

# What we do

We are a creative event agency operating within the intersection of culture and commerce.

We work hand in hand with our clients to produce relevant and creative marketing and advertising campaigns.

# Services

Creative Concept development

Creative production

Film production & editing

Art direction, branding & design

Music Curation & Sound Design

Live Brand Experiences

Brand Partnerships

Bespoke event design & architecture

# Approach

We are CULT — a creative event agency producing a diverse range of work within the intersection of culture and commerce. Established in 2012 to create multi-channel experiential experiences for culture, lifestyle and fashion brands, Cult has grown exponentially with a strong client base. We focus on making culturally significant campaigns and experiences. We work alongside global brands, artistic institutions and famous fashion icons. Over the last 7 years, Cult has designed and produced a series of successful advertising and marketing campaigns.

House of Vans  
Diageo  
Red Bull  
ASOS  
Westfield  
Percol Coffee  
Huawei  
Dazed  
Royal Academy  
Saatchi Gallery  
Slade School of Fine Art  
Nike  
Adidas  
Stone Island  
Alexander McQueen  
Joseph  
Pringle Menswear  
Farah Menswear  
Phil and Dan

# Founder

Hugo Jones (Executive Producer)

Hugo has over 10 year's producing live marketing events and campaigns. In the last 6 years, Hugo has set up an award-winning agency and supported with the growth of a number of full time Food & Drink projects (products, restaurants, bars and venues) – always with an eye for zeitgeist trends.

Working with both global and upcoming brands, most recently hugo worked on some award winning multi-channel campaigns including Percol Coffee and Diageo. (Drum Out Of Home Awards 2016 and Events Award 2018/ Campaigns for Good.)

# Case Studies

## CULT HIGHLIGHTS

100 million + media impacts

1 Million + customers served

3 full time venues established

Over 100 + events in 2018

“We aimed to deliver an immersive consumer experience that would bring to life our brand values as well as our commitment to sustainability in an engaging, informative yet non-cliche way... In partnership with our agency Cult,, we felt we were able to deliver an experience which resonated with a younger audience and educated all those we reached”

Niomi Bannon,  
Marketing and Product  
Manager, Percol Coffee



## HOUSE OF VANS

House of Vans is a 5 year experiential marketing project for the shoe brand, Vans. It's a multi-functional venue space under Waterloo Station holding a skate park, diner, 2 bars, event space, cinema and art gallery. It is a not for profit space with free art, music, sport and cultural activities open 4 days a week.

### Services:

- Food & Drink branding
- Restaurant design look and feel
- Photography, Video and styling
- Art Curation & Exhibitions (Heated Words)
- Operational systems set up and general management
- Event consultancy

### Key Stats:

- 5 year project
- increased monthly revenue from £5k – £30k in first year
- 85k footfall in first year
- 1000 capacity venue,



“We’ve worked with Cult on a variety of events from store launches to seasonal activations and most recently our new House of Vans project in the Old Vic Tunnels.. Cult consistently provide an extremely fast turn around, under pressure,, but manage to deliver on time with the quality and efficiency we have become accustomed to expect.”

Kat Mackenzie  
Project Director, House Of Vans





## DIAGEO

Cult worked directly within Diageo's Culture & Entertainment marketing team to deliver strategic product placement, event production and brand awareness within relevant cultural scenes and movements.

### Campaigns:

- Skepta Clothing Launch @ Selfridges
- London Design Festival @ V&A Museum, Somerset House, Gladstone Library
- Founders Forum @ Grove Hotel, Kensington Palace & Serpentine Gallery
- Smirnoff Music Matters @ Selfridges
- Google Masterclasses

### Facts:

- 10,000 Guests,
- 50,000 drinks
- Grade A Listed building production







## FARAH

Cult have been working with Farah for a few years now and have produced a series of product launches and shows for new season collections.

What Cult did:

- Venue sourcing
- Creative production
- DJ curation
- Creative concept in line with season
- Alcohol sponsorship
- Event Management

“Thank you for a great event last night. I think everything went really well. I would definitely work with you again — wonderful team all around. “

Mia Zackrisson,  
Global Head of Marketing





## 3"HI X NOTTING HILL CARNIVAL

Cult produced a series of music events with promoters 3"Hi at venues around Notting Hill Carnival.

This involved:

Music curation, production, marketing and PR, brand partnerships, F&B management, photography & video content for social media











## RED BULL

Red Bull Notting Hill Carnival was ‘the hottest ticket in town’ (MTV) for a number of years when it was running. Cult ran the hospitality side of things for 2012 & 2013.

