

A person's silhouette is seen from behind, looking out over a city at night. The city is filled with numerous small, bright lights, creating a bokeh effect. The overall scene is dark, with the city lights providing the primary illumination.

vibrancy  
**STUDIOS**

**DECODING  
CULTURE.**  
BERLIN+COLOGNE+LISBON



**“ THE SHIFTING CULTURAL LANDSCAPE MIRRORS SOCIAL AND ECONOMIC CHANGE AS WELL AS EVOLVING AUDIENCE VALUES. TO STAY RELEVANT, BRANDS MUST RETHINK HOW THEY SHOW UP IN CULTURE. ”**

**NICO MAHEMBE INGENDAAY**  
(VIBRANCY STUDIOS CO-FOUNDER)



**NEXT GENS **DON'T FOLLOW** CULTURE.  
THEY **CODE** IT.**

WE DECODE CULTURE AND TURN INSIGHTS INTO  
STRATEGY, BUILD COMMUNITIES THAT MATTER, AND  
CRAFT EXPERIENCES THAT CONNECT -  
DIGITAL AND IN REAL LIFE.

# THE AUDIENCE WISHLIST - WHAT CONSUMERS 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.

JOHNNIE  
WALKER

# OUR APPROACH

**'FROM ADVERTISING TO CO-CREATION'**



# 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



# COMMUNITY QUOTES



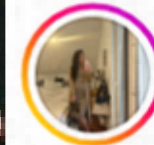
drowtohecee Was war das für ein ereignisreiches Wochenende? @artistsforcongo starkes Event - für eine wichtige Kampagne! #freecongo 🇷🇼🇸🇩

2 Tage Gefällt 2 Mal Antworten



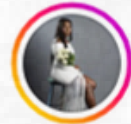
Kommentar von isaacmik :  
@peterfoxberlin Maestro 🙌🏻🇷🇼 38 Sek.

Antworten



slmtrkv machen wir jetzt jährlich so? 🤔

19 Std. Gefällt 5 Mal Antworten



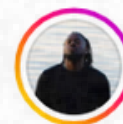
karin\_herzog89 Hammer! So schön zu sehen, was möglich ist, wenn wir Afrikaner zusammenkommen und füreinander da sind 🌍🇷🇼

2 Std. Antworten



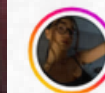
welthungerhilfe Es war craaazy! 🇷🇼🇸🇩🇷🇼 Vielen Dank von Herzen an alle, die dabei waren!

3 Tage Gefällt 11 Mal Antworten



kingsleyqofficial Heftig starkes Projekt 🙌🏻

2 Tage Gefällt 1 Mal Antworten ...



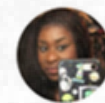
lilly.rw line up so geil, da dumm gehen für guten Zweck 🤔🇷🇼

1 Wo. Gefällt 1 Mal Antworten ...



dereinebensh Unity

1 Tag Gefällt 1 Mal Antworten



mindchatterin 🙌🏻 das Event war echt Mega, gerne nochmal 🇷🇼

3 Tage Gefällt 2 Mal Antworten



dj\_materr What a movement 🇷🇼🇸🇩🇷🇼

2 Tage Gefällt 1 Mal Antworten



auntybennie Ich bin so stolz auf das was ihr auf die Beine gestellt habt!

4 Tage Gefällt 1 Mal Antworten

# VICHY MINÉRAL 89 - RITUALS

CLIENT

L'ORÉAL

**RITUALS** OVER ROUTINES.

AN EVENING DEDICATED TO SLOWING DOWN, TUNING IN, AND RETURNING TO OURSELVES, CAPTURED THROUGH **MOMENTS OF MOVEMENT, INTENTION** AND **PRESENCE**. TOGETHER WITH **VICHY LABORATOIRES** AND **ANTI.BERLIN**, WE CREATED **A SENSORIAL SELF-CARE EXPERIENCE** THAT **REDEFINED NIGHTLY ROUTINES AS MINDFUL RITUALS**.

