



We produce inspired and original human experiences for ambitious brands across digital, physical and hybrid spaces

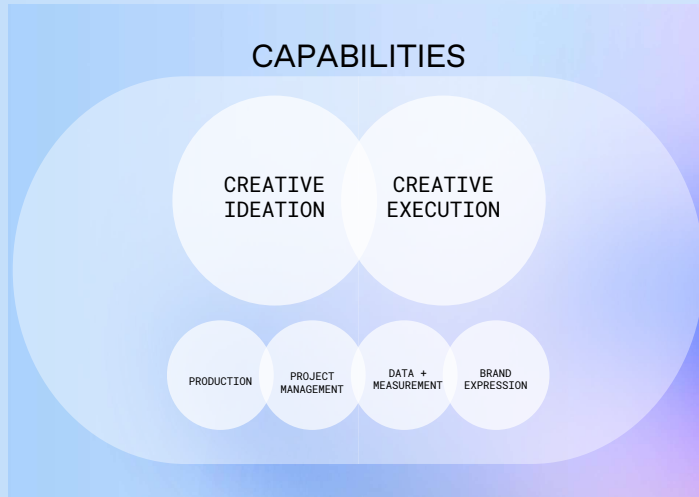
We ignite brands through live experiences that are:

- Driven by customer experience
- Creatively ambitious
- Produced with passion
- Sustainably conscious

Join us on our journey.

OUR CAPABILITIES

Collaborate's capabilities have been developed to deliver the highest level of Human Engagement:



CREATIVE IDEATION

Conceptual development, unique positioning, and media-neutral Transformative Ideas for inspirational entertainment, unprecedented engagement and maximum reach.

CREATIVE EXECUTION

Amplifying the creative idea across the best touchpoints to ensure impactful delivery: from new and innovative media, to live actors, film-making, 3D design, digital, sets, stands and beyond.

PRODUCTION

Whether extravagant or intimate, local or global – our Ops and Production teams can deliver the world, turning brand visions into reality with an unrivaled team of technical and production specialists.

PROJECT MANAGEMENT

Stewarding every project from start to finish, from concept to deliver. Always striving to do better, exceeding all expectations, and bringing magic to the table.

DATA/MEASUREMENT

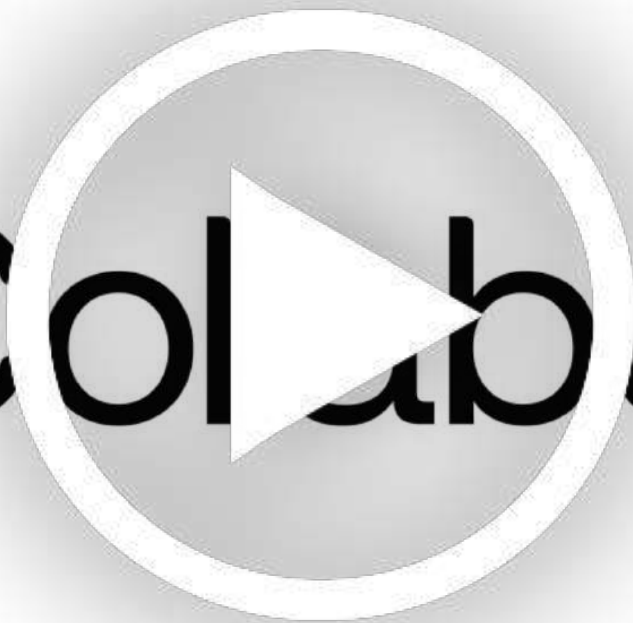
Using data to mine fresh insights, design smarter journeys, drive iterative activations, define success, and maximise the long-term impact of brand experiences.

BRAND EXPRESSION

Bringing brands to life, consistently, and with maximum impact – from large-scale activations through to intimate retail experiences, across digital and physical.



Collaborate



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FEATURED ACTIVATIONS

MAKING THE IONIQ, ICONIC

HYUNDAI IONIQ 5 N GLOBAL LAUNCH

Challenge

Debut the new Hyundai IONIQ 5 N for a global audience at Goodwood's Festival of Speed.

Idea

We switched the focus of traditional car launches from the car to the driver.

