

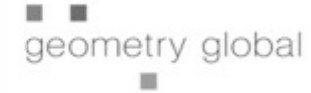
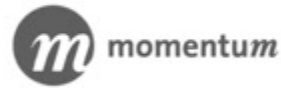
structuring
creAItive
thinking



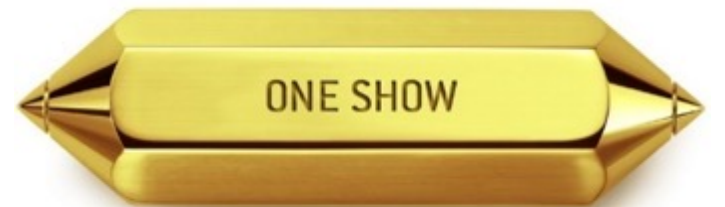
hi

we help teams at agencies & brands
think about smart, innovative creative ideas
in a more **efficient & effective** manner

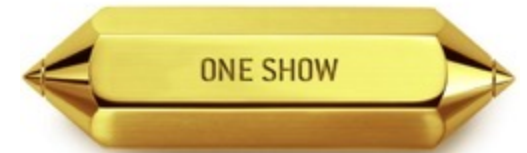
active
in **35+**
markets



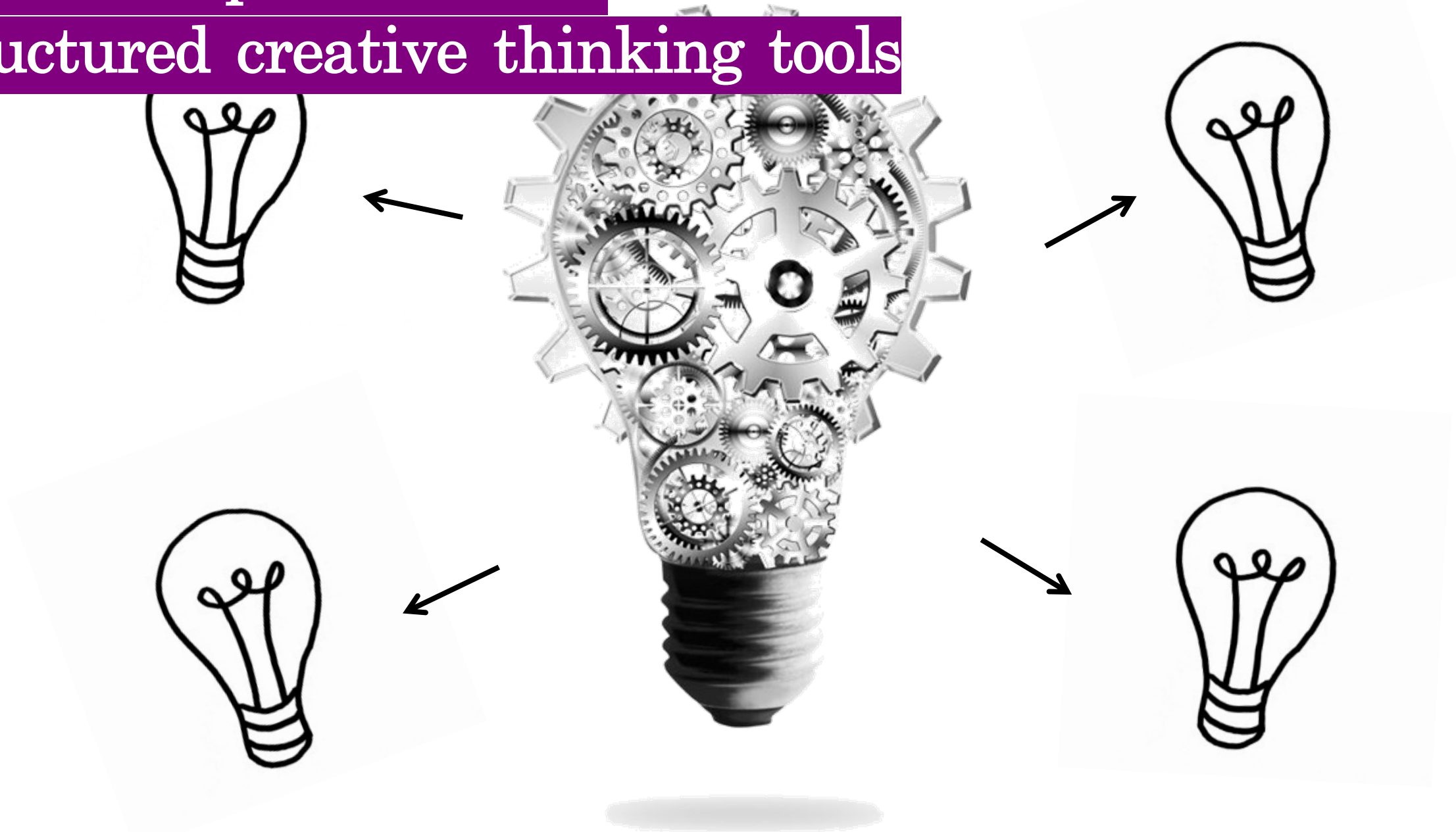
analyze awarded creative ideas

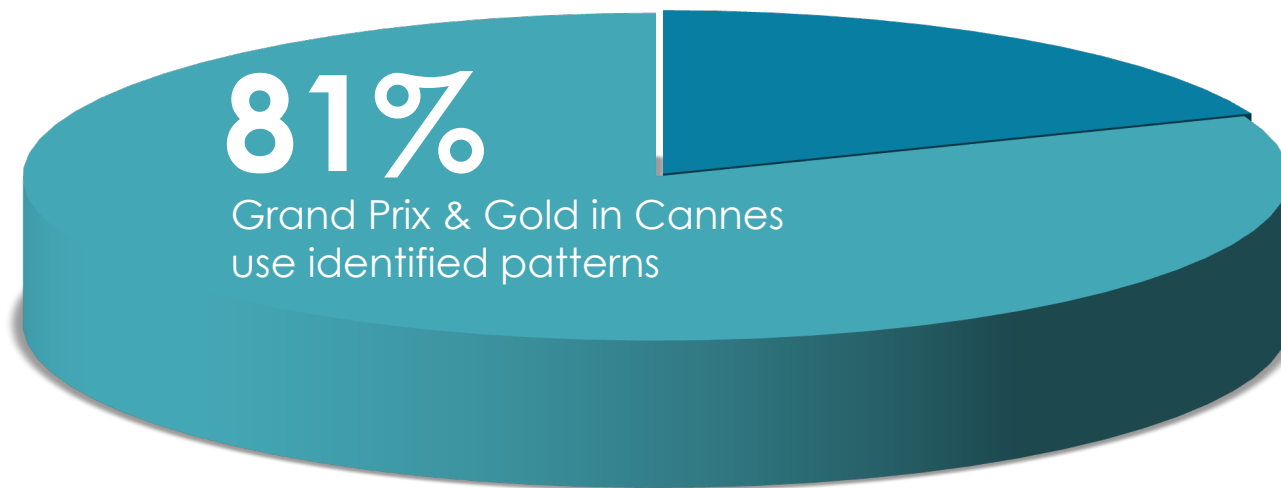


decode recurring thinking patterns embedded in groups of awarded ideas



transform patterns into structured creative thinking tools





BACK 2 LIFE
THE HACK THAT GOT GAMERS TO LEARN LIFE-SAVING CPR

CPR

THE AMERICAN TAKEOVER

THE CHALLENGE

THE STRATEGY

THE RESULTS

THE HIDDEN SUGAR HONEY

IN THE CATCH REPUBLIC, THERE IS 840 000 PEOPLE WITH DIABETES.

WE SEARCHED HELP FROM SOMEONE WHO CAN FIND SUGAR EVERYWHERE. A BEE.

3.87 MIL. OF US ARE OBESITIC

300 000 OBESITIC IN THE U.S. SOUTH

30% OF US ARE OBESITIC

10% OF US ARE OBESITIC

the world's most eligible bachelor

Wildlife experts make a last chance breeding effort to keep this species alive

2.1 Billion+ 190 40

2 Million+ \$165,928,270

320%

52 Cannes Lions, including 3 Grand Prix won by agencies using our thinking tools

YUBARI CITY CAMPAIGN

NO MONEY BUT LOVE.

Background: With a pop of \$153 million

Challenge: Primary focus, secondary for children, and help create the city

Idea: Yubari has the highest divorce rate in Japan to date. We created the Yubari, "The city where you don't get divorced." We created a community of people who are committed to staying together. We created a community of people who are committed to staying together. We created a community of people who are committed to staying together.

Results: \$1.8 million generated in regional media

DINNER WITH GEORGIA

REAL CELEBRITY

Context: 10% of Americans still believe in the paranormal

Idea: We created a social platform that allowed people to share their paranormal experiences. We created a social platform that allowed people to share their paranormal experiences. We created a social platform that allowed people to share their paranormal experiences.

Results: 302,334 PR VALUE

INTERNET'S RESIDENCY EXAM

IF PEOPLE TREAT THE INTERNET AS A DOCTOR, LET'S TEST IT AS A DOCTOR

CONTEXT: 10% of Americans still believe in the paranormal

IDEA: We created a social platform that allowed people to share their paranormal experiences. We created a social platform that allowed people to share their paranormal experiences. We created a social platform that allowed people to share their paranormal experiences.

Results: 11% INCREASE

MORE THAN A SIGN

PROBLEM: 15% of Americans still believe in the paranormal

SOLUTION: We created a social platform that allowed people to share their paranormal experiences. We created a social platform that allowed people to share their paranormal experiences. We created a social platform that allowed people to share their paranormal experiences.

RESULTS: 43.29% INCREASE

AI

Fully Generative AI Generated ideas cross (almost) all the C's:

- ✓ Craft
- ✓ Clear Concept
- ✓ Celebs
- ✓ Correct

Fully Generative AI Generated ideas cross (almost) all the C's:

- ✓ Craft
- ✓ Clear Concept
- ✓ Celebs
- ✓ Correct

Generatively Creative?

Fully Generative AI Generated ideas cross (almost) all the C's:

- ✓ Craft
- ✓ Clear Concept
- ✓ Celebs
- ✓ Correct

Generatively Disruptive?

