

PROSPECT

A G E N C Y _

Strategy - Creative - Technology





Our Clients

Prospekt Agency are the trusted partner for leading global brands across, beauty and food & beverage brands worldwide.

We support brands and agencies in their quest to create buzz, engage consumers and boost traffic, through our well-founded creative and technical expertise.

With services covering, marketing, print, 3D motion graphics, video production, 3D stills, graphic design, campaigns, web & app development and more, we empower our clients with scroll-stopping content.

We're a fluid agency with a streamlined structure that allows us to be agile and evolve and expand with your needs.

Prospekt, Empowering you through Strategy, Creative and Technology.

General Showreel

[Watch Video](#)

3D Animation Showreel

[Watch Video](#)

Video Production Showreel

[Watch Video](#)

Technical Showreel

[Watch Video](#)

Education Showreel

[Watch Video](#)





Our Services_

Strategy

- Ideation
- Campaign Planning
- Social Activation
- Exhibition Stands
- Communication Strategy
- Customer Journey
- Copy-writing

Creative

- Video Production
- 3D Motion Graphics & Stills
- Graphic Design
- Education Content
- Marketing Decks
- Social Media Content
- Product Concept Design
- Print and Packaging

Technology

- Website Development
- App Development
- Campaign Landing Pages
- Digital Services & Tools
- Content Management
- Training Platforms
- Localisation & Translation
- Amazon Stores & A+



How We Work_

Planning

- Understanding your Goals
- Campaign Channel Mix
- Define Customer Journey
 - Definition of Media Formats
- Cross-Channel Planning

Production

- Storytelling & Storyboarding
- Filming, Animation, Post Production, Localisation
- Development of landing pages & Digital Destinations
 - Shoot Planning & Management
- Talent Sourcing

Delivery

- On / Off trade
- Media Activations
- Events & Exhibitions
- Productions of Time Dependant Formats
- Web / App deployment
 - Results Analysis



Concept Development

We lend you our creative and technical minds to come up with unique, innovative solutions.

Creative Direction

Mood & Storyboards

Prototyping

Wireframes

Ideation

Communication Strategy

We help define and get alignment on your marketing and communication objectives.

Communication Goals

Target Audience & Customer Journey

Communication Channel Mix

Timeline & Budget

Deliverable Specification

Content Production

We put our understanding and ideas into crafting the right message for your audience.

3D Motion Graphics & Stills

Graphic Design

Web/App Design & Development

Localisation & Translation

Video Production & Editing





Brand Launches & Promotions _





Right Guard Digital Campaign_

RIGHT RG GUARD

As part of a digital awareness campaign to showcase Right Guard's new packaging for the Total Defence 5 Series, we created this short, eye-catching video, using 3D Motion Graphics.

Right Guard used the global media platform, Teads, to make sure their content was even more engaging. Teads take digital content and create 'experience' video and display ads that increase user attention fourfold.

According to Teads, giving users the option to interact with ads increases the time users spend with the brand message and optimises the brand experience.

We did some additional R&D for Right Guard, using fluid motion graphics for their Total Defence CLEAN edition.



Watch Video_





**SWEAT
HAPPENS.**

**WE'VE GOT YOU
COVERED.**



A full can of Right Guard deodorant is shown vertically against a background of black and lime green diagonal hazard stripes. The can features the brand name 'RIGHT GUARD', '48 HOURS', and 'ANTI-PERSPIRANT'.





Tangle Teezer Stage Videos_

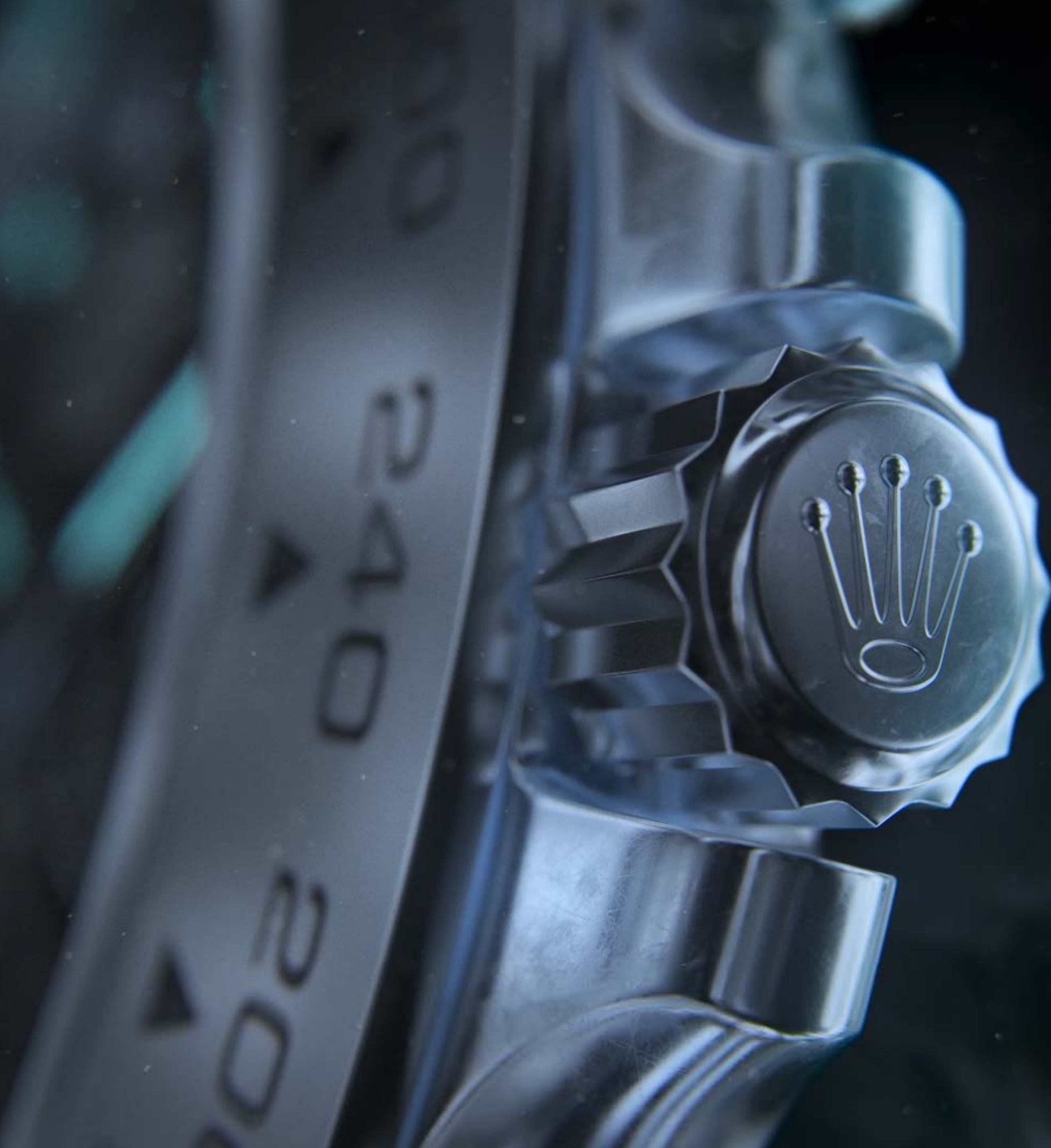
TANGLE
TEEZER

Tangle Teezer's annual product launch event is always exciting and a colourful affair. With new products being announce even before they have officially gone into production.

To bring these items to life and add the "wow" factor to the keynote presentation, Prospekt were brought in. 3D product animations and some energetic branded 2D motion backgrounds were created to give a visually exciting while still informative presentation.

 [Watch Video_](#)





Rolex Oyster Perpetual_

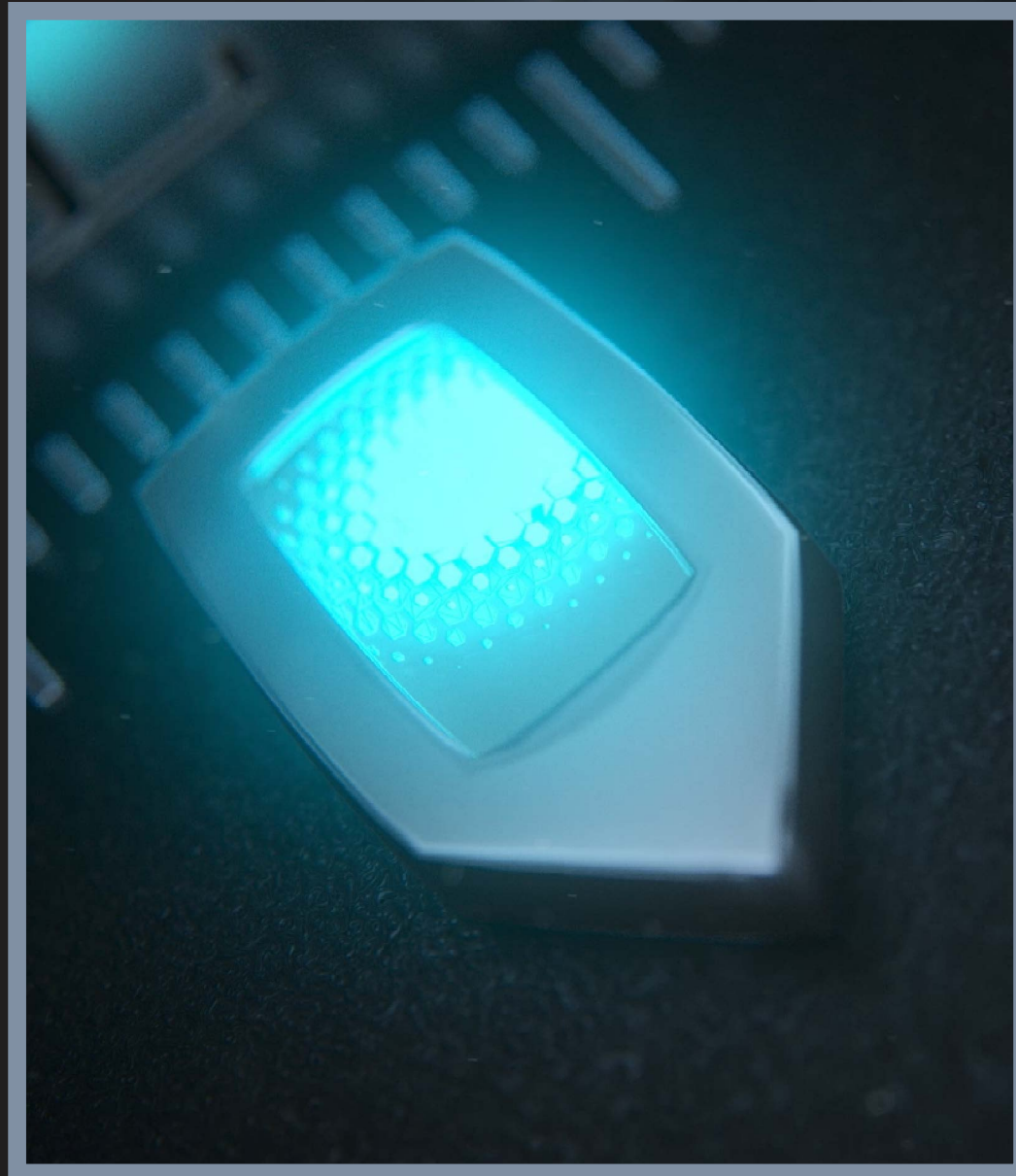


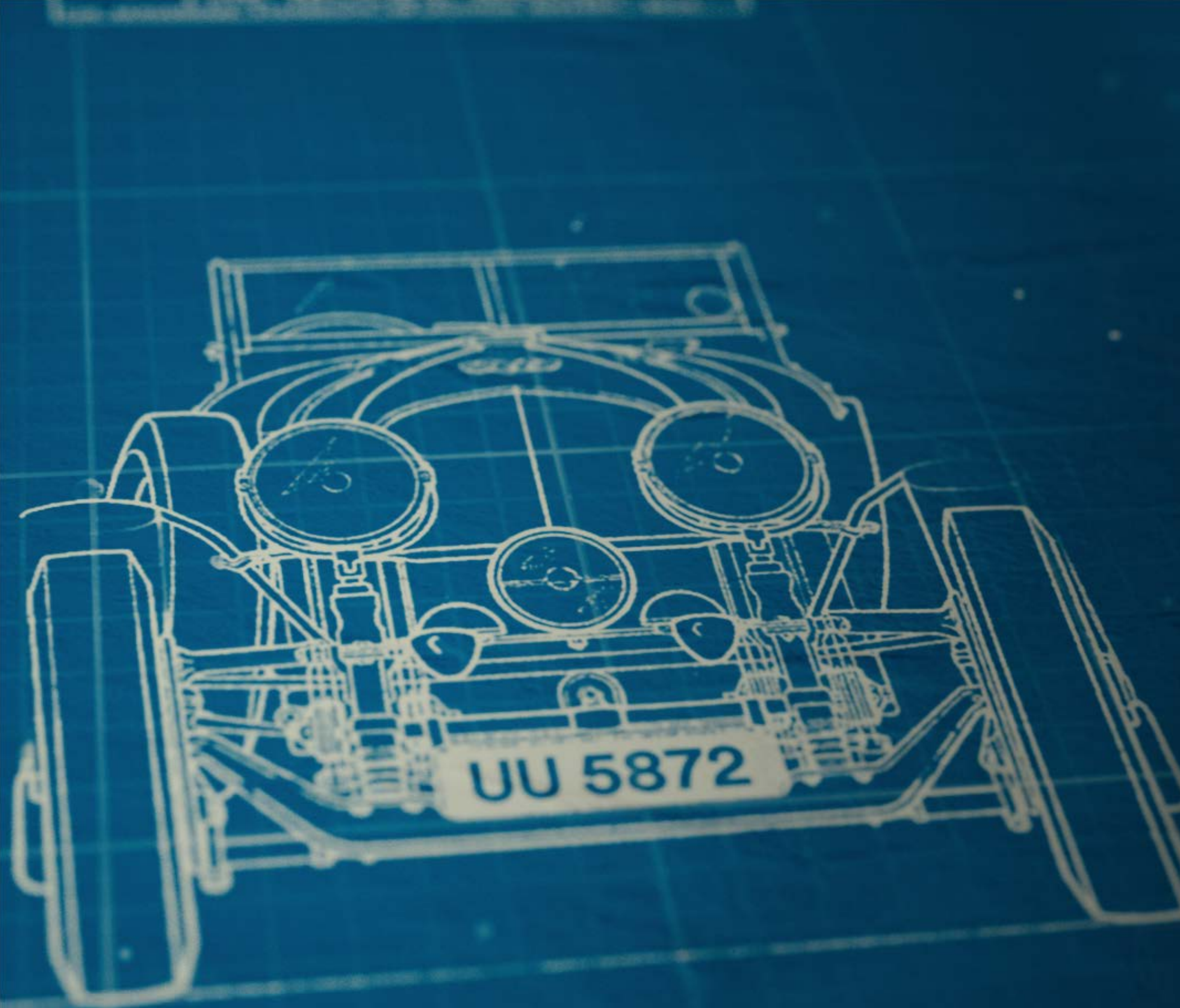
When it comes to products that are built with iconic craftsmanship, the supporting content must adhere to the same level. Product glorification content allows the consumer to understand the high quality of the product through the visualisation.

Rolex are renowned for the quality their products possess, so capturing this became key throughout the motion graphic.

 [Watch Video_](#)







Bentley Motors Centenary Celebration Video_

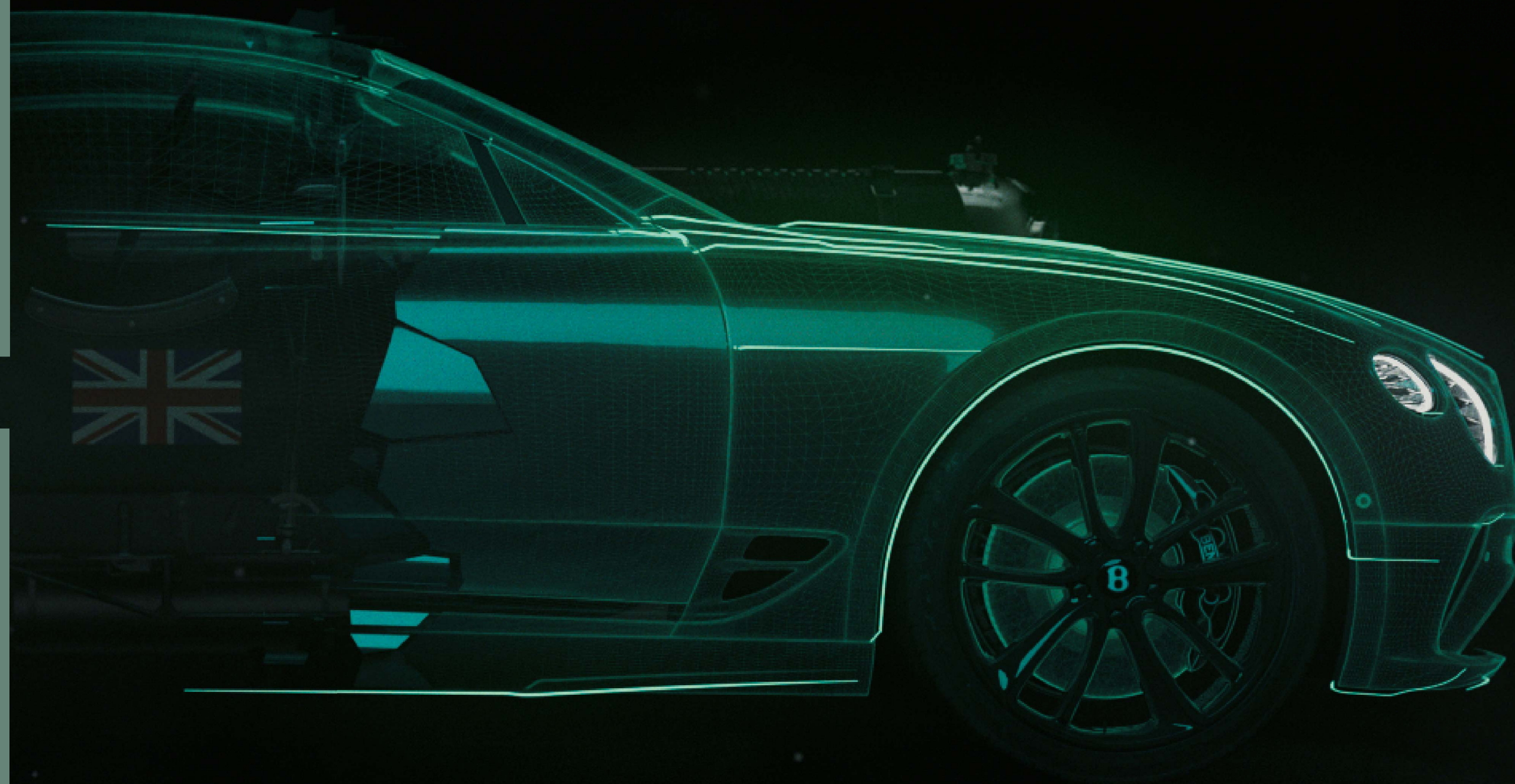
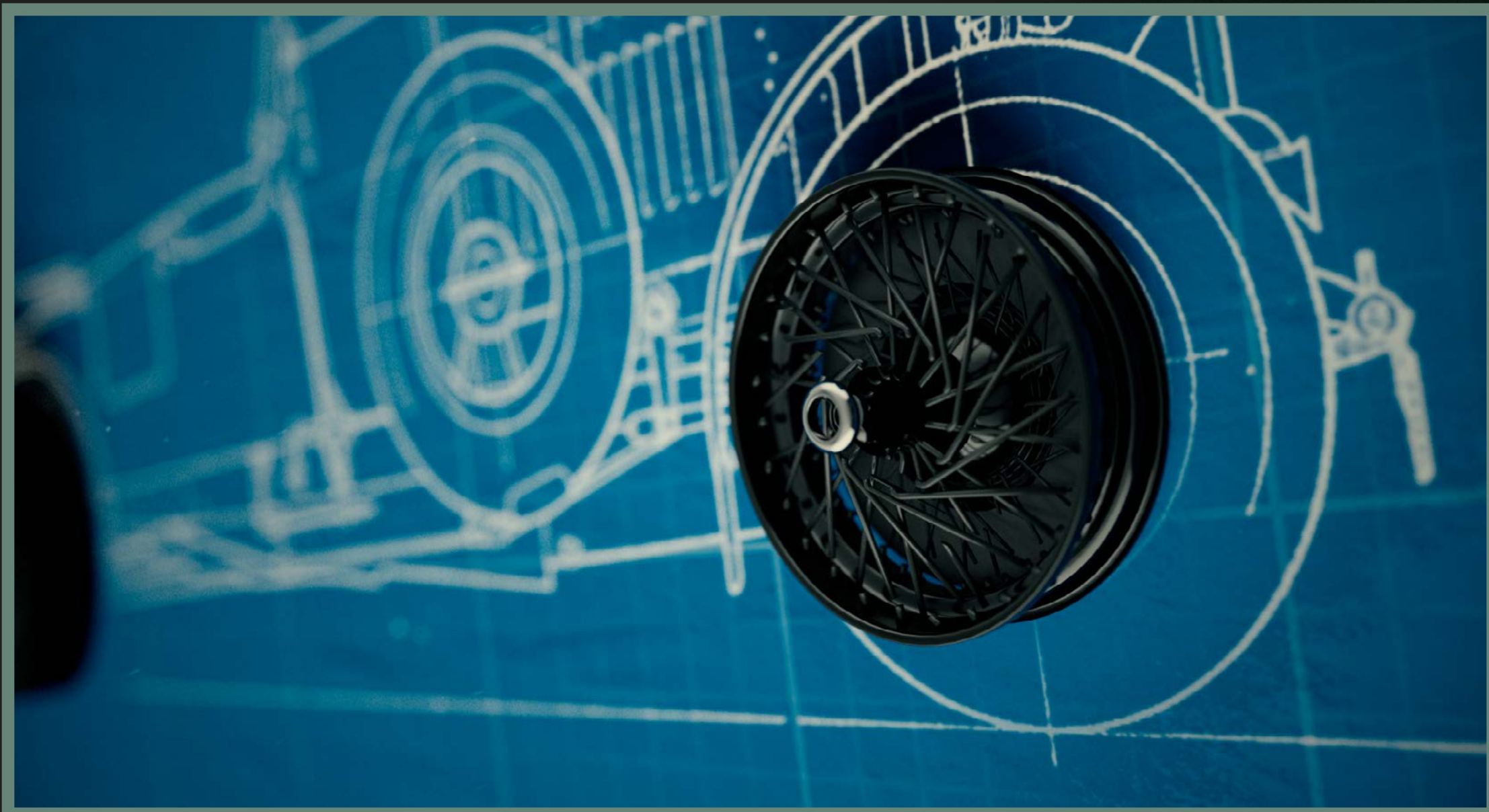


To celebrate their '100 Extraordinary Years' Bentley produced just 100 Continental GT Number 9 Editions, paying homage to the No.9 Blower.

Inspired by the undeniable link between the two cars, a 3D Motion Graphic that encapsulated this link was created. Full control over all 3D elements also allowed the unmistakable craftsmanship and exquisite design to shine through.