Solution

Launching an electric vehicle that roars with combustion and high performance, our activation put everyone in the driving seat. By giving every visitor a driver's perspective, we took them inside the experience and exhilaration of sitting behind the wheel of the new IONIQ N5.





To maximise the impact of the launch moment, our global stand reveal was seamlessly synchronised with a parallel display out on the track, choreographed by stunt driver, Terry Grant.

IMPACT

100,516 total stand users

36,065 engaged fans

14 minutes average dwell time

Online reach to over 30 countries



CELEBRATING DIY SPIRIT

EBAY GARAGE AT FESTIVAL OF SPEED

Challenge

Create an iconic, unforgettable experience for eBay's inaugural trip to Goodwood Festival of Speed.

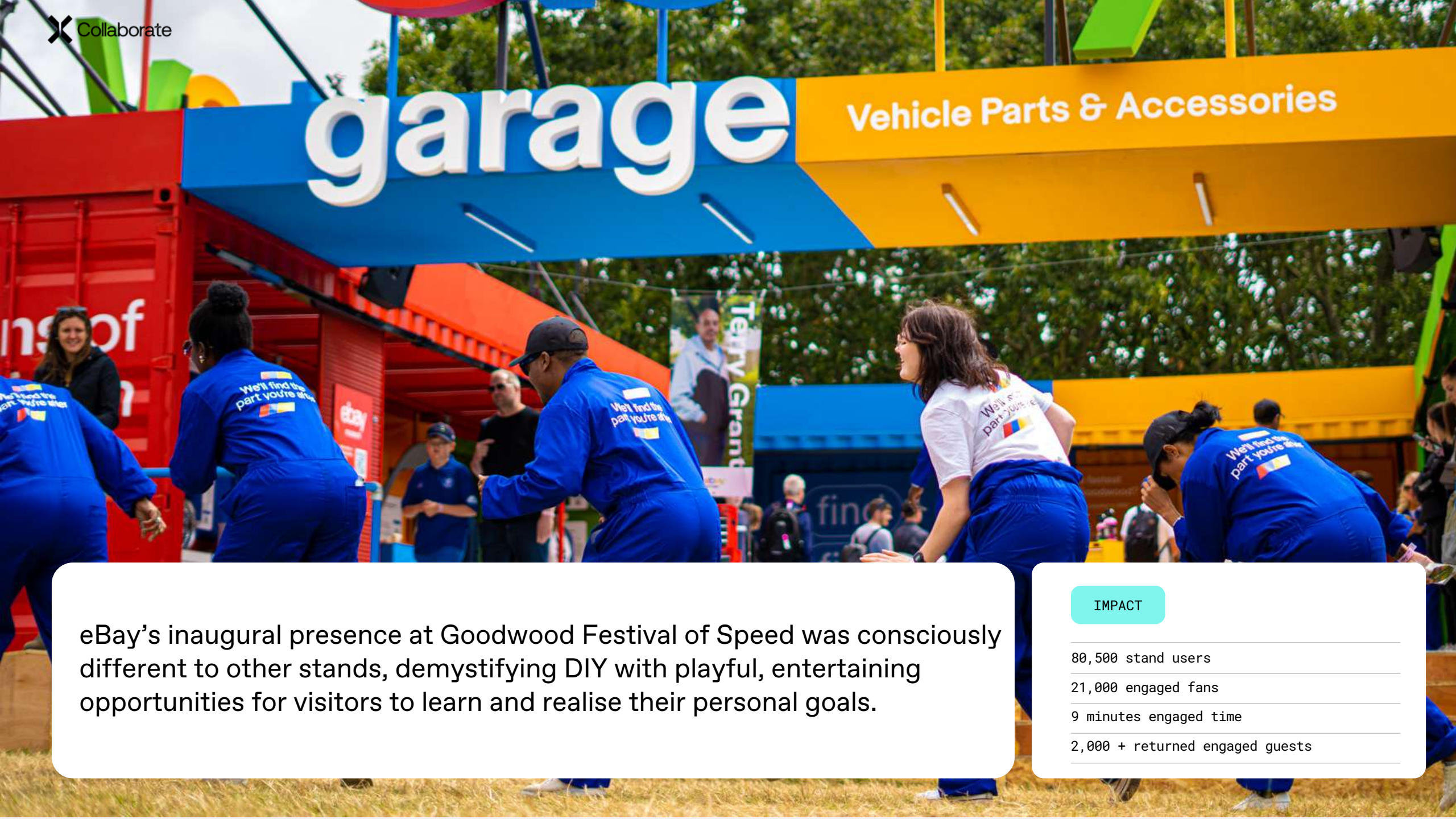
Idea

There's a joy to sourcing car parts and doing it yourself. That's the opportunity we saw in bringing 'DIY Spirit' to life, creating a live version of eBay that visitors could jump inside.

