

## What a Year!



This year was packed with exciting new events and a sense of a return to normalcy. We're SO glad to be back in action!

Now that we've made it to the end of the year (almost) we're excited about the year we've had and what's to come in 2023. While some things feel as if the pandemic never happened, there are also a ton of new learnings we've discovered that are welcome changes, many reflecting quality and authenticity over quantity.

What does 2023 have in store?

### **Sampling is a Different Animal**

If we learned anything in 2022, it's that your food sampling event must stand out. Presentation, taste and uniqueness are necessary to achieve this.

When we planned Burger King's sampling event at the Billboard Latin Music Awards in Miami, we did just that. Attendees got dinner and a show, and we don't just mean from the performances. From living floral trees to interactive drummers and so much in between, we gave guests a unique and slightly quirky experience by allowing them to choose their dinner from a giant Whopper box, served by a gloved hand.

Similarly, when we attended New York Wine & Food on behalf of Toyota, we partnered up with CakePop Bar to bring interesting and individually wrapped cake pops that attendees couldn't help but take, serving them out of the back of a Toyota Sequoia to show off the vehicle's large cargo space.

We also made our trip to the Roots Music Festival in Philly authentically suited for the city, by partnering up with the local Central City Pretzel Company and laser engraving the Toyota logo on a tasty pretzel.

### **Interpreting Audience Trends and Meeting People Where They Are**

Another trend that's here to stay for 2023 and beyond is knowing what's next and giving it to your audience. Attention spans are shorter than ever and it takes exceptional concepts to get noticed.

That's why we're always looking to see "what the kids are into these days." Understanding what's trending is part of our job, so we can adapt and interpret the trends that match up to our brands.

From aura portraits to building your own bracelet, we seek out new fads that we can tie into our activations to encourage interaction and leave a positive brand impression that is memorable and long-lasting.

### **Staying True to Your Brand**

With all these new ideas and trends, it can be easy to get swept away with ideas and create things that could be disconnected. For all our clients, we walk through each activation and idea to run it through their brand filters and ensure they feel authentic to that brand.

Whether it's craft cocktails and a greenery wall activation for Austin's Cocktails, featuring fruits to highlight their freshness or ensuring we stand out at the Special Olympics for Toyota, whose brand makes giving back to students and teachers a priority through their \$100 million charitable endowment, we understand that event-goers won't embrace your participation or interact with your experience if it's inauthentic.

### **Looking to 2023**

We're so excited for what's to come next year and we'll take these guiding principles into the new year, focusing on quality and authentic interactions!