



NEW YORK
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555 W 5TH ST 35TH FL
LOS ANGELES, CA 90013

INTERNATIONAL

BRAZIL
MEXICO CITY
CHILE
COLOMBIA

LATAM

CALLE 121 # 7A -93
BOGOTÁ - COLOMBIA

Top Brand Worldwide

"Crafting Premium Experiences, Shaping Memorable Brands"

New York - Dubai - Miami - Los Angeles - LATAM

A person in a white shirt is crouching in the lower-left foreground, interacting with a large, glowing, abstract digital structure. The structure is composed of many thin, blue and purple lines that form a complex, web-like pattern. The background is dark, with some colorful, abstract shapes in the upper-left corner. The overall scene has a futuristic, digital feel.

TOP BRAND WORLDWIDE

Our experience as a specialized creative lab in **experiential marketing** and **brand experiences** enables us to generate exceptional ideas and execute them for premium brands and services across various sectors.

From mass consumption to luxury and jewelry, food and beverages, banking, pharmaceuticals, spirits, human resources activities, education, retail, automotive, technology, telecommunications, government, and much more, **our expertise knows no bounds.**

We proudly serve clients in **New York, Washington, Miami, Los Angeles, Las Vegas, Mexico, Brazil, Chile, and Colombia.** What sets us apart is our ability to blend exceptional customer service, swift response times, and agility with a unique **dose of creativity**, ensuring the delivery of high-quality experiential marketing products **that consistently fulfill our promises.**



WE HAVE EXPERIENCE
WORKING WITH

50+

premium brands to capitalize
on our partner's business
model and expand into the
U.S. and LATAM markets.

Discover Our Experiential Marketing Formula

WATCH THE REEL HERE



FAITH
LOYALTY
QUALITY
RESPONSIB
FREEDOM
RESPECT



THE 2022
**BIZBASH
EVENT
Experience
AWARDS**

THE 2023
**11th ANNUAL BIZBASH
EVENT *Experience* AWARDS**

Best Immersive Experience

THE ART OF THE SENSES

TOP BRAND WORLDWIDE

WINNER

QUALITY CERTIFICATIONS

ISO 9001:2015

BUREAU VERITAS
Certification



INDUSTRY RECOGNITIONS

Winners of BIZBASH AWARDS 2024

Category: Best Immersive Experience

Winners of BIZBASH AWARDS 2022

Category: Events Experience Awards

Gold at the FIP

Ibero – American Festival of Promotions and Events.

Ranked #18 as a Top Brand Worldwide Agency

According to the TOP 100 ranking of P&M Magazine

WINA DUBAI

Gold - Category: Promo Activation

Subcategory: Point-of-Sale Activations

Honorable Mention - Effectiveness

Subcategory: Brand Activation

Experiential Marketing Revelation Agency

Premios FICE

100 / 100 Rating

In the international Supplier Qualification System COFACE



NATIONAL COVERAGE



Top Brand

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LAS VEGAS





INTERNATIONAL COVERAGE



Top Brand

U.S.
BRASIL
MÉXICO
CHILE
COLOMBIA



THE ART OF OUR SERVICES

- ✓ Top Experience
- Top Events
- △ Top Digital
- ⋈ PR & Influencer Marketing
- Top Virtual



Top Experience

At Top Brand Worldwide, we are experts in **connecting audiences** through immersive brand launches, dynamic street activations, and sensory-rich experiences. We craft unforgettable interactions that allow attendees to engage with our clients' brands through captivating aromas, tactile sensations, and delightful flavors, **creating deep emotional connections.**

Our innovative approach ensures that each experience is not only memorable but also **strategically designed** to captivate and engage. From bustling supermarkets and vibrant shopping centers to dynamic streets and iconic public locations, **we specialize in reaching target audiences with unparalleled creativity and precision.**

WINNING.