Solution

Our real-life realisation of the eBay website brought DIY satisfaction to life, taking brand perceptions beyond transactional to 'satisfactional'. Using our expertise in making entertainment of brand education, we united a broad sweep of activities through the creative thread of "DIY Spirit".

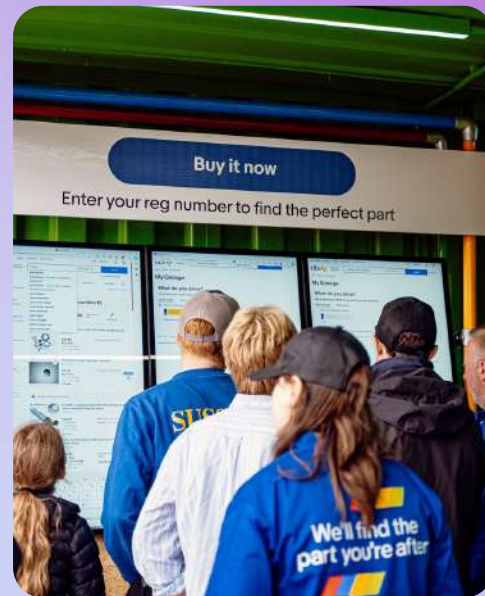




eBay's inaugural presence at Goodwood Festival of Speed was consciously different to other stands, demystifying DIY with playful, entertaining opportunities for visitors to learn and realise their personal goals.

IMPACT

- 80,500 stand users
- 21,000 engaged fans
- 9 minutes engaged time
- 2,000 + returned engaged guests



A Perfectly Engineered Triple Launch.

ASTON MARTIN GLOBAL F1 LAUNCH

Challenge

Launch three ground-breaking vehicles for Aston Martin.

Idea

Create a hero's journey – delivering an unexpected, unique experience that would build towards the grand reveal.

Solution

Guests embarked on an immersive journey through the Aston Martin F1 Team's factory, guided by captivating light displays and motion-sensitive LED screens. CGI meteor effects heightened the experience, offering a glimpse into the creative theme ahead.





By the time the three new Aston Martin's burst onto the stage, many of the 350 VIP guests were already on their feet.

FURTHER DETAIL

350 VIP Guests

Global Launch Moment

Live Contoured Graphic Tunnel

DJ Performance by Amazonica



LIGHTS. CAMERA. IMMERSION

LIVE THEATRE AT SKY STUDIOS

Challenge

Help Sky demonstrate their brand's presence at the heart of British film.

Idea

Inspire human interaction and unbridled joy through unique, physical, and shared film experiences.

Solution

Within this converted warehouse, guests join 'live' filming of an authentic post-war song and dance production, within a lifelike 'on-set' atmosphere, as real movie scenes are acted out before a retro camera, lighting and sound crew. The visiting audience find themselves as extras in true-to-life film-making experiences, mingling with actors and becoming part of a show within a show.





An immersive 1950s song and dance filmset with 48 actors, 60 shows and 7 dynamic stages, all over one weekend.

IMPACT

Highly Commended at Campaign Awards

Highly Commended at The Drum Awards

95% engagement in activation



CAPTIVATINGLY ICONIC

ASTON MARTIN ROADSHOW

Challenge

Craft a series of stunning viewing experiences for this historic and quintessentially British brand.

Idea

An intimate sharing of past and present that flexed Aston Martin's proud legacy into a powerful projection of the here and now.

Solution

Visitors embarked on a journey where opulence and intimacy intertwined in a flawlessly executed series of eight exclusive VIP shows throughout the UK, enticing local prospects to immerse themselves in the unrivalled beauty of the new DB12.





