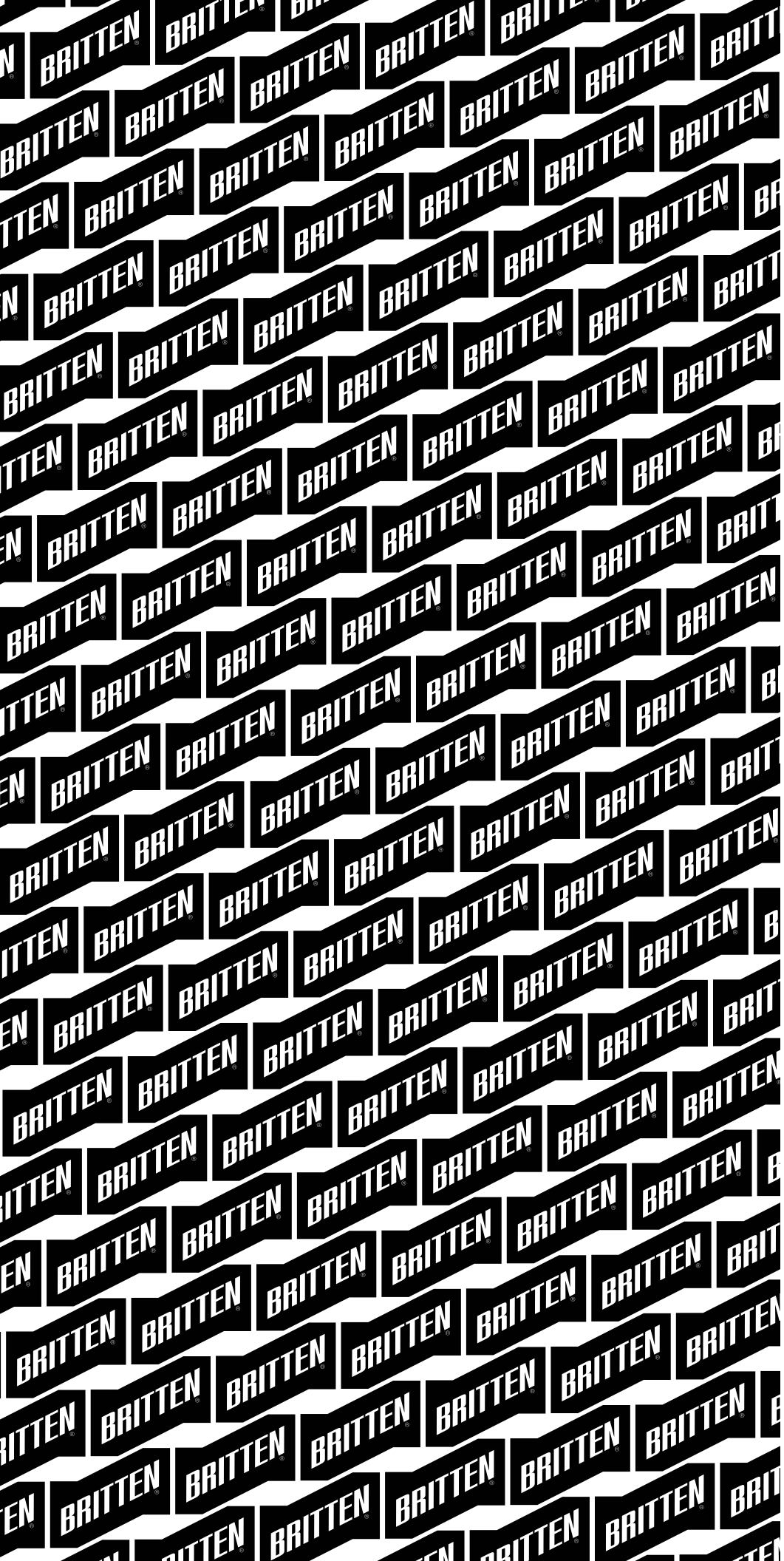


# BRAND ACTIVATION PORTFOLIO 2022

**BIGGER. BOLDER. BRANDING SOLUTIONS.** / [BRITTENINC.COM](http://BRITTENINC.COM) / 855.763.8205



# ONE VENDOR. COUNTLESS POSSIBILITIES.

## ***Have a project or event in the works?***

I'd like to invite you to consider Britten, Inc. From life-sized Foam3D™ sculptures and custom shipping containers to giant banners, building wraps, and signage of Times Square proportion—you get more than single-source simplicity when partnering with us.

