



E V E N T S



## ABOUT US

Cult was born in 2012 - the year of the Olympics - a time when possibility, adversity, success, glory and community were pulsing through the country and through our veins. The spirit of success and can-do attitude is in our DNA and is what fuels our passion for turning events into extra-ordinary experiences, whatever the scale. From the smallest activation to the biggest marketing campaign, executing to a high standard, pushing creative boundaries and innovating is what we do.

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Our in house and specialist food and drink operation alongside a strong partnership of film production, design and branding teams has helped deliver and consult on campaigns for some of the world's largest brands. We produce a variety of live activations and campaigns; from short term pop ups through to long-term contracts, product launches and festivals. Our team is diverse, fast and flexible whilst always ensuring we maintain a bespoke and premium feel.

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Spanning across creatives, brand consultants, chefs, mixologists, account and project managers, we are uniquely placed to offer something unusual, we are passionate about bringing brands to life and we are always ready to turn a challenge into a ride.





# EXPERIENTIAL

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Cult is proud to be working with both up-and-coming and global brands to develop experiences which maximise the power of live, human interaction. When we make an event experiential, it is our market research, our unique network of trusted creative partners and our creative approach which make sure the consumer walks away buzzing. As a result, we can deliver for the likes of Vans, Google & Red Bull.

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# EXPERIENTIAL RED BULL

To provide a smooth-flowing front and back of house operation for 2000+ thirsty and hungry guests receiving complimentary drinks at Notting Hill Carnival is no easy feat. But our experienced Cult team always know how to please. We

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## “THE HOTTEST TICKET IN TOWN” MTV

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served up an extensive and exciting menu whilst making sure Red Bull’s signature serve guidelines were integral to every offering. We know that brand values and advocacy are crucial, and that’s why we made sure our staff were briefed to deliver a laid-back, relaxed yet professional service.

Our team developed a concept consistent with the Jamaican Carnival ethos. We served over 2000 people a selection of premium cocktails, beers, ciders, spirit mixers and soft drinks for a 7 hour ticketed event.

As part of our brief, we secured sponsorship and stock from premium FMCG companies including Heineken & Diageo, as well as independent boutique brands such as Blackdown Cellars and O’Hara’s Spiced Rum. A cheeky nod to the big dogs in the industry as well as showcasing the up and coming: keeping in check with the music line up!





# EXPERIENTIAL RED BULL

- 2000 COMPLIMENTARY VIP GUESTS
- 3 BARS SERVING BESPOKE RED BULL COCKTAILS
- ACTS INCLUDED DAVID RODIGAN, MARLEYS, DISCLOSURE BASSMENT JAXX
- SECURED ALCOHOL SPONSORSHIP
- 100,000 PEOPLE APPLIED FOR EVENT
- 62 MILLION MEDIA IMPACTS
- 170000 VIEWS ON BOILERROOM.TV

David Rodigan  
with Cult at Red  
Bull, Notting Hill  
Carnival 2013 &  
2014



# EXPERIENTIAL RED BULL



In line with Red Bull's brand brief to include their product in the cocktails, our experienced mixologists designed a selection of fruity, thirst-quenching cocktails, ensuring that they were accessible to a wide audience.

In the kitchen, our team came through in true carnival colours, designing a menu reflective of Caribbean culture with a British twist. Keeping on brand, we incorporated Red Bull into our famous sticky bbq sauce: a rave-up success.

## KINGSTON PUNCH

A refreshing summer drink with strawberry & raspberry purée, sugar, lime, light rum and coconut rum shaken over ice with a can of Red Bull Blue Edition.

In a chilled high ball glass, squeeze a dash of each purée (around 7.5ml), add 10ml sugar (as the Red Bull Edition has more to balance the bitterness from the lime), 20ml lime, 12.5ml coconut rum and 25ml light rum. Fill the glass with ice and give it a quick stir before topping up with Red Bull Blue Edition. Garnish with a couple of blueberries, a lime wedge, a pineapple leaf and two straws. De-Lish.

## COOL RUNNINGS

Blended watermelon, lime and rum with mint & topped up with a can of Red Bull Silver Edition.

Add 30ml Rum (any variety – Cinnamon Infused Rum is our favourite), 20ml lime and a 7.5ml sugar (to taste as both the watermelon and Silver Edition bring sweetness), 100ml watermelon juice and a handful of mint (slapped to release the flavour) into a Boston Shaker filled with ice. Shake this hard for a few seconds then pour the drink over fresh ice in a high ball glass. Finish with a Red Bull Silver Edition and garnish with a lime wedge and watermelon slice with two straws.