Fully Generative AI Generated ideas cross (almost) all the C's:

- ✓ Craft
- ✓ Clear Concept
- ✓ Celebs
- ✓ Correct

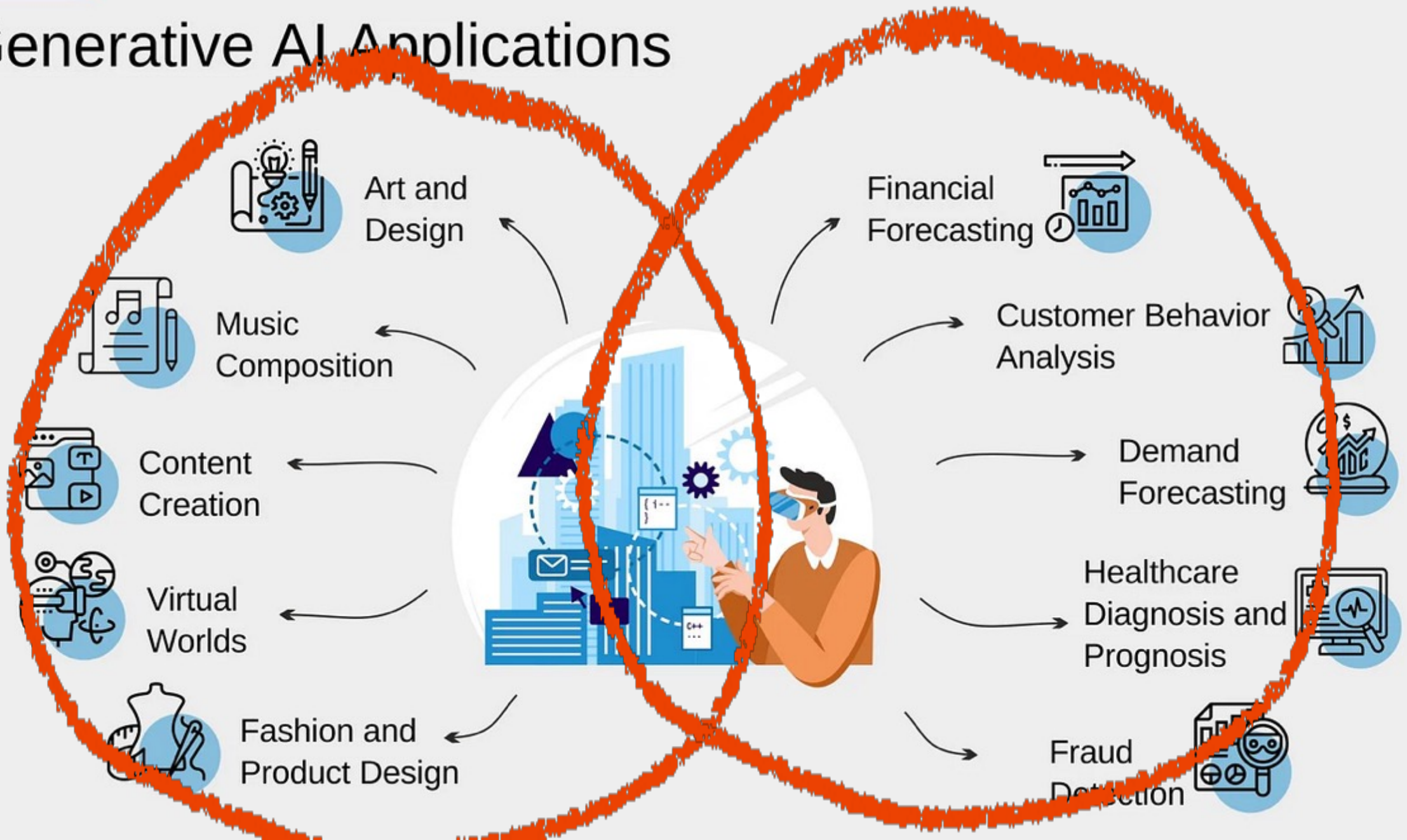
Generatively Human?

AI + HI (Human Intelligence)

AI + CI (Creative Intelligence)

AI + GI (Gut Intelligence)

Generative AI Applications



working & thinking with AI

/

working & thinking **for** AI





the time we have left

AN ALGORITHM THAT PREDICTS THE TIME WE HAVE LEFT WITH OUR LOVED ONES

What is your relationship to Pablo?

friend
family
couple

and, not counting holidays, how many times do you and Pablo see each other?

a week a month a year

each time you see Pablo how many hours do you spend together?

04 hours

56 days
15 hours

Alejandro & Pablo

If you carry on seeing each other with the same frequency as you have done so far, this is the time you have left to spend together.

RELATIONSHIP FREQUENCY

ALMERIA 77,8 78,2

GRADALAJARA 72,1 72,1

HUELVA 74,8 74,8

FATHER MOTHER
SON DAUGHTER
BROTHER SISTER
COUSIN COUSIN
UNCLE AUNT
NEPHEW NIECE
GRANDSON GRANDDAUGHTER
GRANDDAD GRANDMOTHER
SON IN LAW DAUGHTER IN LAW
FATHER IN LAW SISTER IN LAW
BROTHER IN LAW MOTHER IN LAW

Ruavieja, a small Picard Ricard liqueur brand, wanted us to realize that our time is limited, and that it's worth it to spend it with the people we care about. By using a simple calculation, and data collected from the National Institute of Statistics about life expectancy, residency, and relationships, we created an algorithm capable of calculating how much time we have left to spend with somebody. To raise awareness, we rolled out a campaign showing real people's reactions to the results. The campaign received more than 13.5 million views. More than 300,000 users made their calculations using our tool and thousands of them voluntarily shared their get-togethers on social media, thanking Ruavieja for making them possible. The brand then, decided to abandon its digital media plan, and to channel the cash into financing more reunions between people paying thousands of bus tickets allowing people who live far from each other to get together.

5 MIN TV SPOT

THE MOST WATCHED AND SHARED SPANISH AD IN HISTORY.

Google

17,5M VIEWS

310K SHARES

+52% SALES INCREASE

194 COUNTRIES REACHED

+700K CALCULATIONS MADE

"THE PERFECT MARRIAGE BETWEEN DATA AND EMOTION"



"ADVERTISING SERVES A PURPOSE AFTER ALL"

EL ESPAÑOL

"MORE THAN A CAMPAIGN, AN EYE OPENER"

PSTCOMPANY

"THE VIRAL HOLIDAY AD THAT'LL MAKE YOU WANT TO BOOK A FLIGHT HOME"

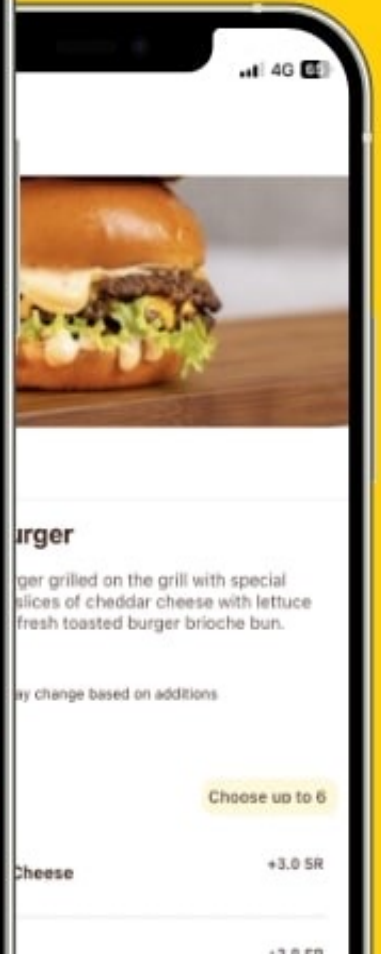
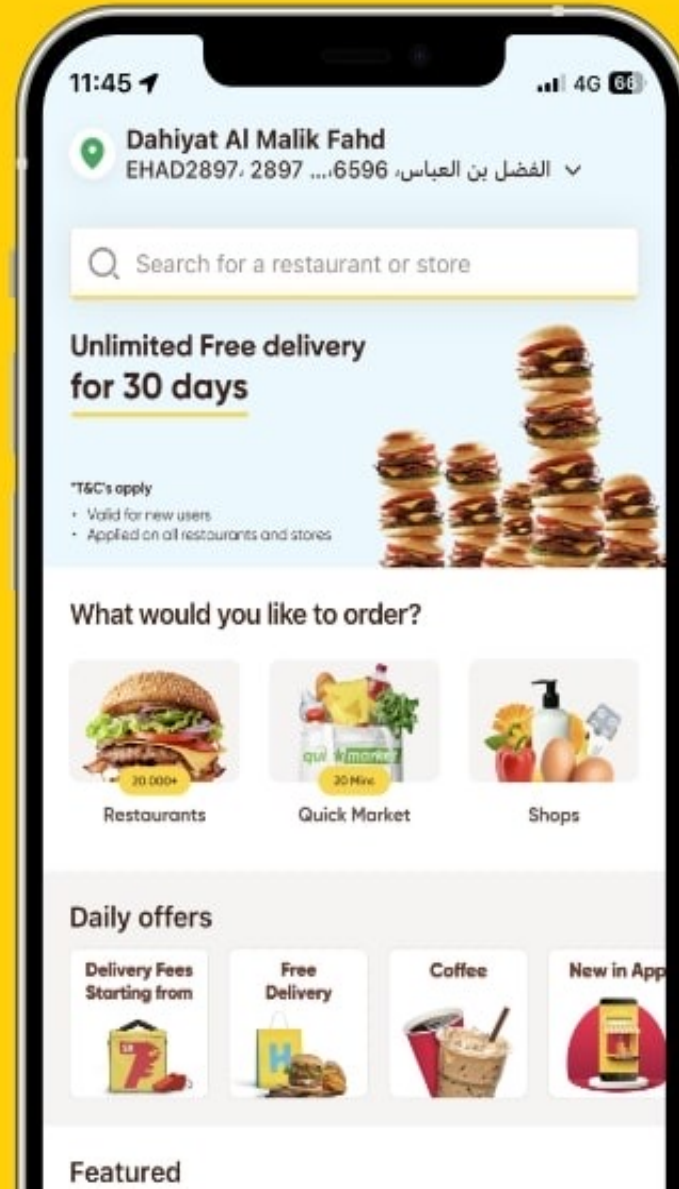
IHUFFPOSTI INTERNAZIONALE



WE HAVE TO SEE MORE OF EACH OTHER

HUNGER STATION

Best Food Ordering and Delivery App



Challenge

On average, an adult spends approximately 132 hours a year looking at mind-numbing menus online before deciding what to eat, frequently resulting in the wrong call. Psychologists refer to it as "choice overload". How can HungerStation, the foremost and leading food delivery app in Saudi Arabia, help people in making the right choice?

