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MANKIND WAS NOT BORN TO BE BORED...

WELCOME TO THE MADNESS!!

madhouse

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Passive, active, pro-active, hyperactive, non of this represent us, we are... Unstoppables!!

Because when we start a project, there's nothing can't take us away from the path to achieve what our partners are expecting from us.

Develop projects like Marvel Mission, unique in his category, requires the commitment from the whole team, among different moments, until we celebrate the opening.

To get the support and trust of the brands, allowing us to innovate creating new concepts, it's the result to deliver in many occasions projects above the expectations, and that's the fuel for us never stop improving, innovating, and surprising with our projects.

WE ARE THE SOLUTION TO YOUR CHALLENGES, to be closer of your fans, to offer amazing experiences, to build up engagement, to create content, to find smart solutions, to dive in the technologies, we are your partner.

JOIN US, JOIN THE MADNESS!

MARVEL MISSION

Country: Portugal

Category: Family Entertaiment Center

Client: USBO

Creation and implementation of the entire concept of MARVEL Mission for the first time in the world. A Family Entertainment Center (FEC) of more than 1,200m² of experiences for MARVEL fans.

For youth and adults, 5 rooms were initially designed; S.H.I.E.L.D., Spider-Man, Iron Man, Ant Man and Thor.

For children, we created the MARVEL MISSION KIDS concept, with two rooms based on Spiderman and Wakanda specially designed for birthday celebrations.

Also, we have an official MARVEL store with Merchandising and toys.

LEGO® fan factory

Countries: France, Portugal and Spain

Category: Edutaiment

No: 10 centers

Clients: CBRE IKEA intu SCCE MULTI INGKA CENTRES

Design and implementation of the whole LEGO® FAN FACTORY concept on an International level.

There is no doubt that it's one of the most powerful existing familiar marketing strategies. As our numbers prove, more than 1.000.000 families have come to our centers annually.

It's a free service for the Mall visitors, based on its strategy of differentiation and customer service. The LEGO® FAN FACTORY concept can be implemented both in a unit or in a mall square.

There are currently 10 centers worldwide.

GAME OF THRONES
THE CHALLENGE

Country: Spain

Category: Interactive Exhibition

Clients: MERLIN PROPERTIES, KLEPIERRE, CBRE, intu

Coinciding with Game of Thrones' last season premiere, HBO has commissioned us to design, produce and implement a tour in 14 shopping centers in Spain in which Vodafone participated as a partner. A great event that had an exhibition of representative elements from the seven seasons, 3 escape rooms with a duration of 8 minutes each that were based on the Kingdoms, photo opportunities and also the participants could win many prizes in digital roulette.

The result: more than 68,000 participants and more than 4,000,000 impacts achieved!

LONG LIVE THE BAT

BATMAN 80 YEARS

Countries: Portugal and Spain

Category: Interactive Exhibition

Client: **CBRE**

To celebrate the Batman 80th Anniversary, we went through 12 shopping centers managed by CBRE in Iberian. The event, which had an informative website, was composed of several zones: an exhibition area with showcases where official products were shown, an area with videogames from different times, an official playground for children, several giant photographic opportunities and up to 12 sculptures of the different characters of Batman in history.

The union of the BATMAN brand, taking advantage of its 80th Anniversary, with this event, made exclusively for the real estate services firm, achieved very positive results both for superhero fans and visitors to shopping centers. It was the first time that CBRE made an exclusive agreement of this kind, but we know it won't be the last!

Christmas with THE SMURFS™

Country: Luxembourg, Germany and Spain

Category: Interactive Exhibition

Clients: ECE, Knight Frank, MERLIN PROPERTIES, CEETRUS

Building on Smurfs as UN ambassadors for sustainable development goals, we created a sustainable Christmas concept for different shopping malls, in different countries.

Within the event we had a giant recreation of a piece of the Smurf village with a giant mushroom house and other characteristic elements such as the well or photo opportunities of different Smurfs.

We also had a virtual reality adventure with a labyrinth inside Gargamel's house, a drive-in theater, and a promotional area where by shopping at the mall you could participate in a digital roulette and take thousands of prizes.