DIAGEO

O'HARA'S  
SPICED RUM





# RESTAURANTS & BARS

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Working together with both multi-national brands and property developers, Cult has set up three full time restaurant and bar operations in multi-functional venue spaces and residencies. Adding value to each space through creative food, drink & communities is what we do and we've had a load of fun with The Wall SE1, The Common *Slice* and The Common over the past two years. Here's to the next ten...

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THE COMMON  
RESTAURANT

THE WALL  
SE1  
EAT · SKATE · DRINK

HOUSE OF  
VANS

THE COMMON *slice*



# RESTAURANT THE COMMON



In early 2016, Cult was approached by The Collective, a young & innovative property development company, to install and run a full time restaurant within their new site in Willesden Junction.

As the largest co-living space in the

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**“IS CO-LIVING  
THE NEXT  
BIGGEST  
TREND”** **VIRGIN**

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world and pioneering the co-living concept in the U.K market, this was not a partnership we wanted to turn down. Donning hard hats, the Cult team ventured into the building site to work with The Collective's design and architectural team to convert the blank canvas into a fully functional kitchen, bar and outside terrace.

In order to get the job done, we called on our extensive network in order to recruit the right general management team, project manage the interior and exterior build, and of course our own expertise in installing operational systems, creating the right service standards and aligning The Collective's vision for the building with our vision for The Restaurant.

In early June, we had installed a fully functional restaurant inside and a street food terrace ready for the Euros! We launched to public, drawing crowds through strategic partnerships with renowned chefs & DJs such as Ben Spalding and Krankbrothers.





# RESTAURANT THE COMMON

- **Full interior & exterior project management**
- **Contractual negotiations for 10 year lease**
- **CAPEX funding for fit out**
- **400 covers inside & out**
- **7 day a week operation**
- **3 strategic, on trend food & drink solutions**
- **Street food terrace & bar**
- **Development of loyalty schemes, App & online ordering**
- **Full operational standardisation & day to day management**



# EXPERIENTIAL HOUSE OF VANS



House of Vans launched in August 2014 as a multifunctional venue with a capacity of 850 people. Housing an art gallery, cinema, two bars, skate park and in-house diner - the space is literally amazing. Vans described the project as a "physical manifestation of the cultures and creativity that have defined [the brand] since 1966."



## “CHUFFIN BRILLIANT 6 STARS”

### TIME OUT

With years of experience in the London pop-up, events, bar and restaurant industries, Cult was approached to take charge of feeding and watering the masses at this unique new cultural hub. We instantly fell in love with the venue and its ethos (plus we don't need an excuse to feed people), so we grabbed the opportunity with both hands.





# EXPERIENTIAL HOUSE OF VANS

Armed with market research and knowledge of the Vans brand we created The Wall SE1, an American, and specifically New York café/diner brand, with influences from the ever changing street food scenes on both sides of the Atlantic.

Our team operates a 4 day per week restaurant café as well as 2 event bars to accommodate exhibitions, gigs, events and cinema screenings. Our experienced General Management team are on site daily to facilitate events large and small.

As the F&B operation is the only revenue-generating exercise in the venue, Cult are continuing to increase monthly sales. With a revenue share that goes back into this 5 year project our remit also includes managing positive financial returns.

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***“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***

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- **5 YEAR PROJECT**
- **£5K MONTHLY REVENUE INCREASE TO £30K OVER YEAR 1**
- **LEASE NEGOTIATIONS**
- **85K FOOTFALL IN YEAR 1**
- **CLIENTS SO FAR INCLUDE: STORM MODELS, SONY, TIME OUT, OLD VIC, MTV, UNIVERSAL, RED BULL, GLUG LONDON**
- **1000 CAPACITY VENUE**



# EXPERIENTIAL HOUSE OF VANS



## What we did:

- Concept development of F&B spaces and aesthetic theme.
- Brand identity, website creation, menu development and brand guidelines to work within Vans brand and consumer demographic.
- Staffing and recruitment: finding the right staff for the space.
- Use of pop ups for marketing space.
- Operational standardisation.
- General management: stock, budget, finance control, health and safety.

It was certainly a challenge to design a F&B operation that fits in line with the Vans brand and such a unique space, but with more the 250k happy punters and positive client relationship, Cult delivered the brief.