Insight

According to a recent study, "the conscious mind can only process 40bits of information/second, while the subconscious mind can process up to 500,000 times faster." What if we help people better connect with their subconscious mind, allowing it to find the answers they are seeking?

Idea

Introducing the Subconscious Order - a new feature on the HungerStation app that recognizes when a person have been hopelessly scrolling and launches the innovative tool. A variety of delicious cuisines are displayed as the front-facing camera meticulously tracks the eye's interest using advanced algorithms. The smart AI then narrows down the options and presents a data report of what the subconscious mind is craving, providing the user with a list of relevant restaurants to order from.

HungerStation created a tool that will end the back and forth by handing the decision-making process over to the subconscious mind.

AgencySpy ADWEEK

A tool that demonstrates 'compressed commerce' in action by HungerStation



HungerStation developed the tool that will end the back-and-forth that often comes with ordering a takeaway

AdAge Communicate

HungerStation Taps into the Subconscious to Help People Order Food.

Little Black Book

THE SUBCONSCIOUS ORDER

LET YOUR SUBCONSCIOUS MIND DO THE ORDERING



HUNGER STATION

IN THE FIRST 2 WEEKS

2.5m	78k
IMPRESSIONS	NEW CUSTOMERS
630k	6k
PORTAL VISITS	NEW CUSTOMERS PER DAY

A SMART AI USES PROPRIETARY FOOD TOPIC MODELLING TO NARROW DOWN THE OPTIONS



USERS' COMMENTS

I TRIED IT AND DISCOVERED THAT MY SUBCONSCIOUS MIND IS CRAVING SUSHI.



MOST OF MY TIME IS WASTED THINKING ABOUT WHAT TO EAT. THANK YOU GUYS FOR THE EXPERIENCE.



YUM, YUM, GIMMIE SUM. MY SUBCONSCIOUS SAID PIE!





Translate It

translate a **relevant conventional form of (data) input** into a new **original form of (creative) output**



which offers a **new meaning to the input**



which offers **new value to the consumer**



conveys a brand idea / message / benefit in an innovative engaging way

visiting patterns & life span data
→ time left to spend with other/s

the time we have left
AN ALGORITHM THAT PREDICTS THE TIME WE HAVE LEFT WITH OUR LOVED ONES

how many times do you and Pablo see each other?
how many hours do you spend together?
56 days
15 hours
Alejandra & Pablo

THE MOST WATCHED AND SHARED SPANISH AD IN HISTORY.
Google

17.5M VIEWS 310K SHARES +52% SALES INCREASE 194 COUNTRIES REACHED +700K CALCULATIONS MADE

THE SUBCONSCIOUS ORDER
LET YOUR SUBCONSCIOUS MIND DO THE ORDERING

Challenge
On average, an adult spends approximately 130 hours a year looking at menu-nudging menus online before deciding what to eat. Frequently resulting in the wrong call. Psychologists refer to it as "choice overload". How can HungerStation, the featured and leading food delivery app in South America, help people in making the right choice?

Insight
According to a recent study, "the subconscious mind can only process 30 bits of information, second, while the subconscious mind can process up to 800,000 times faster." What if we help people better connect with their subconscious mind, allowing it to find the answers they are seeking?

Idea
Introducing the Subconscious Order - a new feature on the HungerStation app that recognizes when to present users with frequently scrolling and launches the innovative tool. A variety of delicious cuisines are displayed on the frame, being consumed continuously tracks the eye's interest using advanced algorithms. The smart AI then narrows down the options and presents a clear report of what the subconscious mind is craving, providing the user with a list of relevant restaurants to order from.

HUNGER STATION
IN THE FIRST 2 WEEKS
2.5m IMPRESSIONS 78k NEW CUSTOMERS
630k VISITS 6k NEW CUSTOMERS ALL DAY

YOUR SUBCONSCIOUS KNOWS BETTER.
THE FIRST APP TO READ YOUR SUBCONSCIOUS MIND.
BECAUSE WE EAT WITH OUR EYES FIRST...
YOU FEEL LIKE ORDERING?

eye movement measurement
→ subconscious craving level

- > meaning A into meaning B (Brand meaning...)
- > value A into value B (Brand value...)
- > currency A into currency B (Brand currency...)

- > complicated into understandable/applicable
- > abstract into tangible/concrete
- > a 'language' people cannot comprehend into a 'language' people can speak and use
- > theoretical into practical

- > help a specific audience with a specific/issue/drama
- > help people appreciate/acknowledge a problem
- > help people appreciate/acknowledge a consequence
- > help deliver tangible value in a surprising way
- > create a new **innovative interaction** with a brand



‘BORING’ → ‘**EXCITING**’

popular means of translation:

- > **AI**
- > **machine learning protocol**
- > **algorithm**
- > **diagnostics test**
- > **@#\$%^! #&!***



**'back office
hero'** of the
creative idea

popular forms of output:

- > **creative *prognosis***
- > **creative *calculation***
- > **creative *conversion***
- > **creative *index***
- > **creative *illustration***

**'front office
display'** of the
creative idea



2 opposite
ways

Top-Down Translation

consider an **existing available data input** associated with the message/challenge/problem at hand + what it can mean



CREATIVE OUTPUT

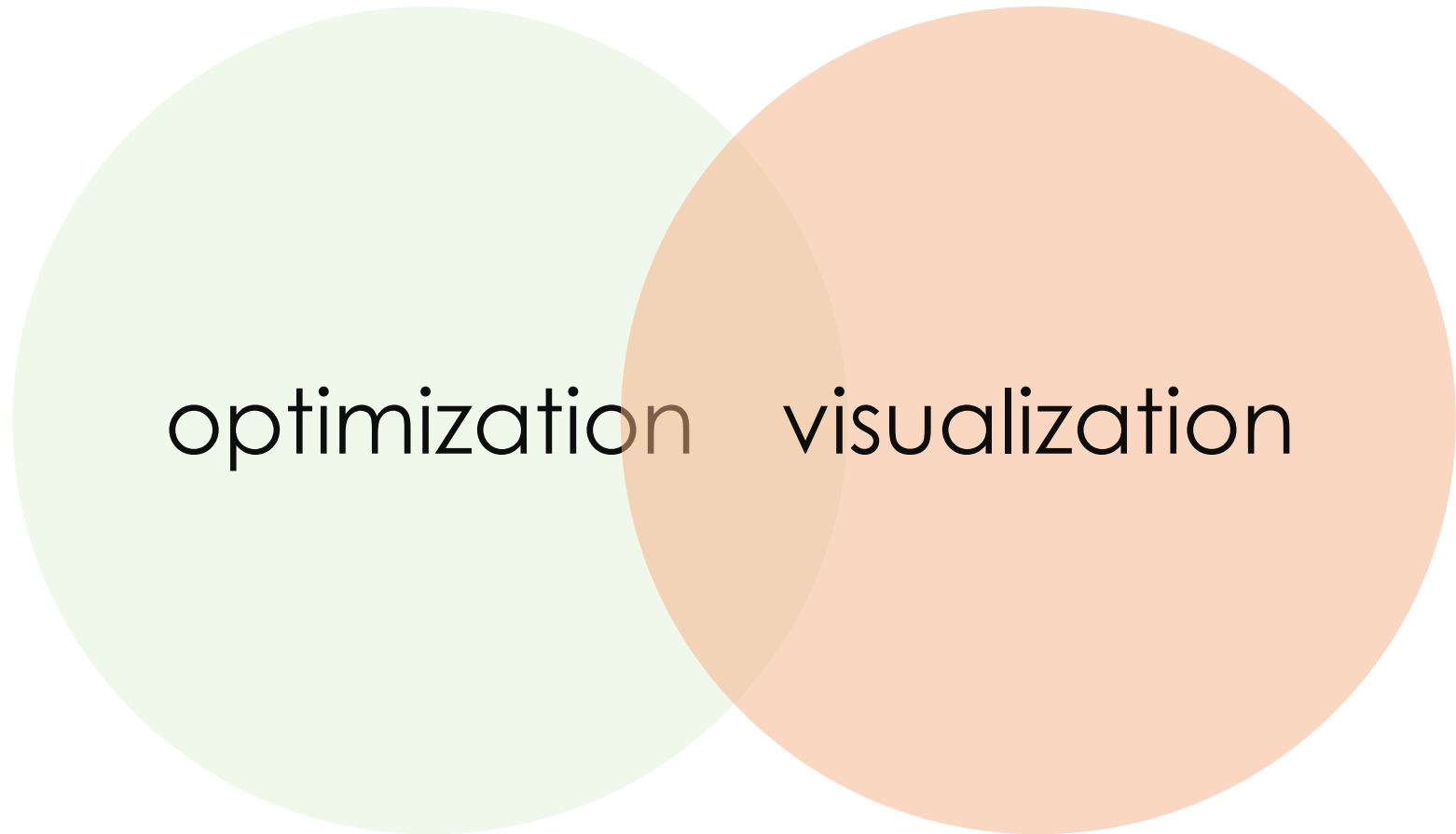
Bottom-Up Translation

DATA INPUT



consider a **desired creative output** which can help address
a specific challenge/problem relevant to the brand idea/message
+ how it can be measured