 [Watch Video_](#)







Colorworx Promo Video

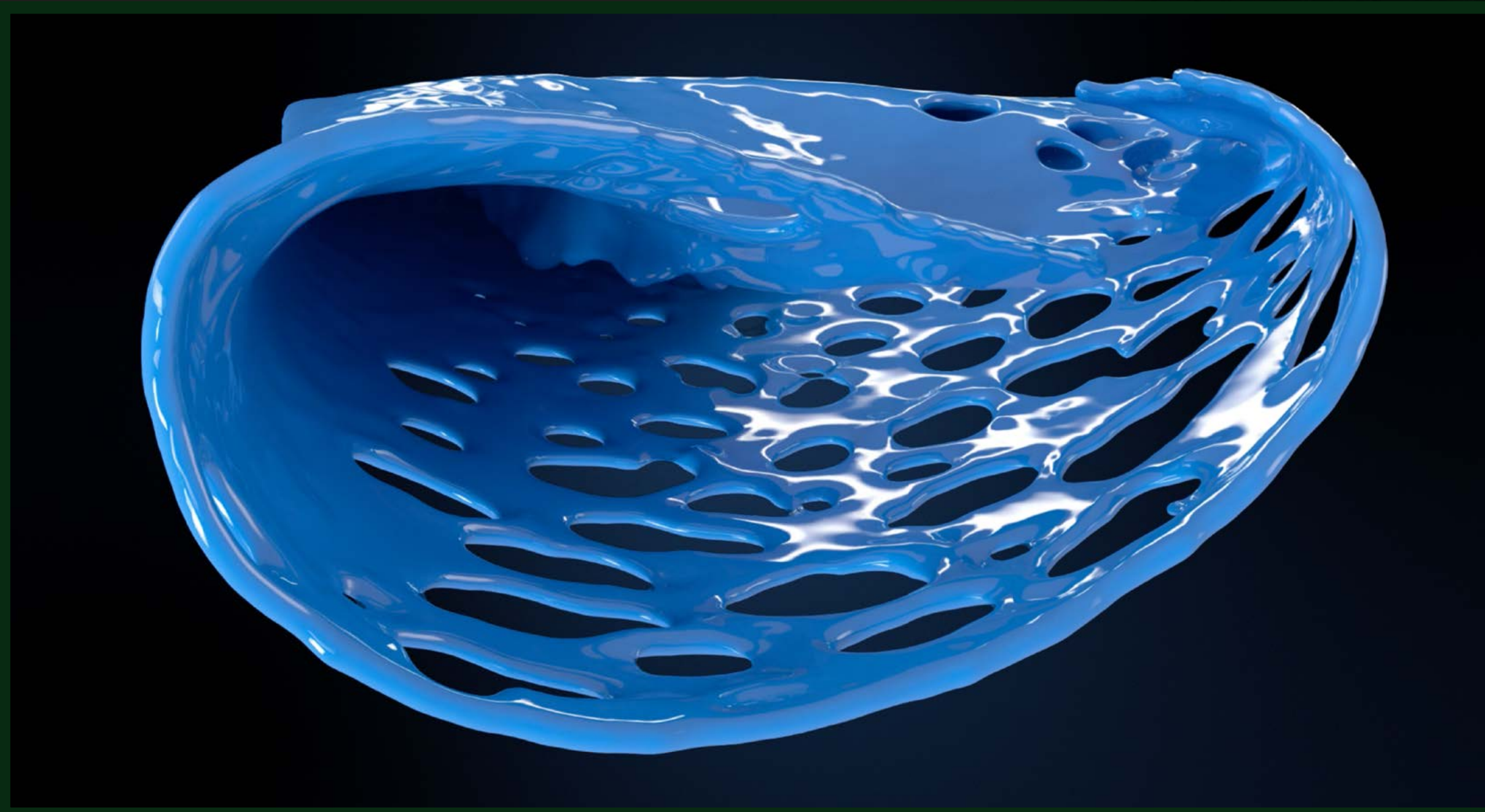
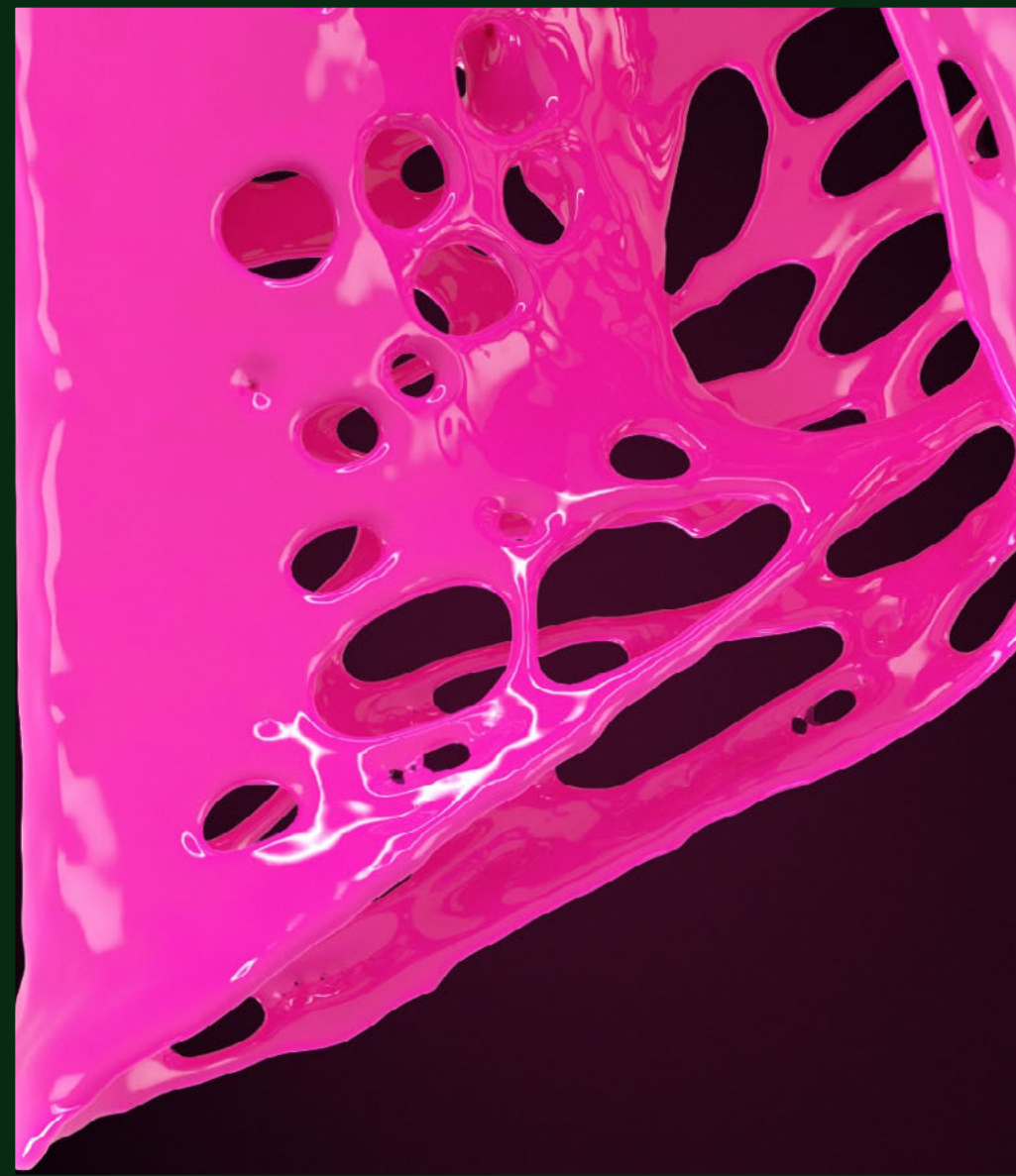


Pioneering one of the first intense fashion colour ranges, Schwarzkopf Professional tasked us with developing a unique promo video to lead the international User Generated Content campaign, which saw thousands of entries.

Realised exclusively via Computer Generated Imagery (CGI), the fluid simulations convey the explosive creativity hairdressers have access to with ColorWorx.

 Watch Video







OSIS+ Session Label Promo Video_



Powder Cloud, a super fine sprayable mist, was the stand out product headlining the international relaunch of the Session Label range for pro stylists.

To put the spotlight on the unique application technique and consistency, we relied on CGI and simulated a custom particle system for a catwalk-worthy look and feel.

This gave us full control, allowing an on-point communication of the product USP to be created. Something that would not have been possible using traditional methods.

 [Watch Video_](#)





OSiS+
SESSION LABEL

POWDER CLOUD
SUPER FINE





De'Longhi Bean to Cup Campaign_

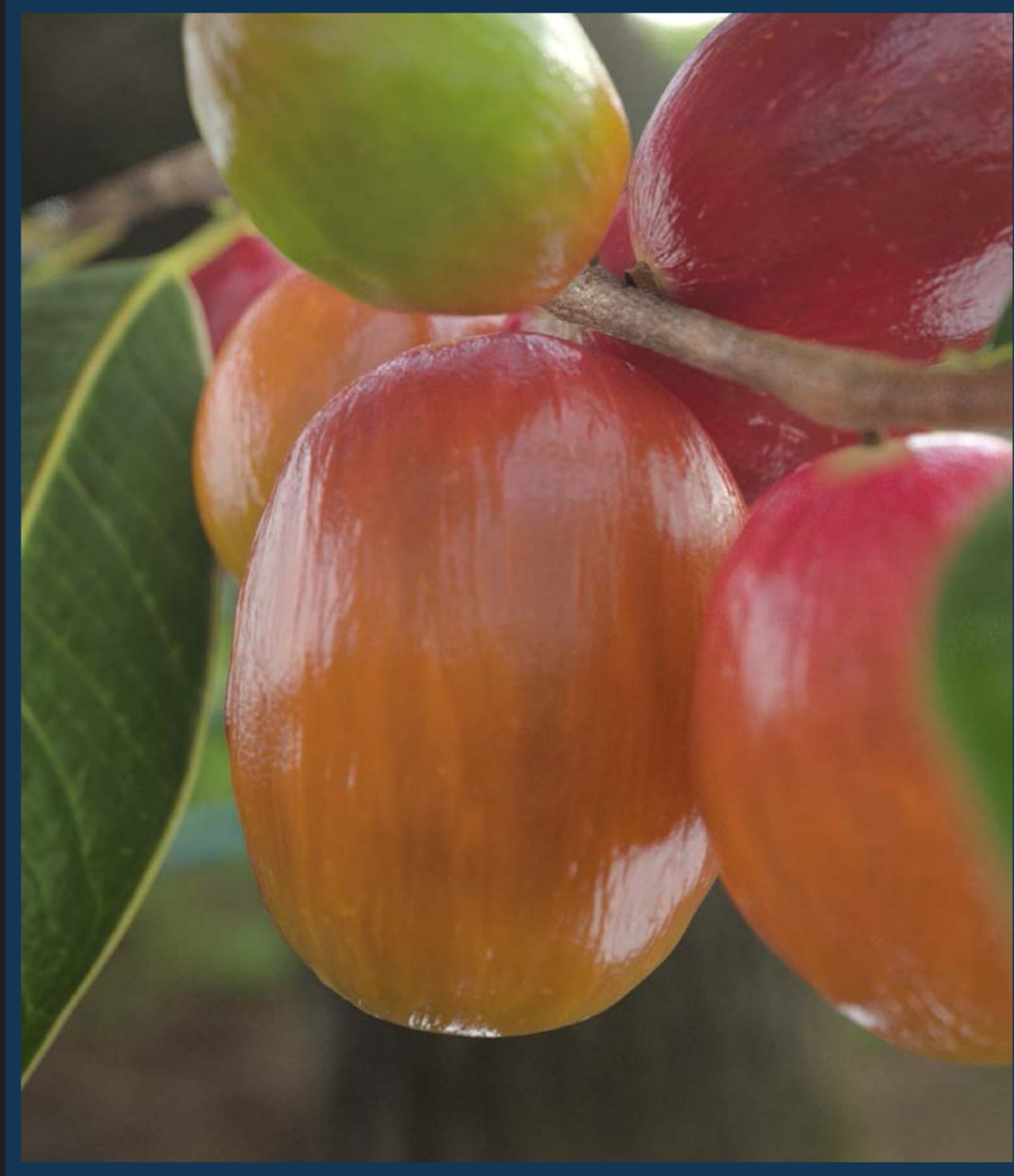


As part of De'Longhi's launch for their new coffee machine range, they wanted to express the elevated taste you get using fresh coffee beans at home.

We utilised both pre-filmed footage and new 3D Motion Graphic sequences, to take coffee lovers on a 'glorified' journey from bean to cup, emphasising the freshness and quality. 3D Animation was the best choice for the dramatised falling and grinding sequences, giving us a creative freedom and control that traditional video shoots would not allow.

[▶ Watch Video_](#)





DeLonghi





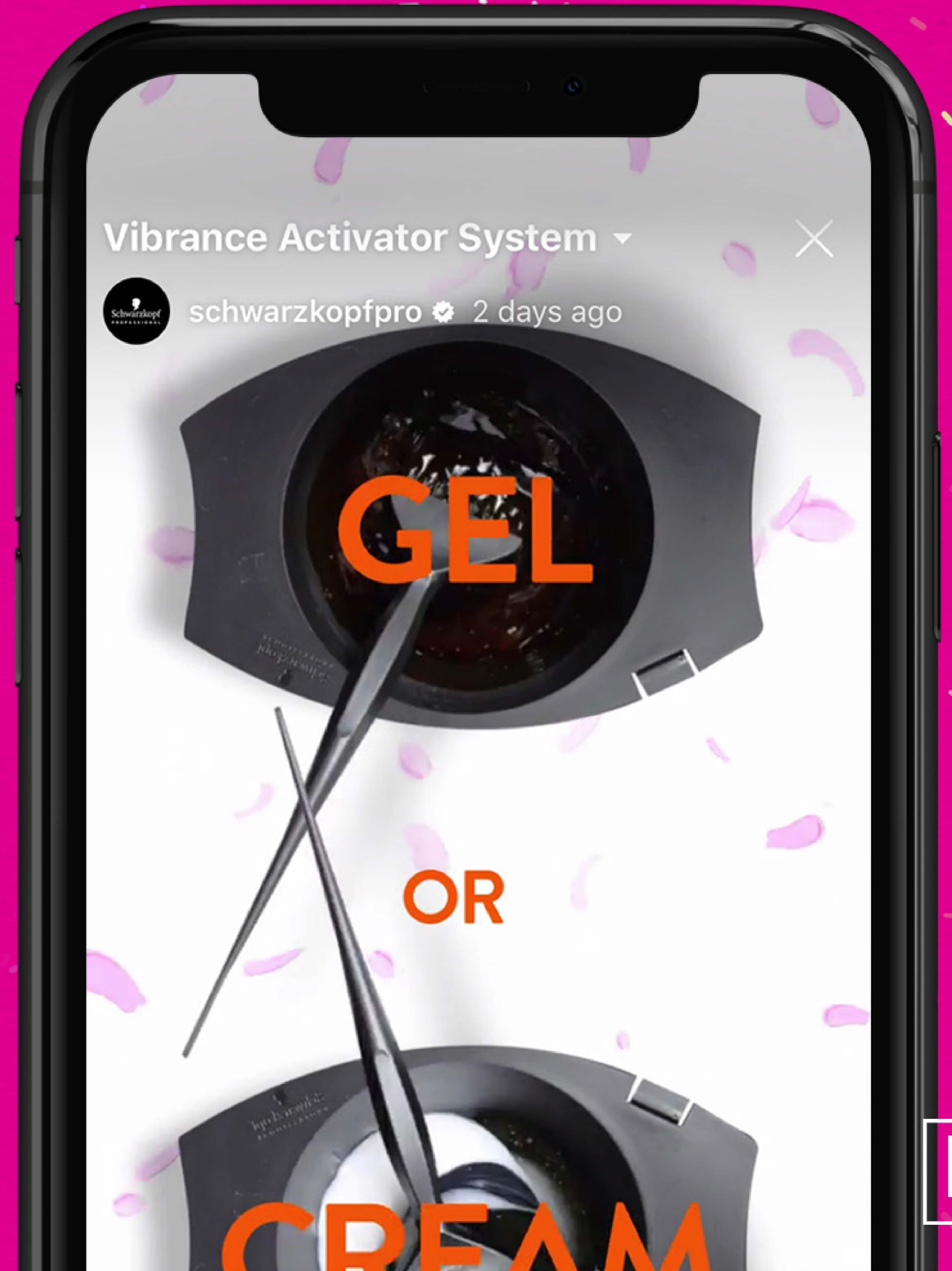
IGORA Vibrance Activator System Promo_



Igora Vibrance presented a unique challenge. A promo video capturing the brand's power and USP had to be created - relying solely on stills from the photo shoot. We developed a dynamic style, which proved so successful with audiences that additional communication materials were redefined. Flexible by design, various cuts for the 9:16 Social Media Story format increased reach massively.

[Watch Video_](#)







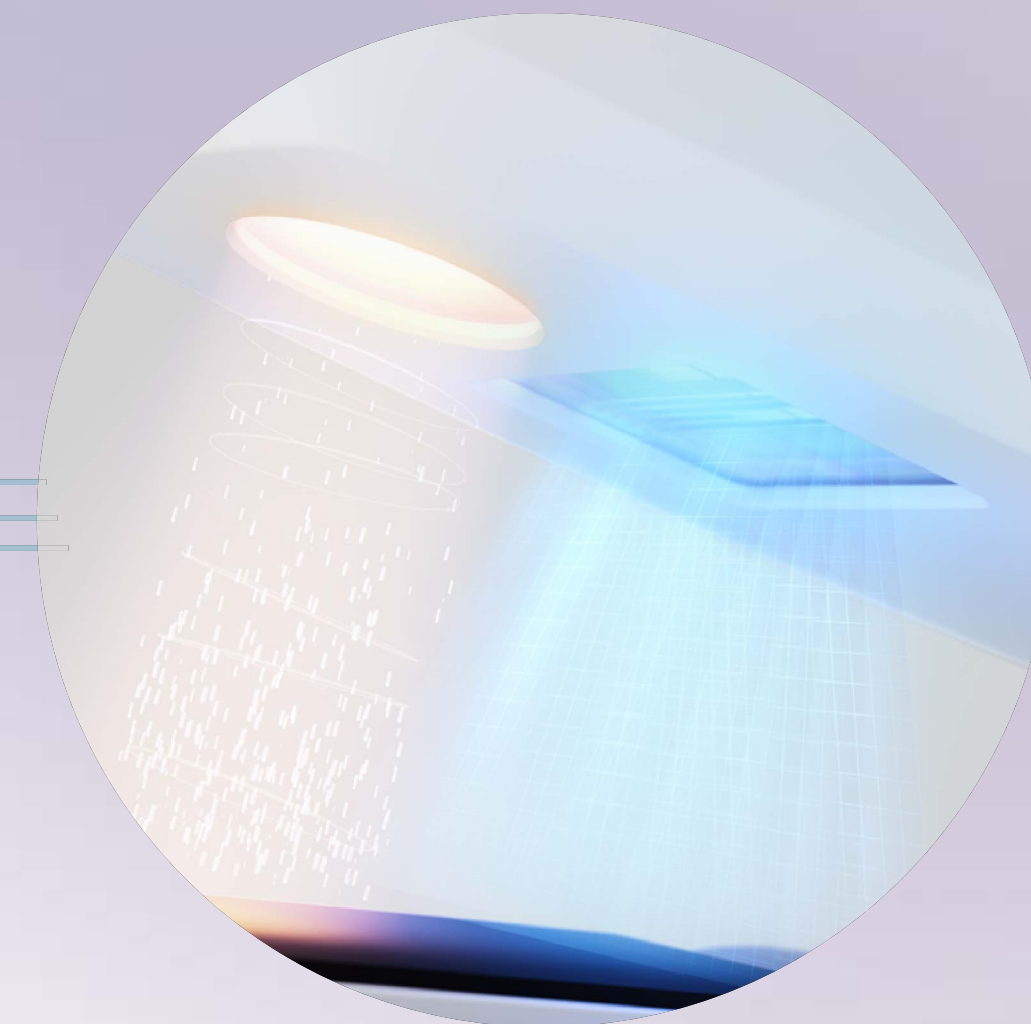
Salon Lab Promo, Educational & SM Content_