IMPACT

8 unique experiences

3 months of experiential time

UK Wide



A BRAND ACTIVATION THAT GETS TAILS WAGGING

RANDOX AT GOODWOOF

Challenge

Design an experience at Goodwoof, a brand-new festival, to create affinity between dog owners and the healthcare brand Randox.

Idea

People love their dogs for the mindfulness and connection they bring, both to self and others. We saw an opportunity to help dog lovers connect all the good things a dog does for the soul with broader expressions of wellbeing.

Solution

Focusing on the creative idea that 'healthy humans have healthy pets', we created a soothing antidote to the barking mad atmosphere of Goodwoof. Running dog-themed wellness activities that benefited both pooch and owner, we manifested a space that connected Randox wellbeing with canine companionship.





With Radox hosts and entertaining education woven into each canine interaction, every aspect of the activation seamlessly linked back to the brand's central promise of proactive, predictive healthcare.

IMPACT

5 minute + engagement

90% retention

Immediate re-booking for following year



FEASTING EVERY SENSE

JARDIN BLANC AT CHELSEA FLOWER SHOW

Challenge

Create a space that encapsulates art and design to deliver the ultimate in hospitality guest experiences.

Create a gourmet hospitality experience bursting with summertime spirit and everything delicious in British culture.

Solution

By blending art, stories and style throughout the Jardin Blanc experience, with live music along each step of the journey, we choreographed a delightful intoxication of the senses.





In our oasis in the heart of Chelsea Flower Show's hustle and bustle, guests enjoyed live art and music, fantastic cocktails, and immaculate food, all in the comfort of stunning luxury surroundings.



BRINGING THE RV LIFESTYLE TO LIFE

SWIFT AT MHCS

Challenge

Surpass sales target of 700 vehicles for the event and digitise the consumer experience.

Idea

Create a deeper level of engagement between a Swift and their fans by bringing the experience to life across every sense.

Solution

Our 4,000sqm space set new standards in experiential display for the motorhome industry. Using multiple activation areas, we focused on bringing to life all the feelings of luxury and freedom that come with a Swift getaway.





“Sales have exceeded our expectations this year and we have no doubt that the success is down to the new design of our stand.”

Jo, Marketing Director

IMPACT

58,000 total stand visitors

43,000 total engaged visitors

73% stand engagement



KEEPING THE VIBE

GOODWOOD 3 FRIDAY NIGHTS

Challenge

Increase dwell time between the racing ending and the start of the main DJ event at Goodwood.