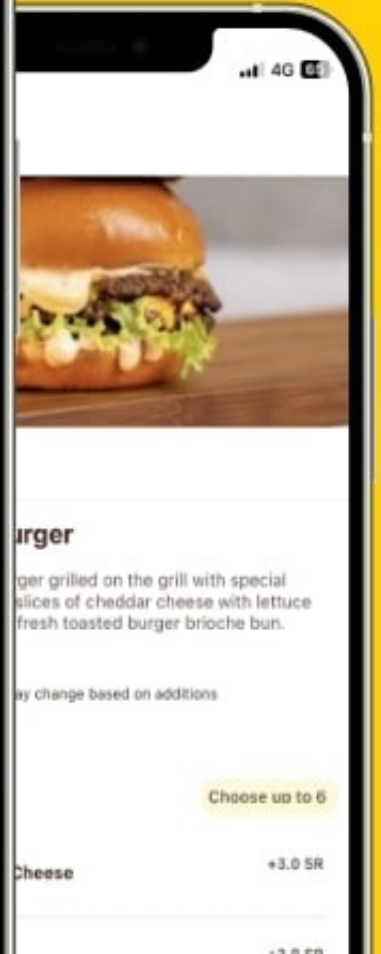
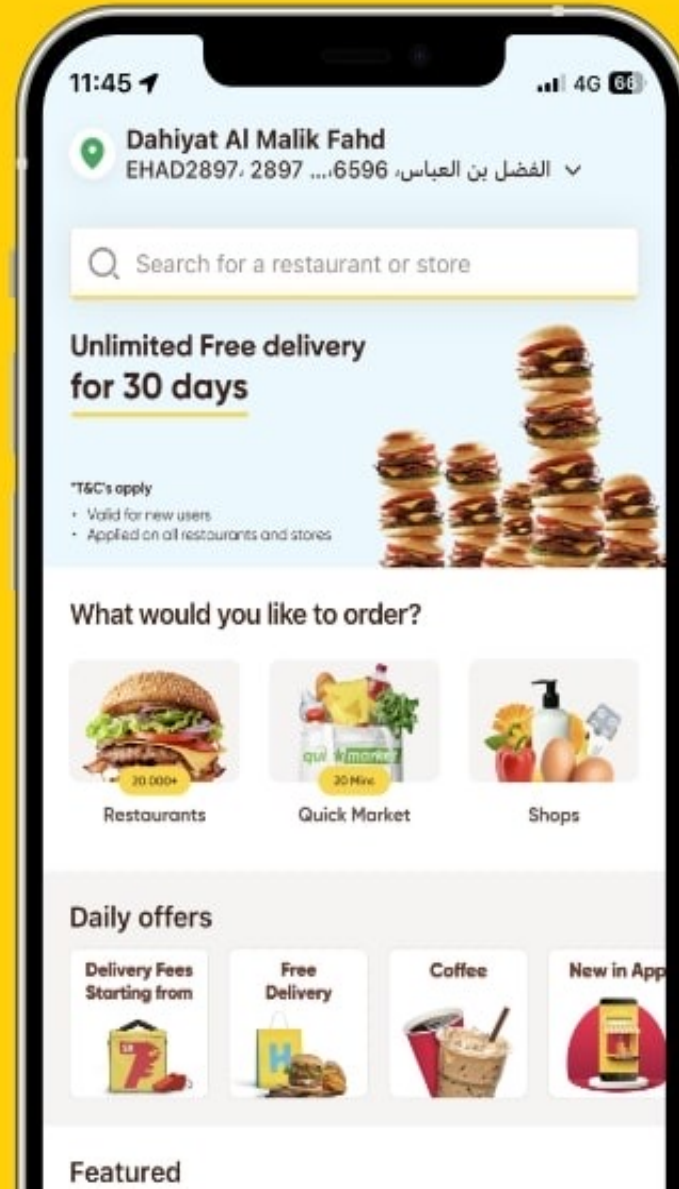
Translation



optimization visualization

HUNGER STATION

Best Food Ordering and Delivery App





HUNGER STATION

THE SHADED ROUTE

A PIONEERING NAVIGATION SYSTEM DESIGNED TO HELP DELIVERY RIDERS NAVIGATE IN THE SHADE IN SAUDI ARABIA'S RELENTLESS DESERT HEAT

//CHALLENGE

Saudi Arabia is defined by its extreme hot desert weather, particularly during summer days, when temperatures can soar up to a staggering 50°C. As a result, people tend to rely heavily on food delivery apps during the day, completely avoiding the midday sun.

Unfortunately, the health and safety of the delivery riders working under the scorching sun is often overlooked. **How can HungerStation support and retain riders during the hot summer days of Saudi?**

//INSIGHT

Driving in the shade can make the air feel 10 to 15°C cooler. Navigating through shaded spots can substantially reduce heat exposure, enhancing rider comfort and safety while also preserving the freshness of the food.

//USER EXPERIENCE



//IDEA

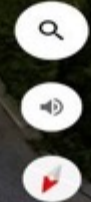
Introducing **"The Shaded Route"**, a pioneering navigation system, integrated into the HungerStation app, designed to shield riders from the relentless desert heat.

Launched in September 2024, this AI-powered tech tracks the sun's position in real-time and meticulously analyzes Riyadh's urban landscape; pinpointing trees, tunnels, towers, bridges and even cloud coverage. It then constructs the route with the most shade to maximise riders' comfort and safety during delivery.

To maintain efficiency without compromising the speed of delivery, the tech only suggests routes that are within 10% of the fastest delivery time.

Today, HungerStation has permanently transformed its operations and is expanding the technology to more Saudi cities, reaching thousands of riders.

H HungerStation now
We're keeping our riders and food safe this summer.



Destination
Al Hanakiya, Al Olaya



13min (4.3km)
2.1 km in the shade

- Directions
- Head northeast on Abi Tamim Al Musawi toward Wadi Al Junah
53m 1 min
- Turn right onto Wadi Al Junah
38m 1 min



//TRACKING THE SUN'S POSITION IN REAL-TIME AND METICULOUSLY ANALYZING RIYADH'S URBAN LANDSCAPE



HUNGERSTATION BEATS DESERT HEAT WITH AI-POWERED 'SHADED ROUTE' FOR DELIVERY RIDERS

HUNGERSTATION, DELIVERS RESPECT AND CARE FOR HUNGERSTATION RIDERS, THROUGH AI-TECH

HUNGERSTATION, STRIKES ONCE AGAIN, BY KNOCKING THE DESERT SUMMER HEAT WITH "SHADED ROUTE"

HUNGERSTATION USES AI TO SHIELD RIDERS FROM THE DESERT SUN



Allegra AIRWAYS

The world's first navigation tool for allergy sufferers

PROBLEM:

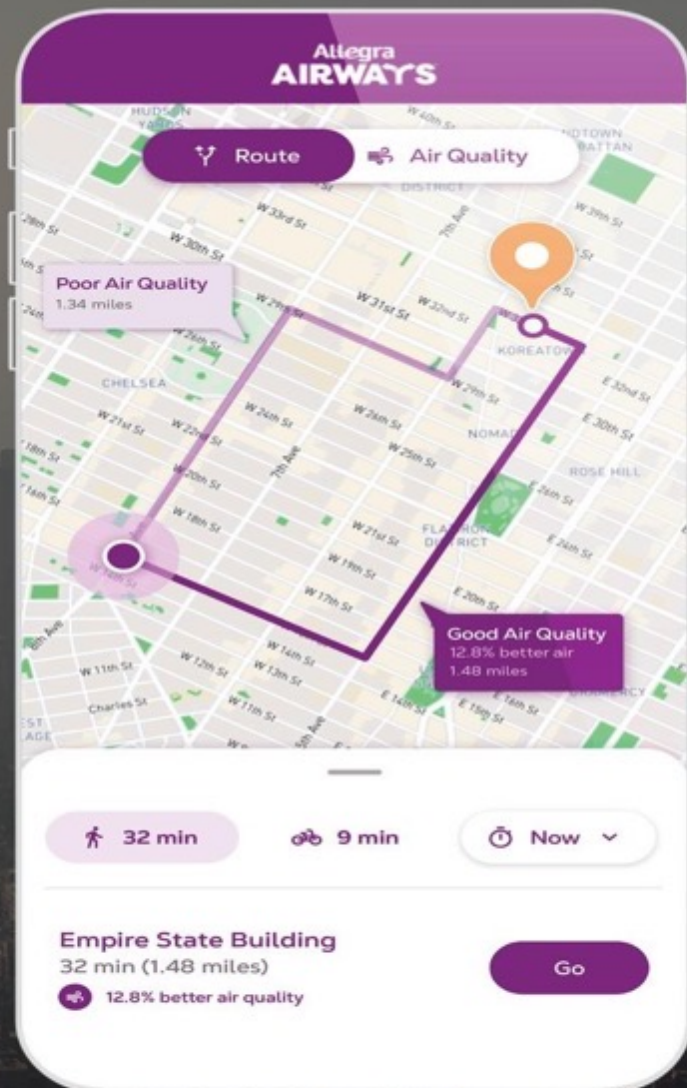
In 2023, North America faced an air quality crisis. The combination of heightened pollen and air pollution levels made allergy symptoms 3 times worse. Putting the health of allergy sufferers at greater risk and leading to millions feeling trapped indoors.

IDEA:

Allegra, a leader in allergy relief, innovated a solution to help allergy sufferers move freely and breathe easier. Allegra Airways is the world's first navigation tool that helps allergy sufferers find real-time walking and cycling routes with better air quality. Down to an accuracy of 5 meters and made accessible through a web browser on any device, across all 50 states. Allegra Airways solves a universal problem with the potential to expand the tool to other global markets where air quality is an issue, impacting more lives.

COMBINING REAL-TIME DATA FROM 7 SOURCES:

Partnering with Ambee, we created our own Climate Intelligence Algorithm that powered Allegra Airways - a 7-layer-multimodal approach, certified by the National Allergy Bureau.



"Allegra goes beyond the pill to help America breathe easier."

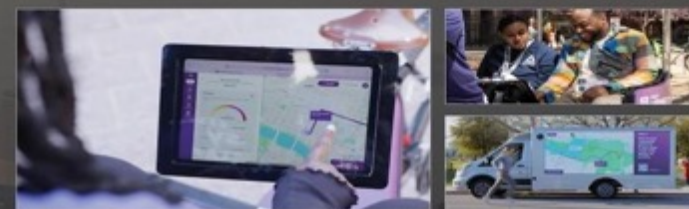
"It's like Waze for allergy sufferers."

TRACKING 12 TYPES OF POLLEN AND 6 TYPES OF AIR POLLUTANTS IN REAL-TIME



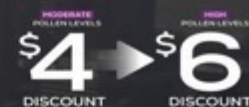
HELPING CLIMATE WEEK & SXSW BREATHE EASIER:

Branded pedicabs offered attendees rides on real-time routes with better air quality. And EV-trucks shared directions to nearby hotspots, powered by live pollen and air pollution data.



MORE POLLEN. MORE PROTECTION:

Users received geo-targeted coupons based on live pollen levels at their location. The higher the pollen count, the bigger the discount on Allegra.



CROWDSOURCED IMPACT:

Users could drive change by highlighting locations where they experienced low air quality. Data that will help city planners and policy makers build better infrastructure in the future.

Allegra Airways now
A Experiencing low air quality? Share your voice to help bring change to your community.

206K+

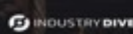
Routes Created

\$3.5B+

Impressions

\$3M+

Increase in sales to date



CO₂-FRIENDLY ROUTE

How smarter routing can save millions of tons of CO₂

We discovered that most navigation softwares suggest the fastest route by default – but not the most CO₂-friendly one. Together with Neste, we created a strategic partnership to bring this finding into reality – and launched the most CO₂ friendly route project.

