

wild

CREATING MOMENTS THAT MATTER

GLOBAL BRAND DECK

2024

OUR MISSION

We transform impossible ideas into meaningful experiences.

Through our commitment to ethical design, production, and installation practices, we strive to create experiences that not only meet the functional and aesthetic aspirations of our clients but also contribute positively to the broader community.

We don't just create moments, we make them matter.



A WILD WORLD

We believe our purpose is about more than profit.
We want to be part of a better future. B Corp
certified, we work tirelessly to have a positive
impact on society and the planet.

Honest. Transparent. Fair.

CAMPAIGNS

We start with simple ideas and create momentous campaigns. From concepts and insights, to global guidance and synchronised strategies, we ensure your moment has impact.

EXPERIENCES

We take the vision and make it real. From rolling out artworks, through to sustainable manufacture and high quality installations we create iconic moments.

LIVE EVENTS

We bring spaces to life. Our specialist teams take care of every detail, from planning, venues and ticketing, through to decor, staffing and management. We make them matter.





STRATEGY & DESIGN

- Brand design & development
- Visual strategy & global guidelines
- Campaign concepts & development
- Graphic design & artwork
- 3D visualisation
- Technical development
- Video production
- AR / VR development
- Social media filters
- Social media content

SUSTAINABLE PRODUCTION

- Global production support
- Small & large format print
- Set-building and woodwork
- Metalwork
- Retail displays
- Props and scenic decor

EVENT MANAGEMENT

- Venue sourcing
- AV & event production
- Exhibition & conferencing
- Marketing & promotion
- Ticketing & attendee management
- Placemaking
- Community engagement
- Staffing & brand ambassadors
- Event collateral design & production
- Event website design & management

LOGISTICS & SUPPORT

- Project management
- Sustainable experience impact assessment
- Global shipping & installations
- Surveys & planning
- H&S paperwork
- Photography & videography

BVLGARI



OTO

BOSS

THE CROWN
ESTATE



SHIMANO

GYMSHARK



depop

dermalogica

H&M

ploom



ANTIGUA
AND BARBUDA



swatch

RADO
SWITZERLAND



asics

Asahi

MONT
BLANC



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MANCHESTER CITY FC

Concept creation • Visualisation • Design • Artworking • Planning • Venue liaison • Materiality • Print • Set build •
Scenic dressing • Live events • Displays • Production • Crew • Installation

THE BIG MOMENTS

From Pep Guardiola's inaugural moment, our mission was to ignite the passion of Manchester City fans with each triumph and transition. As Guardiola introduced a new era of strategic success, our role became clear: engage deeply with fans and turn each football victory into a shared spectacle – a celebration that resonates through generations.



