



*houdini*

**EXPERIENTIAL MARKETING**  
**BRAND, EVENT & TRADE SHOW**  
**CAPABILITIES - 2021**



# HYBRID FUTURE

The world is swiftly entering a new age of marketing that presents more uniquely challenging and rewarding opportunities than ever before. In this evolving landscape, what does it take to truly stand out?

At Houdini Interactive, we are thrilled to jump head-first into an age of combined technologies and new engaging experiences. Throughout this era of change, we have honed our strategies and capabilities in the digital and virtual realms, and we are attentively testing the waters of the hybrid landscape before us.

We would be thrilled to embark on this journey with you to thrive on the cutting edge of engagement. Together we can create innovative experiences that leave lasting impressions, and ultimately realize your future at the forefront of this hybrid experiential age and beyond.



# INSIGHTS: LOOKING FORWARD

- 74% of consumers say a branded experience makes them more likely to buy the products being promoted.
- 88% of consumers cite exploration of a thoughtfully-designed environment as a key element, 84% say immersion was important (experiencing something with all five senses, feeling positivity), and 83% say playing like singing, dancing and laughing is vital.
- The global Augmented Reality market is forecast to reach a value of \$70.01 billion by 2023.

*\*insights gathered from Econsultancy, Adweek Bizzabo, and Agency EA.*



# HOW WE CAN WORK TOGETHER

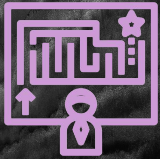
In this presentation, we will showcase six areas of capability that we believe could provide substantial value.

We will then take a deeper look at three specific engagement possibilities that we hope will spark your interest and provide inspiration for future conversations around what we can achieve together.





# CAPABILITIES AT A GLANCE



## EXPERIENTIAL TRADE SHOW BOOTHS

Nothing quite compares to the “wow” factor of in-person interactive engagements. Let’s create a buzzworthy experience that exceeds KPIs and leaves lasting impressions.



## AR PRODUCT DEMONSTRATIONS

Turn observers into engaged participants! Harnessing the power of their own mobile devices as augmented reality viewing portals, your product can come alive in new ways using 3D space.



## WEB DESIGN & BRAND REVITALIZATION

Take your website and branding to the next level! We build sleek & stunning websites, with all the features you want, and none that you don’t want.



## INTERACTIVE LIVE STREAMS

Looking to host a Q&A, performance, or other live stream event? Take your production value up a notch with technical assistance and branded interactive overlays.



## IMMERSIVE CONCERTS: LIVE AND REMOTE

As live concerts re-enter the world of production internationally, we can carry the high energy and immerse fans no matter where they are.



## CUSTOM TECH: WE TAKE REQUESTS!

With a team of full-stack developers, 3D designers, AV pros, experiential producers and more, we thrive in new frontiers of invention.

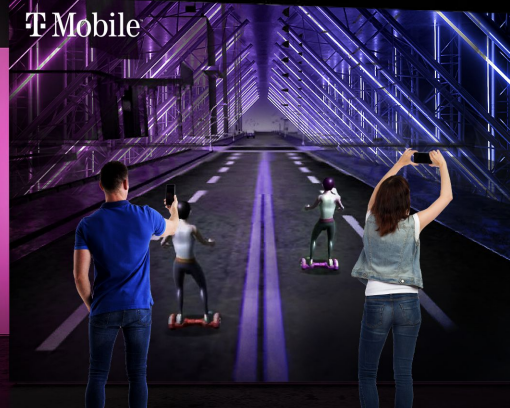


## FEATURED CONCEPT EXPERIENTIAL EVENT BOOTH

Turn imagination into limitless reality with an engaging, buzzworthy booth. We are experts in immersive environments, experiential gamification, interactive set pieces, and more. Some exciting thought starters:

- Immersive 360 video geodesic dome
- Interactive LED sound art piece
- Gamified / interactive musical instrument booth
- High tech game shows, prize wheels, and swag grabs

T Mobile







## FEATURED CONCEPT AR PRODUCT DEMONSTRATION

Invite observers to explore your product firsthand with an innovative augmented reality product demonstration. With mobile web AR capabilities, observers can explore product features intuitively in 3D space using their own smartphones, no app required.

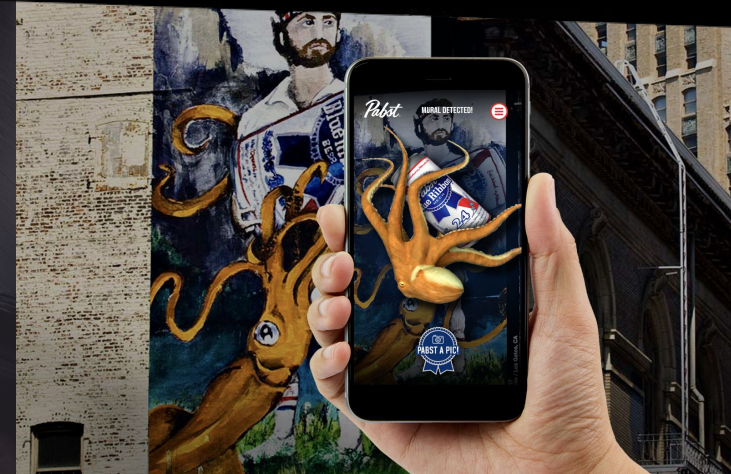
We are happy to take a versatile, targeted approach to AR demonstrations. Whether your demo would benefit from sleek or whimsical animations in 3D space, floating informative overlays, or entirely new methods of interaction, we can bring your product demonstration to life in exciting and memorable ways.

Work Examples:

### PBR AR CONCEPT EXAMPLE

Scan any PBR 16oz can from the provided link.

### WORLD OF TANKS AR EXPERIENCE





# FEATURED CONCEPT EVENT BRANDING & WEB DESIGN

Let's work together to create impactful and cohesive branding across channels. Our event branding and supporting web design integrations will bridge the gap between IRL and web marketing with an elevated look and feel.

- Event Booth Branding
- Campaign Collateral
- Installation Ideation & Creative
- Supporting Website Brand and Development

Work Examples:

**GONZAGA UNIVERSITY VIRTUAL EXPERIENCE**  
**LIVE FROM SOMEWHERE**







## RECAP & NEXT STEPS

We would be thrilled to work with you, and we hope that this presentation will serve as an inspiring jumping off point for collaborative ideation based on your needs and goals.

Houdini Interactive is full-service and fully capable - we excel at leading the charge for all sorts of projects in the experiential and digital hybrid tech space.

Always on the lookout for new ways to engage and excite, we are creatives and innovators at heart. Our collaborative spirit and drive are primed to help you devise and realize stunning engagements that tick all the boxes and exceed expectations.

Thank you for your time and interest. We are excited to keep in touch!

*houdini*

## HOUDINI LEADERSHIP:



**DANI ASHJIAN**  
Sr. Innovative Marketing  
Strategist



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\*Any and all ideas that are represented within this proposal are the intellectual property of HOUDINI INTERACTIVE.