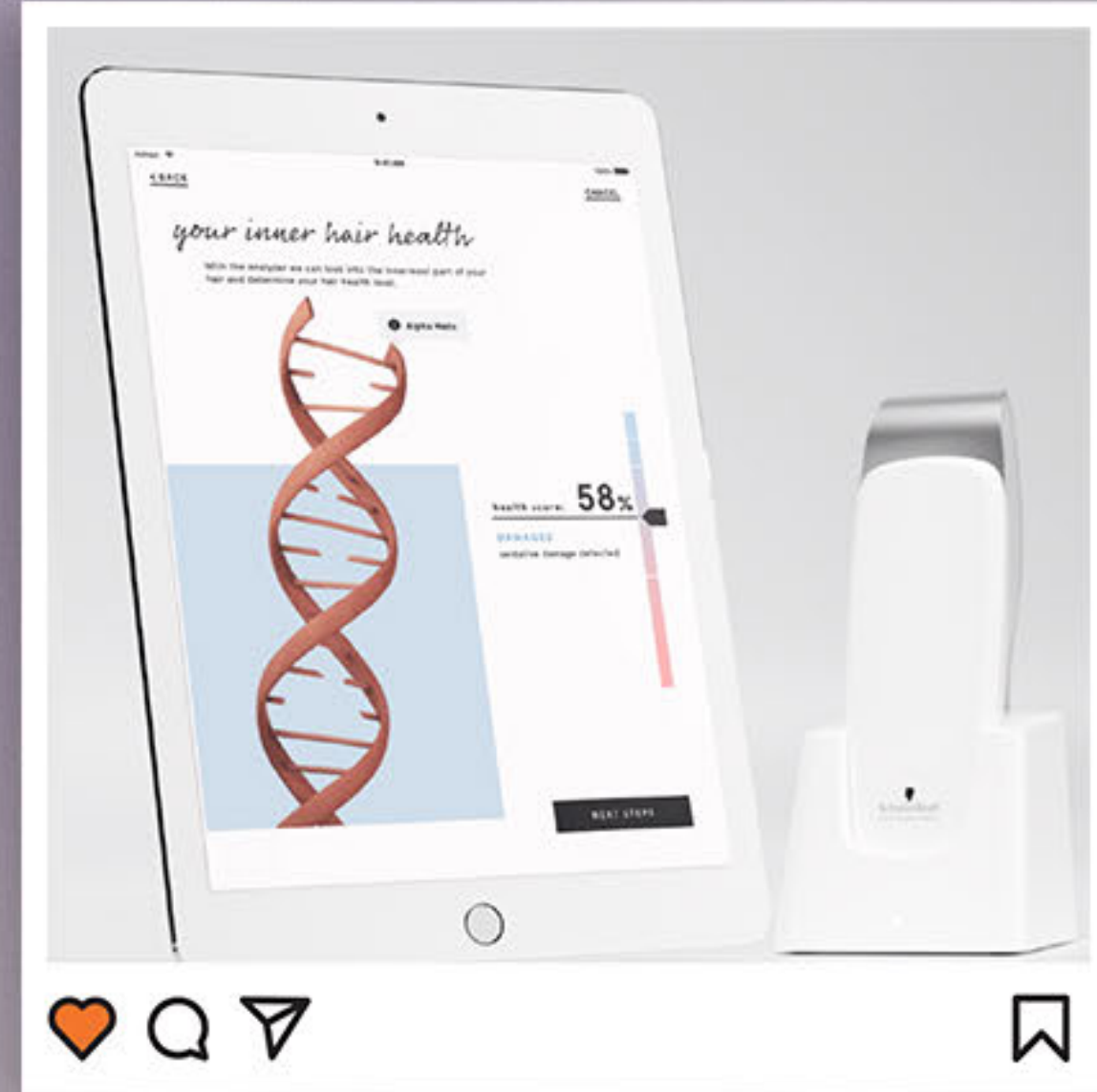
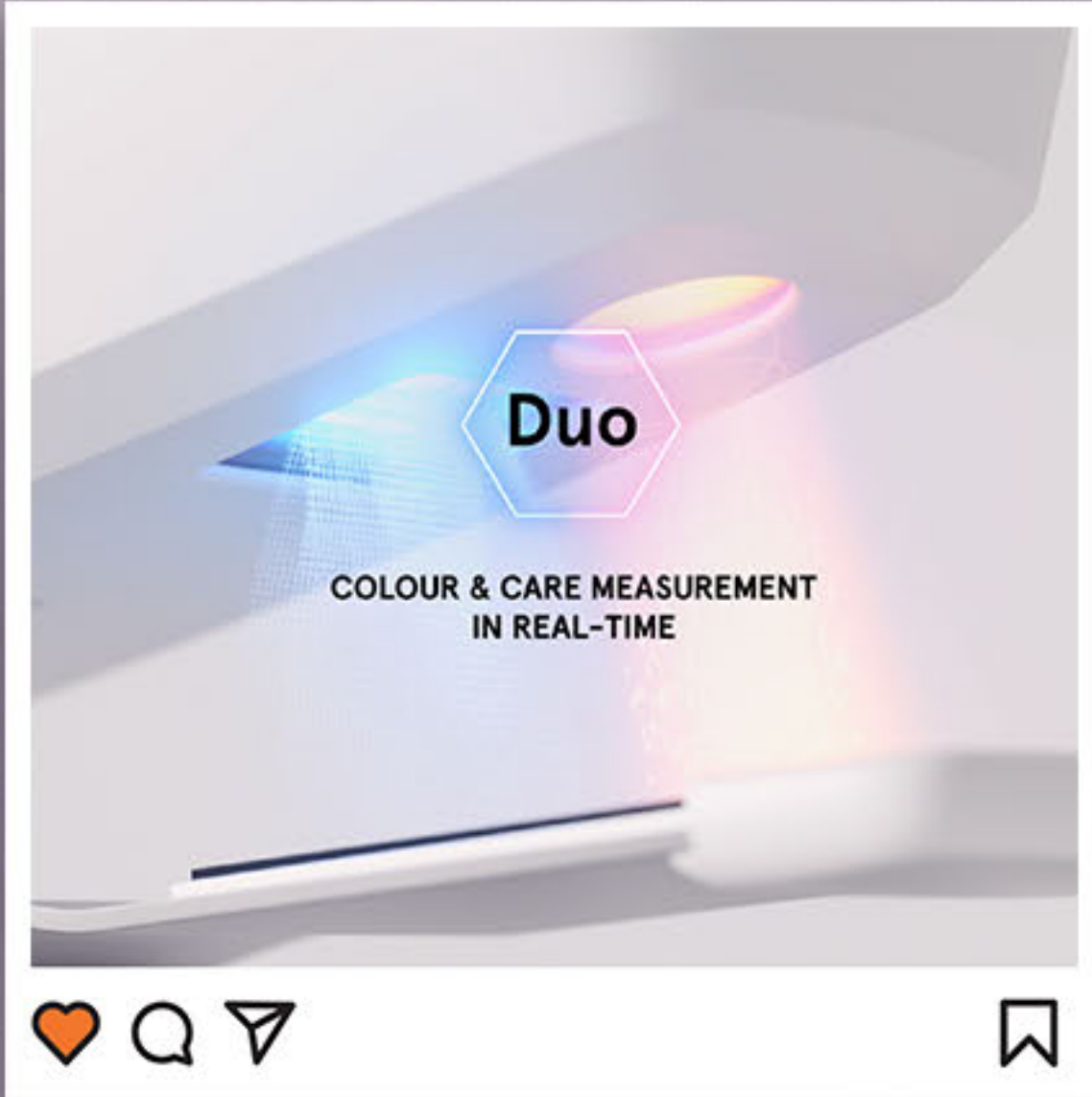


After we helped Henkel win two CES Innovation Awards with our initial communications package for the high-profile reveal of their Internet of Things ecosystem in Las Vegas, it was time to advance the campaign and show off its capabilities

Along side a host of printed material and social media content, Prospekt were brought in the create new 3D animations and educational content videos. Visualising what this incredible system is capable of was a fantastic challenge and the results speak for themselves.

[▶ Watch Video_](#)





Schwarzkopf Extra Care_



Prospekt were brought in to create a new ATL launch video Extra Care in the APAC region.

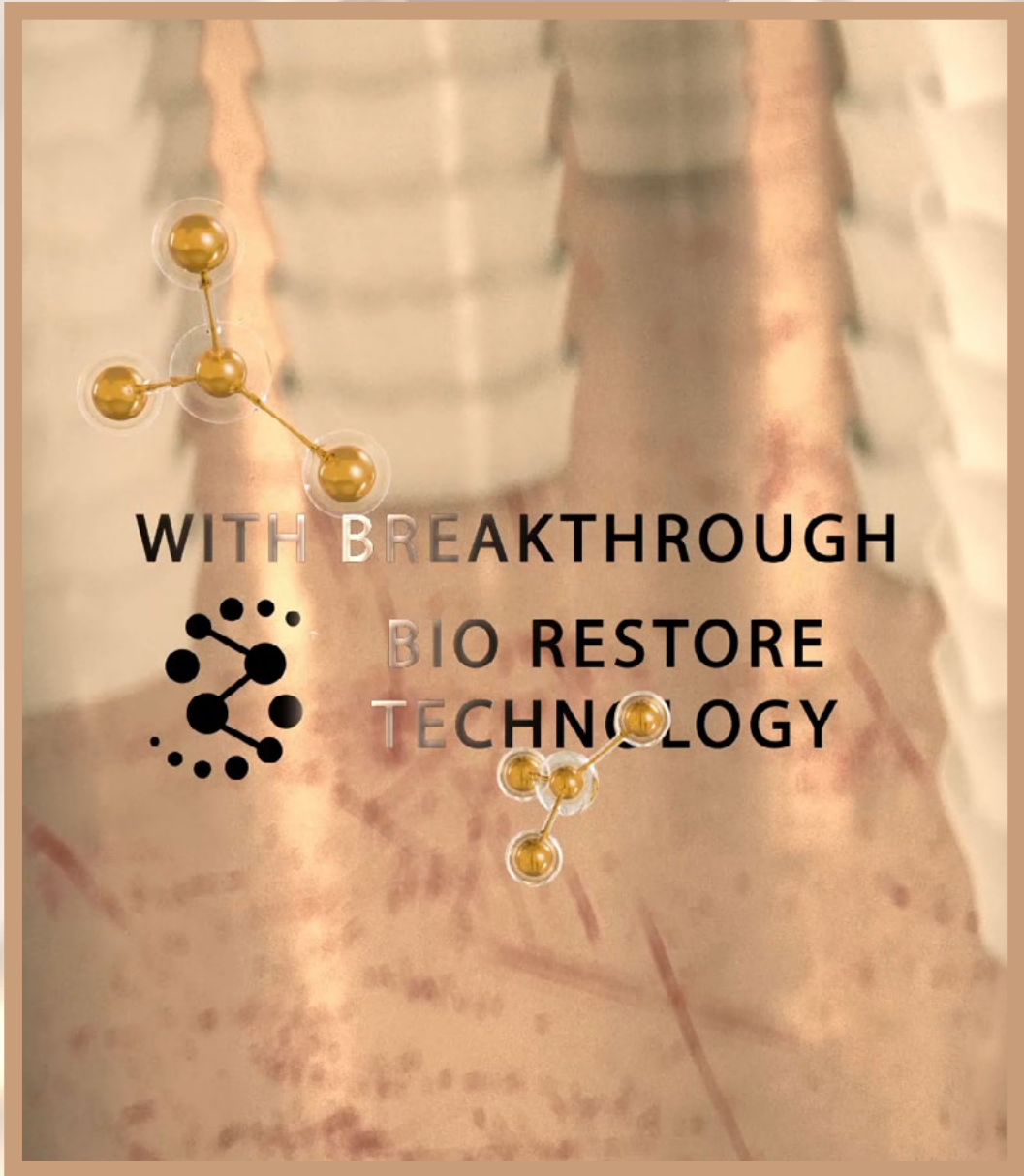
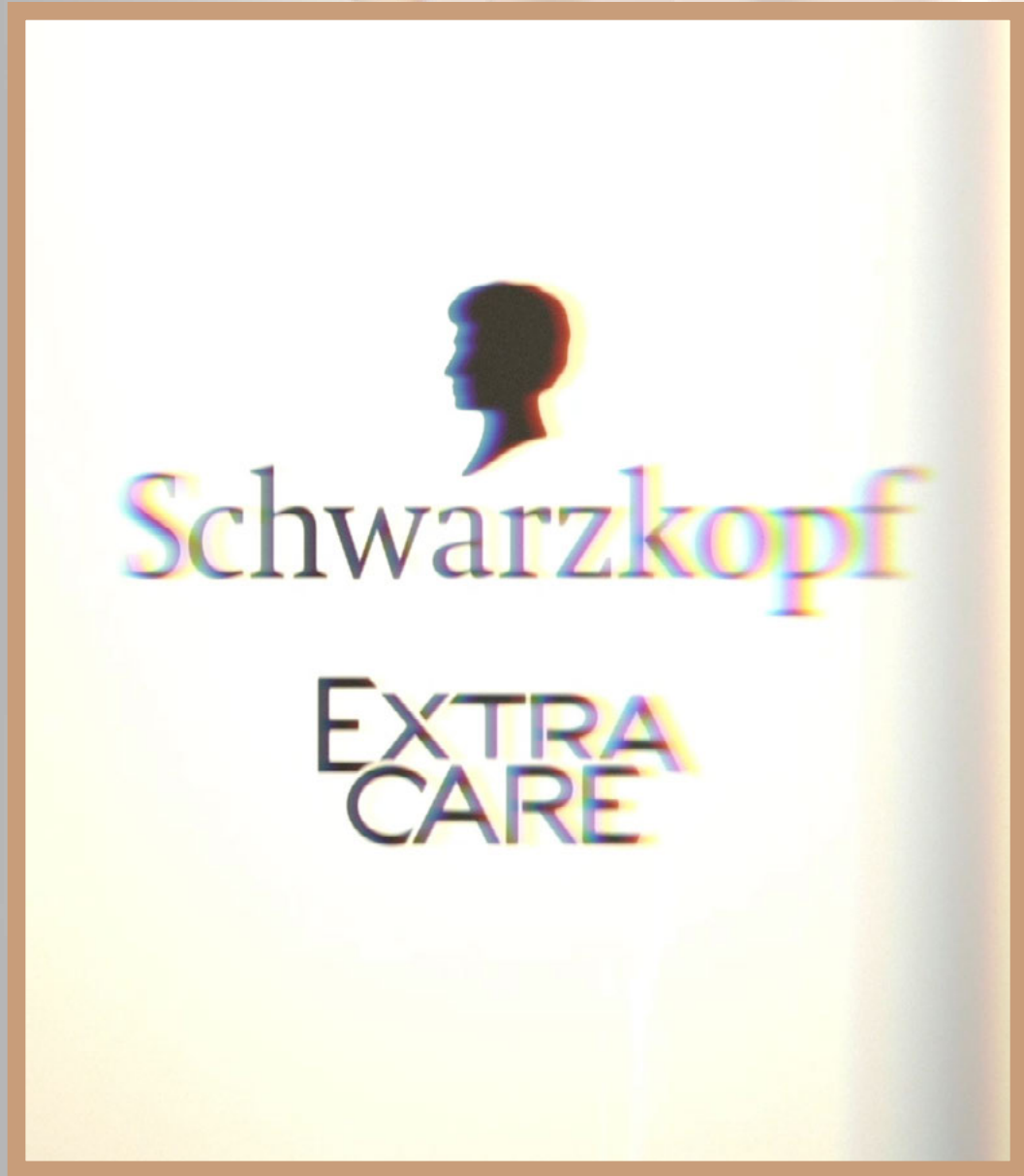
Part product glorification, part technical explainer the video needed to cover a lot of bases.

The team played with the crystal elements of the global CI to create a glass revel theme.

The launch was a huge success with the video ultimately being translated into numerous languages to support other localised launches.

 [Watch Video_](#)







Kenra Signature style Launch_

KENRA

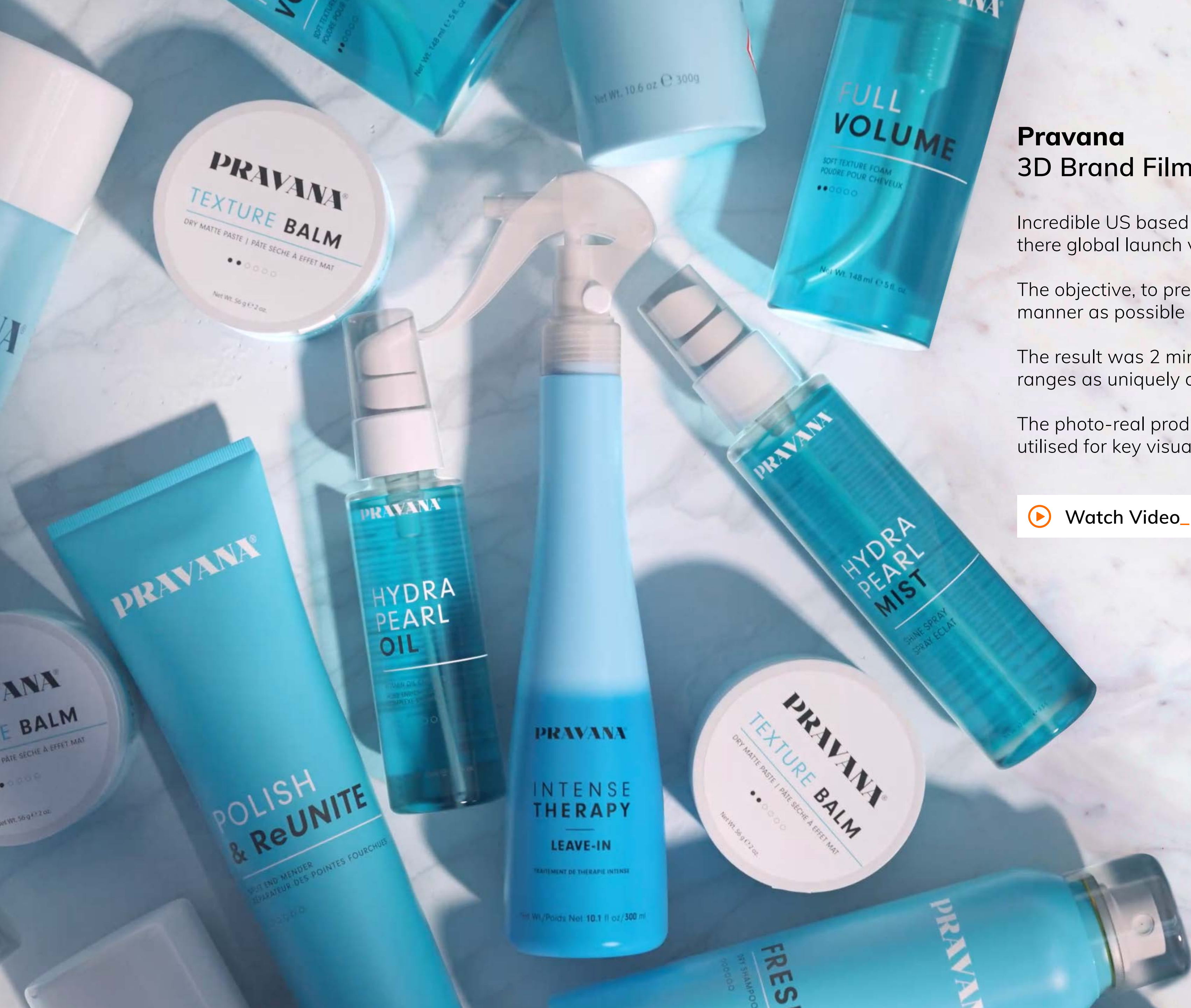
The US team for Kenra reached out to us when they needed to design a series of unique and elegant launch videos for their new signature style collection.

As well as 3D products we had to create a number of animated photo-real flowers one for each of the product lines. Rigging and animating these organics was a new challenge for the team but one they rose to beautifully. The result as a stylishly simple series which we later combined with post produced specifically shot model footage.

[▶ Watch Video_](#)







Pravana 3D Brand Film_

PRAVANA®

Incredible US based brand Pravana tasked Prospekt with the creation of there global launch videos.

The objective, to present all of their key ranges and products in as exciting a manner as possible but also as fully as possible.

The result was 2 minute, fully 3D journey video showing each of the product ranges as uniquely as their individual qualities.

The photo-real product models created for the films were ultimately also utilised for key visual renders for trade ads and ecom use.

[Watch Video_](#)





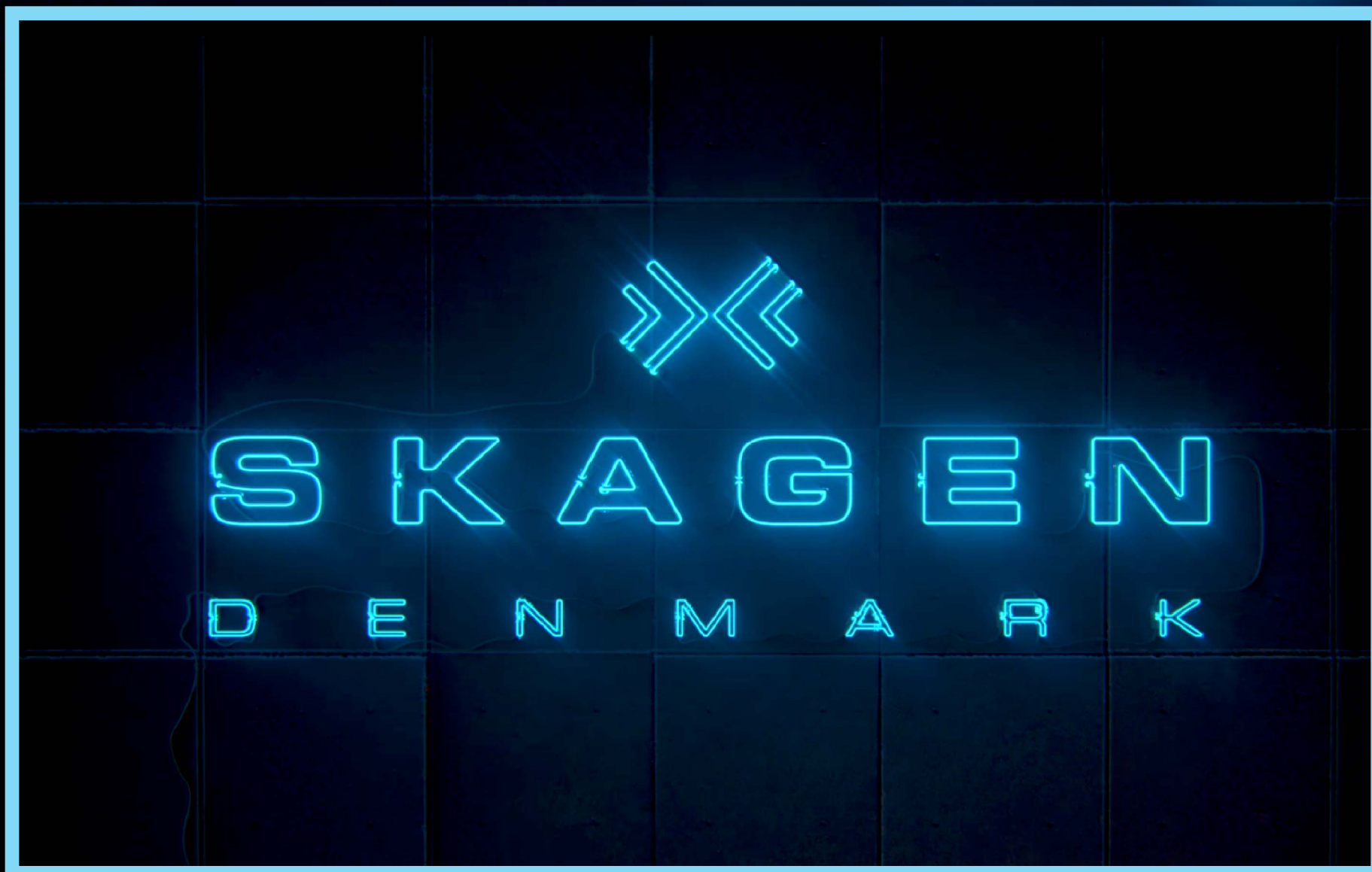
Skagen Aaron Kolor_



Bringing not only the technology but also the vibrancy of the new Aaren Kolor campaign for Danish watch brand Skagen to life was the aim of this proposal.

By using 3D we were able to juxtapose a cool, neon intro sequence when the watch is created against with a bright vibrant ending sequence showing off the colour variants of the Aaren Kolor collection. This allowed us to show off these two starkly different options to the client before pushing forward to the final production.

 [Watch Video_](#)







Social Media_





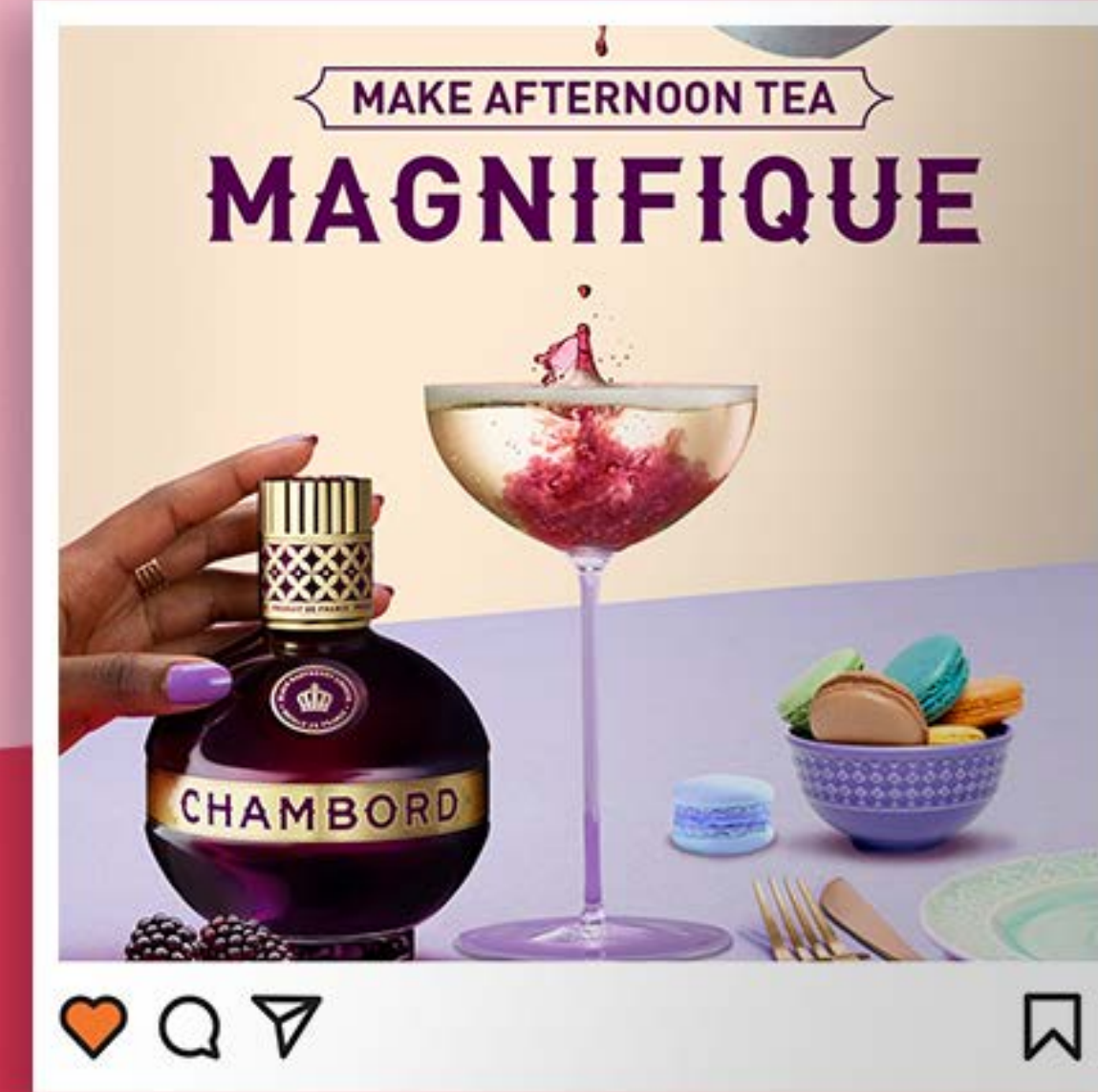
Chambord Social Content

Prospekt are relied upon to support Chamboard's social media activity by shooting, designing and animating content for use across multiple campaigns and platforms.

