

Discover

Highlight Agency – credential



HIGHLIGHT IN A GLIMPSE!

- Background: **Founded in 2008**, with a proven financial and qualitative track record.
- **National coverage** – own local field force with 6 regional branches (Sibiu, Iasi, Timișoara, Cluj, Constanța, Brașov), covering the entire territory, multiple logistical and storage points and over 1200 professional field professionals (supervisors, brand ambassadors, hostess, decorators, drivers, helpers, promoters, photographers, technicians, artists, etc).
- **Accountability and measurement:** constant growth of the group's figures every year with 2 digits, reaching in 2025 a number of 48 employees, over 1120 projects and over 10 mil euro turnover.



Highlight Group

- **Highlight Agency**, a company with relevant BTL experience in the **Romanian & European markets**, working with various clients from all industries and entrepreneurs
- &
- **Highlight PR**, a brand PR & internal communication agency with a great understanding of both sides of the coin: agency and corporation.



CREDENTIALS

proven track record of delighted partners



We give our clients a competitive edge by inventing fresh, socially relevant and sharable first-hand brand experiences that connect humans with the brand's underlying purpose.

Our Services



Events and festivals
activations



Strategy &
Creative Services



Trade Marketing (in-
store activations &
POSM production)



Corporate
Communication &
Employer Branding



121 activations



Landing page
development



Consumer
mechanism & prizes
management



National sales
conferences



Human resources
recruitment

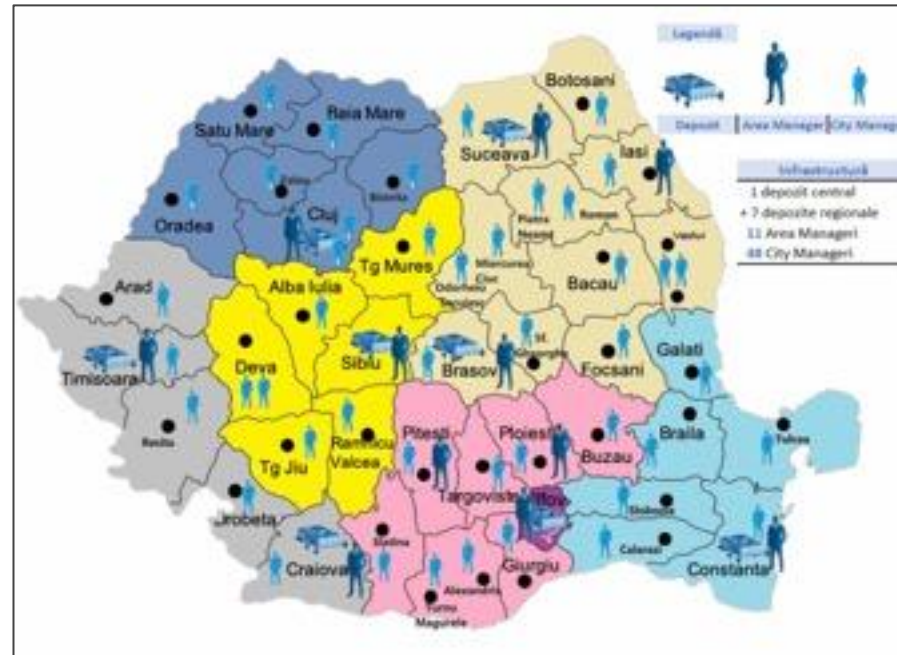


Logistics and
transportation

OUR NATIONAL AND GLOBAL FOOTPRINT

The national team that we have been working with for over 10 years covers every county and has extensive experience in implementing BTL and retail campaigns (campaigns with promoters, in-store and outdoor, production & implementation of POSMs, obtaining authorizations for activations, logistics & transportation, etc).

-  11 Area Manager
-  48 City Manager
-  6 regional branches (Sibiu, Pitesti, Constanta, Brasov, Cluj, Iasi)
-  1 central warehouse
-  7 regional warehouse



HOW ARE WE DIFFERENT

We give our clients a competitive edge by inventing fresh, socially relevant and sharable first-hand brand experiences that connect humans with the brand's underlying purpose.

&

The Highlight family



Highlighters
Highlighters
Highlighters

Who we are
Who we are
Who we are

OUR BIG PROMISE

ACCURATE execution!

- **A**ccountable and always prepared
- **C**redentials – proven track record of delighted clients
- **C**ost-effective and customer-oriented proposals
- **U**nique and creative mechanisms
- **R**esults oriented, responsive and proactive
- **A**ttention to details
- **T**erritorial coverage
- **E**motionally involved



ACCOUNTABLE and always prepared team

- Trustworthy Client Service: 3 teams consisting of 16 people with 1-22 years of experience;
- Strategic & Creative great minds: We have 2 internal strategy and creative teams, specialized in BTL concepts and communication, one is located in Bucharest and another in Cluj, consisting of: Group Research Director, Marketing Strategists, Art Directors, Graphic Designers, Copywriters;
- Digital Gurus: Web Designer, Senior Media Manager Specialist, Senior CRM Data Analyst;
- High-Energy BTL Managers: The team consists of people with experience organizing BTL events and campaigns in different fields, in the last 5-30 years.

ACCOUNTABLE and always prepared team

- **DTP & Production manager:** We have an internal team of 4 people who coordinate the production activities of the agency, with 3-25 years of experience in the production of printing materials, POSMs, indoor and outdoor setups, conference stands, personalized promotions, event props, and others.
 - **Organized Logistics manager:** Logistics coordinator and operators
- **Recruiters with the highest standards:** The recruitment department in Bucharest consists of 4 people who ensure the allocation of the most suitable human resources for each project.

COST-EFFECTIVE and customer-oriented

We give our clients a **competitive edge** by inventing **fresh, socially relevant** and **sharable first-hand brand experiences** that **connect humans with the brand's underlying purpose.**

In your budget!





**BRAND ACTIVATION
CAMPAIGNS**

Creme Supreme LAUNCH EVENT 2025

Client: HENKEL

Deployment: Launch event for the new premium hair dye in the Schwarzkopf portfolio.

Participants: 100 pax

Services provided by the agency:

- Developing a creative concept, HL & brand activations, set-up design, and set-up production, brand visibility elements.
- Technical solutions and implementation (stage, lights, sound, projections, technical direction, scenography).
- Pre event preparations in the location, measurements, and setting up each space.
- Artist's proposals and management, dance choreography for special brand moment.
- Management of the logistics: preparation & transport.
- Recruitment and training: photo & video, TL, hostess, helpers, DJ, choreographer, scenographer, dancers, models, artists workshops.





KOZEL – MEREEUU IMPREUNA

Client: KOZEL

Deployment: Baraka Terrace, Herastrau Park

Services provided by the agency:

- The campaign featured Social Media communication, activations and influencers engagement. Kozel ambassadors Dracea and Ioana State led opposing teams, with victory going to the team that clocked the most cycled kilometers.
- Communication with the location administrators, measurements, and the preparations of each space.
- Management of the logistics: preparation & transport.
- Recruitment and training: MC, tapster, photo & video, TL, hostess, helpers.



