



## Number Project/Four Loko - ComplexCon, 2018

**Booth Size:** 20' x 30'

**Objective:** Experiential Success and Brand Equity.

**The Solution:** Four Loko wanted to become associated with ComplexCon, one of the most relevant events in the pop culture space, provide product sampling, and become associated with "cool brands." Gilbert designed an immersive bodega experience inspired by the activations Four Loko creates at convenience stores across the country. Complete with a famous DJ and product giveaways, the exhibit served

as a hangout for attendees and a place to rediscover the Four Loko brand.

**The Result:** Four Loko experienced massive foot traffic throughout the show, saw an increase in social media mentions, and was highlighted by Complex, the show's producer for their strong presence at the show.