You get a complete team of expert printers, designers, wood/metal workers, engineers, and architects with a 37-year track record of success and passion for saying, **Yes!**, to projects others are afraid to touch. Branded environments. Event activations. Innovative ad and promotion solutions that get your clients noticed.

Our tailored “Brand Activation Look-Book” shows just a snapshot of our capabilities and manufacturing horsepower. But I hope these pages inspire you to look us up, maybe give our team a shot at helping transform your next idea into a reality.

Sincerely,

Paul Britten,  
President & Founder



**FENDI x SKIMS (LOS ANGELES, CA)**

TO CELEBRATE THE BEVERLY HILLS DEBUT OF THE FENDI X SKIMS COLLAB, ARCHITECTURAL DESIGN REPS, YA STUDIO, TASKED BRITTEN WITH DELIVERING THIS SMOOTH, 3D FOAM BUILDING FAÇADE AND THE TRUSSING/FABRIC TO HIDE IT UNTIL THE BIG REVEAL.



**MISSONI**

**THE MARKETING GENIUS OF 'MISSONI MADNESS' (NEW YORK, NY)**

STYLISH, LARGE-FORMAT WINDOW DECALS BUILT ANTICIPATION FOR TARGET'S MISSONI DEBUT. FASHION EDITORS AND CELEBRITIES—ALONG WITH THROGS OF SHOPPERS—LINED UP IN FRONT OF TARGET STORES DAYS IN ADVANCE.



**Tropicana**<sup>®</sup>

**TROPICANA / EVENTPERMITS & MULLENLOWE (NEW YORK, NY)**

THREE FULLY CUSTOMIZED SHIPPING CONTAINERS ALONG WITH OTHER, KEY VISUAL BRANDING ELEMENTS WERE CONCEPTED AND FABRICATED ON A STRICT TIMELINE CORRESPONDING WITH ONE OF THE RARE DAYS IN A YEAR WHEN THE SUN RISES IN PERFECT ALIGNMENT WITH THE NEW YORK'S STREET GRID.



# TRULY

—Hard Seltzer

## WASSERMAN / TRULY (SAN FRANCISCO, CA)

TRULY INVITED PARTICIPANTS OF THE BAY TO BREAKERS ANNUAL FOOTRACE TO POST COLORFUL STICKY NOTES ON GIANT FOAM LETTERS — ENGAGING THEM TO ANSWER, “WHAT ARE YOU TRULY PROUD OF?” THE OVERSIZED CAN WAS COATED WITH A GLOSSY PAINT AND COVERED WITH VINYL GRAPHICS.





**OCTAGON / "MASTERCARD CHEER ZONE" @ NYC MARATHON (NEW YORK, NY)**

YOU CAN ALWAYS TRUST SPORTS AND ENTERTAINMENT AGENCY, OCTAGON, TO BRING CREATIVE IDEAS FOR FUN BRAND ACTIVATIONS LIKE THIS GIANT FOAM MEGAPHONE FOR MASTERCARD HOLDERS, PERSONALIZED SIGNS, AND A LIVE DJ AT THE CHEER ZONE ON FOURTH AVENUE.