What Cult did:

- Secured alcohol sponsorship (for 2000 VIPs for 7 hours free bar)
- 60 members of hospitality staff managed and directed
- General Management
- Production consultancy

Facts:

- 100,000 people applied for Red Bull Notting Hill carnival
- 62 Million media impacts
- 170k views on boiler room
- Acts included: David Rodigan, Marleys, Exposure, Basement Jaxx (we work with Music Curators)





## POP UP CULTURE

Cult produced a series of ticketed “Pop Up” events in London, back when “Pop Up” meant blink and you’ll miss it – not a temporary shop for a year! Splicing Food & drink with contemporary entertainment from live music to stand up commentary – Cult created a following.

What Cult did:

- Concept creation
- Ticket and Event Management
- Music creation
- Food & Drink management
- Marketing & PR
- Brand partnerships

What happened:

- Series of quarterly 300 person events
- Creation of 2 pop up brands
- A lot of fun



“A great mixture  
Of fine dining  
And top notch  
Entertainment”

“The begining  
Of a great pop  
Up experience”

Made in shoreditch

All in london



## TASTE OF LONDON

Cult was approached by IMG (owners of Taste of London) to look at best ways to create a more exciting and immersive entrance experience at the festival.

Services:

- Festival design and branding solutions,
- Concept development







## THE COLLECTIVE / THE COMMON

Initially Cult was approached to design and produce the launch campaign for the world's largest "co-living" site, The Collective Old Oak, based in West London. Following this success, Cult won a 10 year project to develop the ground floor hospitality space into a restaurant, bar, terrace and event space.

What happened:

- Branded, produced, set up a live working restaurant within the world's largest co-living site
- 7 day a week operation
- 3 F&B areas including 400 capacity terrace.
- £600k net annual revenue
- Sold site back to landlord

Facts:

- Fiscal and budget management
- Operational Standardisation & operational due diligence
- Interior design & furnishings,
- Advertising & marketing
- Launch events
- Brand partnerships and celebrity endorsements
- Chef partnerships

"Is co-living the next biggest trend?"

Virgin





## WESTFIELD

Cult were approached by Westfield London to produce a Christmas Market, Chalet and “Winter Wonderland” experience.

Services:

- Creative production
- design & graphics
- integration into strategic seasonal campaigns





# Mirage

## O2 EXPERIENTIAL

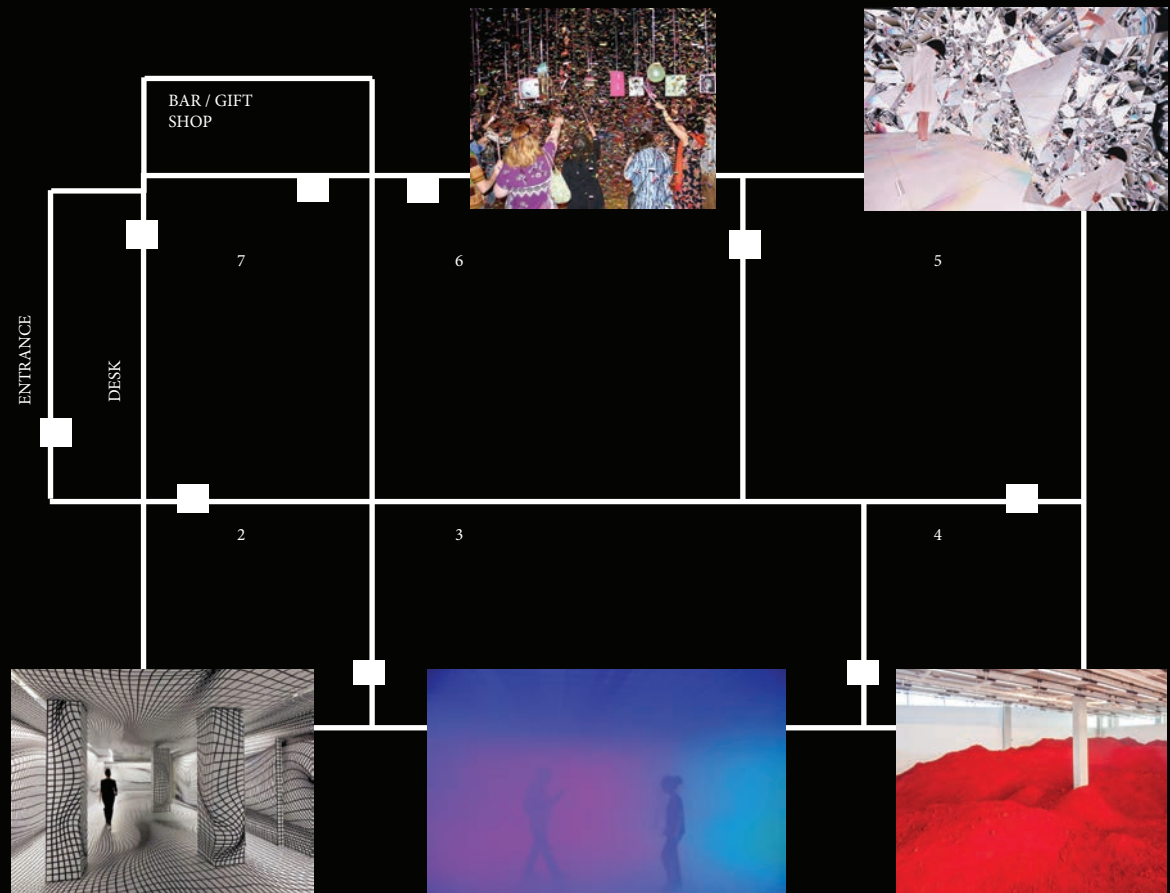
Cult were approached by a private investor looking to translate the “Selfie Museum” culture across the Atlantic to Paris.