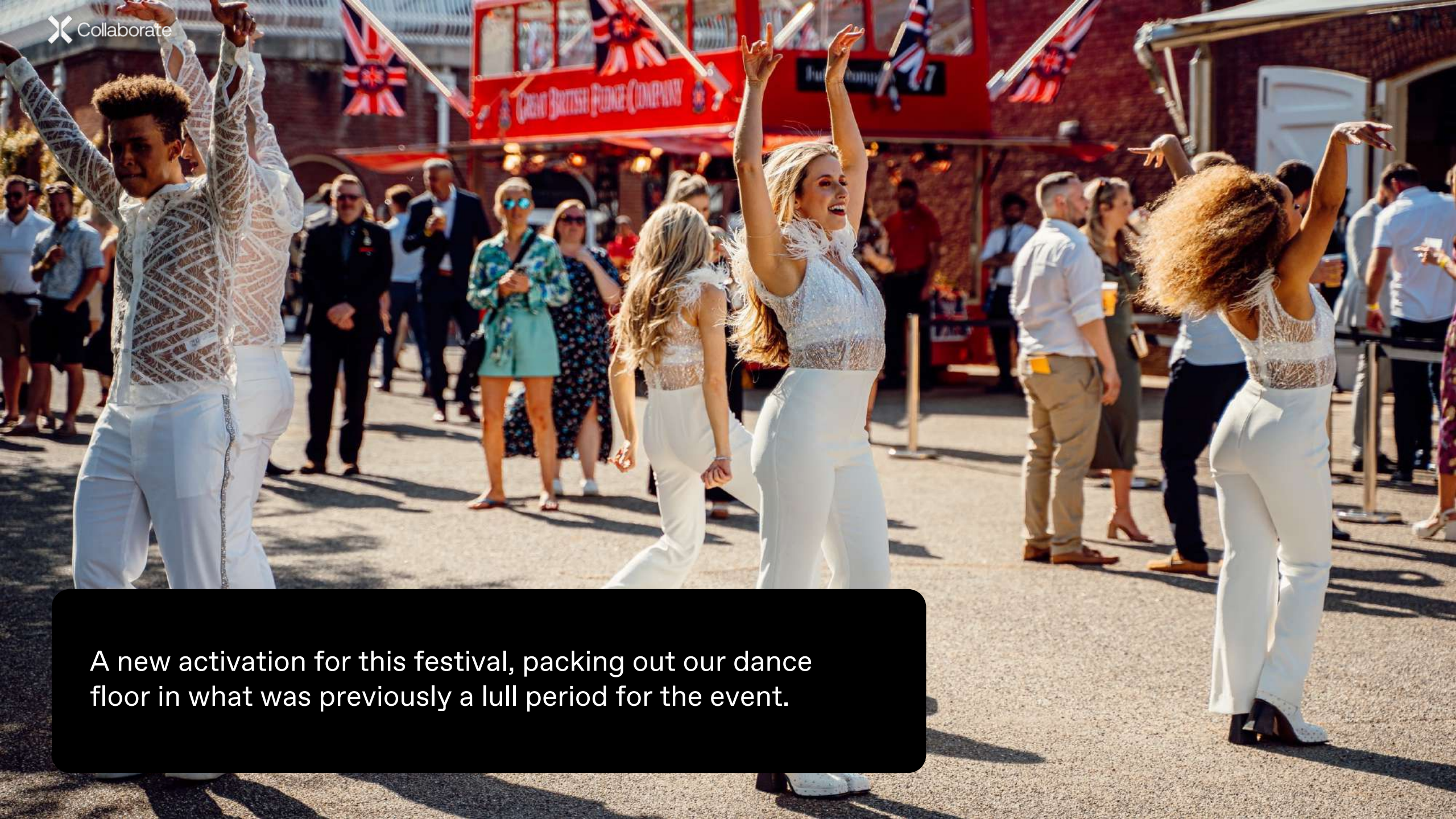
Idea

We flipped horse-racing energy into dancefloor delight. Music and joyful engagement allowed us to build evening anticipation and create unbored definition to an open moment.

Solution

Our 360-degree DJ booth served as an O-shaped epicentre of good vibes, seamlessly relocating guests for the evening's entertainment yet to come.





A new activation for this festival, packing out our dance floor in what was previously a lull period for the event.



MONETISING YOUR CONFERENCE

EVECC EUROPEAN CONFERENCE

Challenge

Sell out the show earlier than the previous year whilst adding a new virtual live stream element to help reach a wider global audience.