CARAVANA CIUCAS

Client: CIUCAS

Deployment: 8 Counties: Suceava, Bacau, Mures, Covasna, Sibiu, Gorj, Arges, Teleorman

Services provided by the agency:

- Concept development and creative design
- Production and logistics for visibility materials and transportation
- Execution across eight counties in partnership with eight City Managers
- Transportation and setup of the promotional caravan
- BTL and PR coordination: engagement with local media, influencers and brand ambassador, Varu' Sandel
- Liaison with local authorities to secure permits and required documentation for activation implementation
- Provision of technical support: audio systems, microphones, mixers, stage setup, and more
- Recruitment and management of human resources: Hostesses and Team Leaders





BEEROPOLY

THERME BUCHAREST

Client: URSUS BREWERIES

Objective: To create an area for consumers that combines a learning experience with an engaging zone of activities. Participants were able to explore the Ursus Specialties range and learn about the food pairings that they can do with beer.

Services provided by the agency:

- Creative concept, brand activation, set-up design: Beeropoly board game, pawns, game cards, oversized dice.
- Production Set-up & prizes
- Management of logistics involved: preparation and transport of the materials & implementation for each weekend of activation in August 2025
- Human resources: recruiting and training (Hostess, TL, helpers).



ESCAPE BOX KOZEL

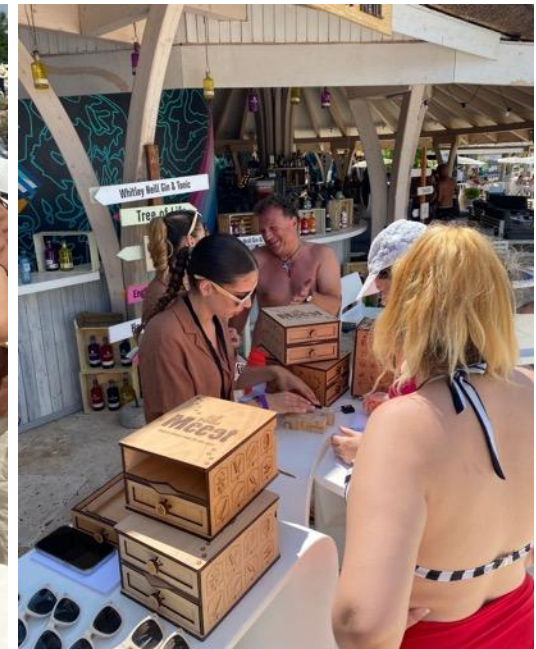
THERME BUCHAREST

Client: URSUS BREWERIES

Objective: To create an engaging activation in a leisure environment that reinforces the brand's message of friendship. Participants were encouraged to join forces with a friend to solve the Kozel Escape Box mystery, turning a refreshing beer break into a memorable, fun bonding experience.

Services provided by the agency:

- Production Set-up & prizes
- Management of logistics involved: preparation and transport of the materials & implementation for each weekend of activation in June 2025
- Human resources: recruiting and training (Hostess, TL, helpers).



TIMISOREANA

Client: URSUS Breweries

Deployment: Timisoreana barrel OOH

Services provided by the agency:

- Production, creative management and implementation of a huge Timisoreana barrel in different locations in Bucuresti and Timisoara
- Production of and set-up in AFI Cotroceni, George Enescu Plaza, Unirii Square and NEPI Timisoara
- Communication with the location administrators, management of implementation timing and logistics



SAVEX

Client: FICOSOTA

Deployment: Couples competition

Services provided by the agency:

- Developing the creative concept of the Savex brand.
- Production of equipment and set-up: Activation corner, brand visibility elements, and equipment for promoters.
- Communication with the location administrators.
- Management of the logistics: preparation & transport.
- Recruitment and training: MC, TL, hostess, helpers.



Peroni Nastro Azzurro x Quantic

Client: Peroni Nastro Azzurro

Deployment: Ursus Conference 2025

Services provided by the agency:

- Developing a creative concept, design, and activation mechanism
- Production of equipment and set-up: photo cabin, brand visibility elements, and equipment for promoters.
- Communication with the location administrators, measurements, and the preparations of each space.
- Management of the logistics: preparation & transport.
- Recruitment and training: TL, hostess, helpers.



fi-GA x Treevi

Calea Victoriei Day Party

Client: Italfood Qualita e Scelta
Deployment: Brand Experience - sampling

Services provided by the agency:

- Developing a creative concept, design, and activation mechanism for fi-GA.
- Production of equipment and set-up, brand visibility elements, equipment and cooler bags for hostess.
- Communication with the location administrators, measurements, and the preparations of set-up.
- Management of the logistics: preparation & transport.
- Recruitment and training: TL, hostess, helpers.



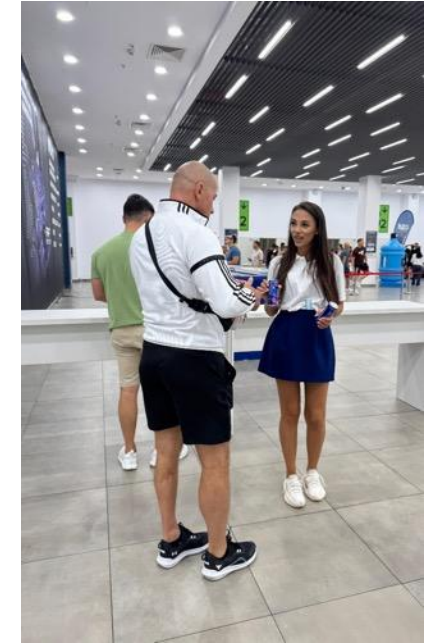
fi-GA x Sense4Fit

Client: Italfood Qualita e Scelta

Deployment: Brand Experience - sampling

Services provided by the agency:

- Developing a creative concept, design, and activation mechanism for fi-GA.
- Production of equipment and set-up, brand visibility elements, equipment and cooler bags for hostess.
- Communication with the location administrators, measurements, and the preparations of set-up.
- Management of the logistics: preparation & transport.
- Recruitment and training: TL, hostess, helpers.



fi-GA x Costinesti

Client: Italfood Qualita e Scelta

Deployment: Brand Experience – cold beverage sampling

Services provided by the agency:

- Developing an activation concept, design, and activation mechanism for fi-GA; 2 weekends activation in Costinesti & Vama Veche
- Over 65.000 samples distributed in 6 days
- Production of equipment and set-up, brand visibility elements, equipment and cooler bags for hostess.
- Communication with the local administration, authorization management and activation deployment
- Management of the logistics: preparation & transportation of cold beverages, with major challenge in cold product sampling management
- Recruitment and training: TL, hostess, helpers.



McDonald's @ Comic Con

Client: DDB

Deployment: Brand Activation

Services provided by the agency:

- Implementing the creative concept in an unconventional location (Arena Nacionala)
- Production of set-up and brand visibility elements
- Activation and prizes mechanics management
- Logistics management: preparation, transportation and warehousing management
- Recruitment and training: TL, hostess, helpers.