Shooting Chamboards latest campaign in our own in-house studios for their summer global campaign.

 Visit Account







OSIS+ Session Label Facebook Canvas Ad

Session Label is the go-to brand for catwalk stylists and its global relaunch was supported by a Facebook ad campaign. We made a mark with a distinct canvas ad, including interactive elements to increase engagement.

Serving as a landing page, the well thought out canvas ad led the target audience through the product benefits and trend inspiration, backed by the Global Styling Ambassador.



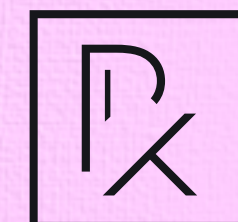


Tangle Teezer Still Social Content_

TANGLE
TEEZER

Prospekt is relied upon by Tangle Teezer for a range of SM content production services. Flat lay and lifestyle still photography content is designed, staged and shot in our in-house studio.

Whether building a fake bathroom or a luxurious and exotic candle scene for a Diwali shoot, we are always on hand to support.





SPARKS 3D Stop Motion Flat-lays_

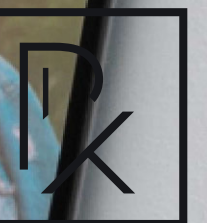
Many brands are posting flat-lays on social media to showcase their products.

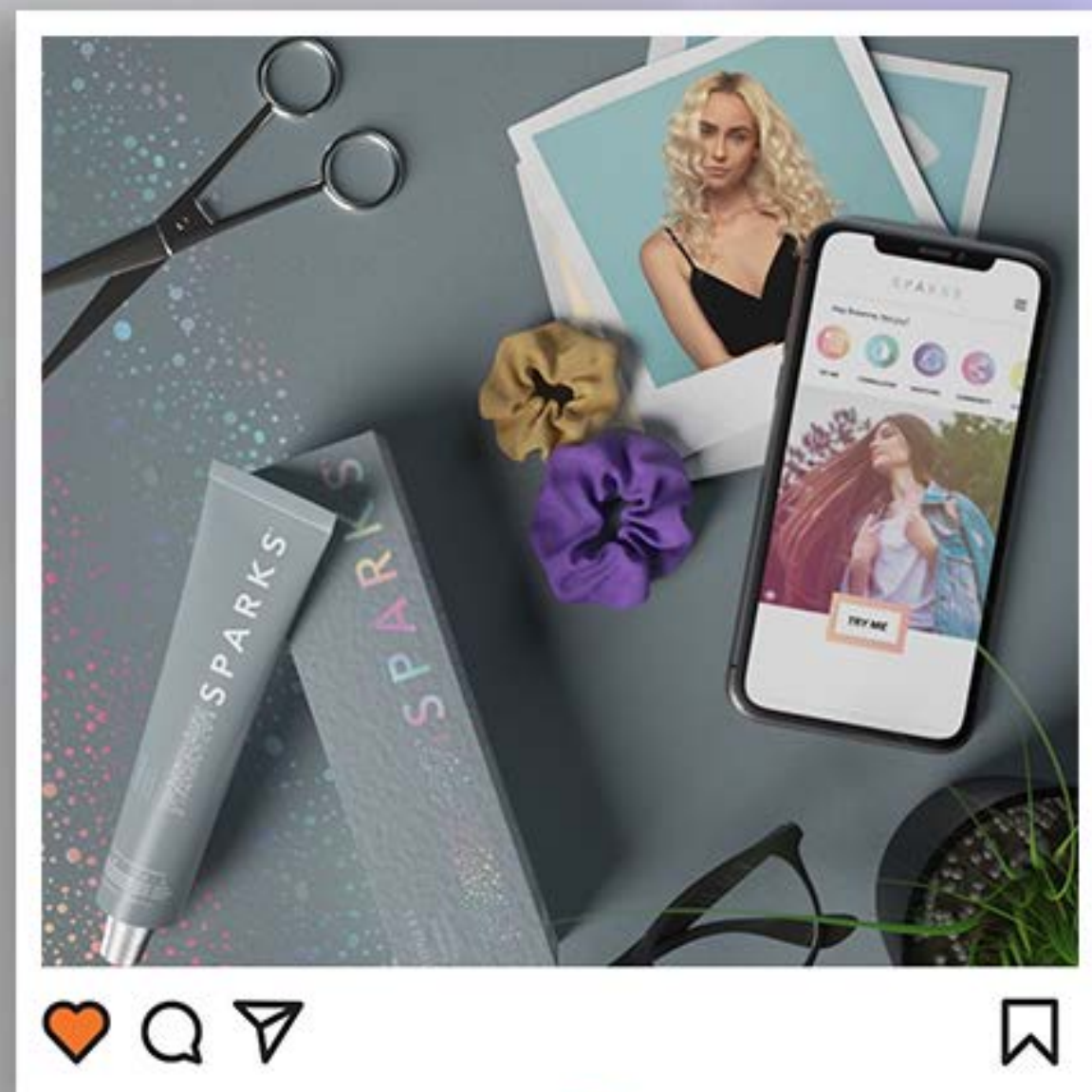
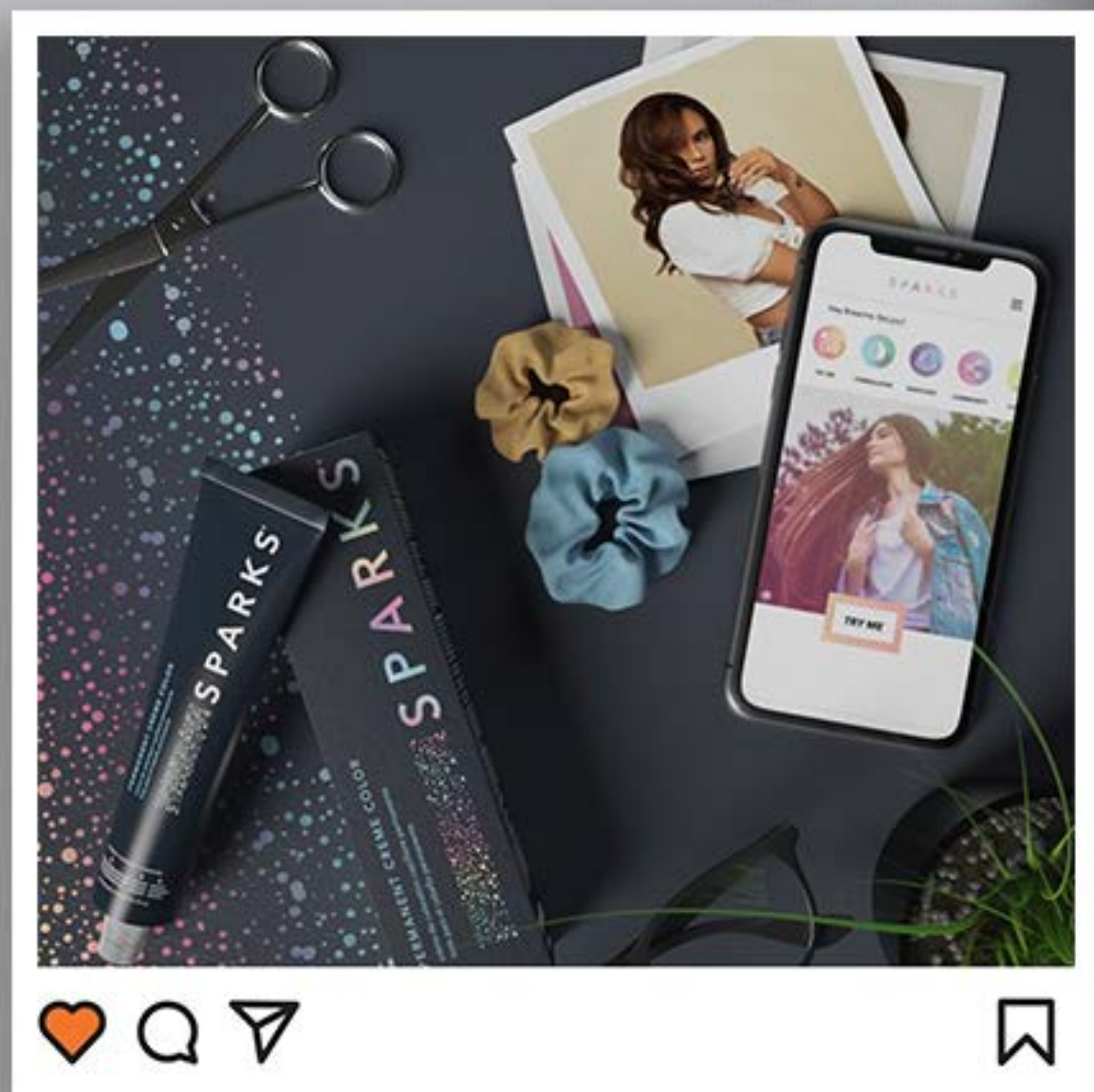
For Sparks, we wanted to create something simple and eye-catching to stop the consumer from scrolling by. We did this by creating a dynamic stop motion of the flat-lay.

Because we did everything in 3D, we were able to change minor features within the images and create multiple content assets, all in the same brand theme.

This approach provides the client with endless possibilities for content creation, ensuring maximum return on investment.

[▶ Watch Video_](#)







ALTERNA Instagram Content_



Following a revamp of the Caviar Anti Aging range, we created a whole series of animated product sensorials for Alterna. Optimised for seamless playback on Instagram, these cinemagraphs present each product at their very best to celebrate the sophisticated look of this premium brand.

 [Watch Video_](#)







Online & Ecom_

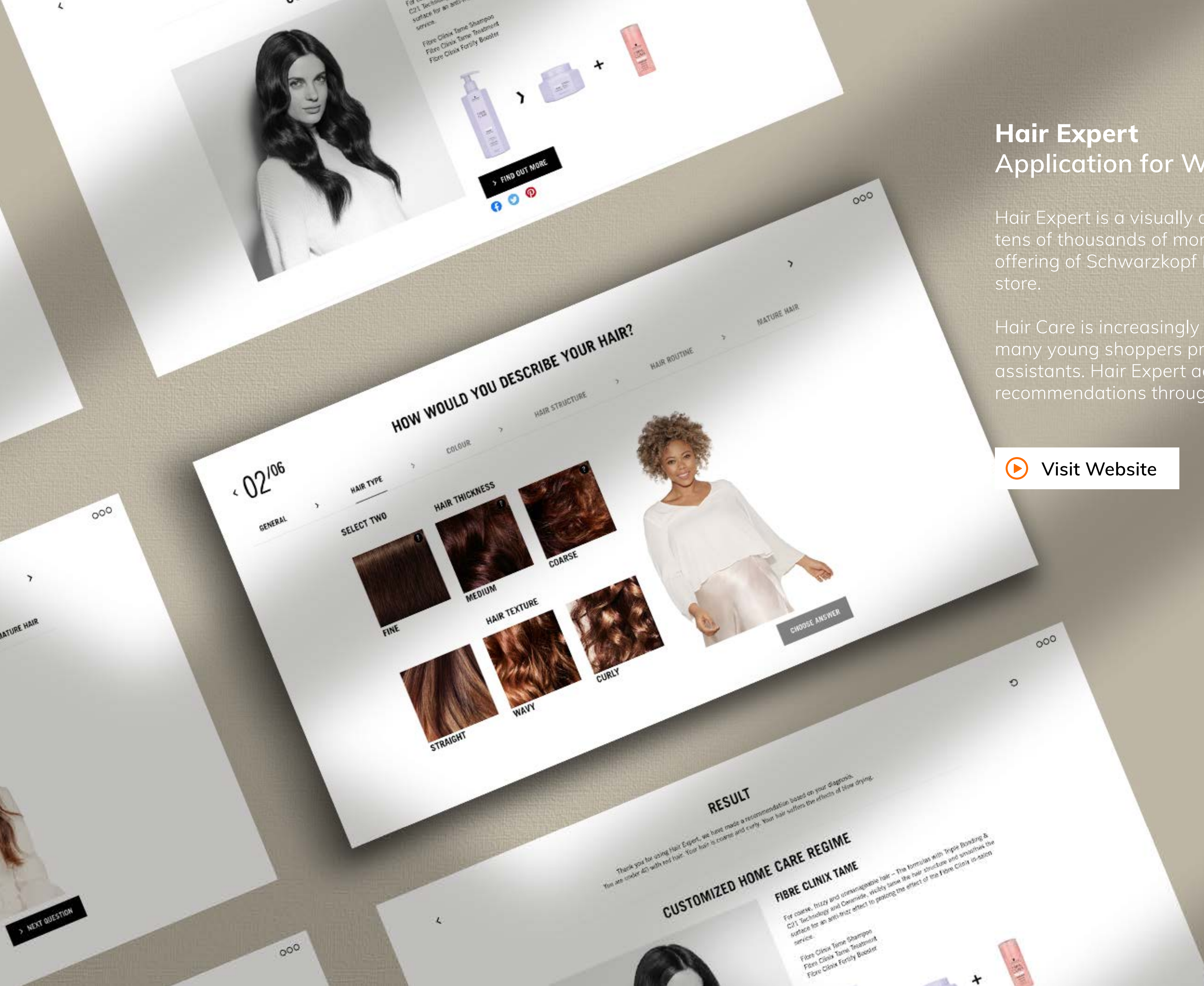


Hair Expert Application for Web & App

Hair Expert is a visually driven consultation tool which seamlessly guides tens of thousands of monthly users through the best-in-class hair care offering of Schwarzkopf Professional – on the web and users' devices in-store.

Hair Care is increasingly customised and, as reported by Mintel, many young shoppers prefer digital sources of information over sales assistants. Hair Expert addresses both by providing individualised product recommendations through a digital service.

 Visit Website



01/08
HOW WOULD YOU DESCRIBE YOUR HAIR?

SELECT TWO

HAIR THICKNESS

FINE

MEDIUM

> NEXT QUESTION

05/08
WHAT IS THE CONDITION OF YOUR CLIENT'S HAIR?

SELECT ONE OR MORE

DAMAGED / POROUS

EXTREMELY DAMAGED / PRONE TO BREAKAGE

SPLIT ENDS

DRY / BRITTLE

< BACK

06/08
WHAT IS THE CONDITION OF YOUR CLIENT'S HAIR?

SELECT ONE OR MORE

DAMAGED / POROUS

EXTREMELY DAMAGED / PRONE TO BREAKAGE

SPLIT ENDS


DRY / BRITTLE

< BACK

000

CUSTOMIZED HOME CARE REGIME


FIBRE CLINIX VOLUMIZE



For fine and weak hair - The formulas with Triple Bonding & C21 Technology and Phytokine, provide a lightweight hair feeling and fullness to prolong the effect of the Fibre Clinix in-salon service.

Fibre Clinix Volumize Shampoo
Fibre Clinix Volumize Treatment

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BLONDE

BROWN

RED

BLACK

WHITE

> NEXT QUESTION

02/06
HOW WOULD YOU DESCRIBE YOUR HAIR?

SELECT TWO

HAIR THICKNESS

< BACK

000

BLONDE

RED



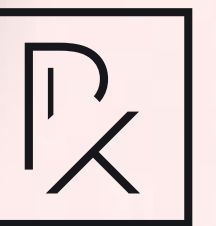
BlondMe Glorified Packshots

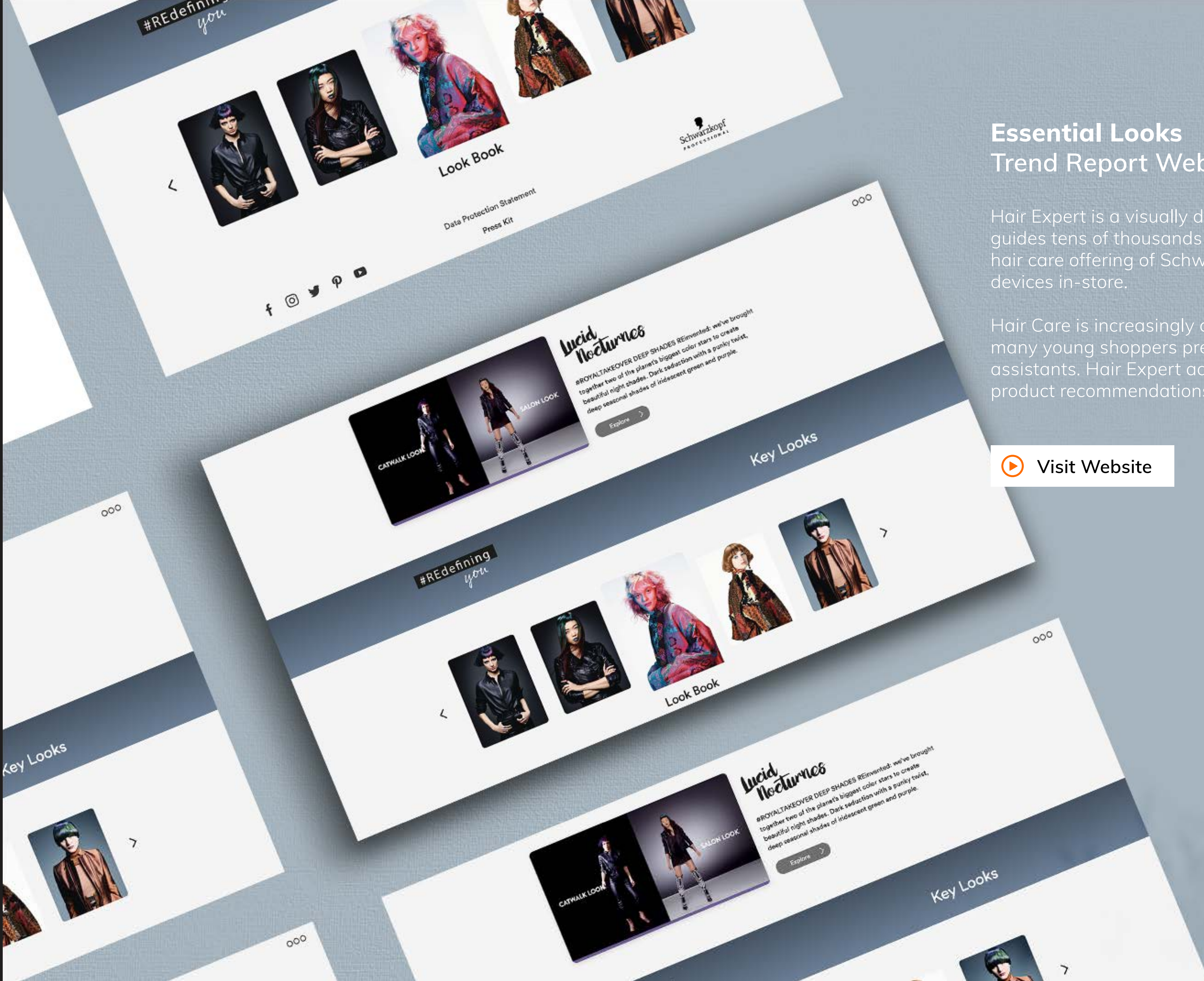
BlondMe is one of the industry's most successful specialist brands, offering a whopping 42 products to fulfil any and all customer needs.

We provided extensive 3D rendering and colour proofing services to visualise the new BlondMe range, utilising meticulously sculpted 3D models and a virtual lighting studio to give absolute control for the final look.

Our print-quality pack shots highlight details such as the hot foil colour coding for sub ranges to improve eShop recognition, making them key assets for all print material.







Essential Looks Trend Report Web App



Hair Expert is a visually driven consultation tool which seamlessly guides tens of thousands of monthly users through the best-in-class hair care offering of Schwarzkopf Professional – on the web and users' devices in-store.

Hair Care is increasingly customised and, as reported by Mintel, many young shoppers prefer digital sources of information over sales assistants. Hair Expert addresses both by providing individualised product recommendations through a digital service.

 Visit Website



NEW FORMAL

#REdiscover the real you: New Formal is all about oversized silhouettes, architectural details, block brights and precision cutting – empowerment, in a truly modern take on power dressing.



NEW



Key Looks



Look Book

View 360° Sectioning



Open 360° View



NEW FORMAL

#REdiscover the real you: New Formal is all about oversized silhouettes, architectural details, block brights and precision cutting – empowerment, in a truly modern take on power dressing.



NEW



View 360°

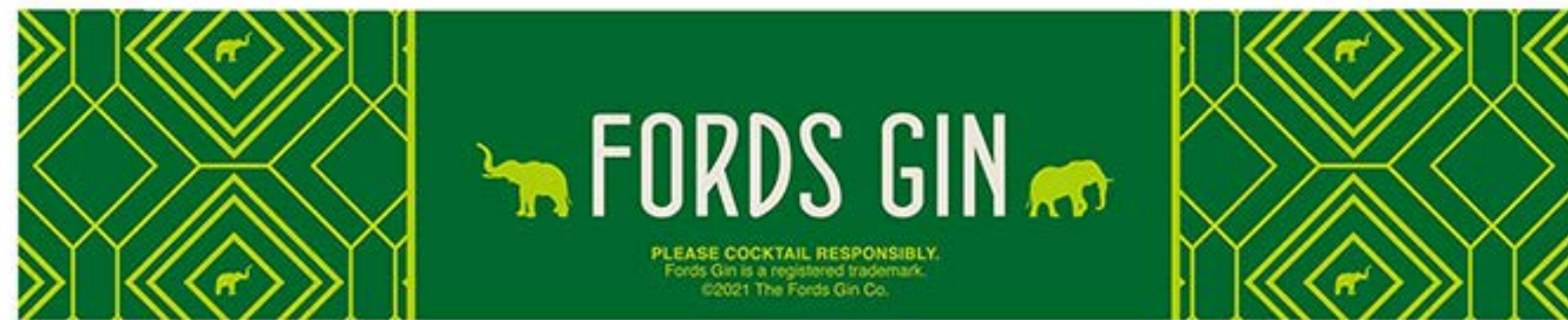


Open 360°



IGORA #RoyalTakeOver Lucid Nocturnes





EXPLORE A WORLD OF COCKTAILS



Fords Gin Amazon Storefront



We love a challenge and out of the blue, Prospekt were approached to work on Brown Formans first ever Amazon storefront design for Fords Gin.