Idea

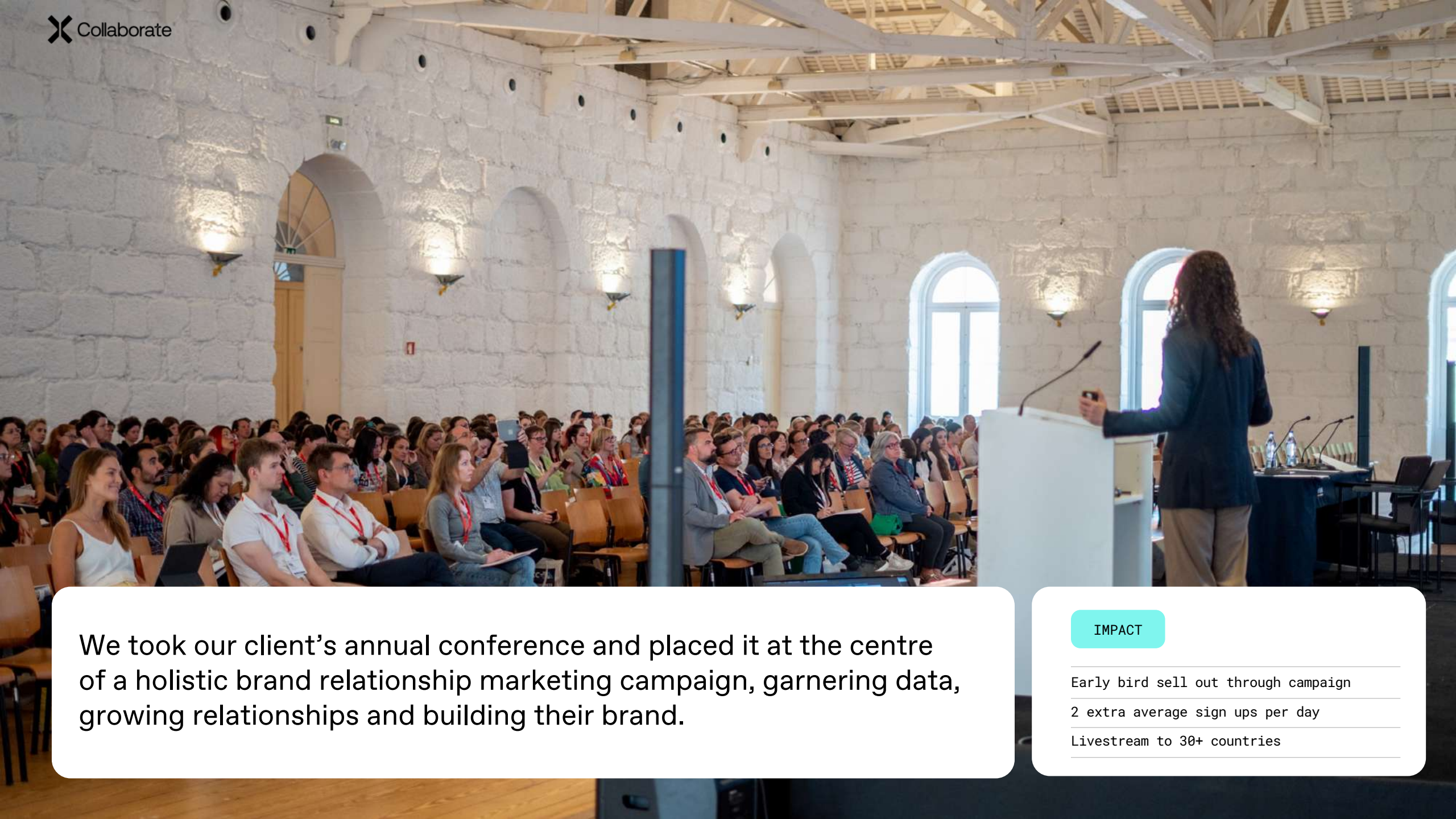
We realised that, by segmenting and deploying our client's audience data with intentional purpose, we could transform the potential of their annual conference event into audience growth and measurable ROI.

Solution

We segmented the client's audience into four key personas, creating individualized digital marketing campaigns for each.

We then flew out our virtual live streaming experts to Portugal to work alongside their crew, maximise local impact and audience relevance.





We took our client's annual conference and placed it at the centre of a holistic brand relationship marketing campaign, garnering data, growing relationships and building their brand.

IMPACT

Early bird sell out through campaign

2 extra average sign ups per day

Livestream to 30+ countries

VIRTUALLY THERE

PRISM HYBRID EVENT

Challenge

Convince a B2B audience, who had previously relied on physical events, that hybrid is an engaging and entertaining experience.