OUR COMMUNITY WAS INVITED TO UNWIND THROUGH FACIAL YOGA, MINDFUL JOURNALING, A GROUNDING BEDTIME FLOW AND SOFT AMBIENT SOUNDS THAT CARRIED **THE ENERGY OF CALM CONNECTION** INTO THE NIGHT.



# MEZZO MIX - UNVERSCHÄMT GUT

CLIENT

mezzo  
mix

**MEZZO MIX** SET OUT FOR A BOLD REBRAND, AND WE'VE BEEN PART OF IT FROM DAY ONE.

TOGETHER, WE SHAPED A FRESH, PLAYFUL AND CONFIDENT NEW IDENTITY THAT CELEBRATES LIFE'S LITTLE **INDULGENCES WITHOUT GUILT.**

"**UNVERSCHÄMT GUT**" BECOMES A **JOYFUL STATEMENT OF SELF-EXPRESSION**: BOLD, FUN AND UNMISTAKABLY MEZZO MIX. TO AMPLIFY THE BRAND'S NEW ATTITUDE, WE CREATED A SONIC IDENTITY IN **COLLABORATION WITH BILL KAULITZ**, THE ULTIMATE GUILTY PLEASURES ICON, BRINGING A FRESH AND UNAPOLOGETIC SOUND TO LIFE.



# JOHNNIE WALKER - 4D COCKTAIL EXPERIENCE

CLIENT

DIAGEO

TOGETHER WITH **PRODUCER CHELO**, **SINGER ROLA** AND **BRAND MIXOLOGIST SEMBO**, JOHNNIE WALKER TURNED COCKTAILS INTO SOUND. CLASSIC WHISKY DRINKS REIMAGINED WITH BLACK LABEL BECAME A **MULTISENSORY EXPERIENCE** WHERE SHAKING, STIRRING AND POURING SHAPED **IMMERSIVE SOUNDSCAPES**. EACH SERVE TOLD ITS OWN STORY - BLENDING CRAFT AND CREATIVITY INTO A JOURNEY WHERE YOU DON'T JUST TASTE THE DRINK, **YOU HEAR IT**. CELEBRATING DIVERSITY, ARTISTRY AND CONNECTION, THE CAMPAIGN PROVED ONE THING: **LIFE TRULY TASTES BETTER WHEN YOU BLEND**.



TEXTUR

# LIFE TASTES BETTER WHEN YOU BLEND

FEAT. JUJU

CLIENT

DIAGEO

**JOHNNIE WALKER BLACK LABEL** CONTINUES ITS STRONG COMMITMENT TO MUSIC AND CULTURE WITH **LIFE TASTES BETTER WHEN YOU BLEND**, A PLATFORM CELEBRATING **COLLABORATION, DIVERSITY AND CREATIVE FUSION**. THE **POP-UP LAUNCH AT THE P61 GALLERY IN BERLIN** BROUGHT TOGETHER ARTISTS, CREATIVES AND CULTURAL VOICES, KICKING OFF WITH PLATINUM **ARTIST JUJU44**, WHO MERGED HER STORY, HER FIRST LABEL AND HER SOUND INTO A NARRATIVE OF AUTHENTICITY AND PURPOSE. THROUGH CHARITY PARTNERSHIPS SUPPORTING INSTITUTIONS LIKE YAAM BERLIN, THE PROJECT GIVES BACK TO THE URBAN CULTURE IT DRAWS INSPIRATION FROM, TURNING BLENDING INTO A STATEMENT FOR CREATIVITY AND CULTURAL UNITY.



# THE BLEND SESSIONS

CLIENT

DIAGEO

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.



# BEETLESHOES - IT'S SHOETIME!

CLIENT



FOR DEICHMANN, WE REIMAGINED THE ICONIC FILM CHARACTER **BEETLEJUICE** FOR A NEW GENERATION AS **BEETLESHOES**. A LOUD, CHAOTIC AND CHARMING PERSONA WHO TURNED EVERYDAY STORE LIFE UPSIDE DOWN AND BROUGHT **PLAYFUL CHAOS** TO SOCIAL MEDIA JUST IN TIME FOR **HALLOWEEN**.