NESTE

PTV GROUP

here

VTT

Route 1

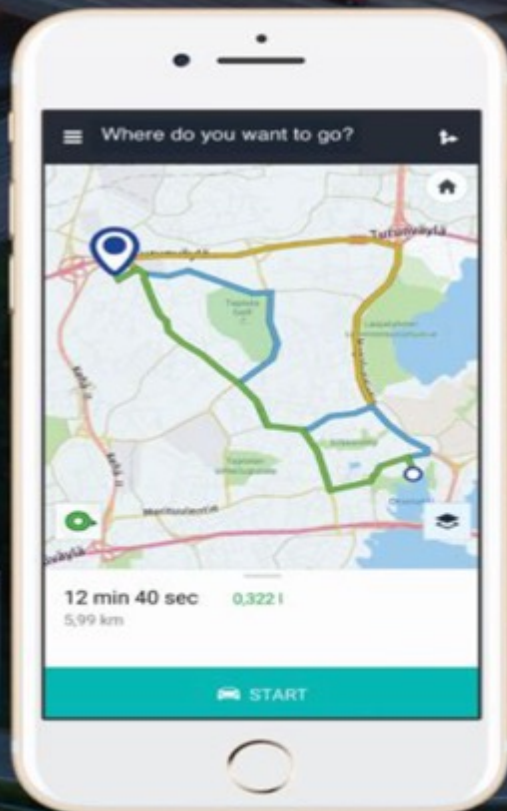
9m 49s
7,8 km
0,380 l

Route 2

12m 40s
5,99 km
0,322 l

Route 3

13m 56s
7,07 km
0,403 l



6.36 %
reduction of fuel

consumption, in ideal conditions up to 13%

80 581
tons of CO₂

savings per year in Helsinki region alone

SOLUTION

We gathered 50000 data points on the streets of Helsinki and further analysed and scaled the data with help of machine learning. We published the experiment and research to drive behavioural change.



Wish to have this as a default setting in sat nav!

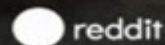
Thanks For also an excellent Fuel saving tip.

I started to calculate my commute!

RESULTS

138
million reach

90
media hits



reddit

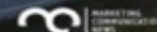
THE WALL STREET JOURNAL

The Drum

Bn

ONLINE FOCUS

HELSINGIN SANOMAT



auto.pub

autogeenius

DIGITAL JOURNAL

firmenauto

Kauppalehti

amazon

global

INDEXING



Dec

13



voilà

by *Sobey's*

Your groceries
delivered.

Just like that.

Trending 2 Table

by **voilà**

Voila delivers TikTok trends to your table in just one click.

CHALLENGE

The world's biggest food trends are being driven by TikTok and driving food sales. So how could a food delivery service get its unfair share of those sales?

IDEA

Introducing Trending2Table. A bespoke index that analyzes data from TikTok, Pinterest, Google search and sales data to predict food trends on TikTok to make them shoppable in just one click.

SPARK ADS with  **TikTok for Business**
Partnering with foodie creators, we used TikTok Spark ads to make their content shoppable. In just one click, consumers were taken from the content to a pre-populated cart on Voila.ca.



"You inspire me to cook again"

- @karensingleton8

"Voila wins Tik Tok"

- @betsyjohnson120

"The ultimate #FoodTok experience"

- @TikTok

200%

HIGHER CTR FROM PAID SOCIAL

11x

INCREASE IN NEW CUSTOMERS

5x

INCREASE IN NEW USERS

A bespoke algorithm analyzes data



Assigns values to trends



High value trends become shoppable through influencers



One click leads to pre-populated grocery baskets through Spark ads



Trending recipe ingredients delivered to your door



Recipe is emailed



NEXT!





“USER
GENERATED
FUN,”
WIRED

LIDLIZE

THE AI THAT TURNS ANY PRODUCT INTO A LIDL PRODUCT.



I WANT A LIDL CROCS



I WANT A LIDL CONTROLLER



I WANT A LIDL PLANE



I WANT A LIDL DOG COAT

CONTEXT

Over the past decade, brands like MSCHF and Supreme fueled the rise of drop culture. On paper, Lidl isn't even playing in the same league. We're a discount grocery store selling everyday basics. Yet somehow, Lidl merch generates hype every time.

Our blue, red, and yellow colors became the thing, and when people see them, they go wild. Sneakers, hoodies, handbags: every drop triggers in-store hysteria, with products reselling for 50 times their price. Even our Lidl drill, a basic item, became an unexpected hit. This year, we aimed for another banger, but as a brand of the people, we gave the power back to them.

IDEA

LidLize, the AI that turns any product into a Lidl product. For the very first time we made an AI generator that anyone could use. We teamed up with the AI startup BRIA to create a website as intuitive as Google, where people could type anything they liked and see it turned into a Lidl product. We were all in: create the most liked product, and Lidl would sell it in real life. Then, everyone started racing to design the coolest stuff. The more products were shared on social media, the more people came to create their own. In just 72 hours, the campaign went viral, our website crashed twice, and over 2 million LidLized products hit the internet, turning Lidl into a pop culture sensation. In the end, practicality won: a Lidl bike, which scored 80,799 likes. And yup, it's happening. We're making it for real, and it'll be dropping in all 1500 stores soon, at a Lidl price.

1M
VISITORS

2M
GENERATED

60M
IMPRESSIONS

80.789
LIKES
CREATED BY @MATHIS





Traditionally, voice assistants are trained to only recognize typical speech, leaving people with atypical speech out of the voice-first revolution. We decided to change that by working with Google AI to have people with Down syndrome teach Google's speech recognition model to understand them.

People with Down syndrome were recruited from across 30 countries and 735 Down syndrome organizations, providing millions of voice samples to retrain Google's algorithm to be more inclusive. Not only was our research shared at the UN, but Google has just launched testing for an improved, more inclusive Beta for the community.

PROJECT UNDERSTOOD

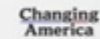


30+ COUNTRIES AND
735 DS ORGANIZATIONS
TAUGHT GOOGLE

775 MILLION
MEDIA IMPRESSIONS

1 MILLION
VOICES ADDED TO
GOOGLE'S SPEECH DATABASE

775,000
IMPRESSIONS
PER \$ SPENT



Participants recorded 1700 voices to replicate different vocalizations.

On World Down Syndrome Day, Google and CDSS presented research to the UN.

Pattern?

"USER GENERATED FUN,"
© 2014 LIDL

LIDLIZE

THE AI THAT TURNS ANY PRODUCT INTO A LIDL PRODUCT.

I WANT A LIDL CROC I WANT A LIDL CONTROLLER I WANT A LIDL PLANE I WANT A LIDL PUPPY

CONTENT
Over the past decade, brands like M&M's and Supreme funded the rise of drop culture. On paper, LIDL isn't even playing in the same league. We're a discount grocery store selling everyday basics. Yet somehow, LIDL merch generates hype every time. Our blue, red, and yellow colors became the thing, and when people see them, they go wild. Sneakers, hoodies, handbags, every other biggest in-store fad item, with products reselling for 50 times their price. Even our LIDL 0.99, a basic item, became an unexpected hit. This year, we aimed for another target, but as a brand of the people, we gave the power back to them.

IDEA
LIDLize, the AI that turns any product into a LIDL product. For the very first time we made an AI generator that anyone could use. We teamed up with the AI startup Huma to create a website as intuitive as Google, where people could type anything they liked and see it turned into a LIDL product. We knew all it took was the most liked product, and LIDL would sell it in real life. Then, everyone started racing to design the coolest stuff. The more products were shared on social media, the more people came to create their own. In just 72 hours, the campaign went viral, our website crashed twice, and over 2 million tailored products hit the internet, turning LIDL into a pop culture sensation. In the end, practically every LIDL item, which averaged \$3.750 item, just got it's happening. We're making it for real, and it's for shipping in all 1500+ stores. 30 LIDL pins.

80.789 LIKES
CREATED BY @MINDSCAPES

1M VISITORS **2M GENERATED** **60M IMPRESSIONS**

LeParisien | B.L.W.S | femina | WIRE | R.F.W. | VICE | J.V. | yahoo! | 20 | USA | HUFFPOST | GQ

Traditionally, voice assistants are trained to only recognize typical speech, leaving people with atypical speech out of the voice-first revolution. We decided to change that by working with Google AI to have people with Down syndrome teach Google's speech recognition model to understand them.

People with Down syndrome were recruited from across 30 countries and 735 Down syndrome organizations, providing millions of voice samples to retrain Google's algorithm to be more inclusive. Not only was our research shared at the UN, but Google has just launched testing for an improved, more inclusive Beta for the community.

PROJECT UNDERSTOOD

30+ COUNTRIES AND 735 DS ORGANIZATIONS TAUGHT GOOGLE

775 MILLION MEDIA IMPRESSIONS

1 MILLION VOICES ADDED TO GOOGLE'S SPEECH DATABASE

775,000 IMPRESSIONS PER \$ SPENT

Canadian Down Syndrome Society | Google AI

BETA

How can I help?

EBERTS NEWS | Research | CBC | HUFFPOST | Quanta | yahoo! | DIGITAL TRENDS | GBT

Participants recorded 1700 voices to replicate different vocalizations.

On World Down Syndrome Day, Google and CDSG presented research to the UN.

Create a Role



brand idea / message → ROLE

brand idea / message



ROLE

Definition of a “Role”:

1. a customary function: for example, a role in society or in an organization

2. a part or character: performed by an actor or actress

create/launch a creative function /
character and **prompt people to perform**
it or interact with it in a way which helps
deliver the brand idea / message

invent a new
relevant creative
function / character
which **DID NOT EXIST**
before

provide a new creative
way for people to
perform a relevant
existing function /
character which **WAS**
NOT OPEN TO THEM
before

CREATE

a new role
with a creative
new purpose

BORROW

an existing role
with a creative
new context

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EBERTS NEWS | Newsweek | CBC | HUFFPOST

Demino America | yahoo! | DIGITAL TREND | GQ | USA



Participants recorded 1000 voices to replicate different vocalizations.

On World Down Syndrome Day, Google and CDSO presented research to the UN.

"USER GENERATED FUN"
BY @LIDLIZE

LIDLIZE

THE AI THAT TURNS ANY PRODUCT INTO A LIDL PRODUCT.

