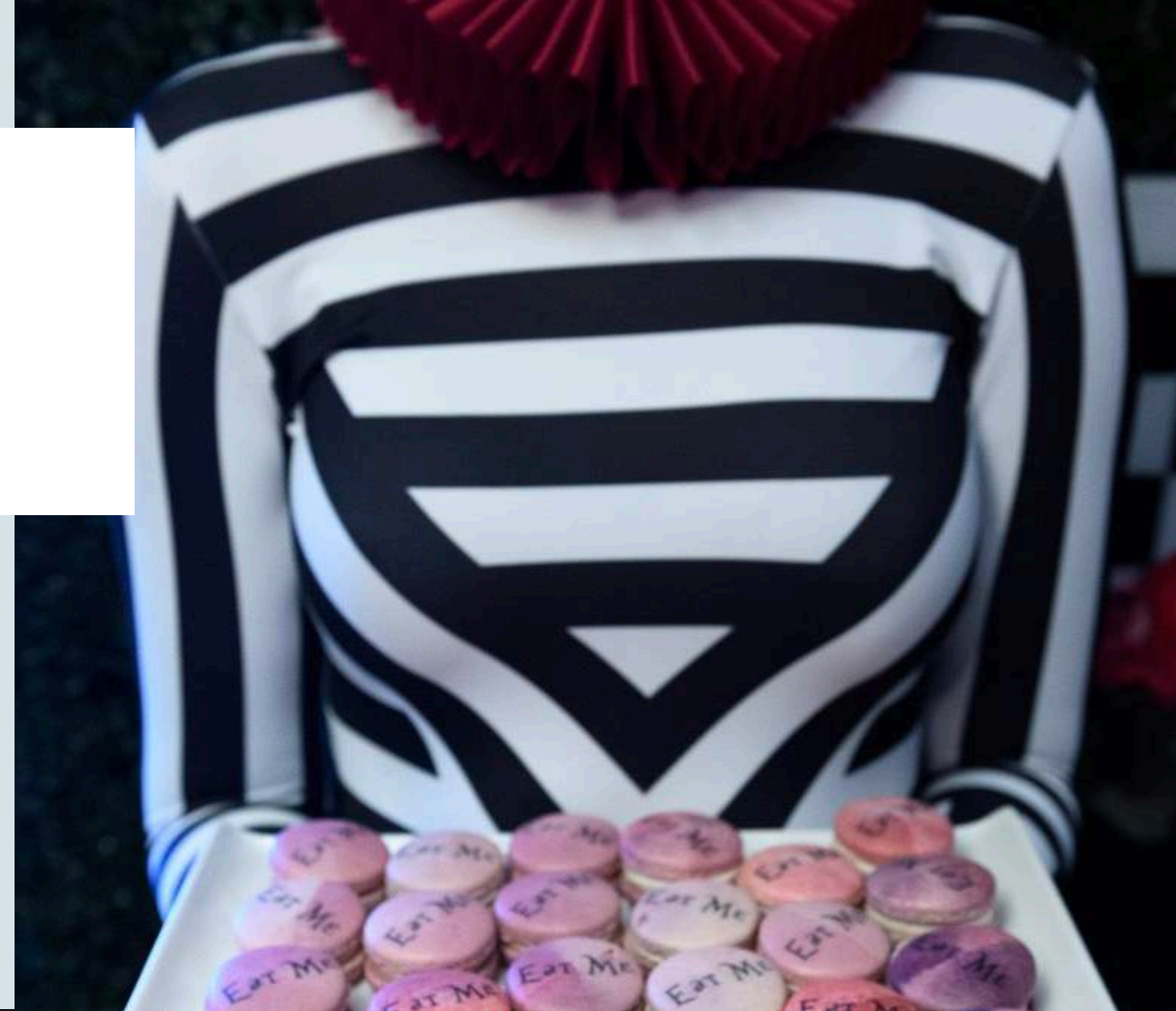
500

RED ROSES



CASE STUDY

Sony Hall, NYC



Curated talent added to the evening's whimsy- from staff dressed to match the black and white patterns in the space, to living topiaries-on-stilts roaming the dance floor, immersing guests in a topsy-turvy world.

The iconic Bumby's, two masked modern storytellers, gave guests a fair and honest appraisal of their appearance in note form, crafted on typewriters in under two minutes.