An exciting new re-brand for favourite gin brand in the UK, meant that this store had to be extra special. Setting the bar high by turning minimal existing assets into a bright brand focused new Amazon storefront and A+ content.





COCKTAIL'S FAVOURITE GIN



€30

000

BRAMBLE

CLICK FOR RECIPE



YOUR COCKTAIL'S FAVOURITE GIN



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YOUR COCKTAIL'S FAVOURITE GIN



Fords Gin - Award Winning London
70cl, ABV 45%
★★★★★
€30

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FORDS GIN

ABOUT SIMON FORD

When it comes to the spirits industry, there is little Simon Ford hasn't done. As a leading voice of the bar & cocktail scene for over 20 years, Ford has travelled the globe working with and learning from some of the best brands, bars, and professionals on the planet. In 2012 Ford created Fords London Dry Gin.

The creation stemmed from countless conversations with bartenders from around the world in search of a truly versatile gin that works in Martinis, G&Ts and all classic cocktails. Lo and behold Fords Gin is that gin!





BENRIACH > OUR SERVES

HOME OUR WHISKY OUR RANGE OUR SERVES

DISCOVER OUR WORLD OF FLAVOUR

OUR SERVES

We believe that Benriach is here to be discovered and enjoyed by everyone, whether you are a single malt devotee or embarking on your first foray into the world of whisky. There are five distinctive, delicious flavours to be found in our flagship expressions - Benriach Original Ten and Benriach Smoky Ten - ranging in complexity. Allow these enticing flavours to inspire you and take you on a journey with us through our world of flavour.



THE ORIGINAL TEN

SPEYSIDE SINGLE MALT SCOTCH WHISKY

Benriach Amazon Storefront

BENRIACH
SPEYSIDE SINGLE MALT SCOTCH WHISKY

Prospekt were asked by Brown Forman to work our Amazon storefront design magic for Benriach turning minimal existing assets into a bright brand focused new Amazon storefront and A+ content.

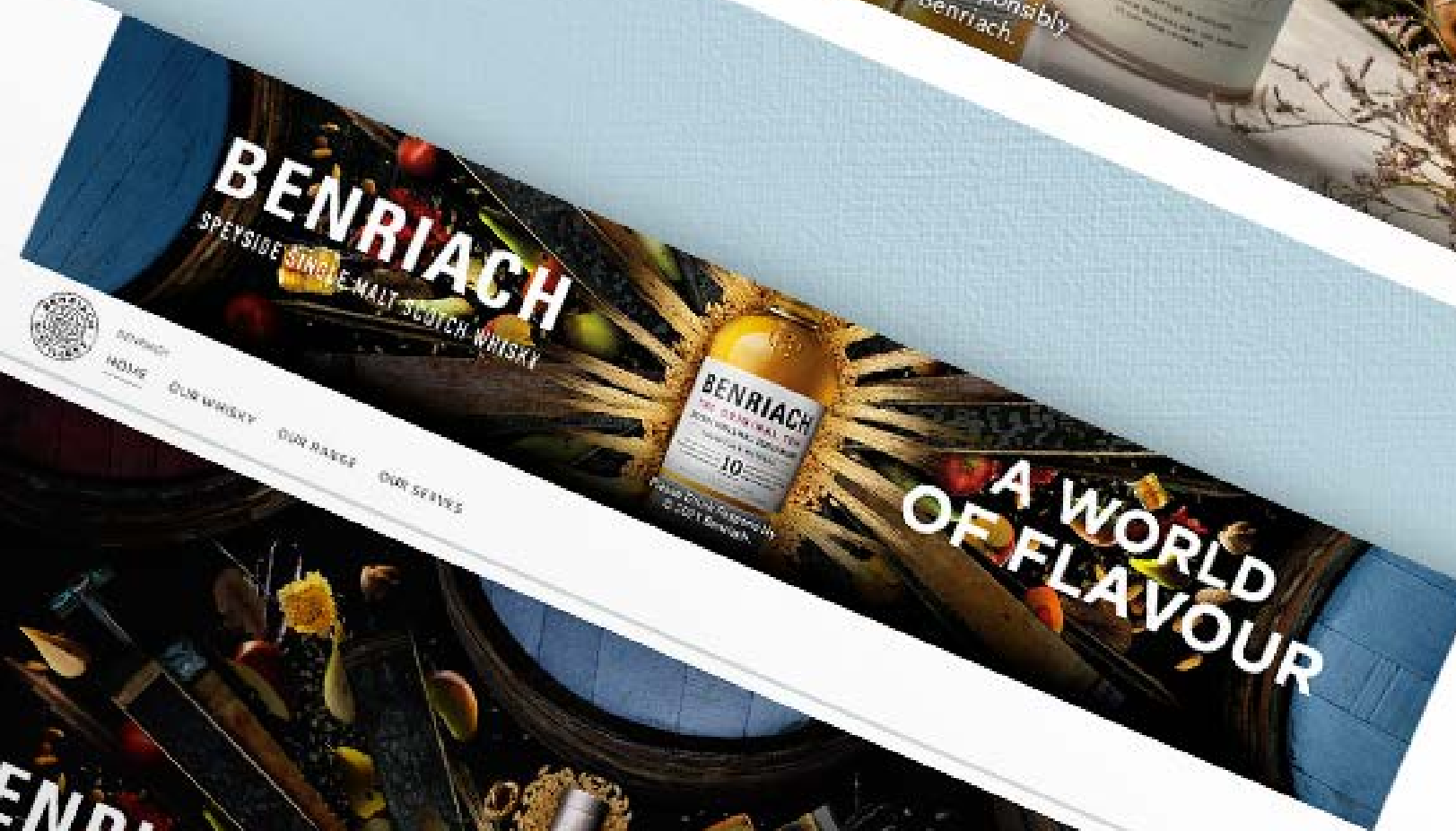


...smooth layers of sunripe fruit, aromatic smoke
...oak spice, lingering into the perfectly balanced
sweet and smoky finish.



47% ALC/VOL (94 PROOF)
prime

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DISCOVER A WORLD OF FLAVOUR
Benriach offers a richly multi-layered flavour thanks to its multiple eclectic casks from around the world. We believe that Benriach is here to be discovered and enjoyed by everyone, whether you are a seasoned malt devotee or embarking on your first foray into the world of whisky.



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ECLECTIC CASK MATURATION



A WORLD OF FLAVOUR

Benriach possesses a selection of exceptional Speyside single malts, dating back to 1966. Within our warehouses lie one of the most eclectic cask selections to be found anywhere in Scotland. Our 'sleeping beauties' - as we often call them - are continually sourced from all over the world, enabling us to creatively explore the full flavour possibilities of Speyside Single Malt. This exceptional inventory allows us to revel in our craft, creating expressions with a rich and diverse marriage of different cask types. We use three casks in our 10 and 12 year old expressions, and four casks in our old and rare whiskies. Warehouse 13 is the oldest original dunnage warehouse from 1898, which holds the oldest and most diverse range of cask types. Here, we mature our unpeated, peated and heavily peated malts. This selection of cask types encompasses a wide range of flavours. Many more can be found in our warehouses.

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CLASSIC SPEYSIDE

At Benriach, our bespoke distillation process creates our signature fruit-laden spirit. We run the stills nice and slow to create a longer 'heart' of the run. This captures the maximum levels of esters in the spirit, which develop as fruit notes in flavour. It is this fruit-forward distillation that works to capture layers of abundant orchard fruits and citrus zest in the heart of Benriach's spirit.

SMOKY SPEYSIDE

Once a year, we distill Benriach's peated spirit, a rarity for the Speyside tradition. We call this 'Smoke Season', a period where the rich aromas of peat smoke curl their way through the distillery. Our historical research indicates Benriach holds the oldest and most diverse inventory in Scotland. High



A Craft Passed Down THE GENERATIONS

There's an art to making The GlenDronach, an art that uses exceptional craft, passed down through the generations. Allowing us to create a sublime marriage of robust Highland spirit and exquisite, richly-sherried elegance, using only hand selected Pedro Ximénez & Oloroso casks. Because character this rich, takes dedication this rare.

Our Core RANGE



GlenDronach Amazon Storefront

The
GLENDRONACH

Prospekt were approached to work our Amazon storefront design magic for GlenDronach turning minimal existing assets into a bright brand focused new Amazon storefront and A+ content.



The
GLENDRONACH
Highland Single Malt Scotch Whisky

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APPEARANCE
Deep amber with a cherry wood sheen.

Palette
Resolute flavours of fine Oloroso sherry and bitter chocolate sauce, which has been spread liberally over homemade plum pudding. This is all infused with fabulous spicy notes - cinnamon, allspice and nutmeg. Full bodied with smooth tannins.



Guarded by Rooks
SINCE 1826

The distillery is guarded by a parliament of rooks that have tried to nest in our traditional dunnage warehouses for nearly two hundred years. The distillery team believe as long as the rooks remain, it will be good for the whisky.

Character This Rich
TAKES DEDICATION THIS RARE

PLEASE DRINK RESPONSIBLY.
The distillery is a licensed premises. 100% Malt Scotch Whisky.

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The
GLENDRONACH
Highland Single Malt Scotch Whisky

MASTERY OF
The
GLENDRONACH

Our Core
RANGE

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APPEARANCE
Bright deep gold with a tawny cast.

Palette
Rich dark and seductive. Remarkable flavour of stewed fruits and all-spice marry together with classic aged Oloroso sherry and toasted walnut bread combined with chocolate orange.

APPEARANCE
Deep amber-red gold.

Palette
Rich, creamy, silky-smooth. Warm, rich oak and sherry sweetness, full mouth feel, raisins and soft fruits. Spicy with medium length and a dry finish.

NOSE
Sweet, creamy vanilla, with hints of ginger. Spiced mulled wine and pear.

01WSC GOLD
2015

000

Age
ST

000





CHAMBORD > Cocktail Suggestions
HOME COCKTAIL SUGGESTIONS



Chambord Amazon Storefront



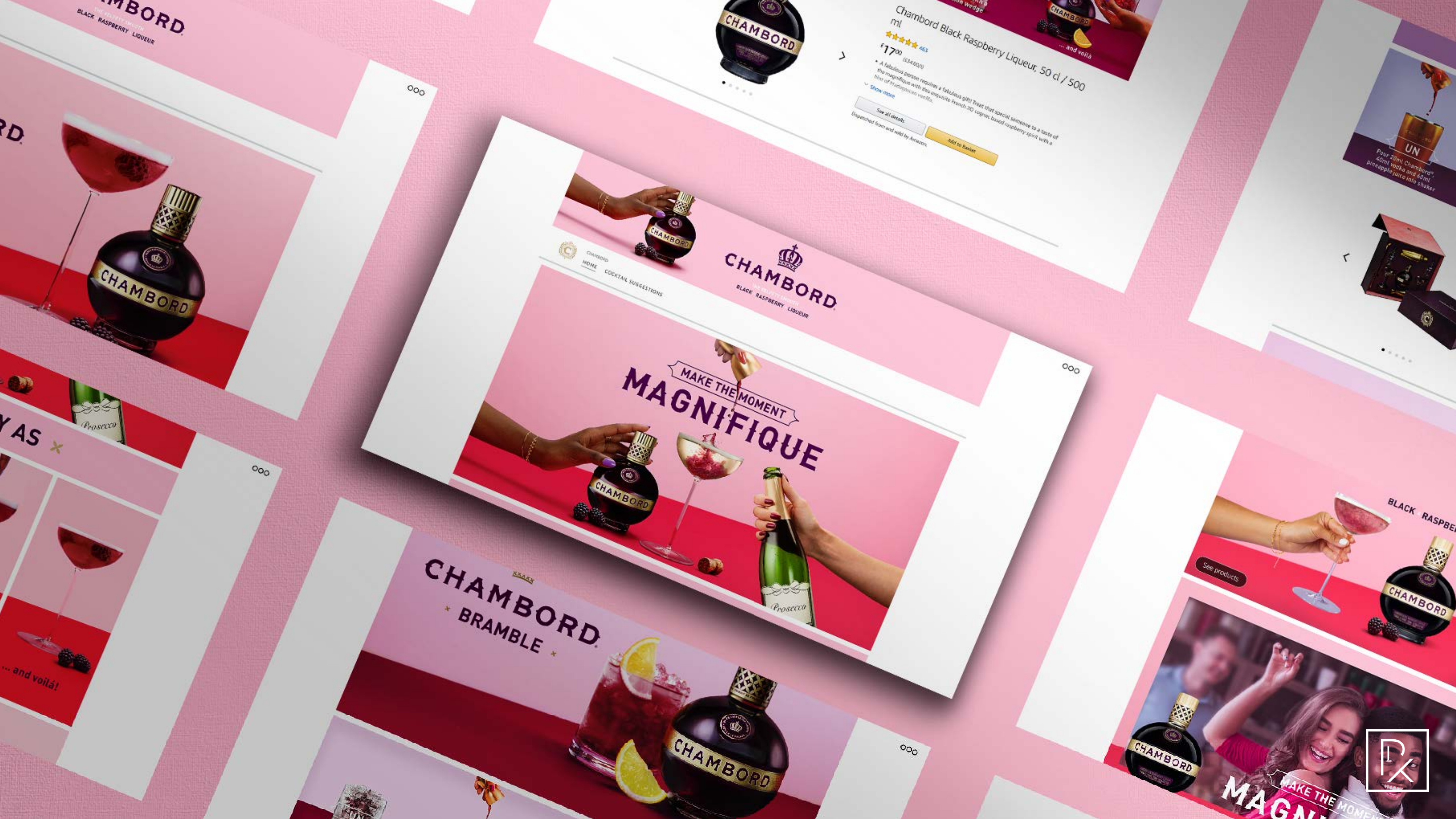
We love working with the Chambord team and really feel we have grown together.

Chambord approached us to work on their first Amazon store design and A+ content.

A huge number of unique graphics and small animations were produced in order to truly convey the brands 'quirky' but high-end branding.

The store was a huge success, with a massive jump in sales.







SPARKS Augmented Reality Powered Mobile App_

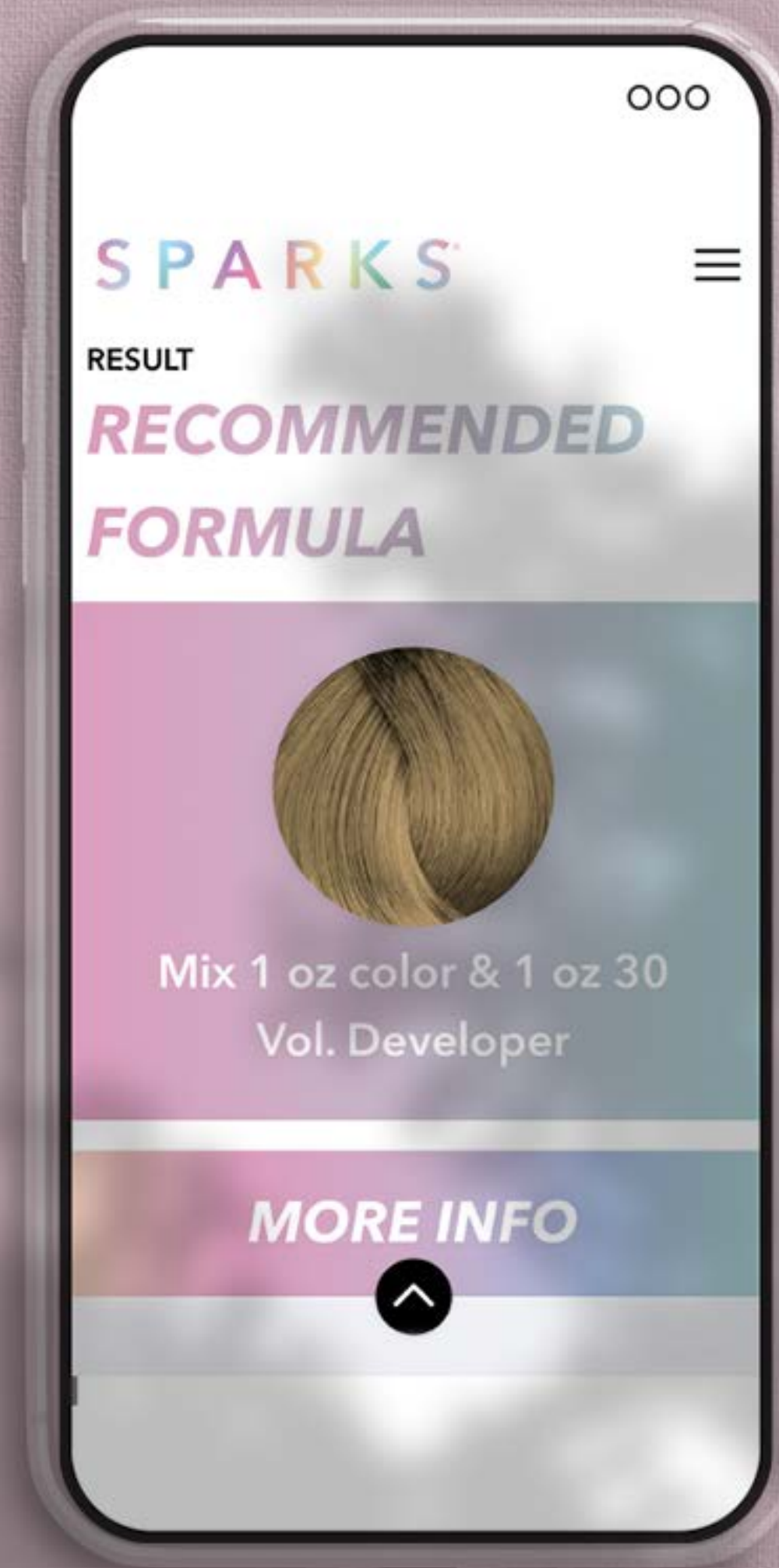
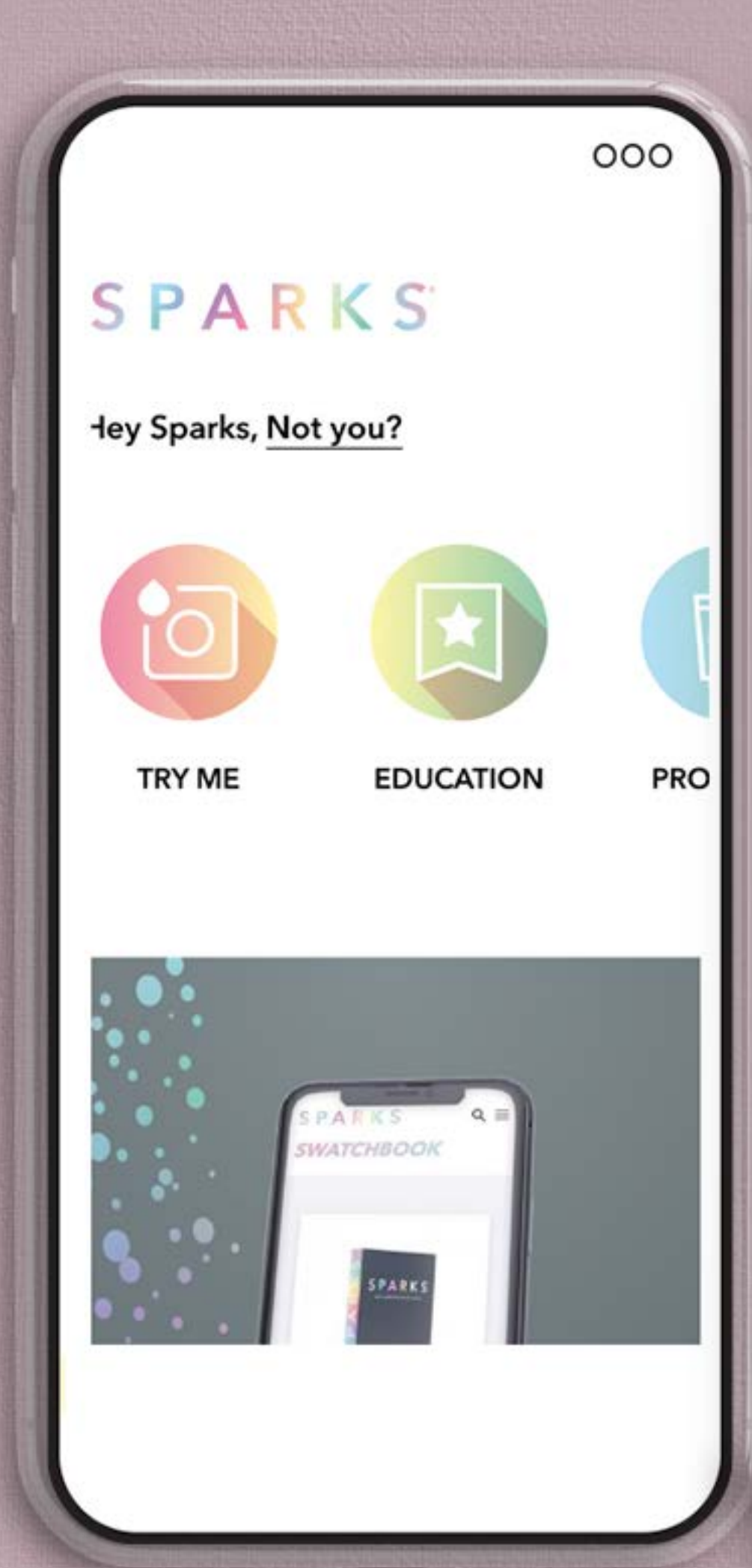
SPARKS

When working with Sparks on their brand relaunch, we were asked to design a mobile app to evolve how professional stylists interact with the brand and products in order to elevate the client experience.

The Sparks “Try Me On” AR Experience, powered by AI, allows clients to visualise themselves in any Sparks shade. While the Formulator and Hotline offers real-time solutions to stylists colour questions, helping them to understand the process and giving them the confidence to reach the desired shades.