((IN STREAMING))

Shining in Real Time



In the United States, 246 million people are actively connected to social media and video streaming platforms, with Facebook, FB Messenger, Instagram, TikTok, Snapchat, LinkedIn, Reddit, Discord, Nextdoor, and Telegram being the favorites. Faced with this fierce competition, Bigo Live seeks to establish itself as one of the top choices in streaming content creation.

How to stand out in a market where 72.5% is already occupied by other platforms?
Introducing Winning in Streaming - Shining in Real Time

We brought together the top influencers with the highest engagement on Bigo Live in a venue that allowed them to shine, and we gave them the most compelling reason to share their content for hours. Talking about themselves, monetizing much more, and growing their community in real time.

We rewarded the best streaming content, incentivizing over 800 influencers in real time to proclaim to the whole United States and the world that Bigo Live is the leading platform for generating and monetizing content. This initiative created such a striking movement that it surpassed the dissemination even of the most popular news on other streaming platforms with millions of users. Even on all these competing platforms, they talked about why to download and watch Bigo Live.




+800 GUESTS
FROM ALL OVER THE GLOBE.




CONTENT CREATORS
GATHERED TO HONOR EXCEPTIONAL
CREATORS WORLDWIDE.



+ 20K STREAMERS
WORLDWIDE.

DJ Redbaby 

Thank you @bigolive.usa for the
opportunity to perform the
Red Access Way! 

i.a.m.n.o.r.a What an amazing night!! 

 Trap  Barbje

Love the awards I am
watching on Bigo Live App

Cartier

Successful launch and PR campaign of carat cartier

Impact

14+

Opinion media impacted,
with a free press value of
\$ 1.000.000 USD

Collaboration

Temporary alliance formed between Jaguar/Land Rover and Cartier for the launch period.



Cartier

Outcome

Sales increased by 4.7%
during the activation period.

Influence

Connecting with 120+ macro and micro influencers, journalists, celebrities, artists, and musicians.

Compliance

Expertly aligned with parent company guidelines and regulations at every activation, event, pr, and launch point.



The Way We Celebrate

WATCH THE REEL HERE



CAROLINA HERRERA



TURN TONIGHT ELECTRIK

WATCH THE REEL HERE



ABSOLUT.[®]



"There was only one way to do it, by delving deep into the self, navigating a life full of unique experiences that make us unique."

Forbes

"The consumer's emotions are captured in the bottle of Johnnie Walker Blue Label."

W RADIO



"Diageo brings The Art of the Senses: a sensory experience with Blue Label."

PRM

"The dome holds a secret that is revealed through an experience. The dome allows you to travel to the future of tastings."

diners



THE ART OF THE SENSES BY JOHNNIE WALKER Blue Label

SITUATION:

Johnnie Walker Blue Label, the premium Whiskey brand trusted by experts, needed an experience that would allow for a repositioning of JW Blue Label in the luxury category, generating a 52% increase in NSV and share growth compared to last year. To bring more dynamism to the luxury category as consumer preferences in this segment are evolving, we aimed to achieve brand relevance (Share of Market) and financial indicators such as Gross Margin, NSV, and Sell Out, based on value-added versus price.

IDEA:

"There was only one way to do it, by delving deep into the self, navigating a life full of unique experiences, those that make us unique, turning all those experiences into stimuli and images like the first work of art generated by the brain."

Johnnie Walker Blue Label presents
'The Art Of The Senses'

EXECUTIONS:

The first neuroscience center for Blue Label in the world. Where, thanks to sensory stimuli created by three talented and outstanding Colombian professionals, Juan Camilo Arboleda, nominated for Grammy Awards, Juan Manuel Barrientos, Chef and winner of Michelin Stars, and Alejandro Salgado, PhD in experimental psychology and neuroscience from the University of Oxford. They use combinations of notes on the palate, creating neural connections with each of their experiences, flavors, music, textures, and visual elements, to awaken all their senses. So that neuroscience could turn stimuli into a unique masterpiece. Achieving bringing to life all those experiences that only in our minds have their maximum expression.