I WANT A LIDL CROCS

I WANT A LIDL CONTROLLER

I WANT A LIDL PLANE

I WANT A LIDL PUPPY

CONTENT
Over the past decade, brands like M&M's and Supreme fueled the rise of 'shit culture'. In Japan, LIDL built their identity in the same league. We're a discount grocery store selling everyday basics. Not someone, LIDL merch generates hype every time. Our blue, red, and yellow colors became the thing, and when people see them, they go wild. Sneakers, hoodies, handbags, every cheap trigger evokes hysteria, with products reselling for 50 times their price. Even our LIDL chili, a basic, cheap, became an unexpected hit. This year, we aimed for another bangin', but as a brand of the people, we gave the power back to them.

IDEA
LIDLize, the AI that turns any product into a LIDL product. For the very first time we made an AI generator that anyone could use. We teamed up with the AI startup Hailu to create a website as intuitive as Google, where people could type anything they liked and see it turned into a LIDL product. We were all in: create the most liked product, and LIDL would sell it to real life. Then, everyone started seeing for design the coolest stuff. The more products were shared on social media, the more people came to create their own. In just 72 hours, the campaign went viral, our website crashed twice, and over 2 million LIDLized products hit the internet, turning LIDL into a pop culture sensation. In the end, practically every LIDL like, which reached 80,789 likes. And yes, it's happening. We're making it for real, and it's for shipping in all 1000 stores soon, at a LIDL price.

80,789 LIKES
CREATED BY @LIDLIZE

LeParisien | CBS NEWS | femina | WIRED | ERM TV | VICE | J | yahoo! | USA | HUFFPOST | GQ



role performer
selected by the **brand**



role performer
selected by the **TA**



open to
many/everyone



open to **a few** which
interact with many



open to
many/everyone

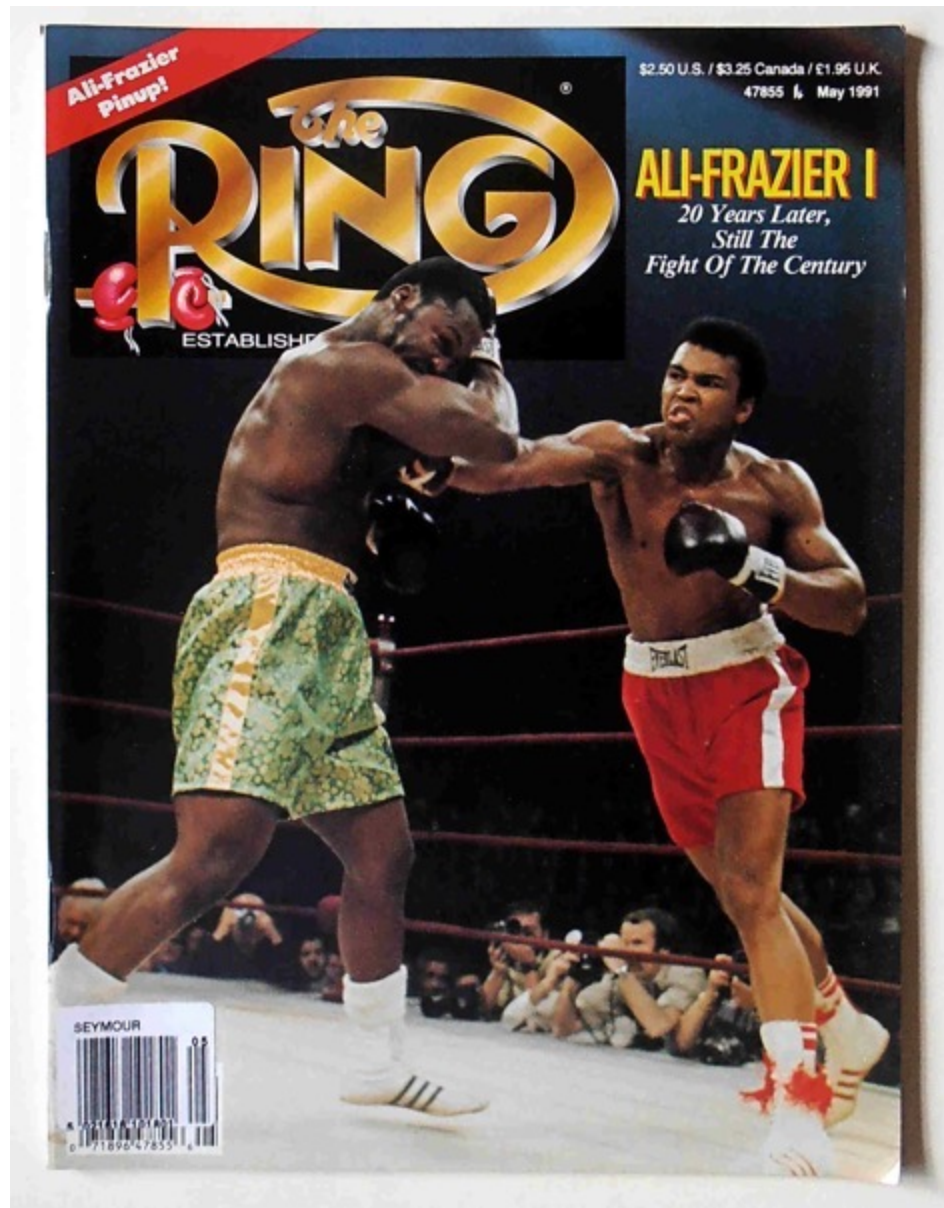


open to **a few** which
interact with many



Digital Character





the ring

4TH JUDGE

MACHINE LEARNING:

Trained to understand boxing like a historian. Built on 103 years of The Ring archives and thousands of hours of annotated fights, the AI learns how judges across eras and weight classes scored matches—so it can do the same, unbiased.



AI-POWERED IN BOXING PRECISION SCORING

COMPUTER VISION:

Sees what even referees miss. Using YOLOv8x, the system processes live video frame-by-frame, tracking punches, pressure, footwork, stance, and control. Every shot is identified, scored, and fed into the decision engine.



The 4th Judge is an AI-powered boxing judge, utilizing real-time computer vision and generative AI to analyze fights with precision.

This AI-driven system ensures fairer, more transparent boxing outcomes, redefining how the sport is judged while preserving its integrity.

GENERATIVE AI:

Not just detecting. Deciding. Using Gemini Pro, the AI cross-references real-time metrics with historical trends to generate round-by-round scorecards, adaptive commentary, and fight summaries—complete with context and probability.

1 2 3 4 5 6 7 8 9 10 11 12 TOTAL

10	9	10	10	9	10	10	10	10	10	10	10	118
10	10	9	9	10	9	9	9	9	9	9	10	112

4th Judge AI Scorecard

114-114
3 JUDGES

115-113
4TH JUDGES

4TH JUDGE

FIRST-EVER AI TO JUDGE PROFESSIONAL FIGHTS IN AL TIME | USED IN TITLE FIGHTS ACROSS DAZN AND TNT SPORTS | ANALYZES FULL UNDERCARDS, ROUND BY ROUND | CHAT-ENABLED POST-FIGHT FOR FANS AND MEDIA

ESPN SPORT "BOXING MAY NEVER BE THE SAME AGAIN"

Sun "NEVER SEEN BEFORE IN COMBAT SPORTS"

yahoo/sports "A GAME-CHANGER FOR BOXING"

ENDORSED BY
4TH-JUDGE.COM
RING
WBC

T . . .



Message from Ella

An AI-generated warning from the future closes the gap between today's sharing behaviour and tomorrow's consequences.



Challenge:

Over 75% of parents share their kids' data on social media, without their consent, unaware of how it could impact their future. The rise of AI and deepfake technology makes this sharing behaviour a pressing danger, so Deutsche Telekom, as Europe's biggest telecom provider, wanted to send a wake-up call.

Idea:

Using the latest AI technology on a single photograph, we created the virtually aged version of a 9-year-old girl: Ella. In our film, she confronts her parents – and by extension parents worldwide – with the consequences of sharing kids' data online. We also created a solution: a social filter pixelating children's faces to help parents to **#ShareWithCare**.

Results:

Ella's message sparked a global conversation, reaching 400+ media outlets in 71 countries with over 51 million views and 3.7 billion earned impressions. As an educational tool, it produced real behavioral change: a study showed that 2 out of 3 parents oppose to sharing their kids online and will instead **#ShareWithCare** in the future.



Ella's message was turned into an educational tool by European government and police agencies:



3.7 Billion
earned impressions

51 Million
views across platforms

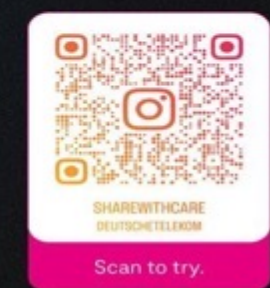
70+
countries reached

400+
media outlets

And more importantly, **true behavioral change:**



Our social media filter helped parents **#ShareWithCare**, protecting their children's identities.





The #8 on the list

Forbes placed Brazilian corruption on World's Billionaires List and used data from 150 convicts of the crime to create an A.I. billionaire.

IDEA

Every year, **US\$ 61 billion dollars** are diverted to fund corruption in Brazil. It's enough money to rank **8th on Forbes Billionaires List**. To create awareness about the problem we used A.I. and machine learning to create a fictional billionaire owner of the money stolen every year.

CREATING RICKY BRASIL

To create his appearance, the cognitive technology analyzed more than **150 photos** of people convicted from corruption in Brazil and defined the average skin tone, eye and hair color, and bone structure. For his personality, we fed Natural Language Understand API with more than **500 hours of audio depositions**, campaign speeches, and gathered data from **65 different sources**, about politicians, lobbyists and businessmen convicted for corruption. **The A.I. then was ready to talk about corruption, politics, business and economics.**



We combined 6 A.I. APIs to build Ricky Brasil



Improvement Studio



Knowledge Studio



Text to speech



Natural language Understand



Personality Insights



Ai Assistant



MEET RICKY BRASIL

To find out how corruption thinks, we set up interviews with journalists, anti-corruption NGOs, journalism and law classes and even a former district attorney. Ricky Brasil had his interview published in various media.

It was possible to see the A.I. Searching for the answer and how it felt about the question: angry, frustrated, happy, energetic, confident and so on.



Interviewer

"What are your thoughts on compliance programs?"

Ricky's Answer

"The theory is beautiful, but I'm skeptical about big companies that claims 100% transparency."

RESULTS

The news spread quickly, and Brazil got to know the problem of corruption in a unique way.

97% Positive Reactions

23% more mentions on social media

180M media impressions

"A provocative strategy to spotlight corruption"

CONTAGIOUS I/O

"A billionaire Brazil should meet."