This way down to the Rabbit Hole maze.

As guests walked through a light tunnel they were propelled into Wonderland - upside down and down side up. Hands popping out of the hedges with notes that encouraged them to continue, fresh oysters thru the walk in fridge, and a forest of hanging flamingos, led them to their final stop - a wax-filled room with a bathtub offering signature cocktails.



CASE STUDY

Ribbit SiFi* Old Coin to Bitcoin

This remarkable dinner, hosted at The San Francisco Mint, was developed by 23 Layers to inspire and educate the attendees, all of whom are global founders and innovators within the Financial Tech Industry.

With a focus on the history and future of FinTech, the guests' journey started in the past, as they began their journey to the Mint in San Francisco's famous open-air trolleys. Upon arrival, they ventured downstairs into the old vaults for classic cocktails and a glimpse into the 1920s. Ascending from the vaults of the Mint, guests were then transported to the future. They arrived to find the days of old money were exchanged for bitcoin, and the future was laid out from there.

METRICS

4

SAN FRANCISCO
CABLE CARS

1st

EVER CRYPTO
CASINO

13.4

CUSTOM
CASINO CHIPS

1

WORLD RENOWNED
MAGICIAN



CASE STUDY

The Mint, San Francisco



The bank vaults were transformed into individual Prohibition-era speakeasies, where guests sipped on distinct and classic cocktails. Each room had an interactive twist- The Antique PaintShaker shaking out Pisco Sours, Anchored Distilled Gin served from a vintage bathtub, an Old Fashioned DIY Bar, and a timeless champagne room. To cap it off, roaming bank tellers whispered to guests 'it's time to head into the new era.'



Dinner was lead with unparalleled creative detail. Each course, reflected old + new versions of the same dish - specifically tailoring the menu to guests' dietary restrictions. The evening then turned to the stage with Magician Dan White, whose captivating performance left guests mesmerized.



Acrylic boxes acted as a "wallet" filled with crypto currency that was traded at the custom casino tables. Guests were pleasantly surprised when their winnings were donated to their favorite charities.



Non-Profit

SASF Unconditional Love Gala

The Southampton Animal Shelter Foundation's 8th Annual Unconditional Love Gala was hosted on a private waterfront residence, themed around a whimsical walk in the park. The challenge that 23 Layers faced was elevating the event while being mindful that every dollar counted.

Pulling at the heartstrings and encouraging guests to reach deep into their pockets all for a good cause was the name of the game! Generating funds through selling tables to the formal sit-down dinner, silent and live auctions, donations, and pet sponsorships, The Unconditional Love Gala exceeded their fundraising goal and left many tails wagging!

METRICS

30

TABLES SOLD

78

AUCTION ITEMS

900

ANIMAL TREATS

508K

DOLLARS RAISED



CASE STUDY

Southampton, NY



From organizing the logistics of every auction item to enhancing each component of the budget, it was important to have a seamless transition between planning and execution.

A digital check-in experience which registered guests and assigned them a paddle, allowed for an efficient auctions without guests having to leave their seats!



Putting a spin on a pet store, 23 Layers created the Treat Shoppe, where guests could pick up animal treats, or people treats shaped as dog bone cookies, "bird seed" cracker jacks, and paw-print candies.

Notable animal lovers and activists like Chuck and Ellen Scarborough were in attendance, and happily stopped at the Step + Repeat to strike a pose with their favorite furry friends.



Well Beings Full Circle Benefit

Well Beings Charity, founded by Breanna Schultz and Amanda Hearst, is growing a next-gen movement that elevates and unites animal welfare. With the launch of the re-brand, the goal for 23 Layers was to highlight the new campaign and cause, creating a journey with individual touch-points throughout - including strategic signage, messaging, and activations.

Well Beings partnered with three charities and held both a silent and live auction to continue the fundraising effort. Repeat Roses, whose mission is repurposing flowers, continued the philanthropic mission at the Blossom Bar, allowing guests to create personalized bundles to give back to the community.

METRICS

17

SPONSORS +
TOP AUCTION ITEMS

1

LIVE AUCTION +
CASH CALL

75

FLORAL
ARRANGEMENTS

27

FARM
ANIMALS



CASE STUDY

Bridgehampton, NY



With the pool serving as the main backdrop for the evening, the Well Beings' name was highlighted by custom-cut floating letters in the pool. The charity-focused video reel streamed from the pools' platform, further serving as the stage for the live auction and cash call, led by Jordan Schultz.

