

vibrancy
STUDIOS



FESTIVAL ACTIVATIONS

FOR A LIVE
GENERATION(Z)



WELCOME TO THE MAINSTAGE.
GEN Z DOESN'T FOLLOW CULTURE.
THEY CODE IT.

WE DESIGN COMMUNITY & BRAND EXPERIENCES THAT
DON'T INTERRUPT, THEY AMPLIFY THE CULTURE



vibrancy **STUDIOS**

1

CULTURAL INSIGHTS & STRATEGY

We decode culture and turn insights into actionable brand strategies.

2

COMMUNITY & FORMATS

We build engaged communities and design curated brand experiences that last.

3

WE CREATE MEANINGFUL STORYTELLING

We craft meaningful communication across all touchpoints by fusing digital and live experiences.

**DECODING
CULTURE.**
BERLIN+COLOGNE



“ THE SHIFTING FESTIVAL LANDSCAPE REFLECTS SOCIAL AND ECONOMIC CHANGES ALONGSIDE EVOLVING AUDIENCE TASTES. TO THRIVE, THAT'S WHY BRANDS HAVE TO RE-THINK LIVE EXPERIENCE. ”

NICO MAHEMBE INGENDAAY

(VIBRANCY STUDIOS CO-FOUNDER, CREATIVE STRATEGIST)

THE CROWD'S WISHLIST - WHAT FANS EXPECT FROM BRANDS



AUTHENTIC STORYTELLING

Audiences expect brands to be real, transparent, and relatable. They want stories that connect emotionally and reflect their values, not just polished ads



SUSTAINABILITY

Eco-friendly actions are essential. Consumers expect brands to reduce their footprint, cut waste, and contribute to real environmental solutions.



UNIQUE AND IMMERSIVE EXPERIENCES

People want brands to create moments beyond products. Activations, events, and digital experiences that feel memorable, interactive, and community-driven.



OUR APPROACH
"FROM SPONSORSHIP TO CO-OWNERSHIP"

IMMERSIVE EXPERIENCES

CONTENT-DRIVEN MOMENTS

COMMUNITY-LED SPACES

EMOTIONALLY CHARGED ENVIRONMENTS



“ —

**BRANDS ARE NO LONGER ADVERTISERS;
THEY NEED TO BE ENTERTAINERS.**

”

WHAT IS BRANDERTAINMENT?

= BRAND + ENTERTAINMENT

- ✓ Builds real emotional connection.
- ✓ Cuts through ad fatigue.
- ✓ Drives organic engagement & long-term loyalty.
- ✓ Turns brands into cultural players, not just sponsors.

💡 A smart mix of brand and entertainment that **lets your audience forget it's advertising**



ARTISTS FOR CONGO

CHARITY FORMAT

ARTISTS FOR
CONGO

VIBRANCY STUDIOS TURNED LIVE MUSIC HALL IN COLOGNE INTO A SPACE OF MUSIC, SOLIDARITY AND PURPOSE. MORE THAN 30 ARTISTS - INCLUDING **PETER FOX, GENTLEMAN, PATRICE, BSMG, SUMMER CEM, EUNIQUE** AND MANY MORE CAME TOGETHER ON ONE STAGE, ALL PERFORMING WITHOUT FEE FOR A COMMON CAUSE. THE SOLD-OUT SHOW GATHERED 1,500 GUESTS AND **RAISED OVER €25,000** FOR THE **WELTHUNGERHILFE PROJECT CŒUR**, SUPPORTING YOUNG PEOPLE IN THE DEMOCRATIC REPUBLIC OF CONGO



THE BLEND SESSIONS

CLIENT



JOHNNIE WALKER FESTIVAL MODUL: A THREE-FLOOR BRAND SPACE WITH 4DSOUND TASTINGS, LIVE MUSIC, DJs, BAR AND BALCONY BECAME THE STAGE FOR FOUR RISING ARTISTS TO LAUNCH THEIR SINGLES. THE CAMPAIGN BLENDED DIGITAL ANTICIPATION WITH LIVE EXPERIENCE: SUPPORTED BY **SPOTIFY** AND AMPLIFIED THROUGH SOCIAL ADS, EACH RELEASE BUILT ONLINE BUZZ AND TRANSFORMED ON-SITE INTO A SHARED CELEBRATION. INSIDE THE MODUL, DROPS TURNED INTO MULTISENSORY MOMENTS WHERE ARTISTS AND FANS CONNECTED FACE-TO-FACE - REVIVING THE MAGIC OF SINGLE RELEASES BY MERGING DIGITAL REACH WITH REAL-WORLD IMPACT.