# CORPORATE

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Cult's ethos of sourcing well and delivering to a high standard have been recognised by a fast-growing and loyal number of corporate clients who require slick, well-executed events. Always adding a flair of creativity to what we do, we ensure our events will stand out and impress guests and clients alike. Events include gala dinners through to conferences, company away days and store launches.

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# CORPORATE TK MAXX



TK Maxx , the clothing store, is a rapidly growing brand with a core strategy to expand and launch new stores across the UK. We were involved in launching the flagship store in Covent Garden as well as playing a part in key campaigns such as “Me. By. Me.” and their latest Christmas campaign “You. By Me.”

**“CULT EVENTS ... NOT ONLY PROVIDED A GREAT EVENT BUT SOMETHING THAT HAD BEEN CAREFULLY THOUGHT OUT TO IMPRESS AND ENTERTAIN OUR GUESTS”**

**ALICE SHEPHERD ACCOUNT DIRECTOR**





# CORPORATE TK MAXX

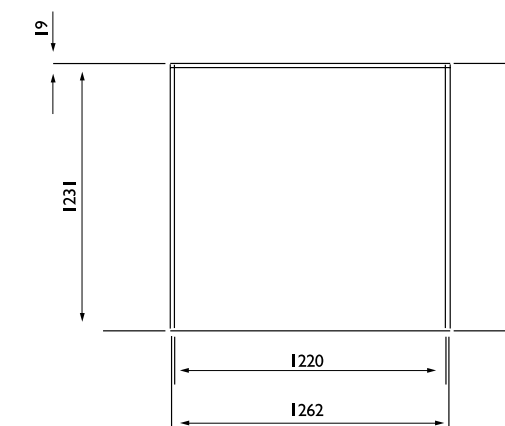
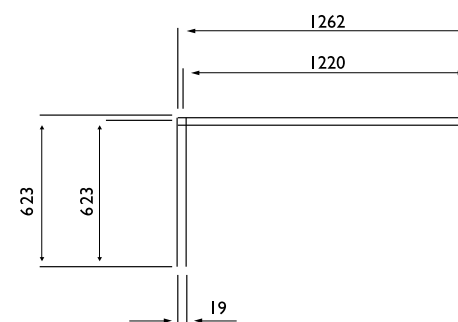
- 100 VLOGGERS AND BLOGGERS IN STORE WITH OUTREACH TO THOUSANDS
- INCREASE IN DAILY RETAIL SALES
- SUCCESS OF FIRST CAMPAIGN LED TO THE DEVELOPMENT OF FURTHER CAMPAIGNS

Cult was approached by Tribe Marketing to help with the activation of three in-store campaigns. This included branded DJ booths, set and production design, as well as bespoke food and drink menus to work for each individual campaign. Our creative team's integrated

approach meant we could produce an holistic campaign to effectively deliver the brand's message. And our efficient client communication enabled us to deliver on demanding briefs.



Production team designed and built a bespoke DJ booth for branding opportunities.





# CORPORATE IDEA LONDON

We work closely with a number of tech industry companies to create engaging event experiences; enabling a relaxed and informal networking environment. We regularly work with IDEA London, a partnership organisation between UCL, DC Thompson and Cisco Systems. We were honoured to be trusted with the task of launching and showcasing their incubator hub in Shoreditch. Distinguished guests included David Cameron as well as key figureheads from partners' organisations.

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***“Cult are incredibly professional and deliver large scale events with ease. Whether it's Hugo designing the event or Ian creating marvellous concoctions in the kitchen. Cult never fail to amaze and have considerably helped us showcase our innovative space at IDEA London”***

***Katherine Hannah Cisco Systems Programme Manager***

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To bring this event to life and be true to the brand, we identified three key pillars within the organisation: innovation, entrepreneurialism and collaboration. We then set up an event that would showcase these values, but with the added Cult creative twist. Such as through digital illustrators and ipad magicians, we created a light hearted yet engaging event remaining relevant to our tech clients.

A successful post-event marketing strategy saw a significant impact via video content and social media which allowed the event story to continue. Since the launch we have been involved with all of their large-scale events.





