

# DER EVENT MACHER

DER EVENTMACHER

About Us

## *Experiences*

To understand brands is our strength & expertise.  
Comprehending the briefing, identifying needs & realizing goals is our passion!  
Our aim is to create innovative and creative experiences that will lastingly memorialize our guests and strengthen their relationship and engagement with the brand.

## *Content*

Whether audio-visual content-creation, photography or copywriting:  
We are here to execute. Our expertise across multiple verticals is reflected through our experience, serving and executing projects for various clients, whether in the lifestyle, fashion or start-up sectors.

## *Campaigns*

Good content is even more fun (& leading to results!) when leveraged for specific campaigns.  
Whether Paid Social (FB/IG), Display, Out of Home, PR or print:  
We identify the right channels and integrate them into a 360-degree strategy.  
Always driven by KPIs, we optimize ongoing campaigns and analyze performance, engagement and reach.



# Success Stories

*Beam* SUNTORY

**ABSOLUT.**

HIGHSNOBIETY

*Coca-Cola*

 Microsoft



**Klarna.**

 ROCKET INTERNET

**CONVERSE**



 foodora

**Uber**

**STIKIN**  
DAVID

**Flink**

**EIGHT  
OH  
EIGHT**  
808



The Diadora logo, featuring the brand name in a stylized white font with a white flag icon above the 'a', is enclosed within a yellow square border.

diadora

**HIGHSNOBIETY**

*diadora* **X** *HIGHSNOBIETY*



# *diadora X Highsnobiety*

## *CLIENT*

Diadora X  
Highsnobiety

## *LOCATION*

Eight Oh Eight  
(Berlin)

## *WHAT WE DID*

Location scouting / Content Creation / Event production /  
Graphic Design / Influencer Activation

### *What we loved/*

Working with our friends from Highsnobiety always allows us to walk the extra mile creatively.

The trust put into our work on the execution was highly appreciated.



# Impressions [impressions]





CONVERSE®

CONVERSE

# Converse

## One Star Release Party

### What we loved/

As big fans of streetwear and fashion, we loved contributing to push the awareness for this signature silhouette across Berlin & beyond.

The influencers and guests on-site were stongly engaged with the product release and couldn't keep their hands away from all the tangible elements.

### CLIENT

Converse One Star  
Release Party

### LOCATION

Eight Oh Eight  
(Berlin)

### WHAT WE DID

Content Creation /  
Event production /  
Graphic Design /  
Influencer Activation



# Impressions



CONVERSE





UBER X  
MASEGO



*Key-facts/*

- \_Over 2.500 vouchers distributed
- \_Social media reach through affiliated influencers in the hundred thousands (Local demographics)
- \_high conversion rate of distributed voucher codes in contextual target groups

*What we loved/*

The globally known brand's open mind when it came to our ideas and methods of execution.

From the partnership initiation to the fulfillment, the energy, creative spirit and vision was always maintained by all parties involved!

# Uber X Masego

**CLIENT**

UBER  
September 2018

**LOCATION**

808 Berlin

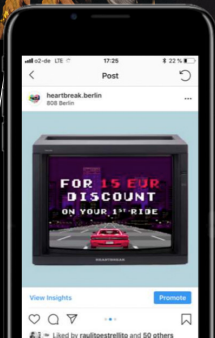
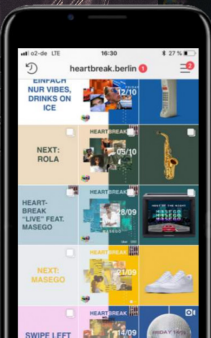
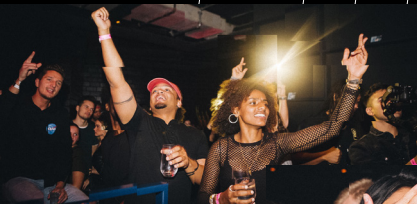
**WHAT WE DID**

Concept / Production & Execution / Co-branded Content Creation / Social Media Planning / Product Placement On-Site / Audio-Visual Media Production / Performance Marketing