RESULTS:

56%	SHARE GROWTH	+9%	SELL OUT
34%	HIGHER NSV VS PREVIOUS YEAR	+4%	KEY ACCOUNTS GROWTH
16M	REACH	10.95%	ENGAGEMENT RATE

THE PROJECT GENERATED THE HIGHEST AD VALUE & REACH IN THE HISTORY OF THE BLUE LABEL VARIANT IN COLOMBIA.





PICAN
PERO **RICO**

PROBLEM

Brands face the challenge of engaging with younger generations and staying relevant in their conversations and culture. Finding innovative ways to connect with these generations at music festivals is crucial.

IDEA

We broke away from traditional approaches and introduced a captivating brand activation at the country's most prominent music festival. By recreating the iconic pinball game on a large scale, we transformed festival-goers into real fireballs, immersing them in our brand and its "Itchy but Delicious" concept.

SOLUTION

Within a 12x12 space, we created a unique experience where each festival attendee could enjoy one minute of exhilarating pinball action, aiming for high scores to win exciting prizes. Participants also indulged in deliciously prepared Doritos, featuring the perfect toppings to keep their energy up and enhance their enjoyment of the Estéreo Picnic festival.

We pride ourselves on **our ability to create unforgettable, large-scale events** that captivate and inspire. Our team of experts excels in organizing massive events, **international summits, sponsorship events, galas, concerts, trade shows, booth designs**, end-of-year corporate celebrations, and human resources events. We enhance these occasions with national and international speakers, artists, influencers, and celebrities to ensure a truly spectacular experience.

Top Events

Combining high-end technology with our exceptional event planning process, **we support our clients on a national and international scale**, regardless of time zone or location. At Top Events, every detail is meticulously crafted to transform your event into a captivating talking point, ensuring it stands out as a distinct and magical experience. We are the partner of choice for **Sales & Marketing divisions** and **leading multinational Human Resources departments**, delivering experiential marketing events and campaigns that leave a lasting impact.





100 YEARS

BREITLING LAUNCH

The most recognized Swiss watch brand in the world captivates pilots and travel enthusiasts with elegant designs that reaffirm the brand's DNA. Top Brand imported a Breitling Jet to launch the brand with a 360° cycloramic projection, showcasing the plane in its full splendor.

**SUCCESSFUL LAUNCH OF BREITLING
WATCHES AND THEIR 100TH
ANNIVERSARY CELEBRATION.**



25+

IMPACT

MEDIA OUTLETS IMPACTED, WITH A
FREE PRESS VALUE OF
\$1.5 MILLION USD

COLLABORATION A TEMPORARY
ALLIANCE WITH ROYAL SALUTE



OUTCOME **7.5%** SALES INCREASE
DURING ACTIVATION PERIOD

INFLUENCE CONNECTED WITH
250+ ACTIVE PILOTS

COMPLIANCE:
EXPERTLY ALIGNED WITH PARENT COMPANY
GUIDELINES AND REGULATIONS AT EVERY
ACTIVATION, EVENT, PR, AND LAUNCH POINT.

END OF THE
YEAR PARTY

DAVIVIENDA

Ritmo Latino

Diciembre
10 - 2022

THE RHYTHM
OF PASSION UNITES US



6 DAYS OF
MOUNTING

8 HOURS
OF EVENT

+15 GUESTS
K.000

SITUATION

It's been a while since we all last saw each other. We have spent moments full of anguish, fear, and anxiety about relating to others. Today, a company wants to rediscover a tradition from many years ago, something that identifies them and makes them enjoy, share, and experience being together again.

IDEA

Create the ideal moment where we can unite our more than 15,000 hearts to the rhythm that only we know. Reuniting after these years separated by COVID-19.

RESULTS

Welcome to DAVIVIENDA RITMO LATINO, an unforgettable night to unite and spread our music, happiness, and way of seeing life, celebrating once again the joy of being together and enjoying life together.





Novo Nordisk International Summit



CHALLENGE:

Reuniting the C-Levels of Novo Nordisk at a paradisiacal location in the Caribbean.