TOP GAMERS ACADEMY

Country: Spain

Category: Event

Client: MULTI

Design, production and implementation of an experiential event, based on a TV show, being one of the most current IPs of EA Sports, the future of entertainment and sports. We have created 3 different areas for all ages, adapted with anti-COVID-19 hygiene and safety measures, where participants could enjoy from the latest in VR technology, to signing up for tournaments and competitions with the most popular video games today: Fortnite, Gran Turismo or Clash Royal, in a totally safe way.

A real success and a safe event in times of COVID-19!

Experiences can be adapted too!

THE WORLD OF nickelodeon ABU DHABI

Country: United Arab Emirates

Category: Interactive Exhibition

Client: VIACOMCBS NETWORKS INTERNATIONAL

On the occasion of the great event "The World of Nickelodeon Abu Dhabi", the company itself has commissioned us to create the concept, design, and development of the software and hardware for the entire event.

The result: + 3.000m² with 18 different areas to enjoy with your family and be entertained by classic games or latest technology activities.

Disney Junior PARTY

Country: Spain

Category: Retailtainment

Client: Disney

On the occasion of Mickey's 90th Anniversary, we invited children to the Disney Junior Party. An event where the little ones could attend an exclusive Mickey pass, after the families passed through the Movistar stores to give them information.

We carried out the design, production and implementation of the stand and a huge Mickey 90th Anniversary cake and we characterized the Junior theaters of 10 cinemas located in different Shopping Centers throughout Spain during two weekends, with an impact of more than 1,200,000 people.

Coca-Cola

Countries: Greece, France and Spain

Category: Phygital

Client: Coca-Cola

Coinciding with the latest Star Wars saga "The Rise of Skywalker "release, Coca-Cola asked us for a mission worthy of a Yoda. Allow fans of the saga in various European countries to "FEEL THE FORCE".

This is how we have designed, produced and implemented the world's first vending machine, which allowed users to levitate a can, using only the power of their brain waves. By concentrating strongly on the can, the fan with the greatest brain power managed to move it towards him/her floating in the air, giving thousands of fans a unique experience, hand in hand with Coca-Cola and Star Wars, FEEL THE FORCE .

Like this, the technology and creativity of this action in addition to dedicated software, EGG-headsets, electromagnetic energy and a floating can, were the ingredients of this incredible marketing action for Coca-Cola.

ZAG HEROEZ Miraculous™

Countries: France and Spain

Category: Event

Client: CEETRUS

On this occasion we have designed, produced and implemented a phygital event where the participants have lived an immersive experience in virtual reality, in Paris, having to perform a skills circuit and avoid obstacles together with Cat Noir on the roofs of the buildings. In addition, the event had a fun beauty activity area, chests with interactive games, reading and AR drawing area and even meet & greets with the characters.
A real success!

MadLab

Country: Spain

Category: Family Entertaiment Center

Client: la torre outlet Zaragoza

Design and implementation of a new Family Entertaiment Center (FEC) concept with games and experiences from different brands.

The center is designed to be able to have different business models; from a toy and merchandising store to an LBE VR area (virtual reality experiences), Escape rooms, Immersive experiences, themed birthdays or even corporate events. In this way, children from 5 years old to adults can enjoy MadLab, each enjoying an experience tailored to their needs.

Some of the brands that are present in the centers are the Smurfs, Miraculous Lady Bug, Tetris, The Little Prince, Star Trek, Narcos, CSI or Arizona Sunshine. The business model is based on ticket by experience.

EXPERIENCE CENTER

Country: Spain

Category: Edutainment

Client: GRUPO IBSA

We created a novel concept of digital entertainment and leisure focused on PLAYSTATION for shopping centers.

Inside the center we have 3 different areas aimed at the profile of three types of players, since there are games of different types; Family area (families with children from 6 years old), youth area (from 12 years old) and adult area (from 18 years old). To guarantee a high influx and repetitions of users, quarterly schedules are made with new titles, contests, etc.

The result well above expected, as evidenced by +25,000 families in just 4 months.