CITY

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PREMIER LEAGUE 21-22

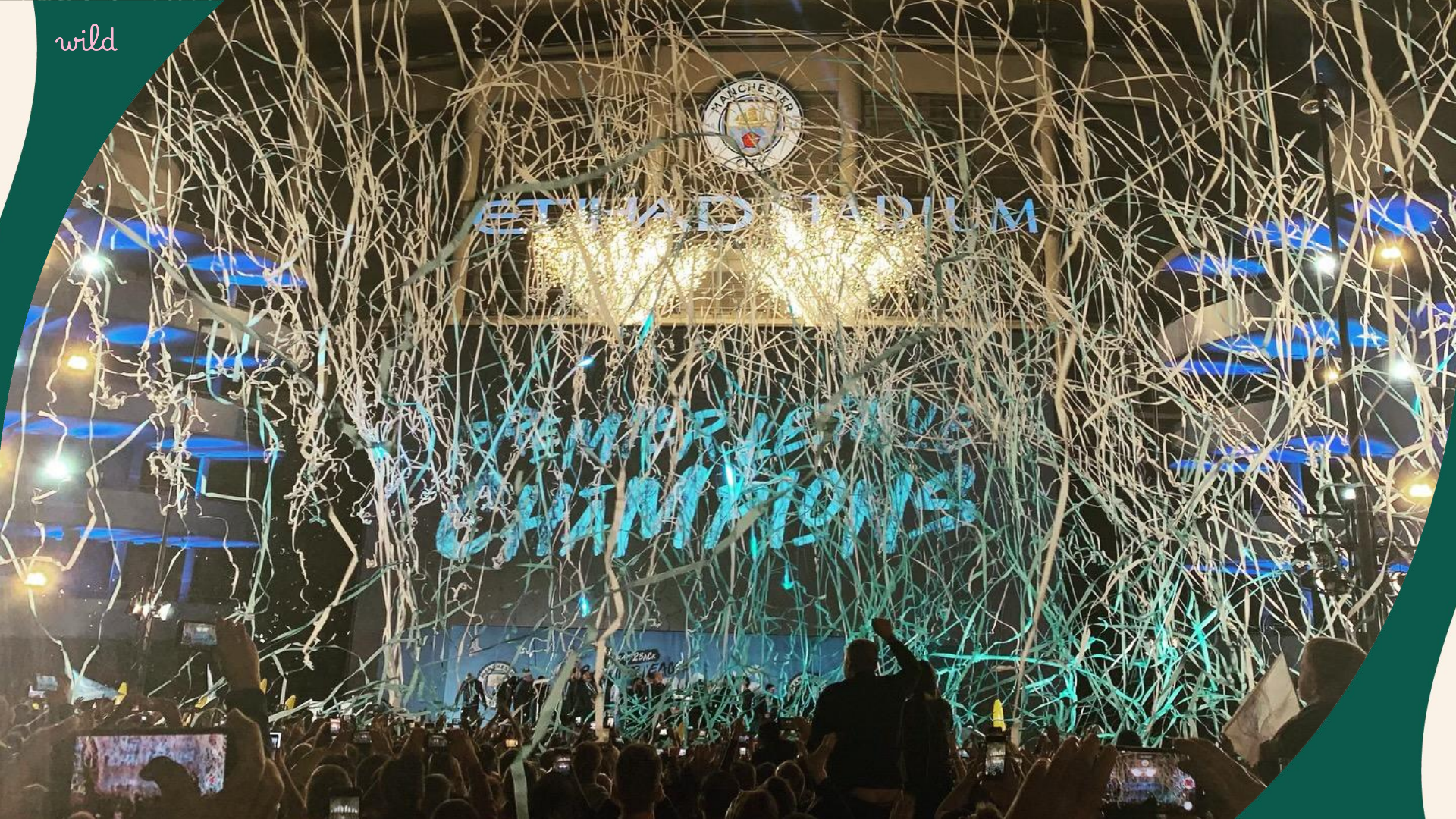
CHAMPIONS
AGAIN!



OVER 500,000 FANS
HAVE SEEN US AT WORK
SINCE 2016



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ASAHI

Creative concepts • Visualisation • Technical drawings • Artwork • Planning • Venue liaison • H&S • Project management • Set build • Scenic dressing • Props • Planting • Print • Structures • Furnishing • Installation



THE HOUSE OF PERONI

At The House of Peroni, our mission was to infuse the Ascot racing scene with vibrant Italian flair, turning it into a spectacular celebration of Italy. Through bespoke activations, we engaged new consumers and honoured Peroni Brewery's rich heritage.

Our efforts redefined the experience, blending Peroni's timeless traditions with contemporary excitement, and establishing a refreshingly fun-filled environment at the heart of Ascot.

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GREETING 300,000
RACEGOERS ACROSS
ROYAL ASCOT

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THE HOUSE OF
PERONI

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DIAGEO

Planning • Artwork • Sustainability assessment • H&S • Project management • Placemaking • Print • Signage •
Props • Scenic dressing • Site coordination • Installation



TALISKER BRAND HOME

Following our successful delivery of the award-winning Johnnie Walker Experience in Edinburgh, we were tasked with crafting the brand home for another of Scotland's iconic whiskey.