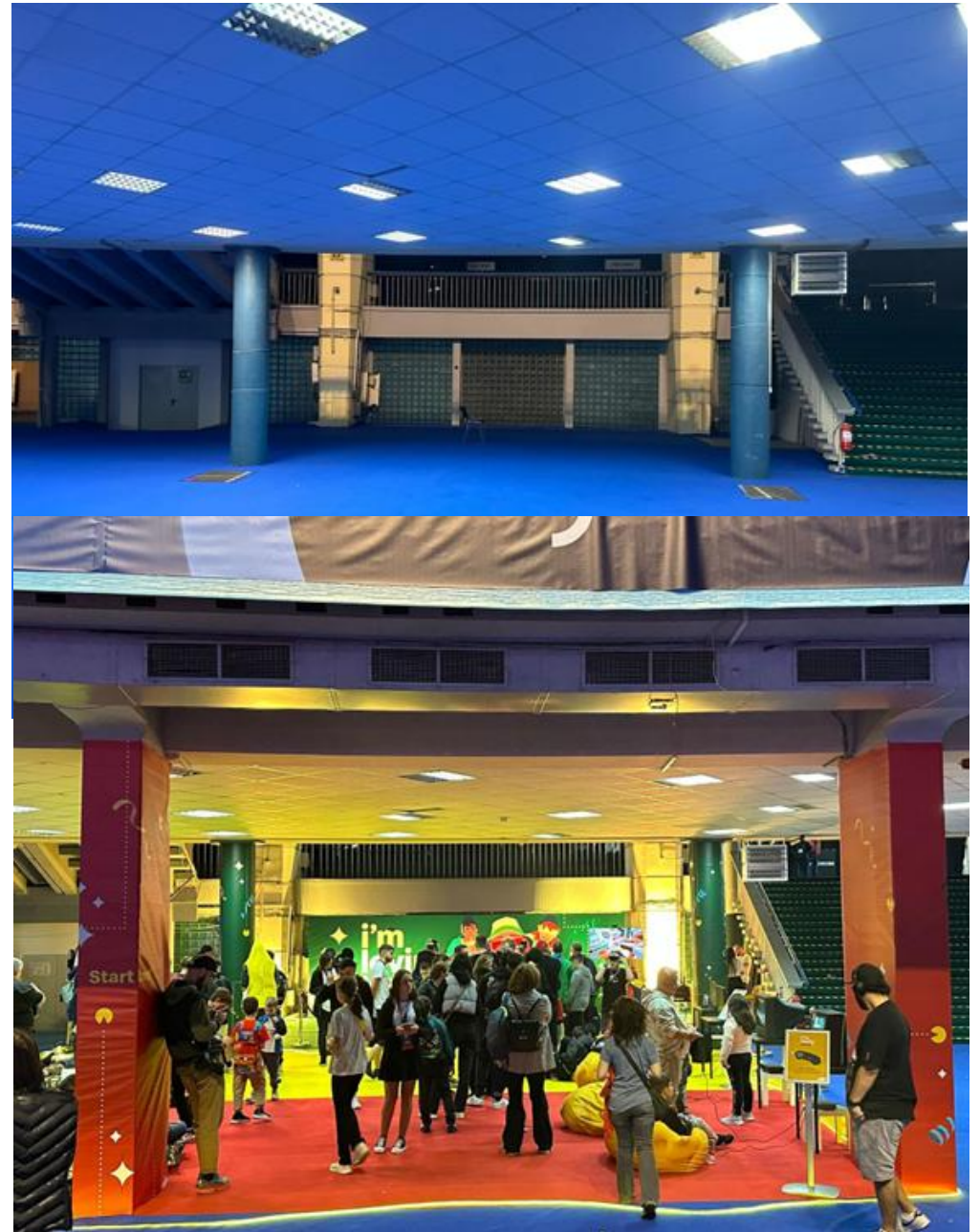
McDonald's @ BGW

Client: DDB

Deployment: Brand Activation @ Bucharest Gaming Week

Services provided by the agency:

- Implementing the creative concept in an unconventional location (Romexpo)
- Production of set-up and brand visibility elements, technical set-up and location transformation
- Activation and prizes mechanics management
- Logistics management: preparation, transportation and warehousing management
- Recruitment and training: TL, hostess, helpers.



MAREA BALACEALA

Client: Veranda Mall

About: "The Big Splash" is a summer event dedicated to children, transforming the outdoor space of Veranda Mall into an aquatic playground of fun.

Objective: offering a memorable and refreshing summer experience for children, activating the mall's outdoor area through interactive water-based games, and rewarding participants with treats to enhance the fun atmosphere

Services provided by the agency:

- Finding and contacting involved partners: C&A, Fressnapf, Wendy's, and Corso.
- Event concept & Mechanics: Designing a circuit of 3 interactive games per hour and main attractions like the Spuma Party and Inflatable Water Slide.
- Event Flow Preparation. Management of the logistics: preparation & transport.
- Recruiting and coordinating the MC and hostess to support the children throughout the activities.





MAREA VANATOARE DE OUA

Client: Veranda Mall

About: "The Great Egg Hunt" is a traditional event at Veranda Mall, now in its 9th edition, bringing joy to both children and adults. Held between April 10-19, the campaign featured a mix of creative activations and workshops.

Objective: engaging the local community by involving schools and kindergartens from Bucharest, offering a unique entertainment experience through a giant balloon hunt, and rewarding loyal customers through an Easter Raffle mechanism.

Services provided by the agency:

- Finding and contacting involved partners: Kandia Dulce, Carturesti, Noriel, Decathlon.
- Prospection, contacting schools and kindergartens from Bucharest, making visits and establishing next steps for the event.
- Creative concept for workshops.
- Production of visibility materials & event implementation.
- Recruiting and coordinating human resources (TL, hostess, MC, photographer).





CIUCAS x VERANDA MALL

Client: CIUCAS, VERANDA MALL

Deployment: Veranda Mall

About: This year's Ciucas Caravan made its last stop at Veranda Mall, featuring a special event for local consumers hosted by the Ciucas brand ambassador, Varu' Sandel.

Services provided by the agency:

- Concept development and creative design
- Production and logistics for visibility materials and transportation
- Transportation and setup of the promotional caravan
- Event implementation
- Contacting artists and booking for special acts during the event.
- Provision of technical support: audio systems, microphones, mixers, stage setup, and more
- Recruitment and management of human resources: Hostesses and Team Leaders



SYOSS – ENTER THE INTENSE

RELAUNCH EVENT

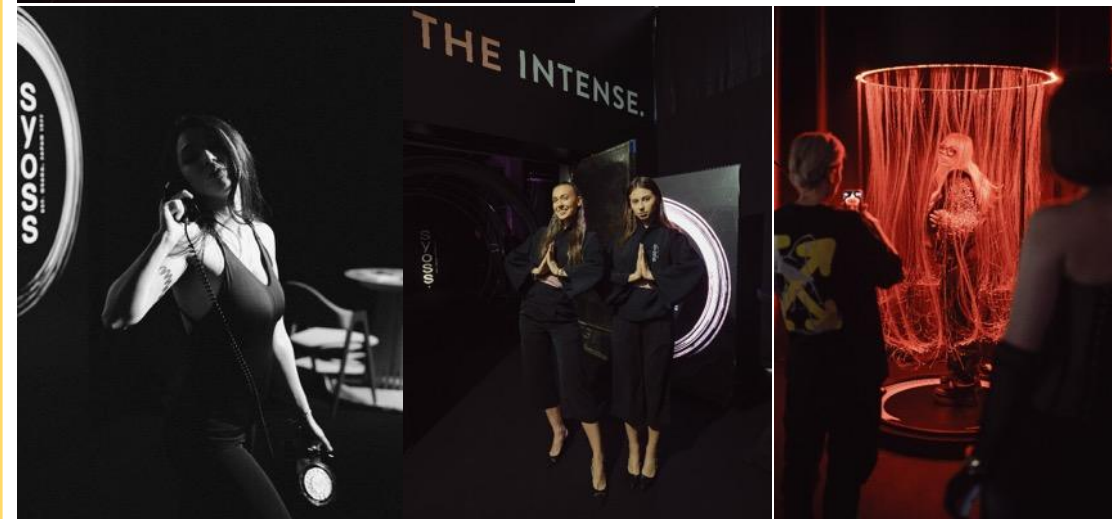
Client: SYOSS

Deployment: Recul

About: Under the concept ENTER THE INTENSE, Syoss was reimagined as a world of boldness, heightened senses, and self-expression. By owning the attraction of the intense and the undiscovered, the relaunch created strong social media buzz and invited consumers to step into their intensified selves.