 [Watch Video_](#)

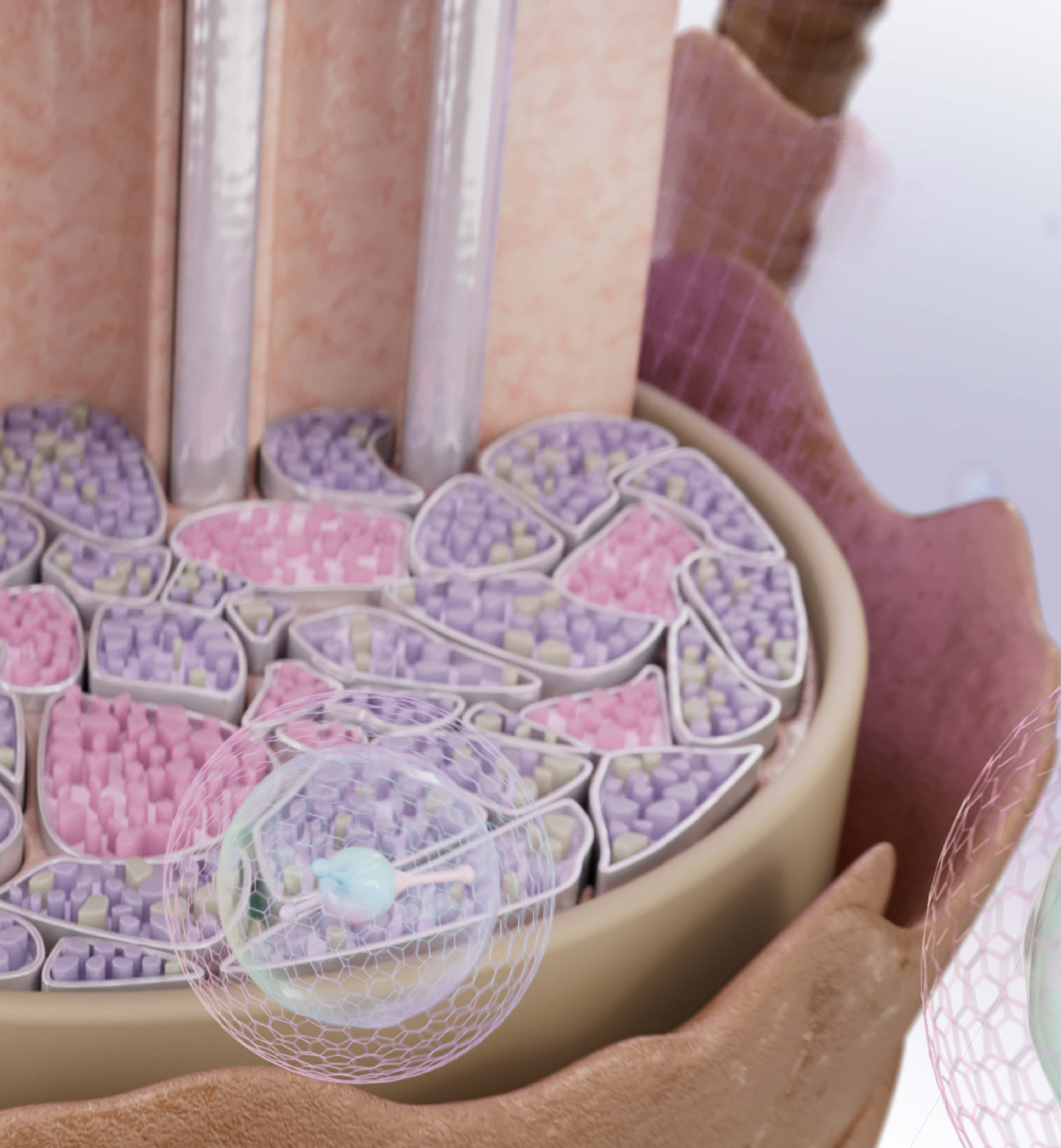






Education_





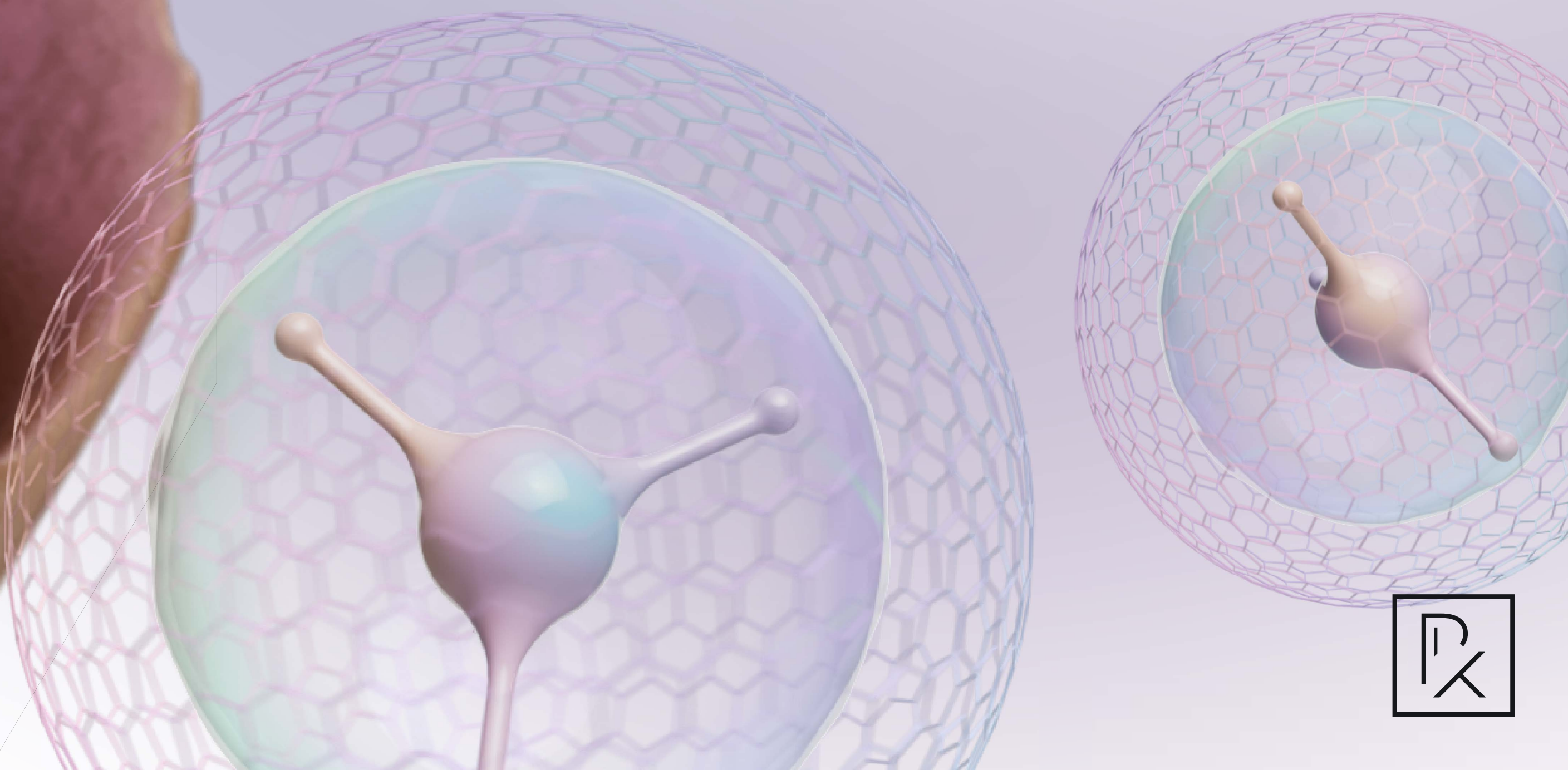
FibreClinix Technology Visualisations

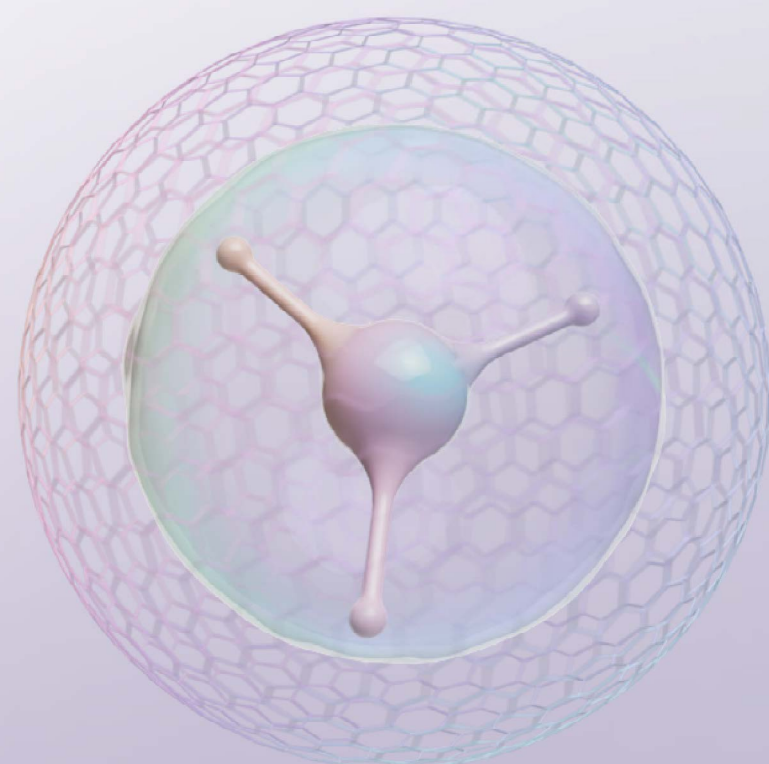


FibreClinix is powered by a series of unique technologies. To emphasise the technological superiority of this product in an aesthetically pleasing way, we worked with the R&D Lab to develop a whole range of technical visuals and animations.

Used across video, print, POS and advertising campaigns, these are key assets used within the marketing communications for this product range and give credibility to the various claims.

 [Watch Video_](#)







SALON¹ LAB & Me

HAIR SCORE **57%**

HAIR GOALS: MOISTURE & ELASTICITY
+ REPAIR & NOURISHMENT



Schwarzkopf
PROFESSIONAL

SALON¹ LAB & Me



Tribond Technology
TARGETS DEEP LAYERS OF HAIR

CLOSES HAIR STRUCTURE
TO MAKE HAIR STRONGER

Schwarzkopf
PROFESSIONAL

SALON¹ LAB

Christina

HAIR GOALS: MOISTURE & ELASTICITY
+ REPAIR & NOURISHMENT

FRAGRANCE: POWDERY TOUCH

Conditioner

WITH TRIPLE BONDING TECHNOLOGY

CONSULTANT BY: R79

ON: 25.05.2021

Schwarzkopf
PROFESSIONAL

SALON¹ LAB

Christina

HAIR GOALS: MOISTURE & ELASTICITY
+ REPAIR & NOURISHMENT

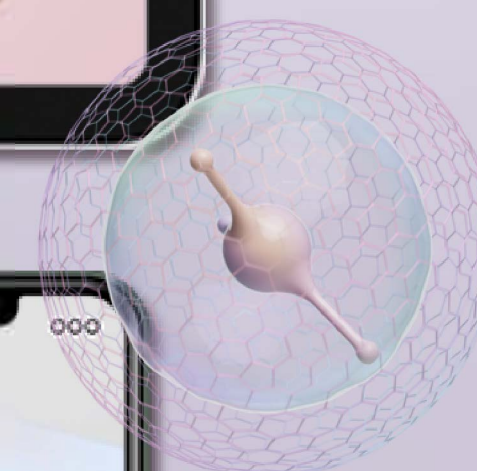
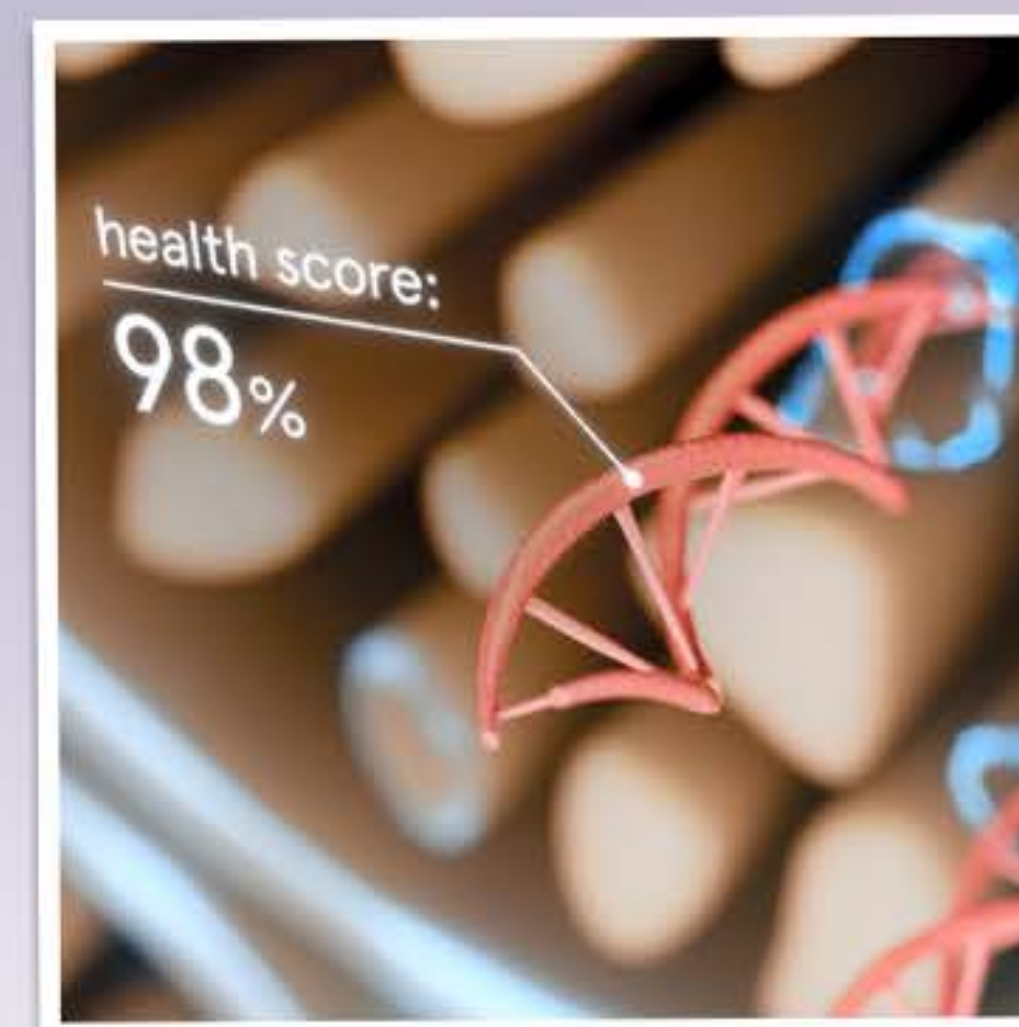
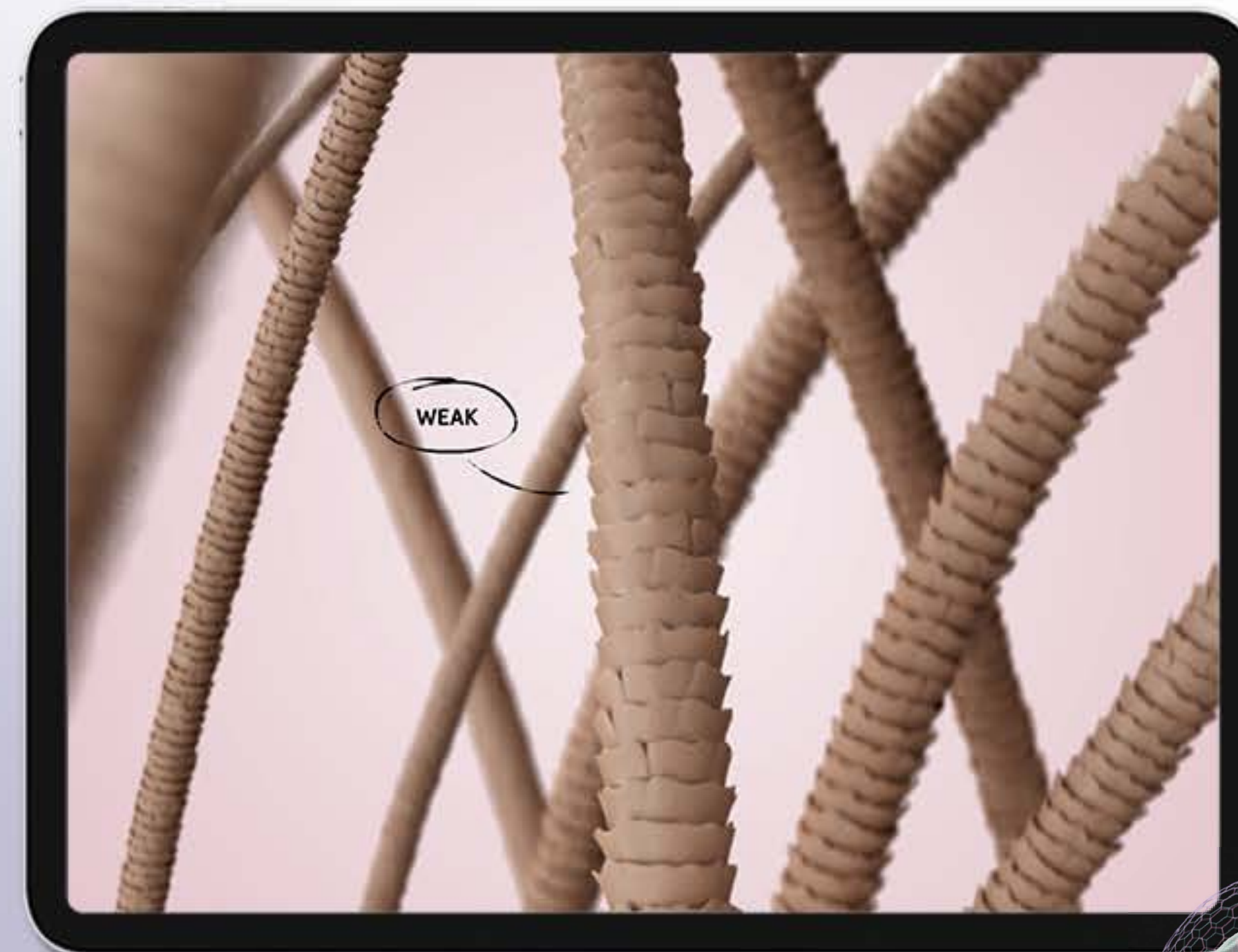
FRAGRANCE: POWDERY TOUCH

Shampoo

WITH TRIPLE BONDING TECHNOLOGY

CONSULTANT BY: R79

ON: 25.05.2021





SPARKS 3D Liquid Visualisation_

S P A R K S®

When it comes to products that require a technical explanation, it is often easier to use an educational video to explain the process. For the Sparks Color Transformer, which adapts permanent colours into demi-permanents, this technical explanation was a key aspect of their launch.

Due to the nature of the product, and the process it puts the hair through, the entire educational video was realised in 3D. This required microscopic technical models of hair strands to be created, as well as the production of liquids with accurate consistencies.





Types of Hair Color

PRAVANA E-Learning Platform

PRAVANA®

Pravana is a leading colouration brand, known for its industry-first colour innovations and dedicated and tight-knit community. Education is key to empowering them - hence the launch of their Colour Certification Program.

Carrying out the full post production in collaboration with Pravana's product experts, we integrated Motion Graphics and 3D Animations into their existing content.

Broken down chunk by chunk, the animated Colour Charts, Conversion Tables, Shade Overviews and in-depth explanations of the chemical reactions behind the amazing colour results, make this an eLearning course like no other.

 [Visit Website](#)