TRANSPARENCY INTERNATIONAL

"The A.I. tool to understand how corruption thinks." IHUFFPOSTI

TVCULTURA

LA OTRA ESCUELA

ROLE → **branded content**

ROLE → **brandversations**

ROLE → **storysharing**

NEXT!



5G
 **airtel**



airtel

175*

RE-PLAYED



1947

1983 WORLD CUP SEMI FINAL

1983



1983



1987



2001



2011



2019



2023

RECREATING A GAME THAT CHANGED THE COURSE OF INDIA'S HISTORY, BUT LEFT NO RECORDS

In 1983, Kapil Dev single-handedly scored 175 runs in a crucial Cricket World Cup match, creating a world record. But BBC, which was on a strike, didn't cover this game. Australia vs England, played on the same day, was covered nonetheless.

British broadcasters thought this match wasn't even worth recording

So Airtel, India's leading telecom brand recreated this match faithfully for all of India to see. We had no data, no records, no commentary - just three images. So interviewing everyone who saw this game - the spectators, the umpires and the players - we gathered every detail we needed to recreate the same era, same stadium and same environment. We proceeded to recreate this match with an oscar-winning VFX studio. Kapil Dev himself was deaged to his 1983 self.

India finally saw this match that made cricket a religion in this country. And they did so in a never-seen-before way thanks to Airtel 5G - in a specially created 5G arena, with multiple viewing angles, 360 degree in stadium view and real-time analysis.

A look at our unseen past, and a glimpse of the future, together



2021

RESULTS

49 MILLION OWNED MEDIA

193 MILLION VIEWS

900 MILLION IMPRESSIONS

+14% BRAND PERCEPTION



Mashable

"THE FUTURE OF IMMERSIVE SPORTS ENTERTAINMENT IS HERE THANKS TO AIRTEL"



"AIRTEL 5G RECREATES KAPIL DEV'S LEGENDARY INNINGS CRICKET WORLD CUP '83"

mint

"INTERACT WITH THE FANS IN REAL-TIME AND WALK THEM THROUGH THE KEY MOMENTS OF HIS INNINGS"

Business Standard

"A VIEWING EXPERIENCE FOR EVERY INDIAN SPORTS LOVER"

THE TIMES OF INDIA

"BROUGHT TO LIFE USING TECHNOLOGY, GIVING VIEWERS AN IMMERSIVE AND FUTURISTIC EXPERIENCE"



"VIEWERS VISIT THE PAST BY THE WAY OF THE FUTURE"

THE  TIMES
of LONDON



JFKUNSILENCED

55 YEARS AFTER HIS DEATH, JFK GIVES HIS FINAL SPEECH



CONTEXT

On the 22/11/63 as he was on his way to give a speech at the Dallas Trade Mart - President Kennedy was silenced.

EXECUTION

Data usually sharpens a story, but for JFK it made it possible to actually tell the story and allowed over **1 billion people** to finally hear JFKUNSilenced.

RESULTS

- Covered by **59 countries** worldwide.
- Total Editorial Reach: **1 billion**
- Advertising Value Equivalent (AVE): **€8.9 million**
- Total Social Reach: **26 million** (Potential to reach 21.5m Twitter users & and 5.5m users on other social networks)
- Total Twitter Impressions: **52.1 million**
- All our **rivals covered our story.**

COVERED BY

The Guardian

BBC

NEWS

NEW YORK POST

THE SCOTSMAN


FINANCIAL TIMES

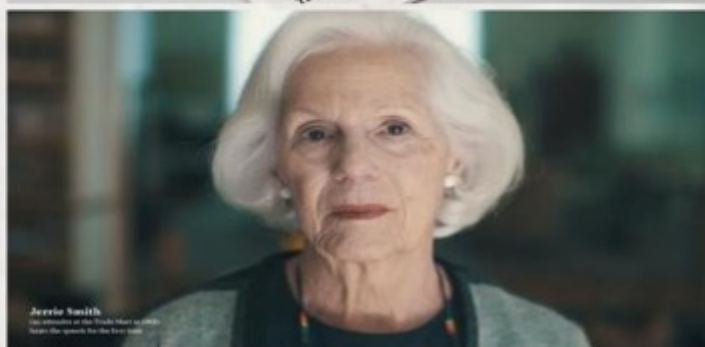
sky NEWS

Mirror

CBS

The Washington Post

THE  TIMES
Find your voice



Jerrie Smith
The woman who first heard the speech
Make the speech for the first time

Pattern?

airtel
175 RE-PLAYED

1983 WORLD CUP SEMI FINAL

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JFK UNSILENCED
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COVERED BY

The Guardian, BBC, CNN NEWS, ALJazeera, The New York Times, Financial Times, Sky News, Mirror, CBS, The Washington Post

THE TIMES
Find your voice

REWRITE HISTORY



create a compelling story by **re-writing / changing**
the past and giving it a **new meaning / illustration**



in a way which **represents the brand idea/message**
in the present

suggest a new interesting **'brand
version'** of something **from the past**

identify a relevant story/event from the past



> show what was impossible to see until now

> show what has never been seen until now

> give it a new ending / beginning

> add / remove something which wasn't / was there

> make something / someone available / unavailable

revive/recreate/reimagine a past with a **surprising twist**



change something which might change everything:

characters, actions, decisions, ingredients, environment, etc.

play with the **dimension of time/setting**



> show the past in a prism of the present/future

> show the present/future in the prism of the past



DATA
MACHINE LEARNING
AI

= a **disruption** which illustrates the
brand idea/message in a compelling
creative manner



NDR

Elbphilharmonie
Orchester

VIVALDI'S FOR SEASONS

COMPOSED BY CLIMATE DATA

TICKETS
SOLD OUT WITHIN
3 MINUTES

900 MILLION
MEDIA IMPRESSIONS

626 BROADCASTS
IN 130 COUNTRIES

150.000
LIVE VIEWS ON FACEBOOK

NDR
Elbphilharmonie
Orchester

WE'VE HEARD ALL ABOUT CLIMATE CHANGE. NOW, IT'S TIME TO LISTEN. #listenup

PROBLEM:

Climate change has become the greatest threat to life on earth. A threat so overwhelming, people prefer to ignore it. The NDR Elbphilharmonie Orchestra wanted to use the power of music to make people listen up.

SOLUTION:

With a team of software developers and music arrangers, we adapted the Four Seasons to today's weather conditions. Custom-built algorithms used 300 years of climate data to recompose Vivaldi's masterpiece. The result, For Seasons premiered to the world with a concert at Elbphilharmonie Hamburg.

RESULT:

The voice of climate change was heard by millions. The For Seasons achieved a global reach of over 1 billion contacts, TV & radio stations in 130 countries reported on the event.



 "We love your For Seasons project. Can we work together to fight climate change?"

PLEASE WATCH THE CASE FILM





bring back to
life by...
bringing data
to life

**I'M
BACK**

JFKUNSILENCED

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COVERED BY

The Guardian

BBC

NEWS

NEW YORK POST

THE SCOTSMAN


FINANCIAL TIMES

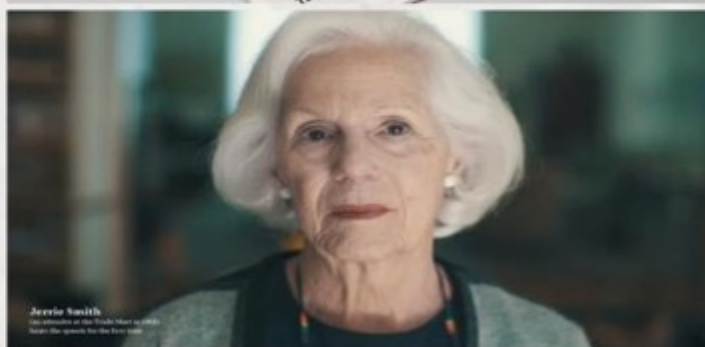
sky NEWS

Mirror

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The Washington Post

THE  TIMES
Find your voice



Jerrie Smith
The woman who first heard the speech
55 years after JFK was silenced



MOZART 80

Bringing Mozart back to life to uplift a pandemic-stricken world

BACKGROUND

In 2020, the COVID-19 pandemic toppled industries and claimed millions of lives worldwide. Pfizer, the world's largest pharmaceutical company, wanted to bring hope to the world, and not just through COVID-19 vaccines.

IDEA

Wolfgang Amadeus Mozart, a musical maestro who died at only 35 years old. Imagine if he could have lived up to his 80s, what other masterpieces could he have composed?

We used Open AI to generate an extraordinary symphony. We trained the system by feeding it with Mozart's works, as well as the musical trends within 45 years after his death. The data was processed by the deep neural network, and then it was able to generate a new Mozart symphony. On September 22, 2020, this symphony was performed live for the first time by the Shanghai Philharmonic Orchestra at the Shanghai Symphony Hall.

Through Mozart 80, Pfizer empowered the world with a simple but impactful message: Science will win, and will save more lives like Mozart's.

PARTNERS

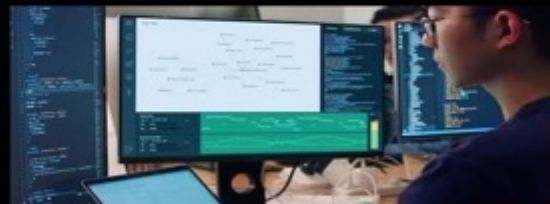


BEAUTY OF SCIENCE
美丽科学

KURT SCHMID

Teoman Acikgoz

HOW IT WORKS



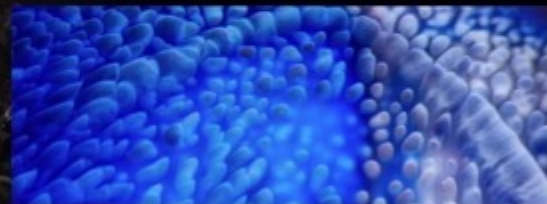
We trained the open AI system by feeding it all works by Mozart and the musical trends within 45 years after his death.



The data was processed by the deep neural network and then it was able to generate a new Mozart symphony.



The symphony was performed live for the first time by the Shanghai Philharmonic Orchestra on September 22, 2020.



Microscopic videos of drug development were projected, paying tribute to the scientists behind COVID-19 vaccine.