THE CAMPAIGN MERGED **SEASONAL STORYTELLING WITH POP CULTURAL EASTER EGGS**, POSITIONING DEICHMANN AS A BOLD, SURPRISING AND SOCIAL FIRST BRAND. MORE THAN A SHOE RETAILER, IT BECAME A **TRUE PLAYER** IN POP CULTURE.



# HYPE FESTIVAL COLOGNE

CLIENT



**HYPE FESTIVAL** HAS BEEN SETTING THE TONE FOR **URBAN CULTURE** IN GERMANY SINCE ITS LAUNCH IN 2016. OVER THE YEARS, IT HAS HOSTED SOME OF THE BIGGEST NAMES IN GLOBAL AND LOCAL MUSIC, INCLUDING **BURNA BOY, WIZKID, POST MALONE, MEGAN THEE STALLION, WIZ KHALIFA, CENTRAL CEE, LUCIANO, AND REEZY.** AS TRENDS EVOLVE, SO DOES THE BRAND, WITH A DYNAMIC, THEME-BASED CI THAT KEEPS THE FESTIVAL VISUALLY FRESH AND CULTURALLY RELEVANT. **THE COMMUNITY**, CREATES REAL MOMENTS OF HYPE ACROSS INSTAGRAM, YOUTUBE, TIKTOK, AND SPOTIFY. BY CONSTANTLY ADAPTING TO SHIFTING HABITS AND DIGITAL TRENDS, HYPE FESTIVAL CONTINUES **TO SHAPE THE PULSE OF A NEW GENERATION.**

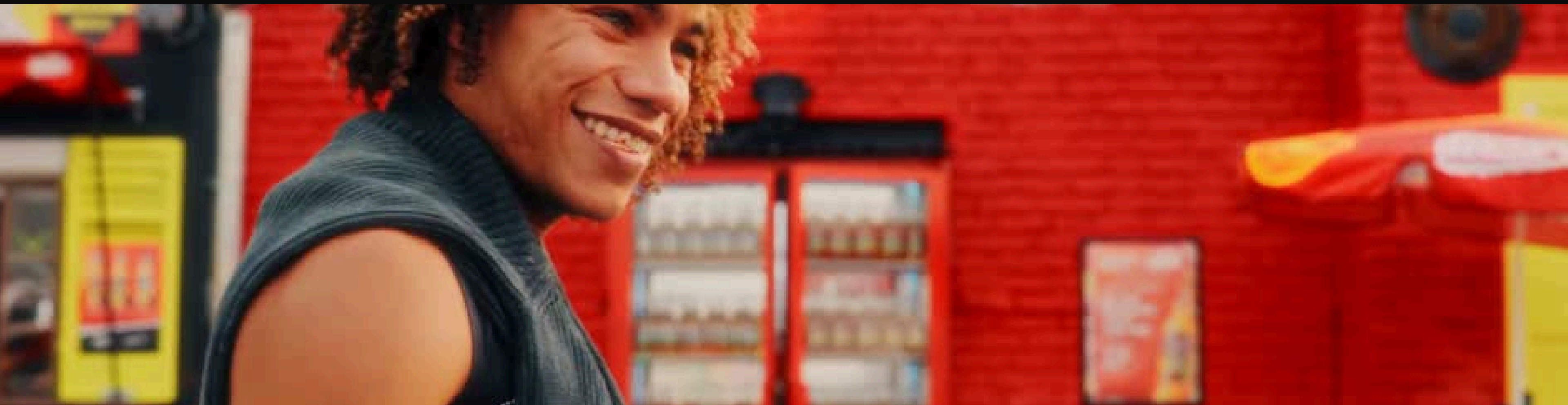


# AVENIDA DESPERADOS

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.