Raising awareness and money went hand in hand, as we closed out the evenings festivities on a strong note!



For a foundation that focuses its support on the well-being of animals, the farm location had no shortage of furry friends at the event! From horses, llamas, chickens geese and goats, to Finn, the chihuahua that inspired the beginnings of the Well Beings charity, guests had the opportunity to feed and play with these beautiful creatures large and small.



Festival

Teads @ Cannes Lions

Heading to Cannes Lions for the 4th consecutive year, Teads wanted to make a splash and create an immersive brand experience where they could meet with clients and prospects throughout the week. Cue The Teads Yacht: A place for inspired collaboration + conversation.

The Teads Yacht housed 7 untraditional meeting spaces, all outfitted with creatively crafted tech solutions to support all presentation needs. Guests seamlessly checked in at the Teads sleek concierge desk, then were guided to their designated meeting space — but not without a pit stop at the custom fabricated mobile coffee shop on board!

METRICS

7
EVENTS

250
MEETINGS

2000+
GUESTS
ON BOARD

247
ROSE BOTTLES
POPPED



CASE STUDY

Teads @ Cannes Lions



Along the Croisette, visitors could test their media knowledge and try their luck at the custom Teads vending machine. Over 500+ people walked away with branded gifts based on their quiz score — and Teads walked away with invaluable customer data!

The yacht was host to daily impactful meetings and content sessions. Thought provoking panels in partnership with She Runs It + Advertising Week kept the boat buzzing all week long.



Each evening, as the sun began to set and the meetings wrapped, The Teads Yacht transformed into Teads Unplugged: Nightly cocktail parties featuring live local musicians, curated cuisine, and pulsing energy.



CASE STUDY

Teads L'Atelier @ Cannes Lions

After years of successfully activating yachts at the Cannes Lions Festival of Creativity, Teads used their innovative Studio team to create a new type of meeting space in the form of the Teads L'Atelier Cabana.

Having privatized meeting rooms and a larger footprint close to the Palais des Festivals gave Teads the opportunity to spend qualitative time with clients. A prime location that 23 Layers negotiated and later designed, had an inviting terrace with good flow inside and out, directing new potential advertisers to the space. L'Atelier sessions left guests feeling innovated and ready to spend more dollars with the Studio team.