AVENIDA DESPERADOS

CLIENT



AVENIDA DESPERADOS IS A VIBRANT MULTITAINMENT SPACE BRINGING LATIN VIBES TO THE FESTIVAL GROUNDS. WITH LIVE PERFORMANCES BY TERRA TWIINS, LOSDOS2, COCO CALYPSO AND DAVI BPLR, PLUS INTERACTIVE ELEMENTS LIKE TOOTH GEMS, DIY-CORNER, WORKSHOPS AND ICE-COLD DESPERADOS, THE AVENIDA BECAME A HOTSPOT FOR CELEBRATION. THE CAMPAIGN BLENDED SOCIAL STORYTELLING WITH ON-SITE ENERGY, TURNING DIGITAL REACH INTO REAL-LIFE VIBES AND CONNECTING FANS **THROUGH MUSIC, CREATIVITY AND THE AVENIDA SPIRIT.**



WISH YOU WERE HERE



FOR THE NEW CONVERSE RELEASE WE GOT INTO THE VIBRANT ENERGY OF THE ANUAL 'FREAK DE L'AFRIQUE' POOL PARTY DURING CARNIVAL OF THE CULTURES.

A COLLECTIVE OF 30 INFLUENCERS JOINED A CONVERSE CUSTOMIZATION WORKSHOP ALL WHILE THE CONVERSE DJ TEAM SETS THE MOOD. FRESH DRINKS FROM BUMBUU & AFRICAN BARBEQUE FOR LUNCH.



PRESS PLAY ON SUMMER

CLIENT



AT EUROPE'S BIGGEST FESTIVALS, JD SPORTS CAME ALIVE WITH A MULTI-LAYERED ACTIVATION - FROM LIVE DJ SETS AND FASHION DROPS TO INTERACTIVE GAMES, A BUZZING CREATOR SPACE AND A BEAUTY CORNER FEATURING A BARBER SHOP AND HAIR BRAIDING. FANS AND INFLUENCERS CO-CREATED CONTENT, SHARED LOOKS ON TIKTOK AND INSTAGRAM, AND AMPLIFIED THE FESTIVAL VIBES ONLINE. BLENDING ON-SITE ENERGY WITH DIGITAL REACH, PRESS PLAY TURNED JD SPORTS INTO A CENTRAL PART OF THE SUMMER EXPERIENCE.



UPCOMING ARTIST OF THE YEAR

CLIENT **tunecore**

HOW TO RAISE AWARENESS FOR A DIY MUSIC DISTRIBUTOR AND THEIR SERVICES WITHIN THE ARTIST SCENE?
THE ANSWER - BY CREATING VALUE THROUGH BECOMING THE ENABLER AND PROVIDING NETWORK, MEDIA
PLACEMENTS AS WELL AS A UNIQUE CARRER OPPORTUNITY.

TUNECORE GAVE TALENTED ARTISTS THE CHANCE TO PARTICIPATE IN A CONTEST. ARTISTS SUBMITTED THEIR
SONGS THROUGH TIKTOK AND A DEDICATED MICROSITE TO GET PICKED BY A JURY AND BATTLE AGAINST OTHER
ARTISTS IN A LIVE EVENT. THE MAINPRICE TO PLAY A SLOT ON THE TUNECORE STAGE AT HYPE FESTIVAL AND AN
EXTENSIVE MEDIA PRESENCE ON HIPHOP.DE



WE ARE VIBRANCY. AND THIS IS WHAT WE BRING.

CULTURAL STRATEGY

CONTENT & PRODUCTION

LIVE & CULTURAL
EXPERIENCES

CREATIVE CAMPAIGNING &
COMMUNICATION

CREATOR & TALENT
PARTNERSHIPS

FORMAT DEVELOPMENT

vibrancy
STUDIOS



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GET IN TOUCH



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