# TASTEMAKERS PODCAST

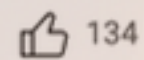
CLIENT **TASTEMAKERS**

TASTEMAKERS SET OUT TO BECOME THE **ULTIMATE DESTINATION** FOR AN EFFORTLESSLY COOL EXPLORATION OF **URBAN CULTURE**. HOSTED BY DJ & MUSICIAN **JEEZY** AND STYLE ICON **JEAN-CLAUDE**, THE PODCAST REDEFINES THE TALK FORMAT WITH A LAID-BACK, **AUTHENTIC VIBE**. INSTEAD OF TRADITIONAL INTERVIEWS, TASTEMAKERS CREATES A RELAXED SPACE WHERE ARTISTS, ATHLETES, AND CREATORS FROM MUSIC, FASHION, SPORTS, AND ENTERTAINMENT CONNECT THROUGH REAL, **UNFILTERED CONVERSATIONS**. IT'S BOLD, STYLISH, AND ROOTED IN CULTURE - **A CELEBRATION OF THE PEOPLE SHAPING WHAT'S NEXT**.



@shaqon.3844 vor 1 Monat

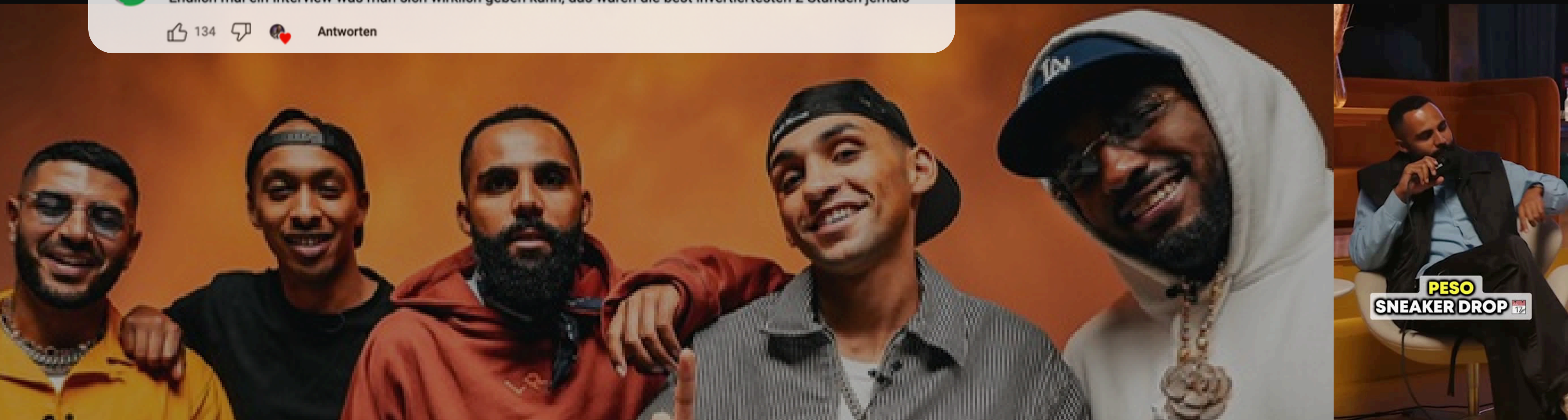
Endlich mal ein Interview was man sich wirklich geben kann, das waren die best invertiertesten 2 Stunden jemals



134



Antworten



# 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.



# OUR SERVICES

## WHAT WE CREATE. WHAT WE DELIVER

CREATIVE CAMPAIGNS & CULTURAL COMMUNICATION

CREATOR & TALENT PARTNERSHIPS

CULTURAL STRATEGY & BRAND POSITIONING

LIVE, HYBRID & VIRTUAL EXPERIENCES

CONTENT CREATION & PRODUCTION

vibrancy  
**STUDIOS**



# WHAT'S NEXT?

GET IN TOUCH



**DAVID ZAUN**

CO-FOUNDER

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