

m!

WE DO FUNKY THINGS FOR FUNKY BRANDS & MALLS



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madhouse

MARI



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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!

m!



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.

 Countries: France, Portugal and Spain

 Category: Edutainment  No: 8 centers



Clients:      






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Disney Junior

 Country: **Spain**
 Category: **Cross Promotion**




Client: **Disney movistar+**

Drive-in Cinema: The objective this time was to drive traffic to the Movistar shops that broadcasted Disney content on their platforms. This is why, we came up with a concept based on a drive-in cinema where the youngest members of the family, along with their favorite characters, were the stars, and if they went to the shop, they also received an official sticker set as a present.



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 Country: Spain
 Category: Cross Promotion
Client: **unibail-rodamco** 

Road Show and Promotion based on Consumption:
Monopoly's 80th anniversary celebration turned into an exclusive event of a Road Show around Rodamco Centers, where the main element was having the biggest Monopoly board around Europe. Games were hosted by Mr. Monopoly himself. Also, there was a Technological Games area, an exhibition with the rarest boards of the history of games and a promotional area where the most awesome games could be won.



Harry Potter

 Country: Spain

 Category: Retailtainment

Client: 

Pop Up Experience: Design, production and implementation of a temporary Harry Potter shop at "El Corte Inglés". The objective was to turn the area into a place of experiences linked to the brand. Initially, it had a duration of one month and a half, but due to the success of the implementation, it was extended for more than a year in different locations.




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nickelodeon.
**NICK
FEST**



Country: Spain



Category: Festival

Client: **unibail-rodamco**

Event: Design and production of an event with more than 18.000 attendees that were able to enjoy the different activities linked to the Nickelodeon characters, sponsor activities (PlayStation, Nerf and Hanazuki) and an incredible show with the presence of Paw Patrol, The Teenage Mutant Ninja Turtles, SpongeBob SquarePants and Dora the Explorer.



Country: Portugal and Spain



Category: Phygital

Client:



Virtual Reality Experience: On this occasion, we designed and implemented a phygital experience with the objective of innovating Malls marketing actions. For this, we joined the physical and the virtual world on a game where the participants could turn into a Teenage Mutant Ninja Turtle and achieve different balancing tests. Thanks to Virtual Reality technology we were able to move to a ledge on a skyscraper on New York and live an exclusive experience with these characters.


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 to watch the video



DC COMICS
**SUPER
 HEROES**



Country: [Portugal and Spain](#)



Category: [Event](#)

Clients:



CBRE



IKEA

Experiential Area: Thousands of LEGO® Bricks available in a game area where kids could play building their favorite DC Superheroes. Also, thanks to the showcases exhibition and the Meet & Greet with LEGO® Batman and LEGO® Superman characters, participants were truly submerged in the LEGO® DC SUPERHEROES World.



THE BEST OF DINOS

NATIONAL
GEOGRAPHIC
CHANNEL



Country: Spain



Category: Interactive Exhibition

Client: **unibail-rodamco**



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to watch the video](#)

The Best Of Dinos: Design, production and implementation of an exhibition with a clear interactive component, where the presence of giant dinosaurs was one of strengths of the event. Among with the dinosaur Meet & Greet, families could enjoy exhibition area with interesting facts and a children play area.



ONCE UPON A TIME... LIFE



Country: France





Category: Interactive Exhibition

Client:



Experience Center: Coinciding with the 30th anniversary of the license, this interactive expo took place at a Mall that had as its main goal to support brands of their own territory. It initially had a duration of six months but it was extended to eight months due to its success.



 Country: Spain
 Category: Retailtainment

Client: **nickelodeon.**



Experiential Area: Brands need to create experiences on retail to generate affective bonds with their buyers and to generate more sales. On this case, if we also add the fact that we can do it through Kids Marketing strategies and with a 360 campaign, the results get even more positive. Campaigns on digital media, web, physical supports across the city and an EXCLUSIVE experience on retail for all the family. After 8 locations, the results were excellent.



Ninja Halloween

¿Superarás el desafío?
Más de 200 entradas
de cómo jugar!



 Country: Spain
 Category: Phygital

Client: **intu**

Cross Promotion and Virtual Reality: A consumption associated promo coinciding with Halloween? For this we designed a Virtual Reality game based on the classic "Ninja Fruit" where the user had to cut pumpkins on a dark and gloomy environment. Will you meet the challenge?


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to watch the video



Country: Spain




Category: Event

Client: **unibail-rodamco**

Experience Marketing: Creating an event based on technology, fashion and music, side by side with MTV, was the challenge at this time. The result was Madrid MTV Trendy Week, an event held for two consecutive years and where the MTV philosophy was evidenced on each new session. Robotics, 3D printing, arcade games, DJ master classes or Influencers and Personal Shopper talks were part of the event.