Located on the rugged Isle of Skye, we melded the historic essence of Talisker distillery with a modern visitor experience. Overcoming the challenges posed by its remote location, we created an engaging journey through the site's rich history while giving a nod to its modernity too. The result is a captivating blend of tradition and innovation, establishing Talisker as a must-visit destination on the cultural map of Scotland.

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ATTRACTING OVER
70,000 VISITORS
ANNUALLY

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HERMÈS

Spatial design • Visualisation • Planning • Technical drawings • Props • Scenic decor • Interior decoration •
Interactive displays • Project management • Production • Installation

HERMÈSMATIC

We reimagined Hermès' engagement with its audience by transforming an ordinary laundromat into a moment of luxury. The UK's first Hermèsmatic, invited customers to rejuvenate their cherished scarves in a moment brimming with the brand's iconic orange.

This transformation was not merely about refreshing a wardrobe essential; it was an immersion into a brand experience that showcased Hermès' dedication to innovation, tradition, and the art of luxury. The event was crafted to engage and captivate, leaving customers with a memorable experience that perfectly echoed the essence of Hermès



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FROM BRIEF TO LIVE
EXPERIENCE IN JUST
TWO WEEKS



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PLOOM

Ideation • Strategy • Creative concept • Planning • Design • Artworking • Videography • Interactive displays •
Set build • International logistics • Print • Project management • Crew • Installation



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MILAN DESIGN WEEK

At Milan Design Week, we engaged with The RED EXPERIENCE by Ora Īta for Ploom , seamlessly blending sophisticated product and engaging customer experience. Our aim was to integrate the product into the broader event, enhancing visibility and interactivity to ensure attendees could fully engage with Ploom's offering.

The result was not just a creative concept, but a highly attended experience that drove product engagement in European market.



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EXPRESS YOURSELF

Are you an adult smoker?
Do you want to express yourself with Ploom X2?
Discover our vibrant range of easy-to-change front panels to
match your style and switch up the look of your device.
Pick up a panel to discover your unique style!

ESPRIMI TE STESSO

Sei un fumatore adulto?
Vuoi esprimere il meglio di te stile con Ploom X2?
Scopri la nostra ampia gamma di cover frontali rinnovabili
e facili da cambiare. Si adattano al tuo stile e cambiano il look
del tuo dispositivo.
Scegli una cover frontale e scopri il tuo stile unico!



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PICK UP A PANEL
See how the screen
reflects each unique vibrant universe

SCEGLI UNA COVER FRONTALE
Scopri come lo schermo riflette
l'unicità di ogni colore

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SHOWCASING
DESIGNER TALENT
ALONGSIDE TRUE
EXPERIENCE

Realizza: Giancarlo Piretti e Giancarlo Piretti. Spazio prodotto: non solo per il design. Il prodotto "Tutti gli anni di Milano" è un prodotto di design. Gli spazi sono per il design.

The Ploom logo features the word "ploom" in a lowercase, rounded, sans-serif typeface. A white, flexible, looped cord is integrated into the letter 'p', forming a continuous shape that loops around the letter and extends upwards and to the right.

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SILVERBURN

Creative concept • Operational management • Budget & ticketing • Brand Integration • Placemaking • Health & Safety • Stakeholder engagement • Marketing • Social Media

PLACEMAKING

At Silverburn Shopping Centre in Glasgow, over a two-year period, we created a series of events we transformed everyday shopping trips into immersive thematic adventures.

From Galactic Carnival to Spooktacular, our full design, production, and marketing campaigns turned these events into commercial successes. These activations not only boosted foot traffic but increased dwell time and spend in centre.

Despite the modest budget and tight timeline, we delivered an immersive experience that showcased our signature creativity and efficiency, meeting the challenge head-on and exceeding expectations.



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£4.25 MILLION IN EVENT
REVENUE with 2
BILLION REACH
ACROSS MARKETING
CAMPAIGN

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CREATING YOUR MOMENT