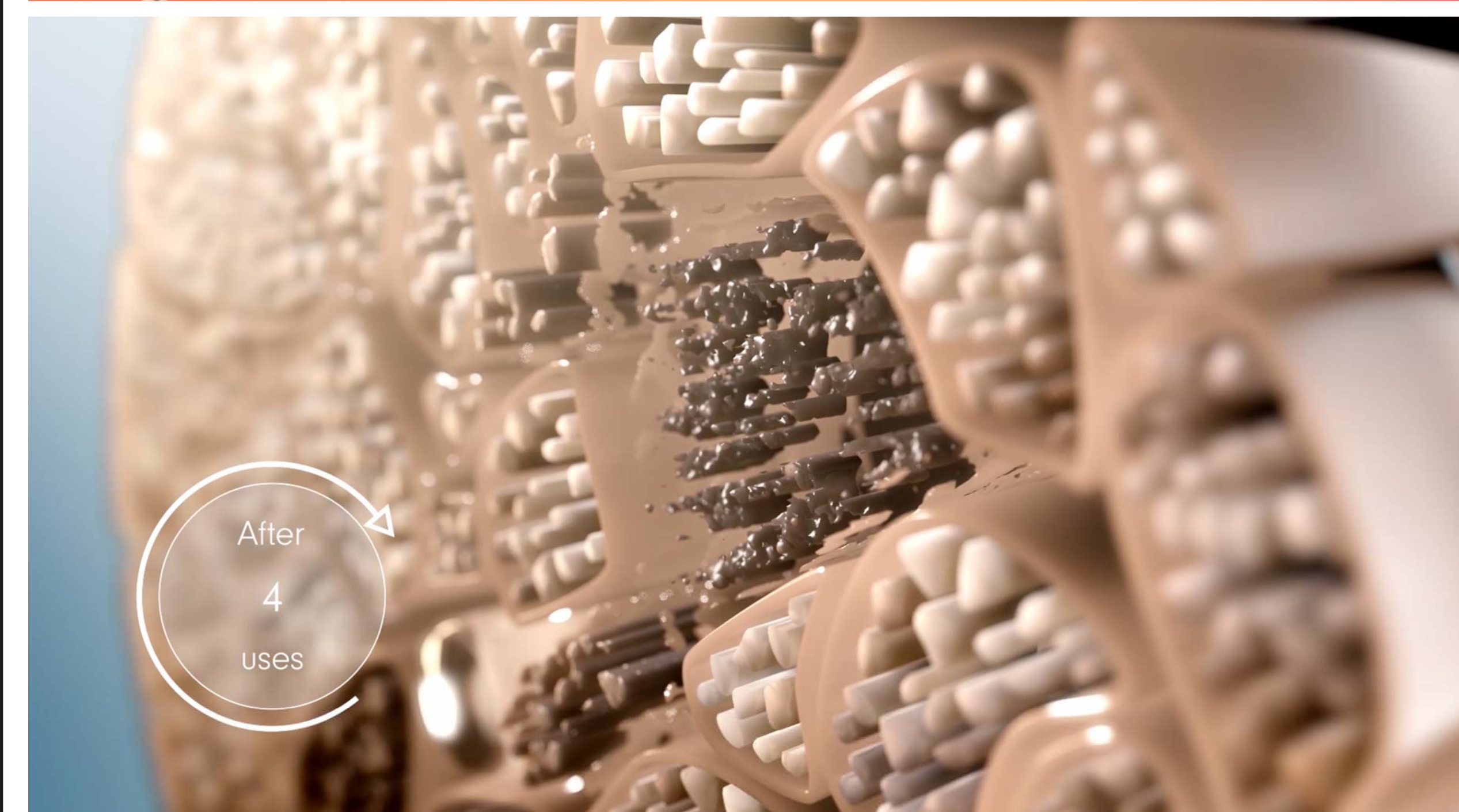
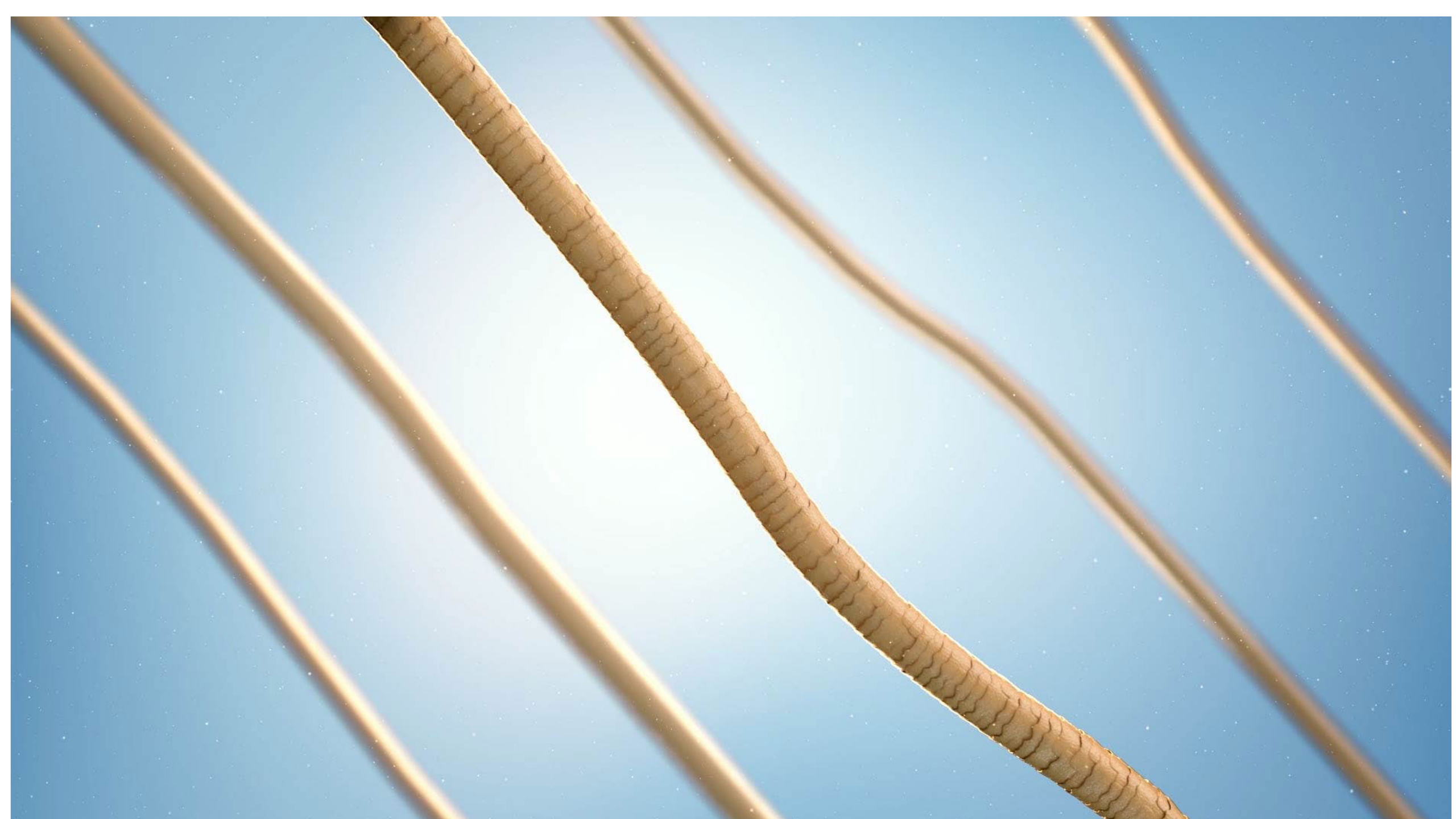
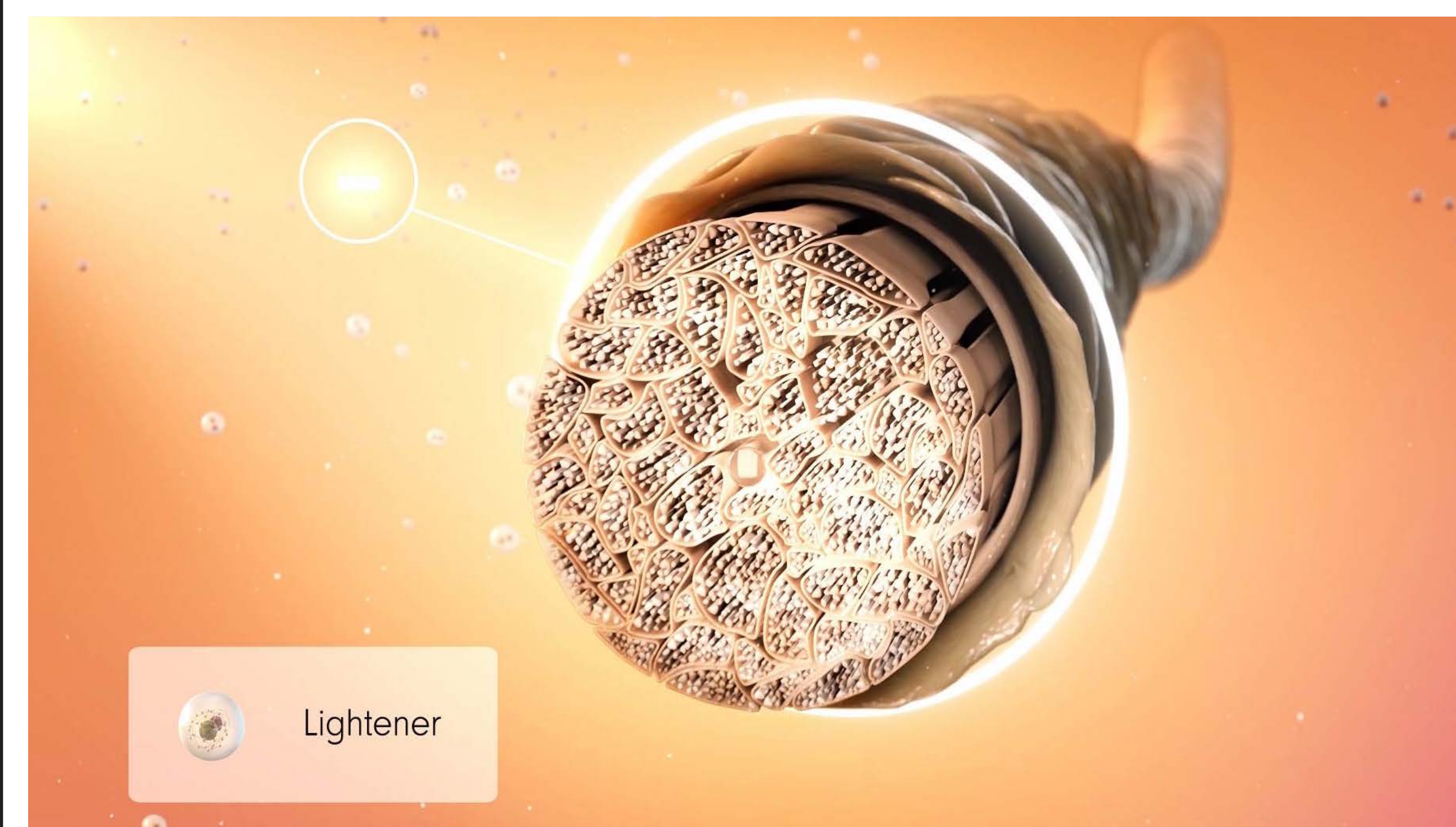


After
4
uses



Section Two: Mastering ChromaSilk







On & Off Trade_





El Jimador Margarita Month

el Jimador
TEQUILA

El Jimador approached Prospekt Agency to create an on-trade campaign for Margarita Month that would feature in bars and restaurants nationally. We introduced Margarita month with a splash by creating a new key-visual which glorified El-Jimador's premium agave led cocktails.

We provided the client with a BTL campaign tool kit for both digital and print, so they were able to activate Margarita month with any partnering venue. Ensuring that El Jimador's Margarita month stood out amongst the crowd.







Herradura Cinco De Mayo

**TEQUILA
HERRADURA**
EXTRAORDINARY AWAITS

Cinco De Mayo is a celebration that takes place from dusk till dawn. Being primarily, a Mexican celebration we needed to craft an execution that rang true with the brands purpose and the challenge of how to introduce Cinco De Mayo to the UK localised market.

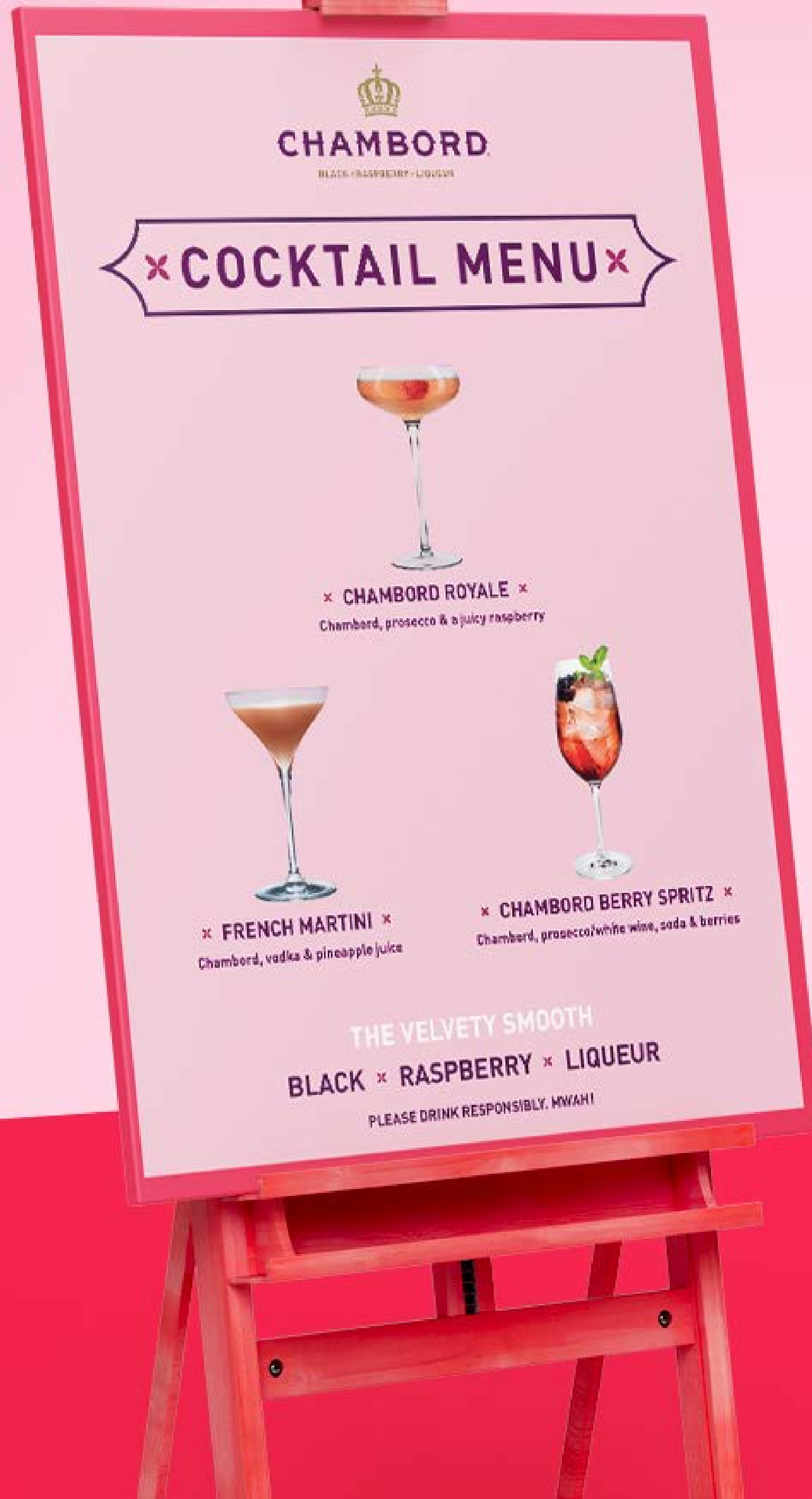
Stripping back the extravagant and decadent 'Extraordinary Awaits' campaign we crafted three key visuals with a dual narrative by using the packaging system of the tequila expressions to reflect the different times of the day when Cinco De Mayo is celebrated.

The new BTL campaign was actioned across both digital and print formats. The Herradura team are also looking to implement this flexible design for other occasions to engage consumers.









Chambord PR Campaign Events



Following on from the Coronavirus pandemic Chambord wanted to reconnect with their consumer base by increasing the versatility of the liqueur through small PR influencer focused events.

Working in collaboration with the Chambord team we produced bespoke marketing collateral that highlighted the key serves using the campaign guidelines as a base.

The Box was a success and received lots of engagement and praise.





MAKE THE MOMENT MAGNIFIQUE

MAKE THE MOMENT MAGNIFIQUE

× CHAMBORD ROYALE ×

125ml sparkling wine
15ml Chambord®
Simply add a splash of Chambord to
make your fizz sing. Garnish with
a raspberry to complement



× FRENCH MARTINI ×

40ml vodka
20ml Chambord®
60ml pineapple juice
Shake these ingredients up
with ice, strain and serve for
a delicious tropical burst of flavour



× CHAMBORD BERRY SPRITZ ×

60ml white wine
20ml Chambord®
Top with soda
For a berry twist on classic spritz, fill
a wine glass with ice, add the wine
and Chambord then top with a splash
of soda. Garnish with a raspberry and
sprig of mint. Sip sip!



CHAMBORD
RASPBERRY LIQUEUR







El Jimador Taste of Mexico Partnership

el Jimador
TEQUILA

El Jimador and Old El Paso wanted to join up for a JBV and create a new ATL campaign for trade partners that showcased the best of Mexico to a localised UK market.

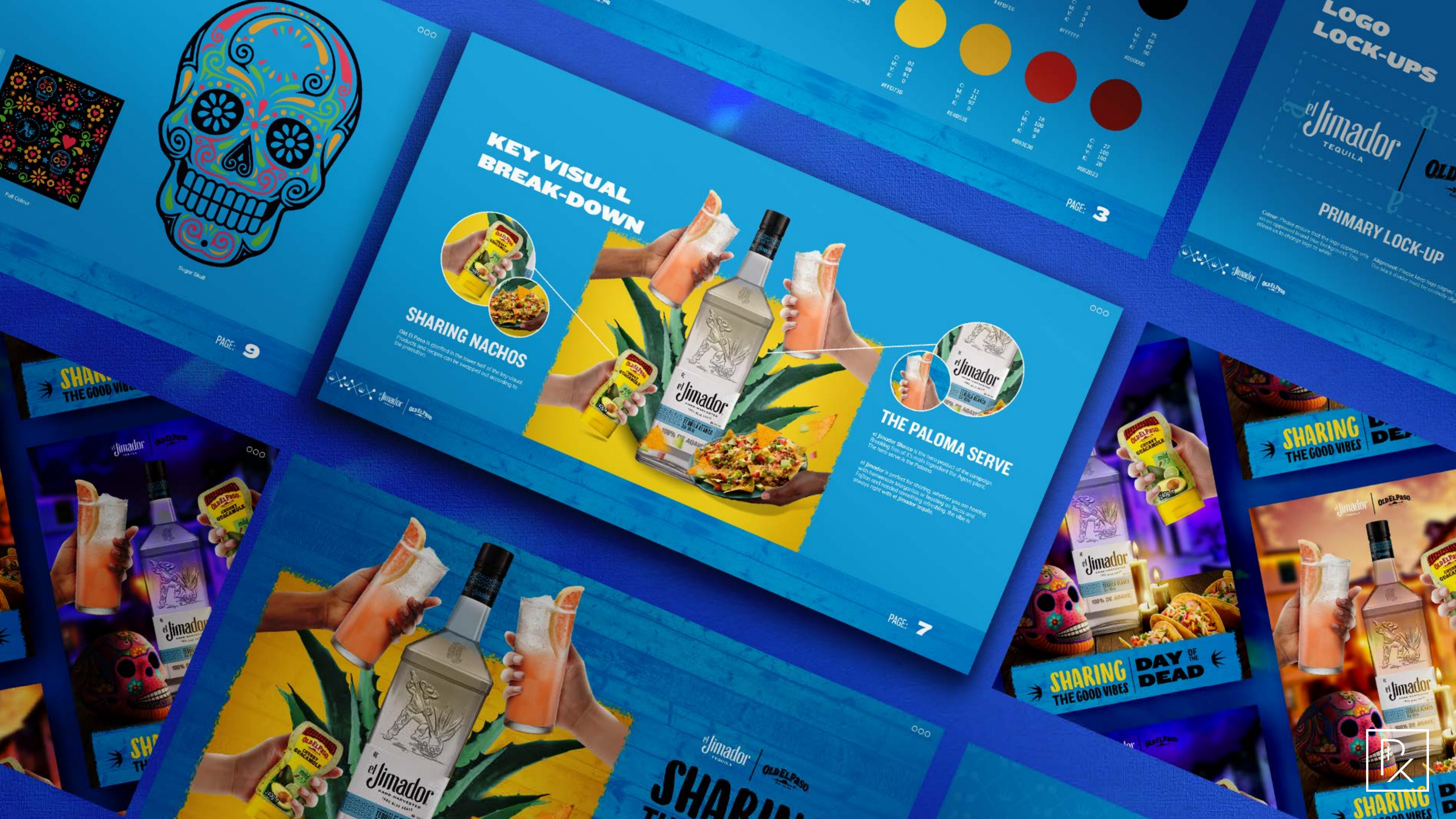
Our punchy and vibrant key visual showcased mouth-watering recipes from the Old El Paso partnered brand. We created a language system via a brand guideline for the different campaign touchpoints.

We were also asked to visualise the partnership for different special occasions including 'Day of the Dead' as digital advertisements.

By promoting and pushing engagement in new and exciting methods we ensure our clients reach their full marketing potential.







Sugar Skull

PAGE: 9

KEY VISUAL BREAK-DOWN

SHARING NACHOS

Old El Paso is placed in the lower half of the key visual. Products and recipes can be swapped out according to the promotion.

THE PALOMA SERVE

el Jimador Blanco is the hero product of the campaign. Breaking free of it's main ingredient the Agave plant. The hero serve is the Paloma.

el Jimador is perfect for sharing, whether you are hosting with homemade Margaritas or feasting on tacos and fajitas and needed something refreshing, the vibe is always right with el Jimador tequila.

PAGE: 7

LOGO LOCK-UPS

el Jimador
TEQUILA

OLD
EL PASO

PRIMARY LOCK-UP

Colour: Please ensure that the logo appears only on an approved brand blue background. This allows us to change logo to white.

Alignment: Please keep logo aligned. The black divider must be correctly used.

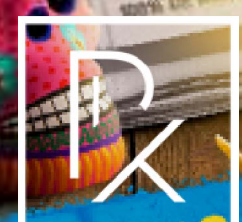


PAGE: 3

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Print & packaging_





Salon Tools Brochure

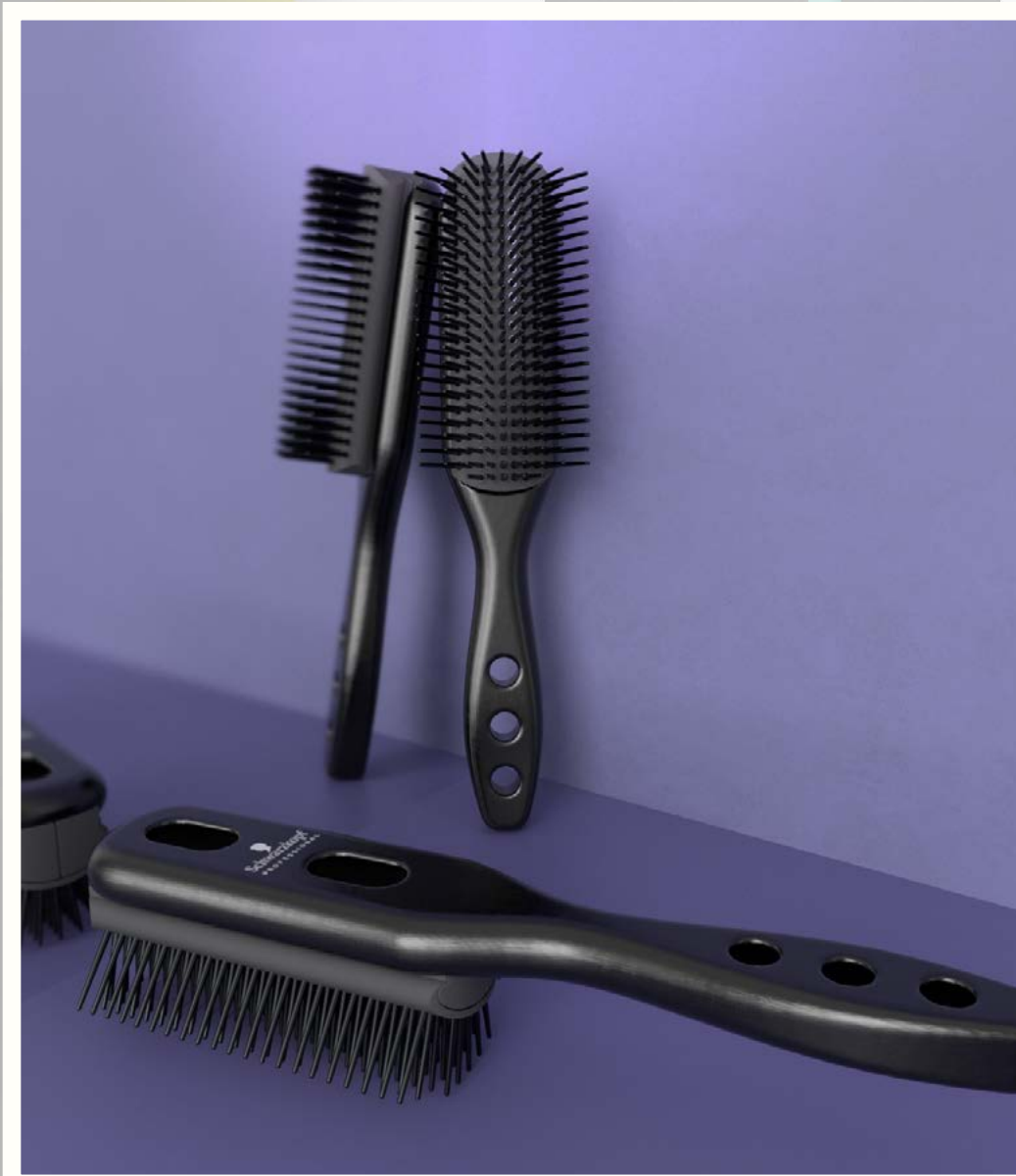


Schwarzkopf Professional approached Prospekt to create their new generation of Salon tool catalogues.

With such a bespoke set of innovative tools we turned to our internal 3D modelling skills in order to build out the bespoke items, even designing some along the way.

The result was a visually impactful and diverse magazine style brochure, with the majority of it's content available in 3D for future potential interactivity.





New cooperation combs Schwarzkopf Professional x Hercules Sägemann

Hercules Sägemann has been manufacturing handmade premium combs made from 100% vulcanized natural rubber for over 160 years. These combs are hand swan, hand-cut and hand-polished in more than 40 steps in the factory in Germany.

The products offer an extraordinary feel of unique luxury, since it fulfills the high standards of quality, design and performance.

The company is also connected with environmental responsibility and the production of sustainable tools. The natural rubber used for the combs is used as a renewable resource.

To protect the environment these are made the most modern filtering technologies and the separating foils used during the comb production consist of over 96% recycled material

SINCE 1856
**HERCULES
SÄGEMANN**
GERMAN MANUFACTURED





Chambord Premium Gift Box



Chambord approached us to develop an Amazon exclusive premium gift box to target the home-based mixologist. This product went live alongside its accompanying Prospekt planned and built Amazon storefront.

Using pre-established core brand elements, we meticulously crafted a gift box that is perfect for every gifting occasion. The focus of the pack was education led, to inform the future pleasure sippers on the best ways to enjoy Chambord.

Due to the success of both the Amazon storefront and the launch of Chambord Gift-box we were able to drive sales with an elevated digital shelf presence.

To continue reaching consumers and driving engagement we were further commissioned to produce a range of Amazon advertisements via the DEA platform. This advertisement drive was promoted across various platforms including, Fire Tablets, Amazon website and social paid advertising.