Services provided by the agency:

- Concept localization & BTL adaptation for the Romanian market
- Venue scouting & takeover (600+ sqm), enabling a fully immersive Black World experience with 200+ attendees and dark-room brand activations
- End-to-end event production & logistics, including unconventional installations and full industrial venue transformation (exterior & interior)
- Branded goodie bags – concept, sourcing & production
- Experiential content curation, including live performances, hair & makeup runway, brand collaboration (Nissa), live styling demos, interactive hair art & Japanese calligraphy
- Custom DJ set & sound design with Japanese-inspired elements
- Concept-driven catering & signature cocktail bar
- Technical production & AV, including scenography, lighting, truss structures, LED screens, sound systems & on-site technicians
- Digital & content production, including VO scripting & recording, short-form video adaptations & after movie
- PR: PR kits, influencers scouting.
- Talent & crew management, covering models, artists, stylists, performers, MC, hostesses, photo & video teams,





SYOSS – DM FIND YOUR BEAUTY

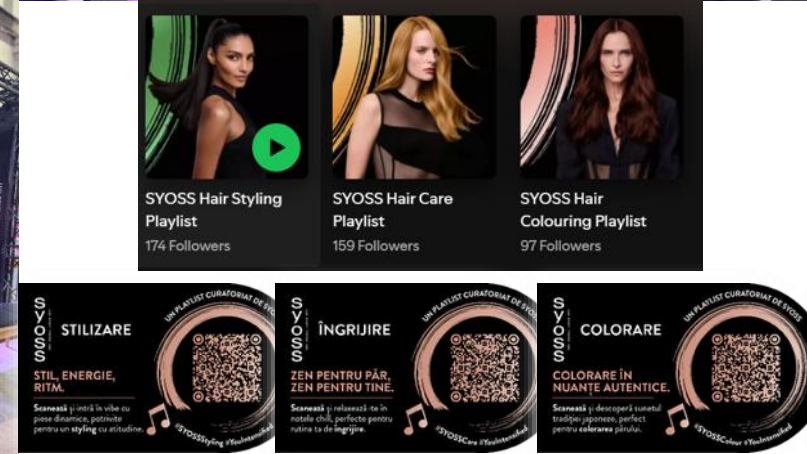
Client: SYOSS

Deployment: Uzina Electrica Filaret

About: We Delivered an intensified sensory experience, immersing consumers in the world of Syoss

Services provided by the agency:

- Modular festival kit development for scalable, repeatable deployment
- Production & on-site implementation with local team collaboration
- Transport and logistics management
- High-impact BTL activations with social media amplification potential
- Technical production & infrastructure, including truss structures, flooring, lighting, and full technical setup
- Preparation of all required documentation for involved personnel and talent
- Customized Spotify activation, featuring three playlists tailored to each hair category, paired with a QR code directing users to the Syoss page
- Talent & staffing management, including hostesses, hairstylists, on-site helpers.



URSUS – KAUFELD 20 ANI

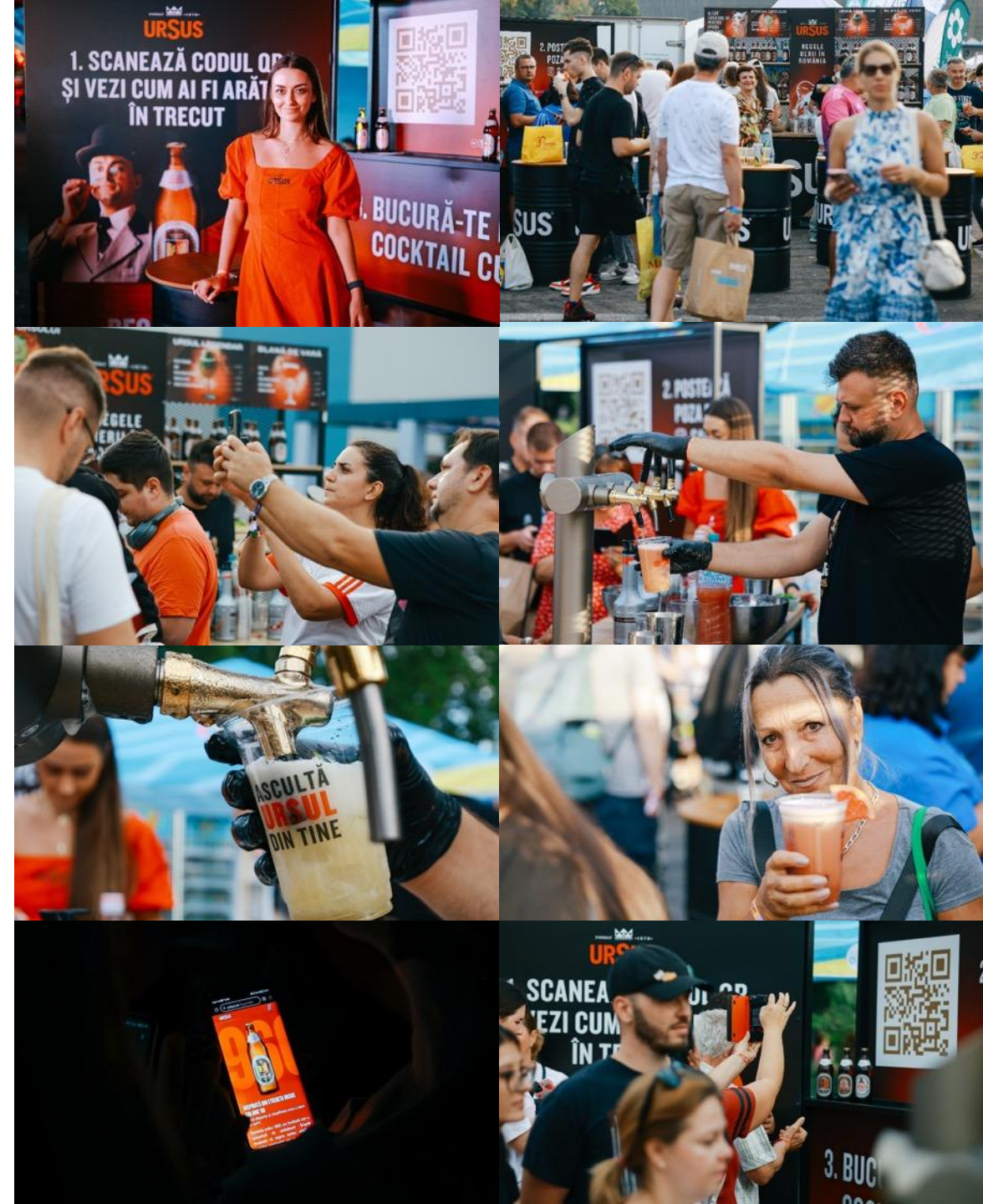
Client: URSUS

Deployment: ROMEXPO

About: Promoted Ursus Legendar through decade-themed AI filters ('60s, '90s, 2000s), allowing participants to visualize themselves according to their favorite era. Participants could also win one of three beer-based cocktails: Poiana Ursului, Ursus Legendar, or Blana de Vara.