MINIONS

 Country: Spain

 Category: Cross Promotion

Client: 

Event and Promotion based on Consumption: Coinciding with the movie release we organized a whole event which consisted in different areas: Minion Museum of Art (exhibition of famous paintings adapted to the Minion world, Photo booth, Digital Wheel of Fortune with licensed prizes, Giant Minion Operation Game, Minion Photocall and a Meet & Greet area with the characters. After a Tour through different Malls, Carrefour wanted us to make an action on their Premium Centers coinciding with a Loyalty campaign.



Country: Spain



Category: Retailtainment

Client: **ACTIVISION.**

Product Testing: To create a space where to experience the latest videogame and get to know all the characters, was the goal of the Activision road show. For this purpose, we created in successive years different experience areas, from a castle to a futuristic workshop where the participants lived the world as seen as in Skylanders.




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STAR WARS™



Country: Portugal and Spain

Category: Road Show

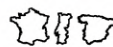
Clients: CBRE   

Experiential Event: One of the most representative LEGO® lines requires a really significant event. Including a "Building Happening" area with a +2 meters high Yoda that participants could build up themselves, life size LEGO® brick sculptures (Darth Vader, R2-D2, C-3PO, Stormtrooper and Chewbacca), some dioramas of the different movies, official videogames, building areas and even a LEGO® Stormtrooper Meet & Greet.

Masha y el Oso



Masha and The Bear



Country: France, Portugal and Spain



Category: Road Show

Clients:




Gentalia



Event and Promotion based on Consumption: Design and production of a concept mixing traditional activities (storytelling, handicrafts and character's Meet & Greets) with technology-based activities (Digital Memory games, Whac-A-Mole and Digital Puzzles). It also adds the possibility of having a digital roulette to make games related to consumption and promotion where products personalized with the Brand image could be won.




JUSTICE LEAGUE

 Country: Spain

 Category: Retailtainment

Client: 

Pop Up Experience: Design, production and implementation of a temporary Justice League shop in "Carrefour" shops. The main objective was to create a shop that tours through different Carrefour stores where different licensed products could be tested under the goal of raising the sales. Goal achieved!



LEGO® **Fan
Festival**



Country: Spain



Category: Interactive Exhibition

Client:





Festival: Design, production and implementation of the biggest official LEGO® exhibition in Iberia. We had an extension of 1.500 m2 where all participants could live the LEGO® world experience, and an attendance of more than 90.000 visitors in one weekend.



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 Country: Spain
 Category: Phygital

Clients:   

Virtual Reality Experience: An experience where the digital and the real world come together thanks to the use of special glasses that makes us live a trip on a Magical Train. Depending on the holiday, it takes us to the Santa Claus Village or to the Three Wise Men's Toy Factory. More than 15.000 families have participated in this Christmas Experience.



Country: Portugal



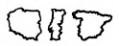
Category: Road Show in malls

Client:



Experiential Area: The goal proposed by the client was to give visibility to the channel via their most known characters and so the users could be able to live a real "Somos Cartoon Network" experience. The mix of the latest technological activities with the presence of the characters, got as a result more than 5.000 families that have enjoyed the event.





Country: Poland, Portugal and Spain



Category: Road Show

Clients: intu



Experiential Area: A LEGO® Minecraft area specifically designed to live an immersive experience where the LEGO® Brick was the main key to build the event around it. The whole family was the star of each one of the Tour Stops that had presence in three countries.

#PlazaXanadú



DESAFÍO
MARVEL



Country: Spain



Category: Edutainment

Client:



Escape Room: A true challenge...Creating the first official MARVEL Escape Rooms. For this we took the concept of a 10 minutes game aimed to families with two options of rooms for choice (Tony Stark/Iron Man's Lab and Peter Parker/Spider-Man's room). The impact on the participants was so positive that we are currently working with MARVEL on a more ambitious second phase.



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Blue Sky
THE
PEANUTS
MOVIE *by SCHLITZ*



Country: [Spain](#)



Category: [Interactive Exhibition](#)

Client: **unibail-rodamco**

Snoopy's Christmas: A Christmas action to differentiate yourself and attract more customers? EASY. Snoopy's first Christmas! Mall decoration based on the characters, an incredible Christmas tree of 8 meters high decorated with dozens of stuffed toys, a videogame area, a re-creation of Charlie Brown's house with games inside, a contest for Young artists to apply their designs on Snoopy sculptures and a spectacular merry-go-round to enjoy the holidays with the family!



Interactive Vending Machine



Country: Spain



Category: Phygital

Client:



Interactive Machine: An Interactive Vending Machine? That's possible. It really is! We also developed different applications to make it happen. This way if you came across the machine and wanted to get a Coke you had to resolve different ingenuity, logical or ability games, even dancing in front of the Machine and having to demonstrate that you were doing it the right way. The prize? Savoring your favorite drink.

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Abu Dabi, France, Germany, Greece, Italy,
Luxembourg, 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!**



m!

Raluca

ARE YOU FUNKY?

m!



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