Rebuild the world

Country: Spain

Category: Interactive Exhibition

Client: LEGO

On the occasion of the launch of the new claim, the LEGO® company has commissioned us to design, produce and implement the Rebuild the World festival, the largest LEGO® event in Iberia.

A fully personalized family space, of more than 1,000m2, where you could enjoy play areas with almost all LEGO® IPs; you could find from play areas with the favorite product, to an exhibition of life-size sculptures made with LEGO® bricks, digital areas with the latest technology, family escape rooms and even an exhibition of constructions made by fans.

The result: + 90,000 families and with a great media impact!

Country: Portugal and Spain

Category: Event

Client: LEGO

Design, production and implementation of a road show with an original stand for the launch of LEGO® HIDDEN SIDE™.

For this we recreated in real size, one of the most recognized construction sets of the new LEGO® franchise, and we built the bus in which the participants could interact between the physical world of the LEGO® bricks and the augmented reality app launched by the toy brand.

The action is carried out both in shopping centers where LEGO® has a store and at COMIC-CON where there is a large influx of fans of the brand.

Countries: Portugal and Spain

Category: Event

Clients: MULTI, Gentalia, CUSHMAN & WAKEFIELD, constituo property

We created an experiential event based on two areas: an interactive play area where children have to overcome a training circuit with their favorite characters, and, one more area with a "child size" recreation of six of the official Paw Patrol vehicles, in addition to the presence, at certain moments, of Chase, Marshall and Skye.

The most differential point of the event was, undoubtedly, the opportunity for our littles ones to get into the cars and be photographed in them. All these made this event to have an enormous repercussion also in SM promoted by parents themselves.

LEGO Harry Potter

Country: Portugal and Spain

Category: Event

Clients: UNIBAIL-RODAMCO-WESTFIELD, CBRE, SCCE, carefour property, CUSHMAN & WAKEFIELD

Event created from one of the most representative and most successful LEGO® lines.

A space that invites all children to enter the magical world of Harry Potter, where they can enjoy games with the LEGO® bricks, the latest video games, digital puzzles and even learn little magic tricks.

Another great attraction that had the attention of all the fans of these brands was the exhibition of life-size figures from the Harry Potter saga made with LEGO® bricks that served as a photocall. Hermione, Ron and Harry Potter himself made of thousands of LEGO® bricks, were one of the main claims of the action.

nickelodeon TOUR

Country: Spain

Category: Event

Clients: UNIBAIL-RODAMCO-WESTFIELD, MVGM, Gentalia, connect property, IKEA, CBRE, IBSA

The objective of this action was to create a multi-brand space with the most powerful properties of the moment and thus ensure that children live a complete NICKELODEON experience.

For this reason, we carried out the design, production and implementation of a technological space that combined cutting-edge activities such as Kinect and Augmented Reality games with Top Wing, drawing applications with augmented reality with Paw Patrol and interactive trunks with puzzles and digital memory games with Shimer & Shine.

To finish we had the visit of the characters in a meet & greet where families could interact with them.

LEGO Disney FROZEN II

Country: Portugal and Spain

Category: Event

Clients: MVGM Knight Frank Gentalia

On the occasion of the new Frozen II movie launch, we held an event that combined the magic of Disney with the power of LEGO®. It was the first official FROZEN event, which allowed children to build the world of ice on the basis of LEGO® bricks in spectacular construction areas that recreated the magical world. In parallel, other complementary activities were carried out, such as decorating their hair like their favorite character.

In addition, we made two giant sculptures of the LEGO® minifigures that served as a Photocall and setting for the game space.

SMURFSLAND

Country: France and Germany

Category: Family Entertaiment Center

Clients: INGKA CENTRES, ECE

A new concept of leisure where the world of retail and the world of experiences mix, hand in hand with one of the most engaged family brands in the world.

In Smurfsland, in addition to a themed play area, we can find a fun store with official products and a space dedicated to celebrating birthdays.

It is a retail, leisure and entertainment complex of nearly 1,000m² and which is already established in France and Germany, with an exclusivity agreement by area of influence, which gives them greater value compared to the commercial centers of your competition.