Services provided by the agency:

- Concept & set-up development
- Set-up production & on-site implementation
- Preparation of specialized beer-based cocktails
- Preparation of all necessary documentation for the activation
- Human resources management, including hostesses, tapsters, helpers, team leaders, etc.



NIVEA

Bold Visibility

Client: Beiersdorf

Deployment: Pride Bucharest 2025

Services provided by the agency:

- Distribution of NIVEA product samples across targeted locations and audiences.
- Production and installation of branded promotional materials.
- On-site operational support, staffing, and supervision to guarantee flawless execution of brand activations.
- Warehousing & inventory control.
- Detailed reporting, performance measurement, and actionable insights to continuously enhance campaign impact.



HAVANA CLUB

THERME BUCHAREST

Client: Pernod Ricard

About: This SUMMER, Havana Club once again brought the vibrant Cuban spirit to life with an exciting activation at Therme Bucharest beach. Over multiple weekends, guests were transported into the lively energy of Havana through authentic music, dance, and flavors, reinforcing the brand's dedication to cultural authenticity and celebration.

Each weekend offered unique experiences like: Live Cuban rhythms by The Cuban Project, popular Cuban dance styles like Salsa and Cha-Cha-Cha from professional Latin dancers and instructors and Havana Club cocktails.

Services provided by the agency:

- Creative concept, brand activations, set-up design for each weekend.
- Production & Set-up implementation.
- Logistics management: preparation and transport of the materials.
- Human resources: recruiting and training (Hostess, TL, live music band, professional dancers and instructors, DJ & MC, helpers).





STREET FOOD FESTIVAL 2025

3 editions

Client: PepsiCo

Deployment: Bucharest

Services provided by the agency:

Picnic Station:

- Story with #ceebunmeritaunpepsi & tag @pepsiromania, and Pepsi gives you a spot at the picnic.

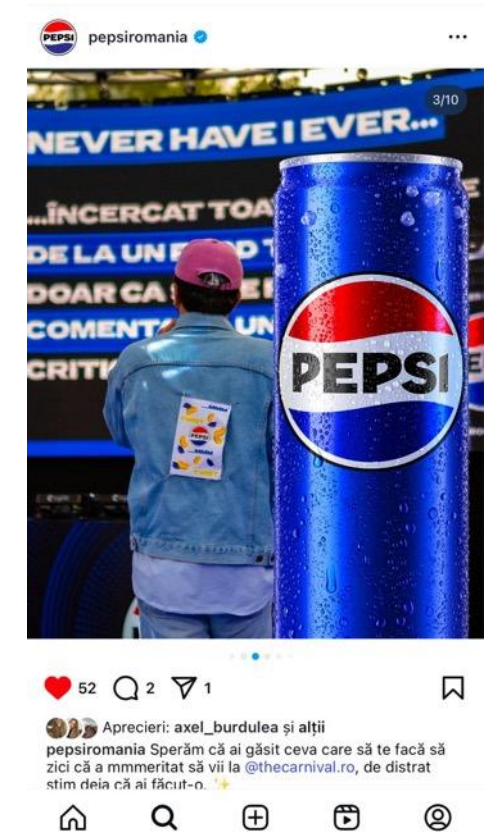
Amphitheatre:

With the purchase of a Pepsi, based on the receipt, participants could enter the Pepsi raffle, where they could win 1 mini cooler by random draw.

Lounge area & DJ set

Game: Never Have I Ever: all participants received a cold can of Pepsi at the end.

Food trucks marked with Pepsi: When purchasing two identical products → a cold Pepsi included in the combo menu, which could be redeemed at the Pepsi-marked bar with a voucher received from the vendor.





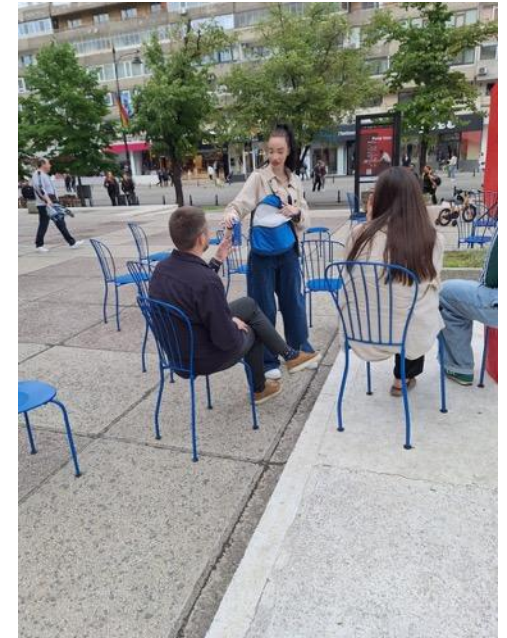
Pepsi @ Romanian Creative Week

Client: PepsiCo

Deployment: Palas Gardens, Iași

Services provided by the agency:

- Developing and assembling all visual and structural elements needed for the setup.
- Planning and coordinating the movement of materials to and from the event areas
- Photo corner area & dedicated photographer
- Sitting area
- Product sampling





BITDEFENDER x Scuderia Ferrari

Client: BITDEFENDER

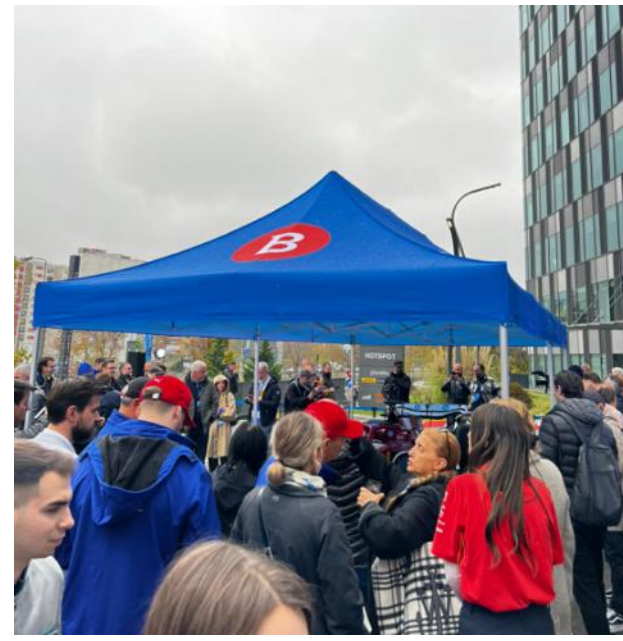
Deployment: Bitdefender Headquarters

Objective: The objective of the campaign was to showcase the real Scuderia Ferrari Formula 1 car to the public and highlight the renewal of the partnership between Bitdefender and Ferrari. Through this activation, we aimed to increase awareness of the collaboration and reinforce the connection between the two brands.