SOLUTION:

Top Brand took the reins and crafted an extraordinary event at the Atlantis in the Bahamas, bringing together over 300 guests. We meticulously planned every detail of the Summit, including activities, tourism, lodging, technical requirements, decor, entertainment, and run-of-show (ROS). With Top Brand, our client delegated the full responsibility of such a magnificent event overseas to one trusted partner.



THE OUTCOME

The best Summit in the history of this global healthcare company. Our seamless execution allowed Novo Nordisk to enjoy the pleasure of having an agency handle all the hard work. The event was a resounding success, leaving attendees with unforgettable memories and Novo Nordisk with unparalleled brand positioning.

Enjoy the ease and excellence of working with an agency that turns your vision into reality.



PEPSICO



COMMERCIAL CONNECTION ANDEANS

IDEA:

How can we achieve this connection by unifying these five countries with a single objective? We analyzed the most relevant aspects of the five countries with which all Andeans identify, creating a unique language as the Andean Tribe, where colors, symbols, and textures come together to bring our 2023 convention to life.



CHALLENGE:

Create the first convention for the PEPSICO LATAM sales team, connecting five countries and celebrating the great results of 2022 with a clear vision of objectives for 2023, always striving to be the best as a great Andean Tribe.

SOLUTION:

For three days, we made the entire team feel what it means to be UNSTOPPABLE, to dream big, never settle, be tireless with an instinct for improvement, driven by passion to be the best, without limits, and capable of recognizing both individual and collective strength. That is what it means to be Andean, that is what it means to be UNSTOPPABLE.



WATCH THE REEL HERE



(LATAM) Market **GAMING BATTLE**



PEPSICO



DIGITAL TRANSFORMATION SUMMIT

WATCH THE REEL HERE



At Top Brand Worldwide, we elevate your brand through a **strategic blend of public relations**, influencer marketing, experiential marketing, and digital strategies. Our comprehensive approach ensures your message resonates with both the press and the public.

PR & Influencer Marketing

We craft compelling narratives and innovative concepts that captivate audiences, **connecting your brand with national and international media**. By partnering with micro and macro influencers, we amplify your reach and impact. Our strong media relationships and strategic connections with government and corporate entities secure full media engagement and free press.

At Top Brand Worldwide, **we create unforgettable experiences** and build lasting connections, helping you achieve your public relations and influencer marketing goals.

paco rabanne

FAME

the new feminine fragrance



SITUATION.

We recognize a celebrity who lives in the exclusive universe of fame, identifying them visually just by seeing them on television, hearing them on the radio, or referencing them when their name is mentioned on the street. But would it be as easy to identify a celebrity just by their smell? This question olfactively triggers an even more intriguing doubt.

IDEA:

Does fame have a scent?