Idea

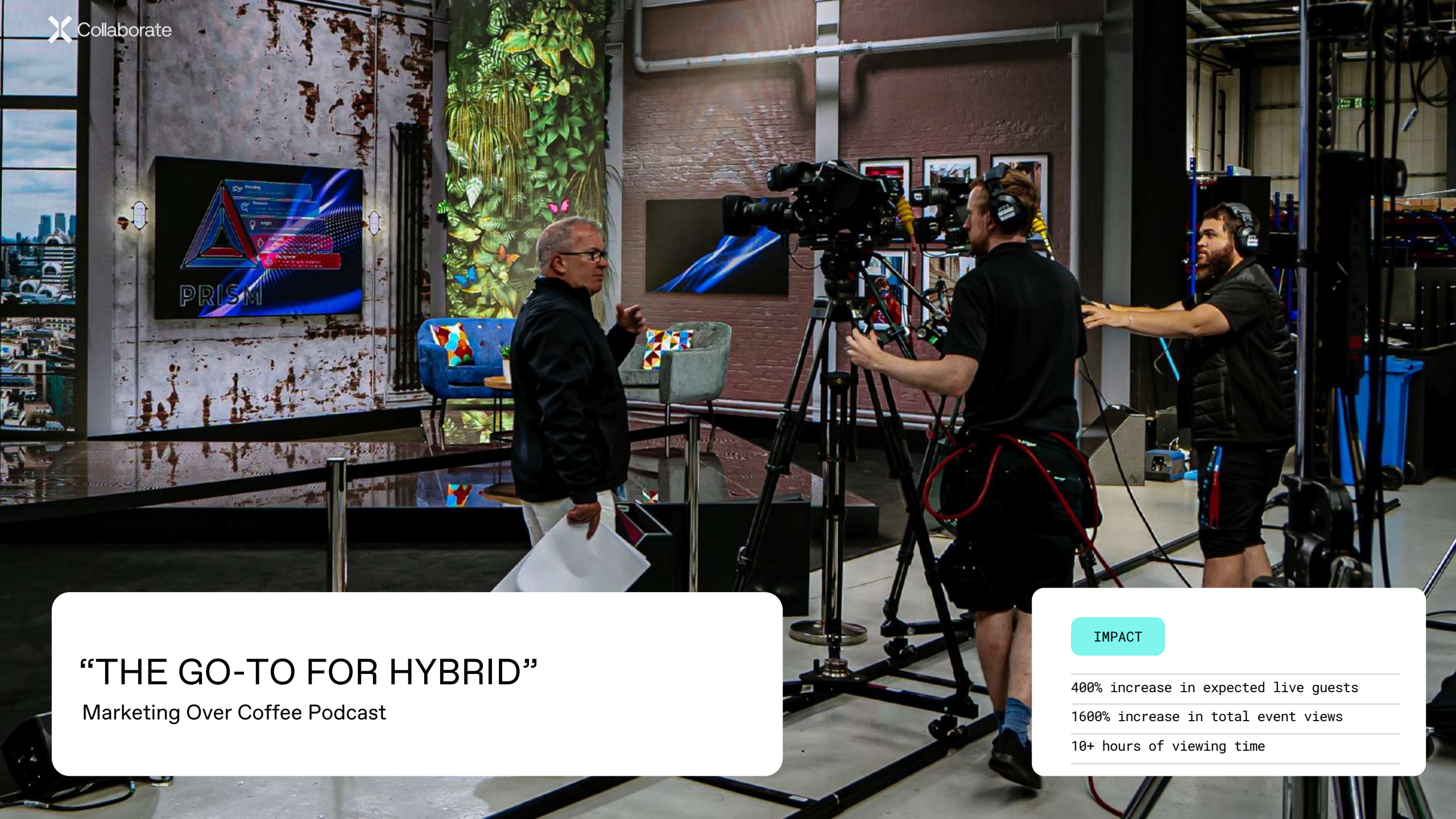
To design and host our very own Hybrid event, proving how technology opens doors to new experiences and engagement opportunities.

Solution

A selected audience of clients, press, and industry leaders were invited to an exclusive two-hour hybrid event.

A dual-set arrangement of a main and XR stage showcased the creation of 'wow' moments through hybrid experiences.





“THE GO-TO FOR HYBRID”

Marketing Over Coffee Podcast

IMPACT

400% increase in expected live guests

1600% increase in total event views

10+ hours of viewing time



WORLDWIDE REACH

Collaborate has a base in the UK, with additional global offices in South Africa and the Middle East. In addition, we have trusted production partners across Europe:

PRODUCTION AND BUILD PARTNERS

Holland
Belgium
Germany
Switzerland

LOGISTICS AND SUPPLY CHAIN PARTNERS

Europe-wide
Middle-East

TECHNICAL SPECIALISTS

Berlin
Geneva
Amsterdam
Paris

SAFE HANDS

Creativity without borders means nothing without accredited quality assurance. We've developed our Quality and Health and Safety Management Systems to adhere to ISOs 9001 and 45001 accordingly.

As part of our drive to push the industry into a more sustainable space, we're also proud owners of ISOs 14001 and 20121 for Environmental and Sustainability Management Systems.

We know there's still more we can do but quality, safety and sustainability remain crucial to our business - and for our clients too.



ISO 45001:2018
Occupational Health
& Safety Management System



BS EN ISO 14001: 2015
Environmental
Management System



ISO 20121: 2012
Event Sustainability
Management System



BS EN ISO 9001: 2015
Quality Management System



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