Services provided by the agency:

- Developed the creative concept together with the client, reflecting the values and message of the Bitdefender x Ferrari partnership.
- Produced all visual and multimedia materials for the event, including photos, videos, and promotional graphics.
- Planned and coordinated on-site activations, including logistics for displaying the real Formula 1 car
- Ensured brand consistency and visual coherence across all materials and activations.
- Supported the communication and promotion of the event across media and social channels.
- Managed collaboration between the client's team and external vendors for efficient execution





BITDEFENDER x Scuderia Ferrari

Client: BITDEFENDER

Deployment: Baneasa Mall

Objective: The objective of the campaign was to showcase the real Scuderia Ferrari Formula 1 car to the public and highlight the renewal of the partnership between Bitdefender and Ferrari. Through this activation, we aimed to increase awareness of the collaboration and reinforce the connection between the two brands.

Services provided by the agency:

- Developed the creative concept together with the client, reflecting the values and message of the Bitdefender x Ferrari partnership.
- Produced all visual and multimedia materials for the event, including photos, videos, and promotional graphics.
- Planned and coordinated on-site activations, including logistics for displaying the real Formula 1 car
- Ensured brand consistency and visual coherence across all materials and activations.
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NOTINO Winter Wonderland

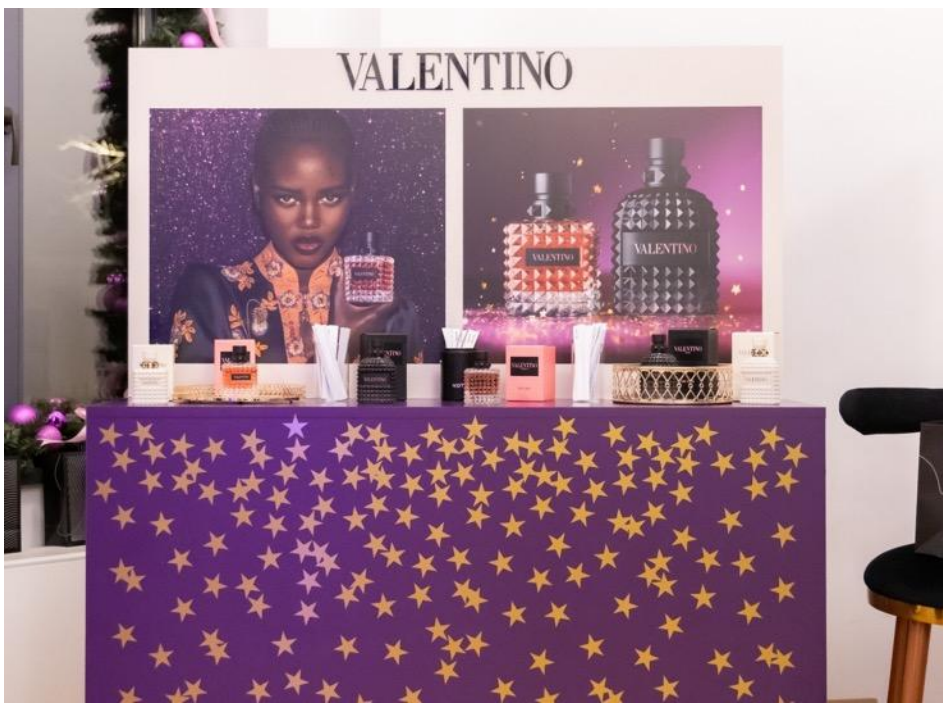
Client: DDB

Experience: The primary objective of the Notino Winter Wonderland event was to consolidate Notino's position as a premium beauty destination, capable of offering not only products, but also memorable, relevant, and emotional experiences. By decorating a Christmas house and creating a coherent festive universe, the event sought to associate the brand with the magic of the holidays, refinement, and innovation in the beauty sector, strengthening the emotional connection between Notino and consumers.

Services provided by the agency:

- Developing the creative concept and translating it into a coherent Christmas universe;
- Complete management of event production, from planning and logistics to set design and staging;
- The agency coordinated brand activations and beauty workshops, ensuring that each partner brand was aligned with the event concept — Kiehl's, Valentino, Notino Collection, Beauty of Joseon, Prada, and Rabanne;
- The agency ensured a coherent, efficient, and impactful event, directly contributing to the achievement of Notino's image, engagement, and visibility goals.





PPC - rebranding charging stations

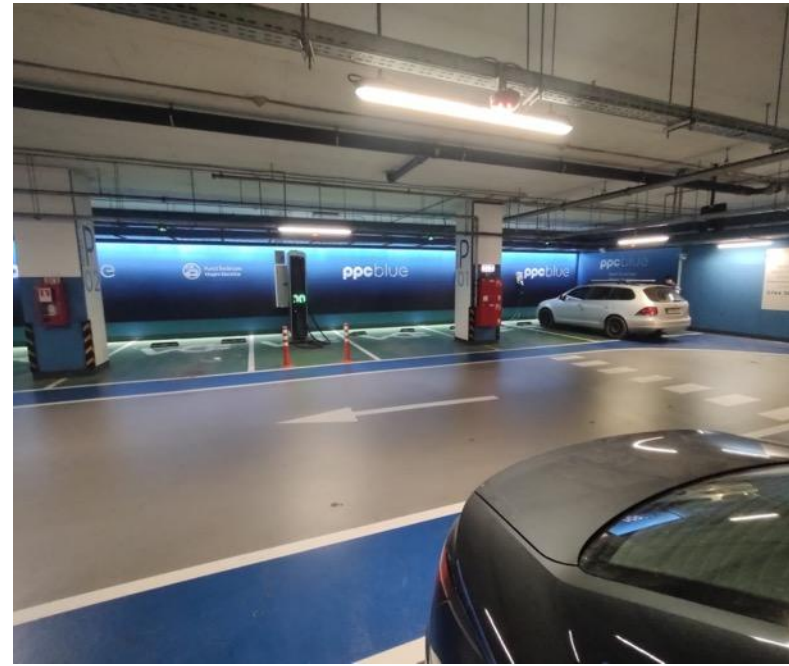
Client: DDB

Objective: The project aimed to completely rebrand the charging stations in Bucharest and National after their acquisition by PPC, transforming them into coherent and visible points of contact for the brand.

Services provided by the agency:

- Field visits were conducted at all locations, and detailed prospecting sheets were created for each station, documenting the current state of brand elements (banners, electrical panels, other visual materials);
- Based on the prospecting files, stamps were designed for each location;
- Based on the prospecting files, customized stamping dies were designed for each station, adapted to the specific location and dimensions of the existing elements;
- After preparation and verification, the process of rebranding and implementing the new identity across all stations was carried out, ensuring visual uniformity and compliance with brand standards at the national level.





ZIZIN @ FlowerFest 2025

Client: ZIZIN APEMIN

Deployment: Flower Fest Festival

Objective: The main challenge was to build a memorable brand presence in a space crowded with visual and experiential stimuli, while also leveraging the moment to reinforce Zizin's key differentiator: the natural balance between health and lifestyle — harmony with people, harmony with nature.

Services provided by the agency:

- Developed the creative concept
- Produced all materials for the event, including giveaways acquisition and branding
- Planned and coordinated on-site activations
- Recruitment and training of the human resources (hostess and Team Leaders)
- Brand activation implementation and coordination



Sărbătorim în armonie la
WEST SIDE
FLOWER FEST
cu hidratare, activări și premii





NIVEA

Innovation Unveiled

Client: Beiersdorf

Deployment: Epigenetics Launch Event

Participants: 200 pax

Services provided by the agency:

- BTL & PR integrated part
- Graphic design proposal and production of branding materials.
- Delivery and transport of equipment and materials.
- Creating video content for LED screens and a special reveal moment.
- Technical and scenography support, including LED setup, video content configuration, and stage preparation for the special reveal moment.
- On-site staff: Team leader, helper, hostesses, DJ, scenographer, videographer.
- Rental of logistical assets.





