



## BuzzFeed - Licensing Expo, 2018

**Booth Size:** 30' x 50'

**Objective:** Brand Awareness and New Licensees for BuzzFeed's Daughter Brands

**The Solution:** BuzzFeed wanted to make an impactful statement at their first Licensing Expo and debut their daughter brands: Tasty, Goodful, and Playfull. The exhibits at Licensing are typically wide open and designed with an "in your face" approach. Gilbert flipped this tradition and created an enclosed, experiential environment that led attendees through an immersive branded adventure with branded rooms that offered educational and sales opportunities.

**The Result:** The design created an incredible buzz on the show floor which achieved BuzzFeed's goal of raising awareness of their licensing capabilities. Tasty, one of BuzzFeed's brands, signed an exclusive licensing deal with Walmart for their cookware as a result of their participation at the show.