# CORPORATE CISCO SYSTEMS

- **20 START UPS PITCHING TO SECURE FUNDING**
- **VIDEO PRODUCTION TO SHOWCASE EVENT TO PUBLIC & FEEDBACK TO PARTICIPANTS**
- **PRESENTED CISCO AS INNOVATIVE & CREATIVE TO START UP AUDIENCE**



Cisco approached Cult with a brief to design a creative and innovative awards ceremony for 20 semi-finalists as a way for them and future contestants to engage with the brand. To elevate the proceedings into a dynamic kudos-creating atmosphere our concept was to create pitching and interview sessions, speed dating with mentors and business partners as well as informal networking with interactive food and drink offerings. Cult filmed each element and fed the footage back to contestants to help them improve their elevator pitches. Cult also created a short promotional trailer for Cisco to promote the Awards online.

#### What we did:

- All design, print, banners & branding materials
- Concept development, project management & event production
- Video production (click below)
- Bespoke catering





# CORPORATE PRICE WATERHOUSE COOPERS



Cult were approached by the global accountants and consultancy firm PwC to facilitate their Team Away Day for the Risk Division. We presented a number of team building exercises and formats of which they chose our graffiti and cooking workshops. By blindfolding, ear-muffling and muting certain guests we playfully coerced the team to communicate creatively in baking classes. And with world-class graffiti artists brought into the fold to train up the team's art skills, the event was hugely successful.

***“EVERYONE WHO  
ATTENDED COMMENTED ON  
WHAT A GREAT EVENING  
THEY HAD AND THAT IT  
SET A NEW BENCHMARK  
FOR CORPORATE EVENTS”***

THOMAS WILLIAMS SENIOR MANAGER PwC

- 150 DELEGATES SPLIT INTO TEAMS
- 2 CREATIVE WORKSHOPS TO  
BREAK BOUNDARIES, IMPROVE  
COMMUNICATION AND BUILD  
TEAM SPIRIT
- POSITIVE FEEDBACK ON VASTLY  
IMPROVED ENGAGEMENT  
BETWEEN TEAMS





# POP UP

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We've created a number pop up campaigns and unique event concepts for our clients, but also to showcase our own creativity and passion for the industry...  
It's how we started and we love the pure, simple impact they have.

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PISCO FUEGO

SCHOOL SUPPER  
SOCIETY

VANS

ORIGINAL TRAVEL





# POP UP SCHOOL SUPPER SOCIETY

School Supper Society is a groundbreaking fun dining experience, introducing provocative cultural engagement in the distinctly 'Old Skool' environment of the Assembly Hall of Central Foundation Boys' School in Shoreditch, London.

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**“THE BEGINNING  
OF A GREAT POP  
UP EXPERIENCE”**

**MADE IN SHOREDITCH**

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Understanding the demand for a mix of high quality entertainment as well as food and drink in the pop up world, we paired up with promoter Elliot Jack from Jack Arts to deliver an exciting entertainment experience for 200 people on a quarterly basis.



# POP UP SCHOOL SUPPER SOCIETY

**“A GREAT MIXTURE  
OF FINE DINING  
AND TOP NOTCH  
ENTERTAINMENT”**

ON IN LONDON





# POP UP VANS STORE LAUNCH

Vans asked us to help launch a new store in Covent Garden in August 2014 - naturally we obliged. The brief was to activate a food and drink stall on Neal Street that would promote both the new House of Vans opening as well as attract customers into the new store.

Inside the store customers were encouraged to interact with the brand by designing their own shoes, using an interactive plasma touch screen. Our brand ambassadors used this opportunity to cross-promote the opening of House of Vans and 'The Wall SEI'.



## EXECUTION

- Mini burgers featuring Vans branding on mini boxes
- Vans-branded bar with branded House of Vans cups
- A 'build your own shoe' interactive TV screen
- Branded lollipops



## RESULT

- 2000 mini burgers handed out
- 1000 lollipops
- 100's of walk ins
- 500 soft drinks handed out
- 200 socks given away with purchases
- Increase in sales





# CULT EVENTS CONTACT US

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Thanks for taking the time to see what we've been up to at Cult HQ for the past year or so. We've had big big fun working with an array of clients and via some very varied events. Highlights have to include the launch of House of Vans underneath Waterloo station and the epic Red Bull Notting Hill carnival.

2017 looks to be another year of brand launches, hidden pop up experiences, team away days and venue take overs!

Check out our promotional video by clicking on one of the images on the adjacent page to get a feel for what we're about.

And if you fancy it, please do get in touch - we'd love to chat...

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## CONTACT

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## SOCIAL

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