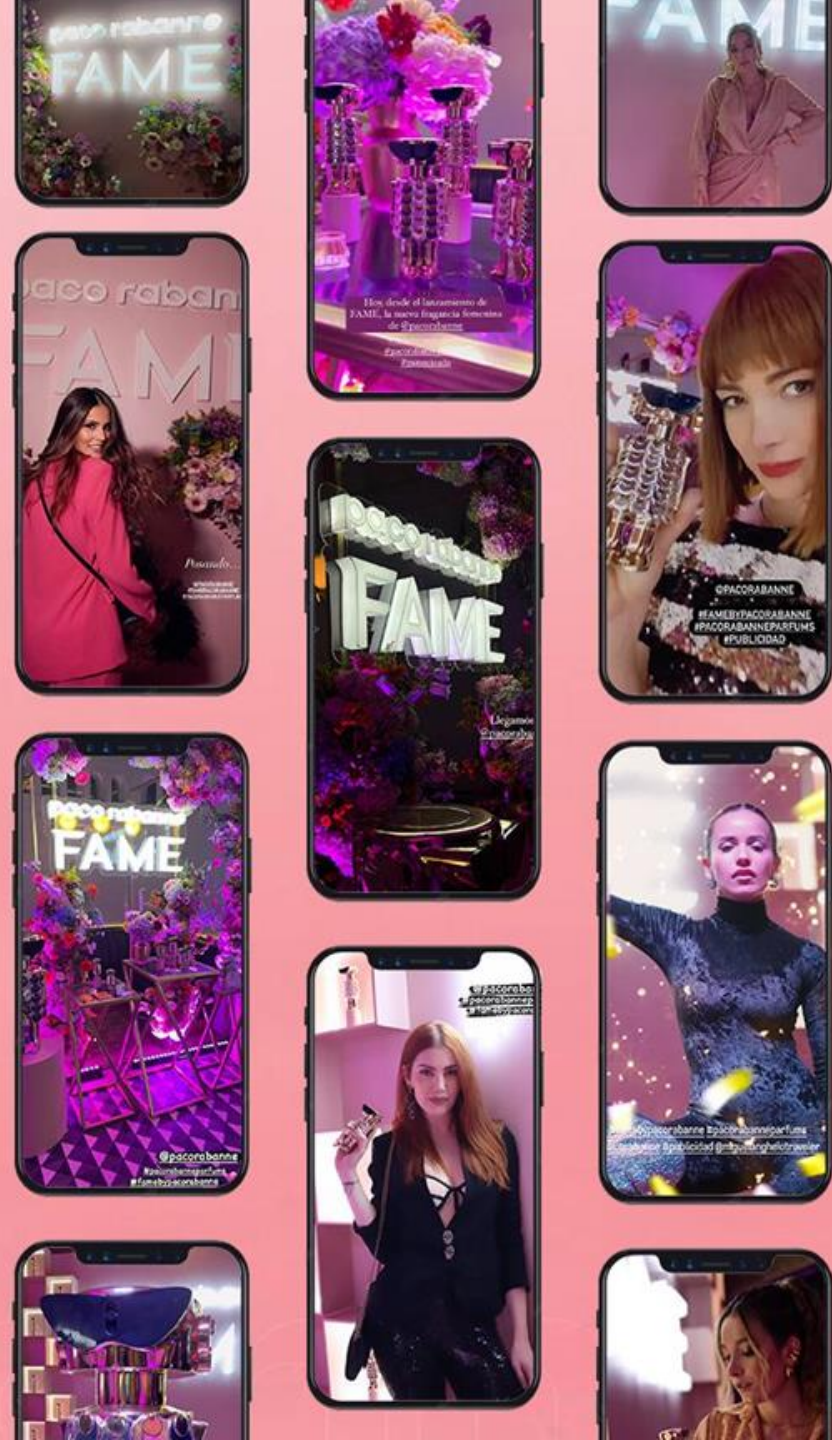
We built an iconic experience with FAME by PACO RABANNE, the main host and protagonist of this experience, turning this creation into a purpose and emotion that the brand aims to convey with this fragrance.

SOLUTION:

Create a space that exudes the essence of the brand and its fragrance, enjoying meticulously designed areas such as the Photocall Inspiration and the Bottle Room Inspiration, with Parisian aesthetics as the protagonist of this era alongside the femininity of women. This femininity is exclusive to women who decide to be iconic, iconic like FAME, the new feminine fragrance by Paco Rabanne.

61 INFLUENCERS **445** STORIES - POST - TIKTOKS **\$226** MILLIONS IN EARN MEDIA **5%** ER

1.098.764 REACH **1.198.542** MEDIA IMPRESSIONS



DREAM



PROBLEM

In a world where diversity is increasingly discussed, advertising often fails to reflect the reality and multiculturalism that exists today. Only 17% of women feel that their beauty is accepted by society. Therefore, addressing the need to promote racial equity in aesthetic medicine®, Allergan Aesthetics and skinbetter science® created a comprehensive initiative. The Forces of Beauty® report is the latest component of this program, aimed at promoting EED&I education within the aesthetics world and the beauty industry as a whole.

