



BRANDACTIVATION

| blog by
brandbase

More than 2,000 successful Brand Activation cases

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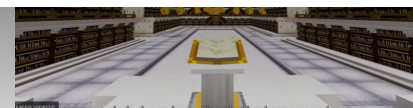
Porsche – Electric Dialog

In this large-scale stunt that spanned all the way from London to the USA Porsche promoted its first electric vehicle. It all started when The London Eye suddenly began to flash randomly.

Bloggers filmed the unusual spectacle and posted live videos and short film sequences on their social media channels.

Millions of followers started to ...

17 April 2020 | **Durables**08 April 2020 | **Fastmovers**31 March 2020 | **Services**



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Flowers4oxygen – Flower art installation

With #flowers4oxygen floriculture companies join hands to spread a message of hope during the corona crisis. They kicked-off of the campaign with an enormous (2,250 square meters) flower plant installation in ...

Reporters Without Borders – The Uncensored Library

Especially in these difficult times, access to important information is crucial to all of us. But in many countries, the information you access online is controlled by oppressive regimes. ...

27 March 2020 | **Fastmovers**



Honig – Live Eat

While food banks in the Netherlands are running dry because of the mass buying frenzy in supermarkets, Honig is coming to the aid of the families who are affected. ...

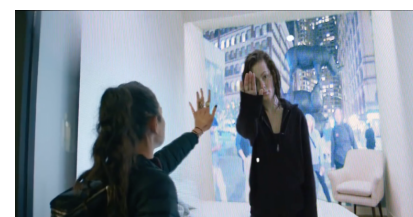
19 March 2020 | **Fastmovers**



Brewdog – Punk Sanitizer

As the spread of COVID-19 continues, the way we live our daily lives has fundamentally changed. It's good to see that some brands come up with heartwarming ideas. At ...

12 March 2020 | **Services**



Truth Initiative – The Treatment Box

In this provocative and powerful campaign the Truth Initiative turned its attention to opioid abuse among young Americans. The Treatment Box offered an intimate look into the life of ...



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03 March 2020 | Services

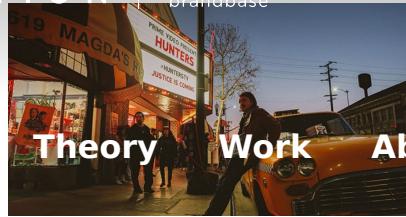
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18 February 2020 |

Fastmovers



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Theory

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EN

Apple – Cinematic journey through the Hermitage

Apple has raised the bar of its Shot on iPhone campaign to inspiring new heights with a five-hour-and-19-minute, single-shot 4K film on a single battery charge. The 29-year-old Russian director ...

Amazon Prime – Hunters Grindhouse Experience

The 70's has taken over Highland Park in Los Angeles in celebration of Amazon Prime Video's new series Hunters, starring Al Pacino. People were invited to enter the show's ...

Budweiser – BUDX Hotel

In Miami Budweiser presented the Super Bowl weekend of your wildest dreams. For the first BudX event in the U.S., there was a complete hotel take-over, a waterfront mansion ...