METRICS

8

BRANDS

12

WORKSHOPS

2

THINK TANKS

35

CREATIVES



CASE STUDY

Cannes, France



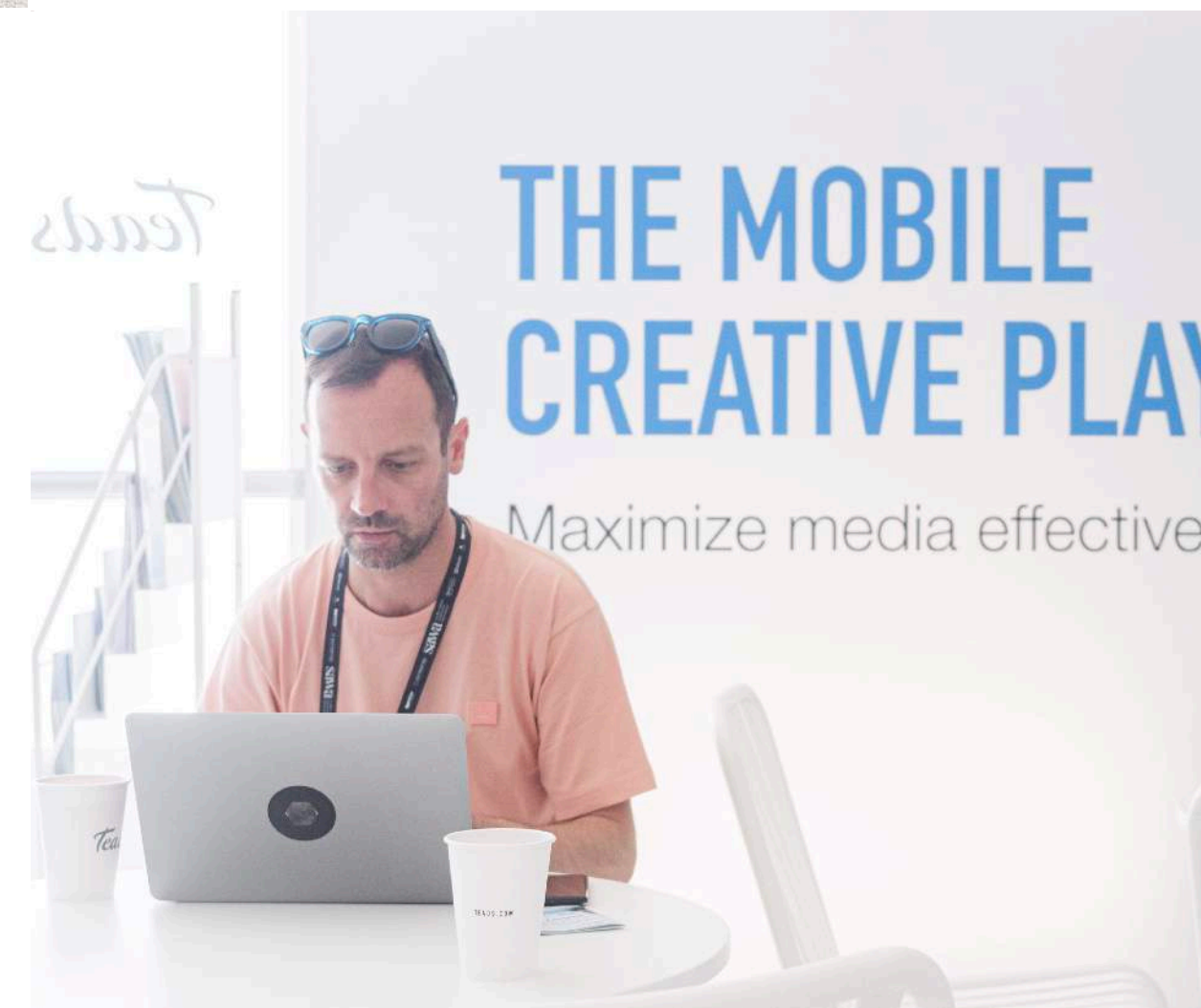
Welcome to the L'Atelier Cabana.

This is where the magic happens. Where Teads Studio has the opportunity to create ads for a potential advertiser in real time. Whatever ideas transpire in this Cabana, stay in this Cabana:)

'Let's build beautiful ads together!'



For passerby's and guests alike, Teads Café was serving up some serious caffeine (iced coffee to-go in Cannes is a commodity!). Small bites and ice pops also helped everyone stay nourished and cool during these hot summer days.



Pandora Cabana @ Cannes Lions

For the 2019 Cannes Lions Festival of Creativity, Pandora looked to 23 Layers to bring the power of audio to life through storytelling. The immersive audio experience in the cabana showcased the six dimensions of sound- leading advertisers through each dimension and identifying their effect on the physiological, emotional and cognitive.

The cabana was fun, engaging, personalized and modern- it stood out among the rest and identified Pandora as the unmistakable leading audio advertising platform.

METRICS

6
ENGAGING
PANELS

15
PRIVATE MUSIC
SESSIONS

20
HI-TECH
HEADPHONES

500
COOLING
AGENTS



CASE STUDY

Cannes, France



The 23 Layers designed outdoor space played host to exclusive content sessions throughout the day, and vibey cocktail parties with guest DJ sets come evening.

Indoors - multiple spaces within the framework of the Cabana were created by using wall to wall vinyl graphics and fabricated pieces with dual function. But behind those walls, is what's most fascinating - an audio experience that was sure to amplify Pandora's message loud + clear.



Everyone loves a photo moment. Especially that of purpose. Creating a playful setting and layering in smile inducing props was just the baseline. The star of the show? Female empowerment. Messaging like "Who Runs the World" by Beyonce were splayed across paddles, and ladies were able to write notes of encouragement supporting young females as they start their own careers.



A hand with light blue nail polish holds a vintage cream-colored rotary telephone receiver. The background is a solid light blue. The word "Call us." is written in large white letters across the middle of the image.

Call us.

Get to know us a bit more. We won't bore you. Promise.