Chambord Stonewall Partnership



Chambord entrusted us to be their agency for a special collaborative partnership with Stonewall to produce a national ABL campaign that celebrated the LGBTQ+ community.

Taking the current 'Make The Moment Magnifique' campaign we crafted not only the Limited Edition gift box but also accompanying brand guidelines and brand activations including a GWP which would be found in major retailers.

With a limited print run of 20,000 units, we ensured that the Pride pack was a talking point over the long summer months with a stand out shelf-presence across leading retailers including Waitrose and Sainsbury's.

Due to the phenomenal success, we were further commissioned by the Chambord team to create accompanying POS collateral for different retailers and even a Martini gift with purchase in collaboration with ASDA.





Herradura PR Christmas Box

**TEQUILA
HERRADURA**
EXTRAORDINARY AWAITS

Herradura challenged us to create a fully loaded PR gift box, it was promoted and boosted on selected influencer social channels to the desired target market to promote sales at Christmas, making Herradura the must have item on everyone's wish list.

Working closely alongside the manufacturer, in tandem we developed a gift box with a seamless running pattern with accompanying collateral. This included a bespoke t-shirt and cocktail recipes, highlighted the versatility of the Herradura tequila expressions. The Box was a success and received lots of engagement and praise.







Events & Spaces_





CAVIAR
ANTI-AGING

ALTERNA Exhibition Stand_

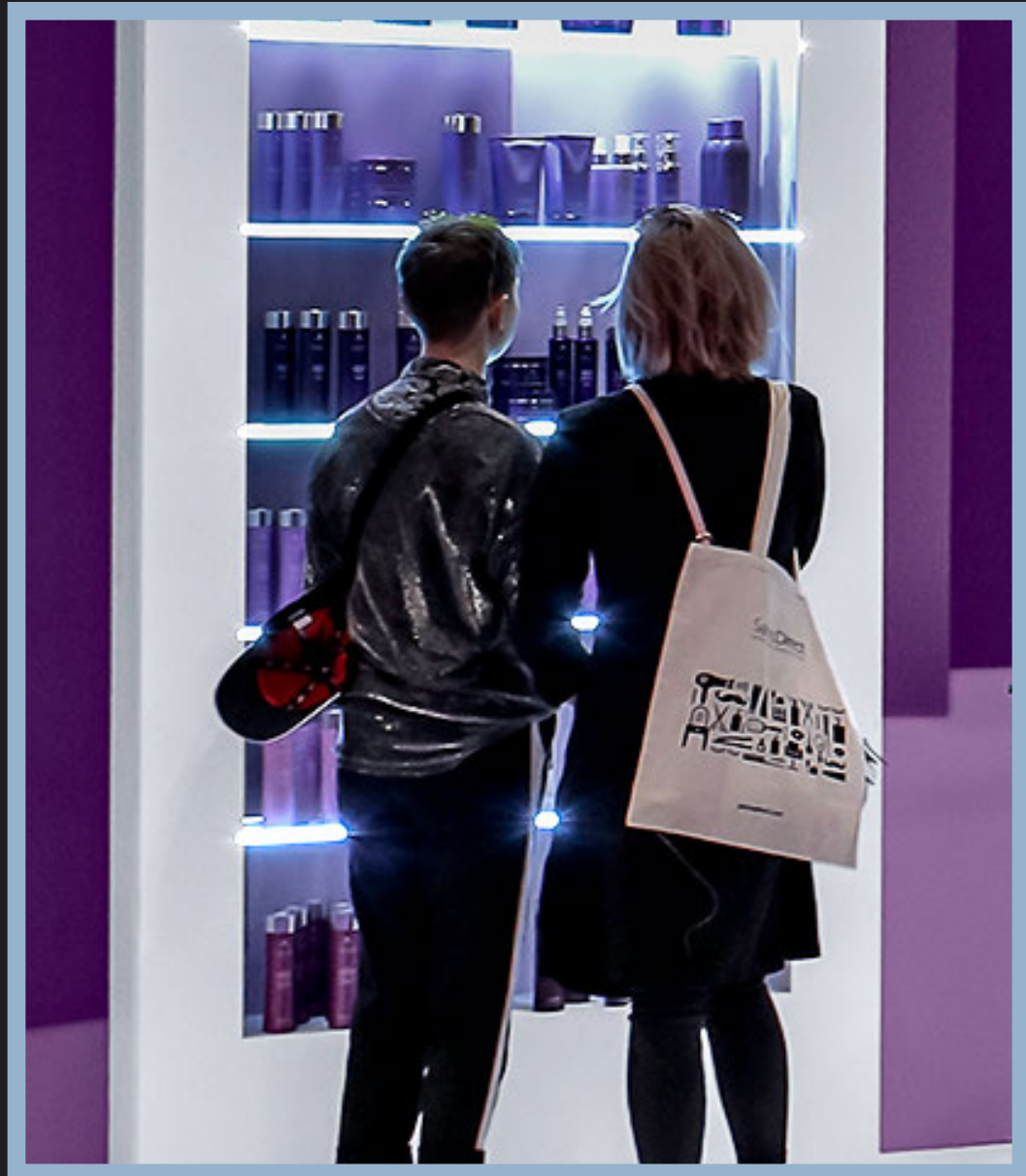


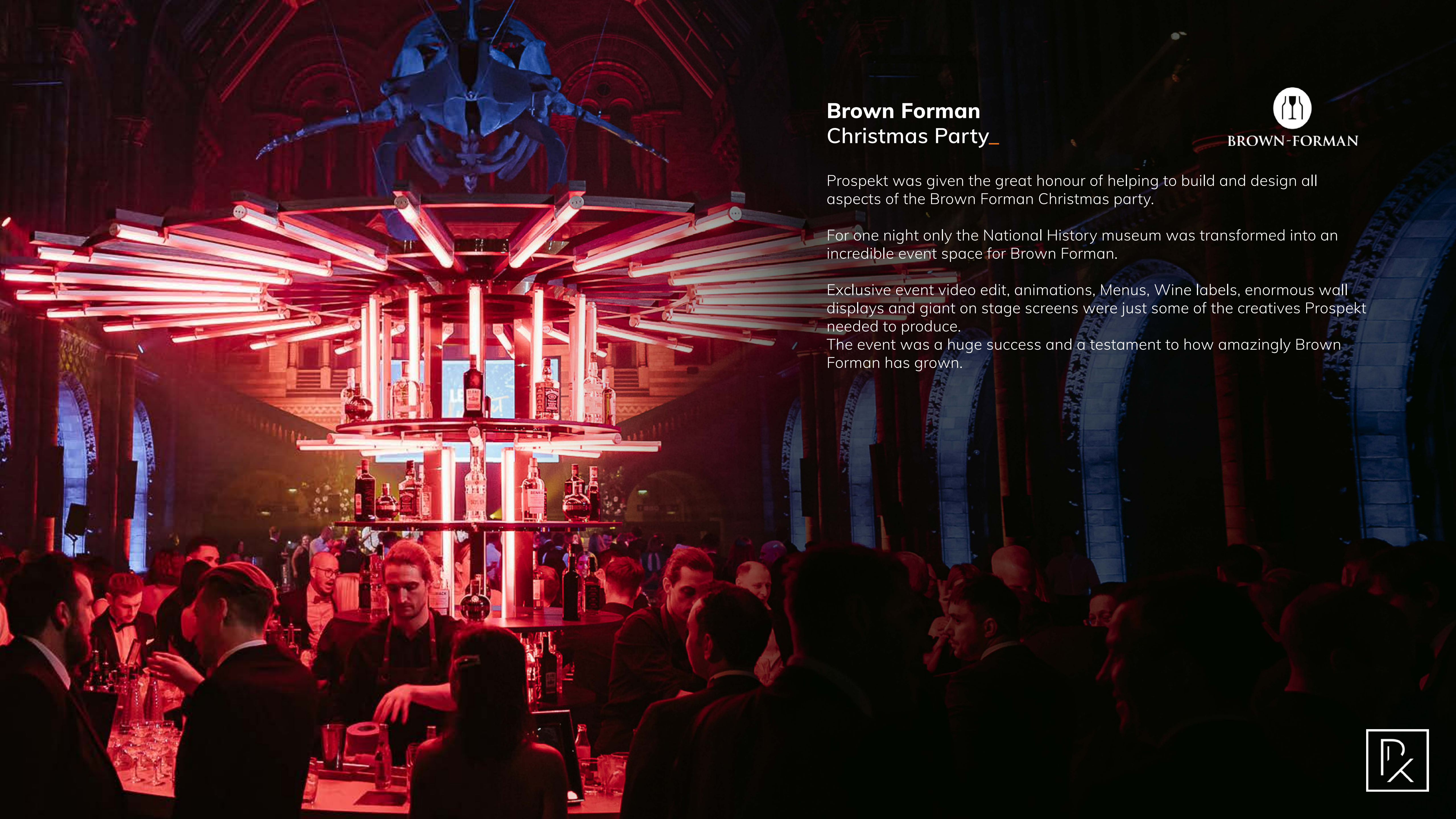
Launching an overhauled product design, alongside a new bonding technology range and the latest Essence Trend Collection, Alterna came to the industry's largest exhibitions in London, Bologna and Düsseldorf with many stories to tell.

Designed to be a flexible canvas, the stand design featured a massive LED screen to efficiently use the precious space, combining purpose-made content with an outward-facing stage that drew in visitors, while the inner VIP Lounge was reserved for quality conversations on a personal level.

[Watch Video_](#)







Brown Forman Christmas Party_



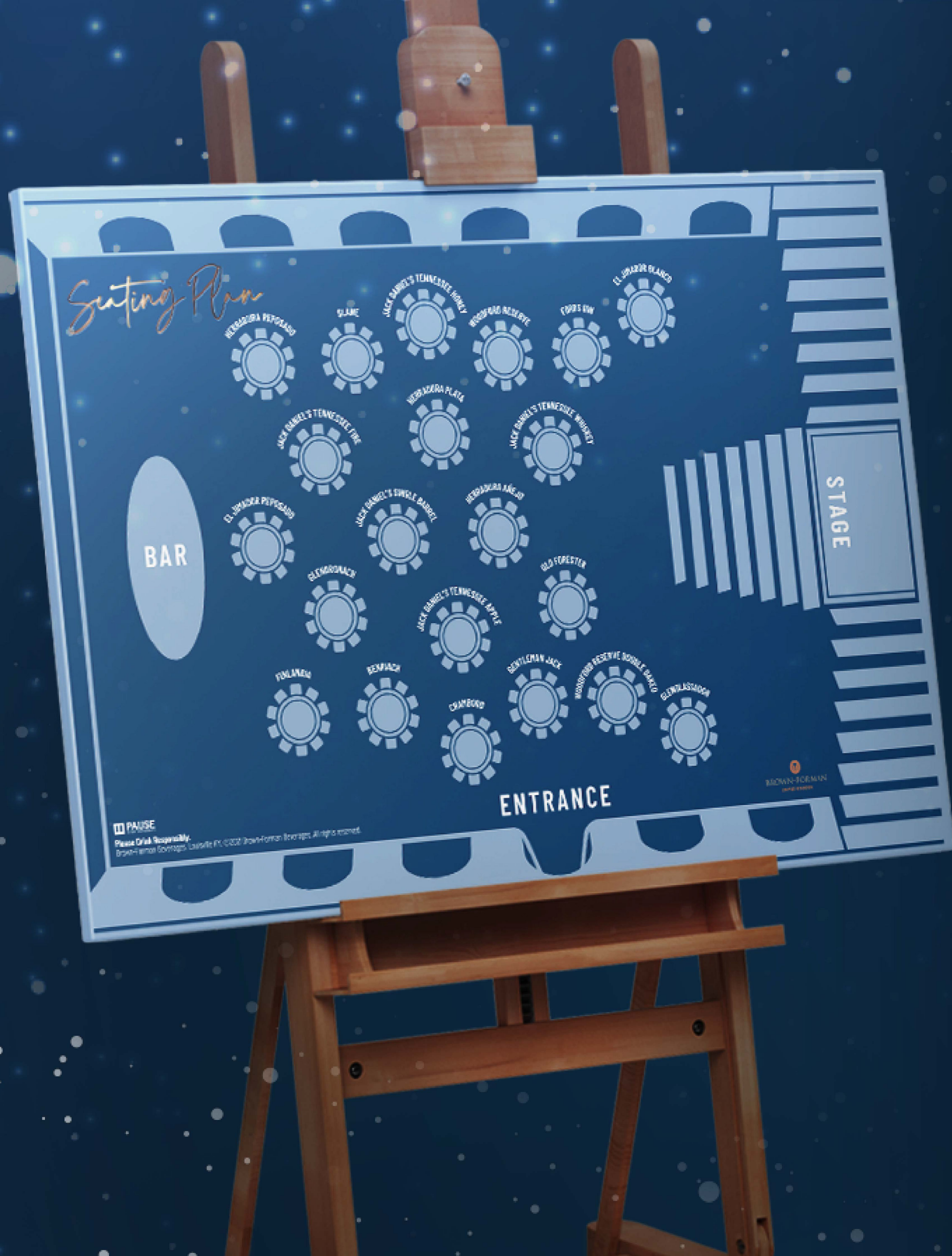
BROWN-FORMAN

Prospekt was given the great honour of helping to build and design all aspects of the Brown Forman Christmas party.

For one night only the National History museum was transformed into an incredible event space for Brown Forman.

Exclusive event video edit, animations, Menus, Wine labels, enormous wall displays and giant on stage screens were just some of the creatives Prospekt needed to produce. The event was a huge success and a testament to how amazingly Brown Forman has grown.









Multi-Brand-Academy Interior Design Concept_



We carried out this project with our partner, Association of Ideas (AOI), an award winning creative agency for architecture, exhibitions and interiors.

They developed a unique concept for an ever evolving academy space which adapts design and layout based on the brand and use. Here we produced the required lifelike visualisations for the next project phase.

We recreated a virtual space based on their architectural blueprints, bringing the concept to life through stills and animations showing the various possible transformations.

[▶ Watch Video_](#)





NAL



Salon POS Touch Point Video_



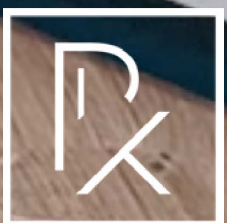
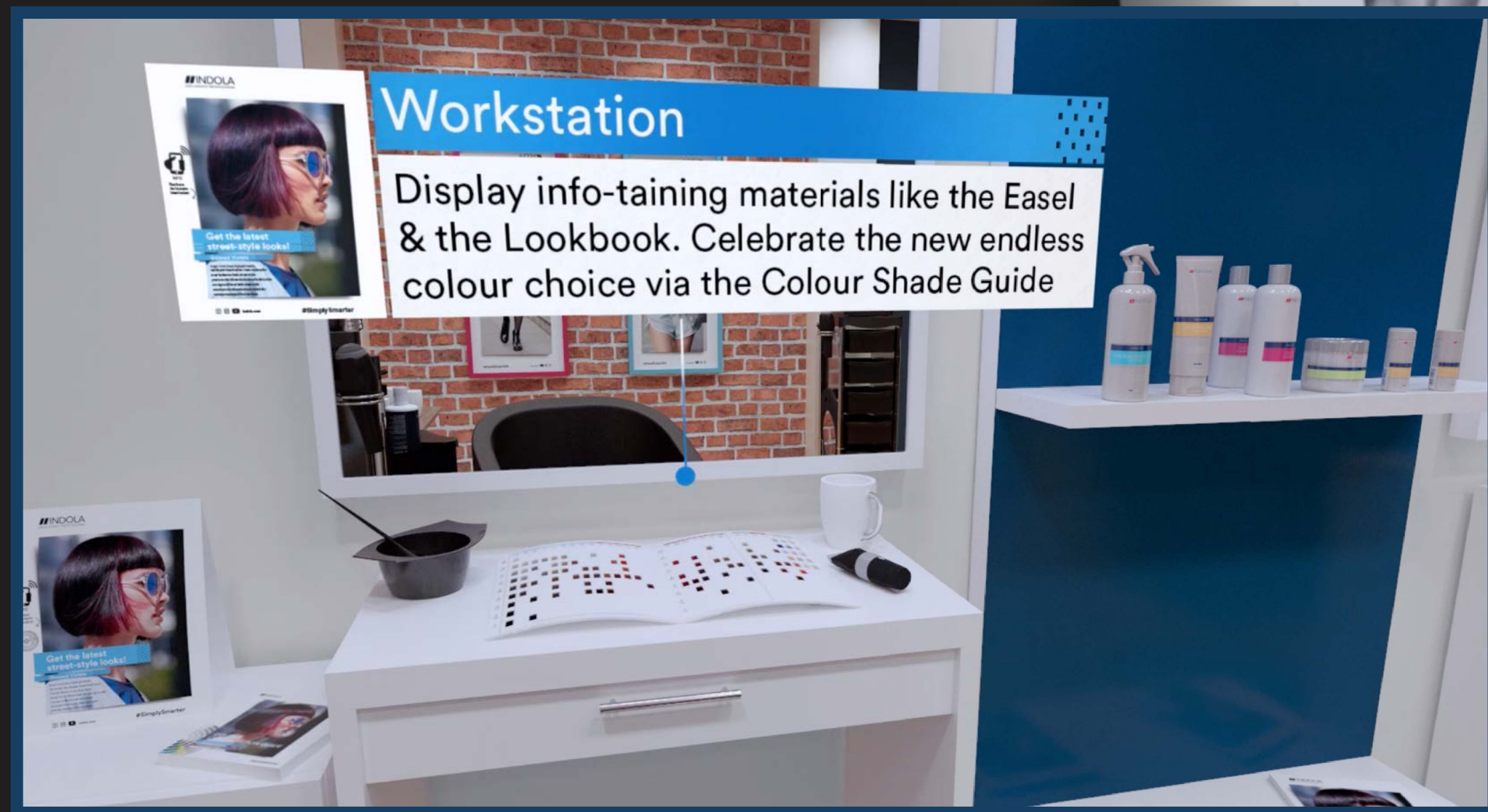
Indola provides a range of Point of Sales Material to help salons take their business to the next level, with sales reps playing a key role as enablers.

We helped create a Touch Point Video with a dual-purpose: Getting sales reps up to speed, as well as giving them a tool to show salons how to improve the customer experience through the use of the POS Material.

Based on research findings on the typical Indola Salon, a representative salon was modelled in 3D to portray the ideal implementation.

[▶ Watch Video_](#)





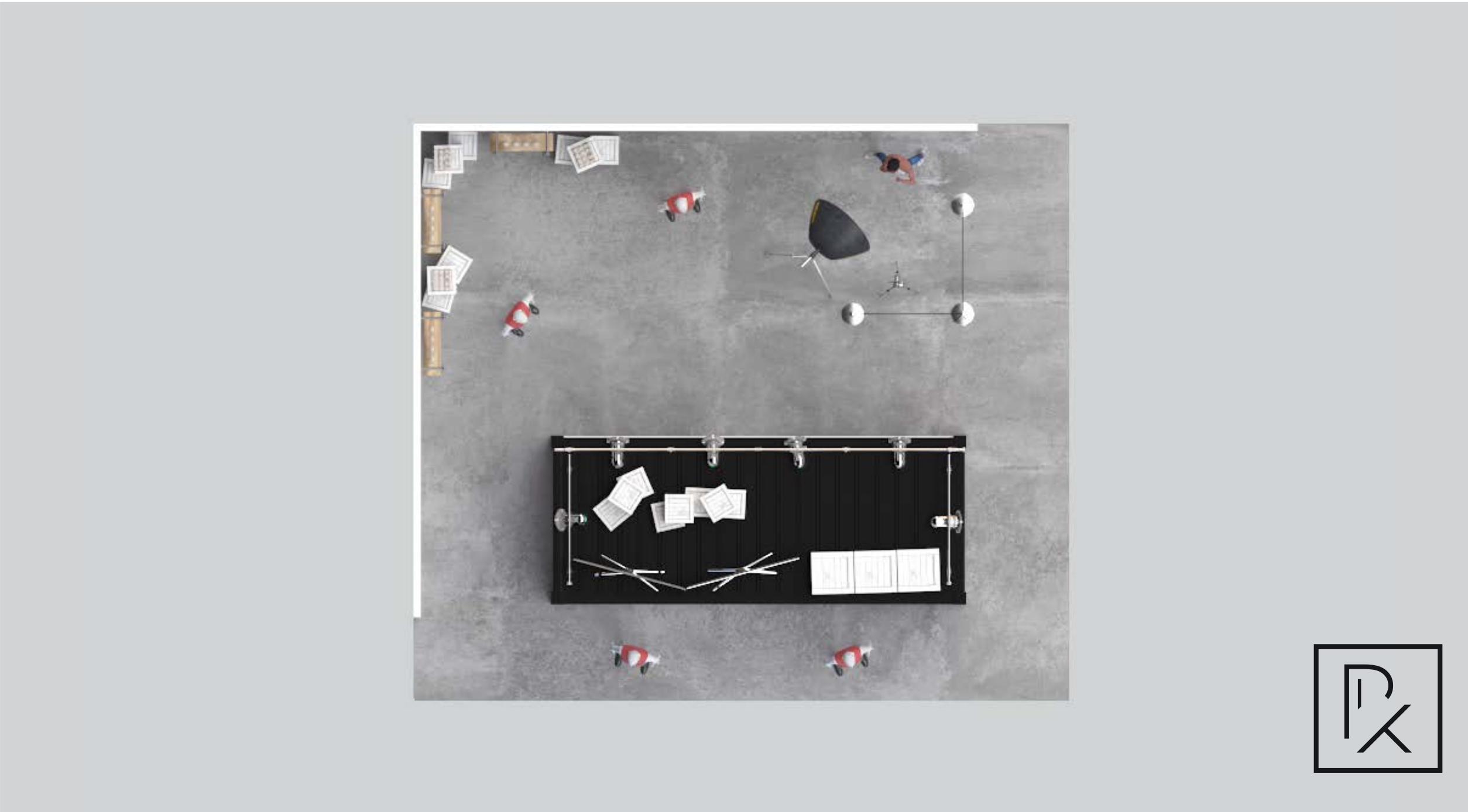
INDOLA Stand Concept

INDOLA
EXCLUSIVELY PROFESSIONAL

This concept was inspired by the notion that digital connects people and businesses in new ways, allowing customers to take part in their favourite brands' marketing.

The multi-purpose container houses two VR stations, allowing users to design custom, branded backgrounds that are then used at the selfie-wall. The polaroid-style container windows let VR users' friends take photos to later share on social media. The crowd-facing front is used for merchandising and displays the latest trend collection through projectors.







Jack Daniels Garden Takeover

JACK DANIEL'S

We love challenges from the Jack Daniels team and the visualisation of their summer merchandising using a 3D garden was certainly that.

3D was well suited to help show off a range of unique summer displays, give-aways and promotional concepts to prospective vendors and clients.

The project was a huge success and we look forward to the next arch viz project with JD.





AUTHENTIC BEAUTY CONCEPT

ABC 3D Salon Touchpoint & Merchandising Video_

Authentic Beauty Concept rewrites the rules, not only for what a modern day beauty brand can stand for but also for how the point of sale contributes to the unique customer experience.

To launch a global network for flagship salons, we developed this CGI-based video, showing the best practice for salon design and merchandising at the point of sale, enabling sales and hairdressers to live the philosophy of the brand.

[▶ Watch Video_](#)





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A G E N C Y _

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