# Impressions

# Impressions



FOODORA  
FOODORA



foodora

BITES & VIBES

# *foodora* *Bites X Vibes*

## **CLIENT**

foodora  
Summer 2016-2018

## **LOCATION**

Tube Station Berlin

## **WHAT WE DID**

Concept Co-Development /  
Event Production /  
Content Co-Creation /  
Social Media Support /  
Logistics &  
Technical Arrangements /  
Afterparty /  
Stakeholder Management /

## *What we loved/*

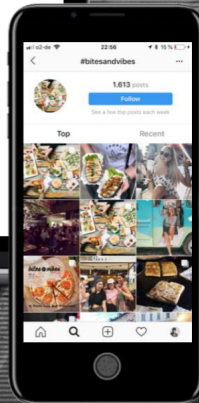
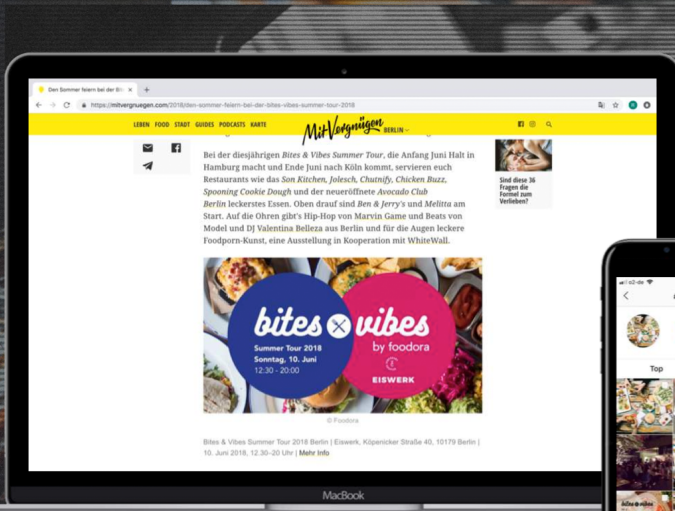
As we are obsessed with good food, this was the perfect project for us. From co-selecting the restaurants, making sure the vibes are on point and delivering a smooth experience for all event-participant.

The aspect we loved most was that our community of food and music-lovers brought their friends and families - characterizing this format to be perfectly suited for all ages.



# Impressions

# Impressions



**Established** Globally

# *Roku Gin* **X Ohgushi**



#### CLIENT

Roku Gin  
April 2019

#### LOCATION

Brick Location  
(Hamburg)

#### WHAT WE DID

Production /  
Execution /  
Content Creation /  
Graphic Design /  
Video installations on-site/  
Public Relations /  
Influencer Activation /  
Success measurement &  
reporting

#### What we loved/

Having the ink artist Ohgushi on site at the event - creating a live-drawing of the signature bottle design - was definitely one of the biggest highlights of the evening.

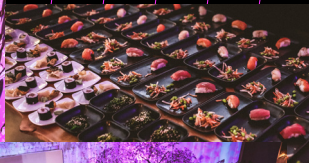
Entertaining all event attendees with a dedicated selection of drinks, culinary specials & interactive elements rounded up the experience even further.

# Roku Gin X Ohgushi

[click here for video 1](#)  
[click here for video 2](#)



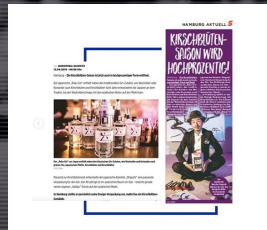
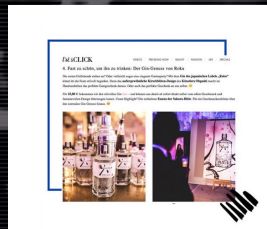
# Impressions





# Press Clippings

- // Overall Mediavalue\_ 94.018,60 EUR
- // Overall P.I.'s & Reach\_ 292.014.598
- // Overall Visits & Prints\_ 93.957.080





SIPSMITH  
SIPSMITH



## CLIENT

Sipsmith  
June 2019

## LOCATION

Berlin

## WHAT WE DID

Define route for Gin cab, integrating consumer sampling, Off- and On-Trade customer Interaction with brand-suited influencer & brand ambassador /  
Influencer selection and negotiations /  
Raffle to drive consumer engagement /  
Drive PR/Influencer communication /  
Integrating the Gin cab as central element for consumer sampling /  
Support with communication concept integrating PR/Influencer & Social Media /  
Optimisation concept from 2018 and deliver to Berlin on 8th June 2019 with on-site support /  
Maximising impact with effective usage of budget