MARVEL MISSION

PORTABLE EXPERIENCES

Countries: France, Portugal and Spain

Category: Event

Clients: CBRE, CUSHMAN & WAKEFIELD, intu

Hand in hand with MARVEL, we carry out the design, creation and implementation of an exclusive experience with two portable escape rooms. In one of them we moved to Peter Parker's room and in another to an old warehouse in the central base of S.H.I.E.L.D. where we must help Spider-Man and Iron Man in one of their missions. A 10 minute family game concept where participants had to demonstrate their skills in order to complete the missions.

MADRID GAMES WEEK

Country: Spain

Category: Interactive Exhibition

Client:

On the occasion of the Madrid Games Week video game fair, the Warner company commissioned us with the turnkey project of the stand where the different divisions of the company (Marketing, Film, Video Games and Consumer Products) would share space.

Thus, we had a licensed product sales area, a video game area led by the latest Mortal Kombat update, and an arcades games space, an area with workshops and digital drawing competitions, an exhibition of Batman real size figures (to celebrate its 80th anniversary), a LEGO® zone and even meet & greet and parades with characters.

The result; more than 80,000 people visited the stand over 4 days.

Countries: Portugal and Spain

Category: Event

Clients: MULTI, SONAE SIERRA, CBRE, SCCE, KLEMENTINE

Design, production and implementation of an event that combined the concept of the family Escape Room with the latest technological activities such as robotic balls, classic games and even meet & greet parade with the characters. A challenge for the whole family with a duration of approximately 10 minutes and with a common goal: "get out on time".

JUSTICE LEAGUE

Countries: France, Portugal and Spain

Category: Event

Clients: MERLIN PROPERTIES, CUSHMAN & WAKEFIELD, CEETRUS

For the first time on these territories a Road Show with the Justice League saga characters is held. The event included a game area with licensed toys, an augmented reality experience that allowed you to turn into any of the characters and interact with their surroundings, a videogame area and a real-sized figures exhibition. As a closure for the event, a cosplay contest for all the family was held with a great success.

THE SMURFS
Interactive Exhibition

Countries: France, Portugal and Spain

Category: Interactive Exhibition

Clients: IKEA, MERLIN PROPERTIES

Design, production and implementation of an interactive exposition recreating part of a Smurfs Village. Apart of the mushroom-house where The Smurfs live, you could enjoy different Photo Opportunities to take a photo while interacting with them, like a bench with Grouchy Smurf sitting on it, a trunk with Brainy Smurf or figures of Smurfette and Papa Smurf.

VIRTUAL ANIMATOR

Country: Spain

Category: Phygital

Client: MULTI

Design, production and implementation of an experiential, different and adapted event with hygiene and safety measures against COVID-19.

The first robot with an interactive animator, customized with a Christmas theme, allowed the customers of the shopping center to enjoy the presence of Santa Claus and The Three Wise Men, safely.

A different way to link to positive experiences in a TOTALLY safe way!

Disney Vampirina

Country: Spain

Category: Retailtainment

Client: Disney

On the occasion of Vampirina's new season premiere on Movistar Plus, we carried out a cross promotion, where more than 5,500 books were delivered in different Movistar stores throughout Spain during two weekends, previous subscription on the web.

The action had a private screening in Madrid for the viewing of two premiere episodes of the new season of Vampirina.

ESCAPE ROOM

Country: Spain

Category: Event

Client: LEGO

The goal was to create a different experience where families could interact with various LEGO® products in a fun way. In this way, we created the first "official LEGO® escape room". A family-friendly, 10-minute, live-action game concept for boys and girls with two different rooms (LEGO® FRIENDS and LEGO® CITY) and a common goal: "get out on time". The result was very positive and thousands of families had the opportunity to live this innovative experience.

nickelodeon

PAW PATROL

Country: Spain

Category: Retailtainment

Client: Carrefour

Concept, design, production and implementation of an exclusive campaign for CARREFOUR focused on “Keeping the planet safe with PAW Patrol”.