Discover

Highlight Agency



PEPSI REBRANDING

ONE BIG REBRANDING EVENT & VARIOUS BTL ACTIVATIONS

Client: PEPSI

LAUNCH EVENT FOR PEPSI NEW IDENTITY - outstanding immersive digital experience @MINA museum/ American Independent Film Festival/Codru Festival/FITS/Intencity Festival/Meciul Generatiei de Aur/Sneakers & CO/TIFF/Les Films Des Cannes

Services provided by the agency:

- Rebranding and adaptation of all Pepsi communication materials in Romania (HoReCa, MT, TT, brand visibility) according to received guidelines
- Creative concept and design inclusive immersive video content for the rebranding event, Production & set-up implementation.
- Graphic development and production of an event kit that can be adapted for any type of event
- Concept declination for different events/communication materials, video content brief, immersive content
- Human resources: recruiting, training, coordinating the team & logistic
- Prospecting locations, obtaining authorizations



PEPSI REBRANDING

THE BIG LAUNCH EVENT

NEW LOOK SAME GREAT TASTE

Deployment: MINA MUSEUM – LAUNCH EVENT

Challenge: Creating a memorable launch event for Pepsi's identity change. Its communication with the help of activations and an immersive digital experience @ MINA museum.

Services provided by the agency:

- Creative concept and design
- Production & set-up implementation. Activation concept
- Creative concept development, simulations, concept declination on different communication materials, video content brief, immersive content preparation brief
- Instagrammable photo corner, a light DJ bar, a wall with rear projection, a bar and a back bar customized with the new identity, LED light equipment for brand ambassadors, a troupe of dancers in LED costumes, filter Giant Selfie wall, bar show, video projections. All the elements and activities were thought to be easily exposed in the digital area.
- Human resources: recruiting and training people involved, coordinating the team.
- Management of the logistics involved: preparation and transport of the materials







MONKEY SHOULDER

Client: ALEXANDRION

Deployment: Bartender Romania International Fair & Tale

Services provided by the agency:

- Developing a creative concept, design and activation mechanism for the Monkey Shoulder brand's participation in the 2023 edition of Brift Romania.
- Production of equipment and set-up: Monkey Shoulder bar & backbar, brand visibility elements and equipment for promoters and bartenders.
- Communication with the location administrators, measurements and the preparations of each space.
- Management of the logistic: preparation & transport
- Recruitment and training: bartenders, photo & video, TL, hostess, helpers





Glenfiddich @Whiskey Fest

Client: ALEXANDRION

Deployment: Whiskey Fest 2023

Services provided by the agency:

- Development of a creative activation concept inspired by [#WorldMostAwardedSingleMaltScotchWhisk](#), interaction mechanism with event participants (activation with caricaturist and calligraphy for personalized inspirational messages) and development of the bar design.
- Production of equipment and set-up: Glenfiddich bar & backbar, set-up and brand visibility elements and equipment for promoters and bartenders.
- Communication with the festival organizer
- Management of the logistics: preparation & transport

NIVEA SKIN IS THE LIMIT

INTEGRATED BRAND ACTIVATION

Client: BEIERSDORF

Participants: 300 pax

Concept development and coordination of an integrated communication campaign, aiming to present the NIVEA range of products to Gen Z. Video manifesto, influencer marketing, brand activations, a stunning event, all led to surpassing all objectives.

Services provided by the agency:

- Creative concept from scratch (Skin is the limit), brand activations, set-up design for the big event
- Production & Set-up implementation
- Prospection and recommending the best locations for the activations
- Management of the logistics involved: preparation and transport of the materials
- Human resources: recruiting and training (Hostess, TL, tattoo artist, helpers, influencers)





LAY'S MUSIC CARAVAN

ONE BIG REBRANDING EVENT & VARIOUS BTL ACTIVATIONS

Client: LAY'S

Lay's VIBE VAN – A musical van, with a DJ inside, who plays music and creates a party atmosphere. This VAN took a road tour, traveling from city to city, just to bring the fun of a Pop-Up Party with the type of music chosen by each city. We had a selling point with an instant win mechanism, prize redemption point, branding, and mood elements.

Campaign Universe:

For 8 weeks the Vibe Van traveled around the country and offered a good taste of a day-time party with the help of each city's local DJ. We picked 7 of the biggest cities in Romania: Bucharest, Cluj Napoca, Timisoara, Sibiu, Deva, Iasi, and Constanta. The Lay's music caravan was also present at ELECTRIC CASTLE & SUMMERWELL.

Agency contribution:

Creative concept, production set-up & musical van, implementation, human resources, project management.





LAY'S SEASIDE ACTIVATION

Client: PEPSICO

Participants: 60.000 pax

Deployment: Seaside

Services provided by the agency:

- Creative concept focusing on 2 Lay's New assortments, instant prize mechanism.
- Personalized set-up design.
- Human resources: hostess, team leader & helpers
- Production & implementation: set-up elements.
- (Oversized photo panel, volleyball court, branded umbrellas, oversized umbrellas, flags, bean bags, sunbeds, branded van).
- Exclusive communication and negotiation with the beach owner regarding all contractual details.





ECHIPEAZA-TI PIELEA CU NIVEA

WINTERKISS SPONSORSHIP

Client: BEIERSDORF

Deployment: 6 ski slopes (Sinaia, Straja, Râncea, Transalpina, Păltiniș and Poiana Brașov)

About: NIVEA was the main sponsor at Winterkiss by KISS FM, 2023-2024 edition, present at the most important ski slopes in Romania with visibility materials, activations, and sampling for 7 weeks.

The campaign featured communication through OOH, activations within the Winterkiss show on KISS FM, influencer campaigns, all around NIVEA Crème and NIVEA Sun Alpin products, under de creative concept & full implementation made by Highlight Agency.

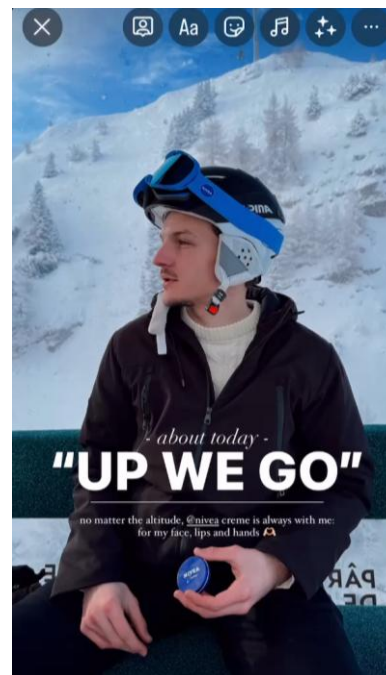
Various activations including basketball hoop shooting, balance maintenance, curling, QR quiz, and NIVEA Crème sampling.





Influencers campaign: With the help of our content creators, we highlighted the importance of caring for our skin, especially in the cold season. Alongside NIVEA Creme, they equipped their skin with complete and trustworthy care to protect it in any condition.

We chose a mix of content creators who are into winter sports and are highly connected to the idea of caring for your skin, ALWAYS, no matter the season.