600+ live audience

2Million+ livestream viewers

4,873 applicants from 211 universities during the first 8 weeks

81 applicants from Ivy League universities



雇主品牌学院
EMPLOYER BRAND ACADEMY

The Most Responsible Company of China 2020

RESULT

Not only did Mozart 80 rock the pharmaceutical community, it was also able to help Pfizer become China's Most Responsible Company in 2020. It also generated more interest from the youth for the pharmaceutical and medical fields.

FIRST EVER A.I. CRAFTED BY LOVE

Combining the efficiency of Machine learning with Human emotional input to bring back the outstanding performance of Glenn Gould to life.

DEAR GLENN



"Dear Glenn" is a unique A.I. driven project integrating Art/Tech and Branding in one. The aim of the project is to bring the craft of the deceased pianist Glenn Gould back to life through A.I. It opens up a whole new possibility to resurrect incredible human artistry to be used for education and collaborative live performance. Project has 3 phases.



1 Crafting the A.I. Glenn using over 100 hours of recording data as well as world's first inclusion of human input from professional pianists to craft the A.I.



2 The project documentary film was launched to create conversation



3 Live performance of A.I. and human pianist at the largest media art festival in the world, Ars Electronica 2019. For the first time project proved the incredible potential of A.I. to not only preserve great human artistry but creatively apply data to be used for collaborative performances.



ING PRESENTS
**THE NEXT
 REMBRANDT**

BRINGING BACK THE GREAT MASTER
 TO CREATE ONE MORE PAINTING

How can one of the most forward-thinking banks in the world start a conversation about where innovation can take us?

We brought data and technology to ING's sponsorship of Dutch arts and culture by bringing back the great painter Rembrandt to create a new painting — 347 years after his death. The painting sparked a global discussion about man vs. machine, and about the endless possibilities of innovation.

Together with experts from various fields, over 160,000 fragments from all of Rembrandt's 346 paintings were analysed.

Facial recognition software was designed to understand Rembrandt's style and generate new facial features, which were assembled based on his use of geometrical proportions.

Finally, using a height map to mimic Rembrandt's brushstrokes, the painting was brought to life through an advanced 3D printer that printed 13 layers of paint based ink.

And so, 347 years after his death, a new Rembrandt painting emerged and was unveiled in Amsterdam where experts, the press, and the general public were invited to view the exhibition.

01
**GATHERING
 THE DATA**
 To distill the artistic DNA of Rembrandt, an extensive database was built and analyzed, pixel by pixel.

02
**DETERMINING
 THE SUBJECT**
 Data from Rembrandt's body of work shaped the way to the subject of the new painting.

03
**GENERATING
 THE FEATURES**
 A software system was designed to understand Rembrandt's style and generate new features.

04
**BRINGING IT
 TO LIFE**
 Once the 2D image was complete, a height map was created to mimic the brushstrokes used by Rembrandt.

Unveiling @ Exhibition

Exhibition (Detail)

Online Film

Website - Explore Mode

Website - In depth (Subject)

Documentary



PRESENTING PARTNER: ING | SUPPORTING PARTNER: Microsoft | ADVISOR: TU Delft | ADVISOR: M+ | ADVISOR: REMBRANDTSTUDIO

12.5
 MILLION EUROS
 EARNED MEDIA VALUE

1400+
 ARTICLES WRITTEN

**TRENDING
 GLOBALLY**
 ON TWITTER

1.8 BILLION
 MEDIA IMPRESSIONS

BBC theguardian | THE ECONOMIST | Mashable | GIZMODO | THE TIMES OF INDIA | LE FIGARO | TORONTO STAR |
 The Telegraph | FOX | Mirror | The INDEPENDENT | The ECONOMIST | FORTUNE | engadget | EL NACIONAL |
 CNN | Los Angeles Times | THE HUFFINGTON POST | WIRTD | EL PAIS | PCWorld | EL DIARIO | LE SOIR |
 Smithsonian Institution | NBC NEWS | The China Times | THE NEW YORKER | CBS NEWS | Newsweek | THE WALL STREET JOURNAL

“SURREAL”

RollingStone

“FASCINATING
USE OF AI”

SVFV

“IMAGINE THE MUSIC
THEY COULD HAVE MADE”

Forbes

“PRETTY DAMN
HAUNTING”

INPUT

“A SAD REMINDER”

VICE

OVER THE BRIDGE | Music Industry
Mental Health Support

LOST TAPES OF THE 27 CLUB

Using AI to create the album lost to music’s mental health crisis.

For generations, musicians have struggled with mental health at a rate far exceeding the general population. And this issue hasn't just been ignored. It's been romanticized - by society's obsession with tortured artists, like the 27 Club: a group of iconic musicians all lost to mental health struggles like depression, anxiety, and addiction at just 27 years old.

To show the world what's been lost to this crisis, we used artificial intelligence to create music the 27 Club could have created, had they gotten the mental health support they needed.

1B+ EARNED
MEDIA
IMPRESSIONS

830% INCREASE IN
MUSICIANS
SEEKING HELP



RollingStone

HYPEBEAST

NME

VICE

abc

CNN

GQ

BBC

DAZED



Forbes

Daily Mail

COS

billboard

npr

engadget

LOUDER

brobible

CBC

mht

GUITAR

UNILAD

FOX NEWS

yahoo!

METAL INJECTION

TNW

INDEPENDENT

FORTUNE

BARSTOOL SPORTS

iHeart RADIO

REPUBLICWORLD.COM

EXHIBIT-ON

SÖZCÜ

deVolkskrant

樂手網

noisetrend

+

DERSTANDARD

europa

NATIONAL POST

InsideHook

JUNKEE.

BACKGROUND

Javier Valdez was a remarkable journalist killed in 2017 in Mexico, the most dangerous country to be a journalist; more than 120 have been murdered since 2007. Propuesta Cívica AC, is a non-profit organization that provides legal support to the families of murdered journalists, on the pursuit of justice for their crimes; which is as important for them, as giving visibility to journalist's work as a way to fight for ending the vulnerability state that Mexican journalists has to deal with everyday.

OBJECTIVE

To shake the Mexican society's complacency, by getting notoriety in main national media, while also engaging the most reliable and relevant journalists and influencers on freedom of speech conversations. To urge the government to commit on taking measures to actively protect journalist's lives.



IDEA

"I'm not afraid, Mr. President, because they can't kill me twice."
On Mexican tradition, Día de muertos (Day of the dead) is the day when our dead come back to visit us. On 2020's Día de muertos Javier Valdez came back, not to visit his family but to address Mexico's president with a shaking message on national TV.

THE ONLY MEXICAN JOURNALIST WHO CAN SPEAK WITHOUT FEAR IS A DEAD ONE

RESULTS:

FOR THE FIRST TIME, 6 MURDERERS CONVICTED FOR CRIMES AGAINST JOURNALISTS.

349M ORGANIC IMPRESSIONS
FULL MEDIA COVERAGE
84% POSITIVE SENTIMENT
EARNED MEDIA +5M USD

IMPLEMENTATION

#STILLSPEAKINGUP (#SEGUIMOSHABLANDO) is an always on platform launched on Twitter in 2019 to allow journalists to publish investigations, protected behind the identities of their killed colleagues. On 2020 we repurposed Deepfake, this time to bring the truth. In close collaboration with his family we created a series of content videos, recreating not only his image, **but his voice.**

TIMELINE:

May 2017

J. Valdez's murder

April 2019

Revived killed journalists' Twitter accounts.

February 2020

Pilot revived J Valdez video press conference.

November 2020

Day of the dead J. Valdez addresses the president on National media.

Media coverage



Los Angeles Times



Washington Post



EL PAÍS

the unfinished votes

Who's going to fight for gun safety harder than people killed by guns?

The Insight

Gun violence kills 40,000 people in the U.S. every year. That's thousands of lost votes that could help politicians who are advocates of gun control win the 2020 election

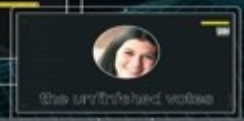
The Idea

In 2018, Joaquin Oliver was killed in a horrific mass school shooting in Parkland, Florida. To continue the fight for gun safety in 2020, we brought back somebody no one could ignore - Joaquin himself. Using revolutionary deepfake technology driven by neural artificial intelligence, we recreated Joaquin's soul so he could deliver one final, powerful message on film. Ultimately, pleading for viewers to vote for him because he can't vote himself.

The film drove viewers to unfinishedvotes.com, a website where people could replace Joaquin's vote and other gun violence victims. The site adapted dynamically, so when users pledged to vote for a victim - the entire site experience became personalized per that victim's story.

On Instagram, people could use a motion-tracking AR filter to turn themselves into Joaquin, record a personalized message, and share across their social channels

Film & Digital



**CHANGE
THE REF**

1,290 politicians who support gun control elected in 2020*

*according to gunsensevoter.org

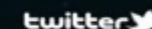
#1 trending topic



“ The most effective and chilling of these deepfake ads is this one from gun safety organization, **Change the Ref.** ”

Mashable

2.2 MILLION
VIEWS IN 24 HOURS



“ Joaquin would have been 20 years old if his life wasn't stolen by a senseless act of gun violence. My heart goes out to you. What you're doing really matters. ”

President Joe Biden

Vote because I can't

Joaquin Oliver



In 2006, 15 year-old Kiyon Prince – a highly regarded youth-team soccer player for Premier League club, Queens Park Rangers, was stabbed to death outside his school. Were he alive today, Kiyon would be 30 and living the dream as a professional footballer. What better example of the potential knife crime robs, we thought, than to show the life he would have had.

Working with deep-fake/VFX artists, a professor of artificial intelligence, former team mates and coaches, we worked out how Kiyon would look, and play, were he alive today.

Then, on the fifteenth anniversary of his passing, and in collaboration with some of the biggest brands in football, we got to show the world what could have been.

The campaign raised much needed funds for the charity that lives on his name and showed a generation of young people what can be achieved if you steer clear of knives.



LONG LIVE THE PRINCE



FIFA 21



Kiyon was made a playable character in **FIFA21** – the world's largest sports video game



He became the face of **JD** – the UK's biggest sportswear retailer



He got his own **Match Attax** football trading card



And his name was added to the first team squad of his former club, **Queens Park Rangers**

OVER 3 YEARS' WORTH OF DONATIONS RAISED IN THE FIRST 24 HOURS



1000+ PIECES OF NEWS COVERAGE INTERNATIONALLY



64% OF YOUNG PEOPLE HAD HEARD OF KIYAN POST-LAUNCH



74% WOULD RECOMMEND THE CHARITY TO A FRIEND IN NEED

Translate it
Create a Role
Rewrite History
with + for AI

thank you.

keep in touch:

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