Cult created a centralised theme and developed a walk through for this new museum.

Settling on the universal theme of birthdays, the team explored this through medium of creative props, sculptures and visual assets.

Services:

- Concept for a “selfie museum”
- Research & development
- budgeting
- supply chain
- Advertising & marketing support
- Event consultancy
- Venue consultancy





## NIKE LAB

Cult worked directly with NIKE LAB's design team to deliver an interactive exhibition that focused on special projects.

Our team created a modular design display mechanism made out of sustainable and recyclable materials that was a central focus for the exhibition.

The modular designed allowed easy set up and break down alongside it being transferred to other sites.

### Facts and Services:

- Unique use of recyclable materials
- 400m square exhibition space
- Exhibited in stores world wide after exhibition
- Event and venue consultancy
- Exhibition design
- Visual Campaign







## ADIDAS SPEZIAL x UNION

Cult worked directly with Adidas to produce an online and offline advertising campaign. Beginning with creative direction on the photography shoot and culminating in a product exhibition event in Los Angeles in collaboration with Adidas Spezial and UNION.

The exhibition design included full AV documentary screening, bespoke clothing station and archival photography display.

### Services:

- World Wide Advertising campaign
- Photography & Cinematography
- Art Direction
- Product development
- Research & development
- Full Budgeting & reporting
- Exhibition concept through to execution
- Advertising & marketing support
- Event consultancy
- Venue consultancy





## ACE HOTEL / DESERT GOLD

Cult were commissioned by the ACE Hotel to work on the advertising campaign, art production and installation of the annual DESERT GOLD music festival in Los Angeles.

The campaign had a strong digital and social focus as well large format installations in the space.

### Facts:

- Advertising Campaign
- Production of Art installation
- Advertising & marketing support
- Research & development





## ARSENAL 125

Cult worked on the design and curation of Arsenal football club's 125th anniversary at the Saatchi Gallery, London. The exhibition included over 50 unique commissioned images by internationally recognised artists.

### Facts:

- Exhibiton branding, design
- Exhibition curation
- Commissioning Artists
- Advertising campaign and book design
- Research & development
- Event consultancy
- Venue consultancy





## PROJECT PRESSURE

Cult worked on the design and curation of Project Pressure exhibition in Amsterdam. The campaign focused on the effects of climate change from a strong visual position.

### Services:

- Interior // exterior exhibition design & curation
- Advertising campaign
- Research & development
- Venue consultancy
- Event consultancy







## NIKE x MO'WAX

Cult worked on the NIKE x MO'WAX project to deliver a multi-disciplinary exhibition that focused on product display, live music and visuals.

Our in house team created a bespoke design display mechanism for the exhibition which then went on to be used at multiple venues.

### Facts and Services:

- Exhibited in stores world wide
- Event and venue consultancy
- Exhibition design
- Digital Campaign
- Research & development
- Event consultancy





## STONE ISLAND x ARENA HOMME +

Cult were approached to work on the Stone Island x Arena Homme Plus collaboration from installation through to completion.

Having worked with Stone Island for multiple similar campaigns, our creative director worked with Stone Island to create a centralised theme and developed moving image and art installations for the event.

### Services:

- Product design
- Moving Image creative
- Sound design
- Creative Campaign Imagery
- Research & development
- Advertising & marketing consultancy
- Event consultancy
- Venue consultancy