IDEA

In the heart of the city that produces and consumes the most advertising, we organized a large call for a unique photography exhibition. This event centered on diversity, aiming to bring visibility to a photographic series featuring people from diverse backgrounds, races, sexual orientations, and body types. Our goal was to create a truly inclusive message through advertising.

SOLUTION

Allergan Aesthetics and Shutterstock created an extensive library of 1500 images and videos where multiculturalism and diversity were showcased. These visuals included men and women of different races, ethnicities, body types, sexual orientations, and disabilities. They were made available on Shutterstock, a renowned platform, for other brands to use in creating more inclusive advertising. We aimed to share this message widely through a PR event.





We revolutionize experiential marketing with **cutting-edge technologies** like Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI), and holograms. Our innovative approach **creates immersive and unforgettable brand experiences.**

Top Virtual

AI, VR, AR, Apps & Emerging Technologies

Our expertise in AI, VR, AR, and app development allows us to craft interactive and captivating experiences. **We blend digital and physical worlds seamlessly**, with AI-driven solutions ensuring personalized interactions.

Holograms and innovative app development **add a futuristic touch**, enhancing user engagement. At Top **Virtual**, we stay at the forefront of technological advancements, delivering unparalleled experiential marketing solutions. Embrace the future with us and **create truly transformative experiences.**

INSPIRATIC

WATCH THE REEL HERE



MINTIC





Let's talk about the **brand process**

THE PANDEMIC HAS CHANGED EVERYTHING FROM ONE DAY TO THE NEXT, INCLUDING THE WAY WE HOLD CONVENTIONS THAT BRING TOGETHER THE WORLD'S BUSINESS LEADERS. HOW CAN WE BRING THEM TOGETHER AGAIN WITHOUT EXPOSING THEM TO COVID-19 AND WITHOUT MAKING THE ENTIRE TEAM FEEL DISTANT? TECHNOLOGY PROVIDES US WITH THE SOLUTION THROUGH THE USE OF HOLOGRAPHIC DISPLAYS, WHICH ALLOW US TO MEET ALL THE LEADERS OF FALCK THROUGH HOLOGRAMS, MAINTAINING A SENSE OF PRESENCE WITHOUT PUTTING THEIR HEALTH AT RISK.

CELEBRATING NATIONAL LEADERSHIP
WITH **FALCK AMBULANCE**.

INNOVATIVE AND SUSTAINABLE EVENT MANAGEMENT

UNITED OPERATIONS FROM 6 STATES IN ONE CITY
FOR A **BRAND LAUNCH**

UTILIZED HOLOGRAPHIC TELEPRESENCE
DURING PANDEMIC CRISIS

FIRST EVENT WITH REAL FLOATING ELEMENTS ON STAGE
USING HOLOGRAPHY, NO PROJECTION SCREENS NEEDED.



anthropologic





WATCH THE REEL HERE



MERCEDES - BENZ Augmented Reality Drive



Mercedes-Benz

Top Digital

At **Top Digital**, we integrate digital strategies across our service portfolio, collaborating with brands to ensure their target communities not only listen but also **engage and interact with their products**. This approach enhances the effectiveness, reach, and impact of every campaign we design.

We offer the best resources to support our clients in executing **successful digital campaigns**. Our comprehensive services include social media management, analytics, web and app development, registration platforms, online advertising, content creation, and graphic design. Additionally, we provide community management services, video content production, PPC, and **brand awareness strategies**.

By combining digital innovation with strategic execution, Top Digital ensures that every campaign resonates with audiences and **drives meaningful engagement**. Let us help you navigate the digital landscape and achieve your marketing goals.



Drone Lights Show

WATCH THE REEL HERE



 **Bancolombia**



El Maridaje

PERFECTO



EXPERTS TASTERS OF POTATOES!

Brand activation
Category: SNACKS
Client: Margarita Potatoes
PEPSICO

SITUACIÓN

We attended a beer event organized by Carulla supermarkets (Grupo Éxito), Expo Cervezas 2022, with our client Papas Margarita from PEPSICO, which took place from October 9 to 17, 2022.