An action that, in addition to the online approach, where we had a specially created WEB, with videos, activity books and games, all related to the "environment", "recycling" and "road safety", we also had the first real size exhibition of the cars of the PAW Patrol, thus making a tour in different Carrefour Chain Centers throughout Spain. In addition, we had the presence of Chase and Marshall who held a fun meet & greet parade in each of the centers.

The result: a total brand impact of more than 270,000 people.

Countries: Portugal and Spain

Category: Phygital

Client: nickelodeon

Do you remember the classic machines of pinball that where in the machine rooms and bars on the 80's?

For this project, we have recovered de philosophy of these machines adapting them to the new virtual experiences. Do you imagine that we only have the buttons part in the real world and when you put on the VR glasses the complete pinball appears? Do you imagine that this pinball is personalized with SpongeBob Squarepants? Do you imagine that besides it is in the middle of Bikini Bottom and that you are right there playing next to SpongeBob and his friends? Stop imagine it that it is a reality!

DreamWorks

Trolls

Countries: Portugal and Spain

Category: Event

Clients: MULTI Gentalia MERLIN PROPERTIES carrefour property CBRE

Design, production and implementation of an area of Trolls Experiences that we took to different Shopping Centers.

In this area, the little ones experienced the fabulous and colorful Trolls world, decorated their hair and faces like them, danced to their songs, did interactive digital activities and could even meet Poppy and Brunch in person through a fun meet & greet.

The result: more than 25,000 families have been able to enjoy this successful event.

Harry Potter

Country: Spain

Category: Retailtainment

Client:

Warner commissioned us to design, produce and implement a temporary Harry Potter and Batman store in the largest retailer in Spain, "El Corte Inglés".

The objective was to turn the area into a place full of experiences linked to brands, where in addition to showing the products for sale, customers could take pictures with iconic elements and feel immersed in each of the universes.

CAPSA FOOD

LEGO

Country: Spain

Category: Co-branding

Clients: CAPSA FOOD LEGO

LEGO® and Central Lechera Asturiana, two brands with a similar vision of children's healthy growth, signed a collaboration agreement that promoted the knowledge and preservation of healthy food's natural sources and the intellectual, creative and physical children development.

This collaboration was reflected in different and interesting initiatives during 2019 and 2020; For example, every year all consumers were congratulated on Christmas in a very special way: the milk cartons became a fun and Christmas greeting with a LEGO graphic, in addition to raffling off trips to LEGOLAND.

In this way, each year we have been present in more than 6,000,000 Spanish homes with this cobranding campaign.

Country: Spain

Category: Edutainment

Clients: intu CBRE

We created a new edutainment concept with a new concept of "multi-property play area". A space that made a difference, where each quarter we had a different brand / character, thus personalizing the space and activities with the latest news. In addition, along with the thematic changes, we also had the presence of the characters, holding unique and fun meet & greets.

A different way of attracting families to the shopping center and differentiating itself from its competition, which has resulted in a significant increase in mall influxes, quadrupling them.

THE SMURFS TRAIN

Country: France

Category: Retailtainment

Client: INGKA CENTRES

We devised a different way to connect the different spaces of a shopping center, providing families with a safe journey through it. For this, we developed an electric train that can circulate through the mall in which both children and adults can get on and that allows us to personalize it with different family brands, in this case, for the Christmas season, the Smurfs. An incredible family participation!

Country: Spain

Category: Retailtainment

Client: nickelodeon.

On this occasion, the Nickelodeon company has commissioned us to design, produce and implement a tour in several El Corte Inglés stores. To do this, we developed a Virtual Reality experience so participants could enter the universe of their favorite characters, and a small play area where they could play with official products, make crafts and also watch their favorite Top Wing episodes.

In addition, we accompanied the action with digital content for the Social Media of both partners, thus achieving a complete event.

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Abu Dabi, France, Germany, Greece, Italy, Luxembourgh, Poland, Portugal, Slovakia, Spain, Mexico, Miami, Uk...

No matter where you need us, we'll be there together with you, your needs will become our main target.

The madness make us always to looking for the necessary spark, to bring an experience, surprising your fans or create unforgettable memories, that will last forever together with the most powerful Brands in the world.

YOU WANT TO ENJOY THE SHOW...
GET IN TOUCH WITH US!

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