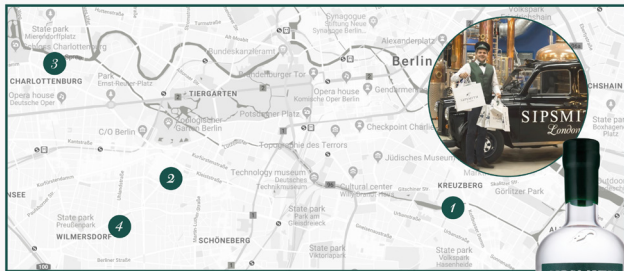
## Goal/

Utilising the "World Gin Day theme" by creating a memorable campaign for consumers & connoisseurs, strengthening the brand positioning as super premium Gin with British heritage in Germany.

*Sipsmith*

*World Gin Day*





## Sipsmith World Gin Day Berlin Tour

— feat. Günther Krabbenhöft —

Begleiten Sie uns auf eine einzigartige Gin-Tour durch Berlin mit der Stilikone Günther Krabbenhöft.



- |                         |                          |
|-------------------------|--------------------------|
| 1 Start » Admiralbrücke | 3 Schloss Charlottenburg |
| 2 KaDeWe                | 4 Swanhouse: Stairs Bar  |



In order to let the community know where and when the Sipsmith taxi was at a certain location, we designed a branded Map, pinning the locations, bars and shops where the taxi happened to stop. By placing the London Gin Cab in front of different popular sights in Berlin, we automatically received attention in a Guerilla-lile manner.



# Impressions



# Absolut. Robe Ryders

**ABSOLUT  
VODKA**

*One source. One community.  
One superb vodka.  
Crafted in the Village of  
Åhus, Sweden  
Since 1879*

**BOBE  
RYDERS**

**#NOTHINGBUTABSOLUT**

808

#### CLIENT

Absolut.  
May 2019

#### LOCATION

Eight Oh Eight / 808  
(Berlin)

#### FUN FACT

The closest hotel near by sold  
more than 100 bathrobes that night

- \_ More than 800 guests on-site wearing - strictly in Dress code
- \_ Overall more than 600 Stories & Posts with #RobeRyders, #BeNothingButAbsolut & #808Berlin
- \_ Overall amount of followers based on stories which were tracked: approx. 5.5 Million.
- \_ Two media products overall:  
Leading up the event / recap of the event (video/photo)
- \_ Cross-channel content creation (over 50 assets) for the client's use

#### APPROACH

1. Distribution of Robe Ryders assets (motion and static) through affiliated influencers
2. Distribution of Eight oh Eight "Portrait" format (motion and static) through affiliated influencers
3. Influencer activation via Instagram and Facebook (Stories+Posts): Approx 25 custom boxes included co-branded goodies & products
4. Immersive tools and placements on-site at the venue, incentivizing and motivating the attendees to post their own generated content

# Absolut. Robe Ryders



Impressions

# *Flink X Shirin David*



**Flink's Dir  
Dirtea.**



**Flink**

Geliefert in 10 Minuten.

**SHIRIN**  
DAVID

**Flink**



# *Flink X* *Shirin David*

## **CLIENT**

Flink &  
Shirin David

## **LOCATION**

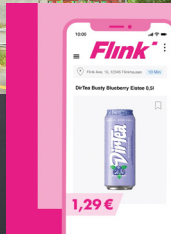
Berlin, München,  
Düsseldorf, Hamburg

## **WHAT WE DID**

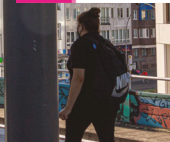
Out of home advertising,  
Social Media integration, flink app integration



# Impressions



Flink's Dir  
Dirtea.





# DER EVENT MACHER

- ***Full Service Agency***
- ***Proven Track Record***
- ***10+ years experience***
- ***Digital Expertise***
- ***Strong understanding for Spirit & Lifestyle Brands***

***Thank You***



DER  
EVENT  
MACHER