IDEA

We created a system for "Márgara" that recognizes your preferences in the world of beer and recommends the perfect flavor of Margarita potatoes for the ideal pairing.

RESULTADO

Introducing the first digital sommelier that uses a scanner to identify the color of your beer and suggests the best way to pair it with your MARGARITA potatoes, along with a description of why that potato flavor was selected for the perfect pairing, delighting Colombians with flavor and smiles.



4 DAYS OF
ACTIVITY

4C HOURS

456 UDS SAMPLING
OF DAISY
FLOWER
POTATOES

500C IMPACTED
PEOPLE

TEAM DIRECTV

WATCH THE REEL HERE



DIRECTV





What sets our Brand Experience Laboratory apart, and why should we collaborate?

14+

Years of being part of the Brand Experience for premium brands.

500+

Activations, launches, and in-person events.

50+

Premium brands have entrusted Top Brand Worldwide.



28+

CITIES WHERE WE HAVE LOCAL
OPERATIONS.

10+

AWARDS INCLUDING BIZBASH AWARDS,
WINA, INDEPENDENT AWARDS, AND FIP.

10+

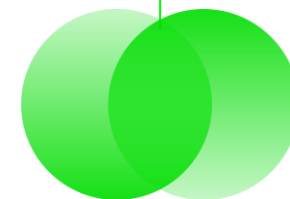
COUNTRIES WHERE WE'VE OPERATED,
CREATING MARKET-TRANSFORMING
EXPERIENCES.



250+

HYBRID AND VIRTUAL
EVENTS.

WHY CAN WE BE THE PERFECT ALLIES?



**BECAUSE WE
EXCEL IN AREAS
WHERE WE CAN
ADD TO YOUR
EXPERTISE.**



Our contribution is in crafting
market-transforming experiences
where your brand thrives, achieved
by sharing and amplifying the
unique value we offer

Brand experience is crucial for shaping an
exciting future, transforming your
innovations and products into unforgettable
experiences. Together, we can pave the way
to success.

WIN - WIN

If you don't provide the market with a story to tell, they will
define your brand's narrative themselves.

David Brier



LET'S MAKE IT HAPPEN

- OMNICHANNEL EXECUTION EXPERTISE.
- STRATEGIC PLANNING FOR EFFECTIVE BRAND EXPERIENCE EXECUTION.
- BRAND ACTIVATIONS WITH MEASURABLE METRICS.
- CREATIVE MARKETING APPROACHES.
- EXPERIENTIAL MARKETING ROOTED IN STRATEGIC PLANNING.
- CUTTING-EDGE TECHNOLOGICAL SOLUTIONS.
- SUSTAINABILITY AND ECO-FRIENDLY EXPOSURE AND SPONSORSHIP.
- TRADE FAIR DEVELOPMENT AND IMPLEMENTATION.
- INNOVATIVE AND DISRUPTIVE IDEAS.
- COMPETITIVE COST-EFFICIENCY.
- METICULOUS ATTENTION TO DETAIL.
- CLIENT-CENTRIC FOCUS ON ROI.
- LOCAL AND INTERNATIONAL OPERATIONS (U.S. - LATAM).



TECHNOLOGIES

In-house capabilities that enhance the competitiveness of experiential marketing initiatives.

PERSONNEL

Empowered to accomplish executions that might seem impossible in other markets.



OPERATIONS

Spanning across various cities in the U.S. and LATAM, enabling quicker, localized attention and management.

CREATIVITY

To enhance luxury and premium brands worldwide

ARE YOU READY?

1

15 minutes will suffice to get to know us and establish objectives.

[CLICK HERE](#)
Access agenda,
choose meeting time.

2

Now, let's dive into your upcoming project and its requirements.

3

Our planning, accounts, and production teams will develop a customized solution for your project.

4


Let's explore the potential outcome together and get started immediately.





"LEGAL WARNING"

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Contact us

Top Brand is at the cutting edge, and we take pride in our distinctive approach, which consistently delivers creative, unique, and impactful campaigns for our premium brand clients.

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