SNOW GLOBE ACTIVATION

Client: ALEXANDRION GROUP

Deployment: National

Services:

- Creative concept & design for photo booth and hostess equipment.
- Creative concept for games: “Choose the flavors and discover the prize” & Photo corner
#SferaWinterXflavours
- Submitting files to the authorities and collaboration with them.
- Production of materials: photo booth, games elements, hostess equipment.
- Management of the logistics: preparation & transport.
- Human resources: recruiting and training.





MOZART KOOGLES ROADSHOW

Client: HEIDI CHOCOLATE

Deployment: Various Office Buildings (Parking areas)

Services:

Launching of Mozart Koogles through an innovative roadshow for people in target (people with earnings above average, with higher education, prone to buy and consume Mozart pralines → top Bucharest office buildings & best shopping malls in terms of target)

- Obtaining the necessary approvals from office buildings and shopping malls
- Restauration of an old VW T2 van and special Mozart branding
- Production of branding materials
- Management of the logistics: preparation & transport.
- Human resources: recruiting and training.





ZIZIN @ SPORTS FESTIVAL

Client: ZIZIN

Deployment: Sports Festival (Cluj-Napoca)

Develop brand activations for Zizin at the Sports Festival in line with the brand's positioning and target audience – families and children.

Services:

- Creative concept and development for all materials
- Production & rental of materials and necessary logistics.
- Prize acquisition
- Event and brand activation implementation





THE DEACON LAUNCH PARTY

Client: THE DEACON

Deployment: The Vault – Marmorosch

About: Launch Event for The Deacon in Romania, November 2023 - Participants were invited to celebrate the authenticity and the courage to be unstoppable, inspired by The Deacon's brand identity at a party like between whisky masters. The dancers from Dance Prestige were the ones who made the big reveal and maintained the atmosphere with spontaneous moments that encouraged the guests to dance.

Services provided by the agency:

- Developing a creative concept, design and setup for the big event, inspired by Scottish tradition and the smokey & sweet notes of The Deacon whiskey.
- Production of equipment and set-up implementation: Photo corner & Spider, set-up and brand visibility elements, equipment for hostess.
- Prospection and recommending the best locations for the event.
- Management of logistics: preparation & transport.
- Human resources: recruiting and training (Hostess, TL, DJ, MC, Dancers).





Influencers campaign: With the help of our content creators, we highlighted the spirit of the authentic Scottish whisky to the party.



HAVANA CLUB

THERME BUCHAREST

Client: HAVANA CLUB

About: In August 2024, Havana Club brought the vibrant essence of Cuban culture to life with a three-weekend activation at Terme Bucharest beach. Immersing guests in the lively spirit of Havana, the campaign featured authentic Cuban music, dance and flavors, showcasing the brand's commitment to cultural authenticity and celebration.

Each weekend offered unique experiences like: Live Cuban rhythms by The Cuban Project, popular Cuban dance styles like Salsa and Cha-Cha-Cha from professional Latin dancers and instructors and Havana Club cocktails.

Services provided by the agency:

- Creative concept, brand activations, set-up design for each weekend.
- Production & Set-up implementation.
- Logistics management: preparation and transport of the materials.
- Human resources: recruiting and training (Hostess, TL, live music band, professional dancers and instructors, DJ & MC, helpers).





BEEROPOLY

THERME BUCHAREST

Client: URSUS

Objective: To create an area for consumers that combines a learning experience with an engaging zone of activities. Participants were able to explore the new Ursus Specialties range and learn about the food pairings that they can do with beer.

Services provided by the agency:

- Creative concept, brand activation, set-up design: Beeropoly board game, pawns, game cards, oversized dice.
- Production Set-up & prizes
- Logistics management: preparation and transport of the materials & implementation for each weekend of activation in July-August 2024
- Human resources: recruiting and training (Hostess, TL, helpers).





HAVANA CLUB

Habanos Night, Bartender Romania International Fair & Tale & Whisky Fest 2024

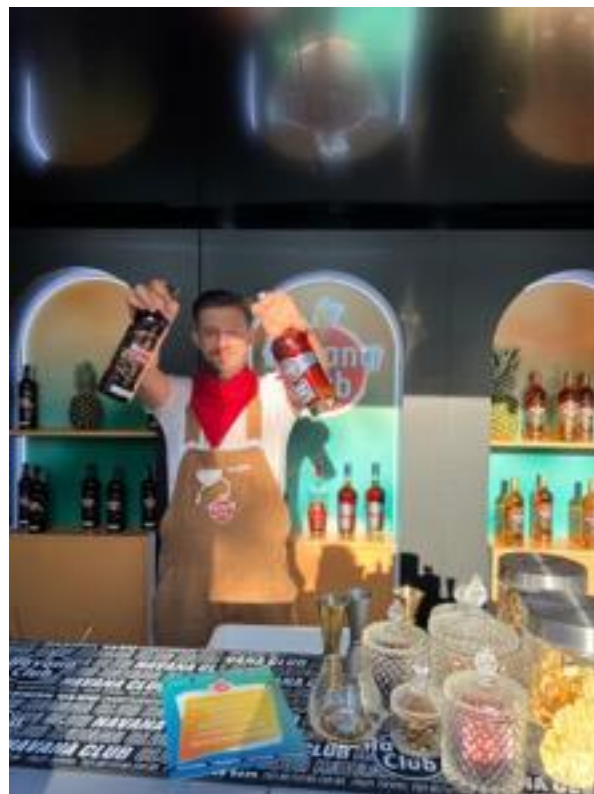
Client: HAVANA CLUB

Deployment: Habanos Night, BRIFT, Whisky Fest

Services provided by the agency:

- Crafting an exceptional creative concept, cutting-edge design and immersive setup inspired by the rich heritage of El Ron de Cuba, tailored to elevate the brand's presence at the highly anticipated 2024 events: BRIFT, Whisky Fest and Habanos Night hosted by El Unico. With a focus on storytelling, authenticity and brand engagement, we create a captivating experience that embodies the essence of Cuban craftsmanship, ensuring that Havana Club stands out and leaves a lasting impression on every attendee
- Production of equipment and set-up: Havana Club bar & back bar, set-up and brand visibility elements, goodie bags for the workshop participants and equipment for bartenders
- Communication and coordination
- Logistics management: preparation & transport.





CHIVAS SECRET BAR

WHISKY FEST 2024

Client: CHIVAS REGAL

Objective: Developing a creative concept, design and setup for brand's participation in the 2024 edition of Whisky Fest. The library served as a discreet entry point to the secret bar, marked by minimal signage to evoke a sense of exclusivity and adventure. Inside the Secret Bar, guests discovered a unique cocktail menu featuring creative drinks that showcased premium whiskey, delivering an unforgettable experience.

Services provided by the agency:

- Concept, design & event implementation.
- Production of equipment and set-up: set-up and brand visibility elements.
- Communication and coordination.
- Logistics management: preparation & transport.







CAMERA BRANCOVEANU

ART SAFARI

Client: BRANCOVEANU

Objective: At the beginning of March 2024, Alexandrion Group organized an exhibition through which they wanted to present to the public the connection between the historical symbol Constantin Brancoveanu and the most refined product from their vast portfolio - Vinarsul Brancoveanu. It was created in honor of the 25 years of peace in Wallachia during the reign of Voivode Constantin Brancoveanu.

Services provided by the agency:

- Implementation, production, technical and transport services.
- Implementation of the set-up according to the client's requests and ensuring the necessary logistics.
- Production for visibility brand elements
- Concept and design



Let's start drawing attention!

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