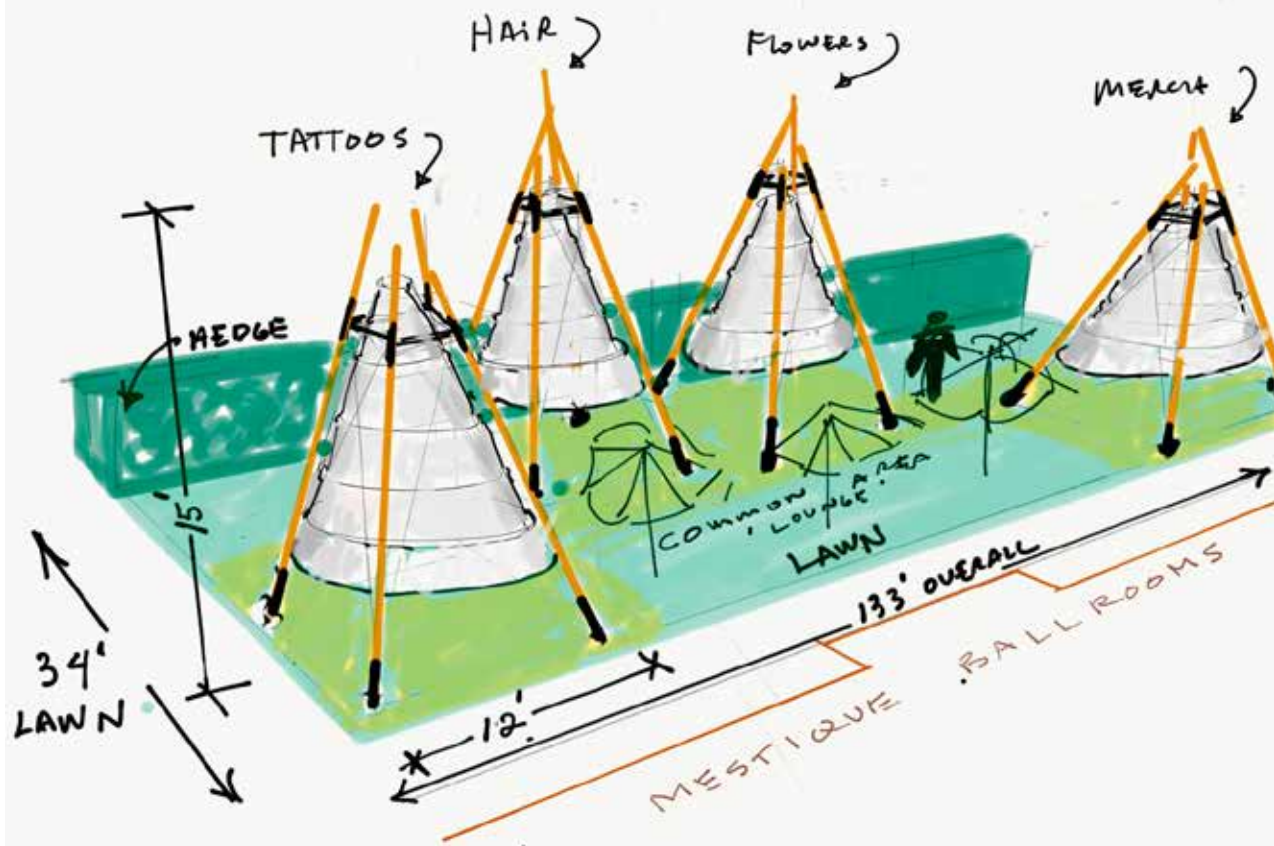
# COACHELLA

COACHELLA VALLEY MUSIC AND ARTS FESTIVAL

## OCTAGON / PANTENE (INDIO, CA)

#FESTIVALHAIR STATIONS FOR VIP GUESTS PROVIDED  
SPECIALTY TREATMENT INSIDE OF CUSTOM GOLDEN TEEPEES  
DESIGNED & PRODUCED BY BRITTEN, INC.





# GOLF CLUBS AT THE TRIBUTE

## OCTAGON / "THE TRIBUTE" EXPERIENCE ZONE (THE COLONY, TX)

TO MAXIMIZE ENGAGEMENT OF FANS, DEVELOPERS OF A PLANNED RESIDENTIAL COMMUNITY CENTRAL TO THE COURSE RENTED A PAIR OF 20' BOXPOP® CONTAINERS THAT WOULD HOUSE FANS VIEWING THE 1ST HOLE OF THE COMPETITION.





★ ★ ★ ★ ★  
**SIDE BY SIDE** 2019  
A CELEBRATION OF SERVICE  
CREATED BY  
Northwell Health

#SideBySide19  
@NorthwellHealth

**SIDE BY SIDE**  
A CELEBRATION OF SERVICE  
RELEASE OF LIABILITY

★ ★ ★ ★ ★  
**SIDE BY SIDE** 2019  
A CELEBRATION OF SERVICE  
CREATED BY  
Northwell Health

**SIDE BY SIDE**  
A CELEBRATION OF SERVICE  
CREATED BY Northwell Health  
Allscripts  
iCUI Medical  
MetLife FOUNDATION  
CHASE  
VET TIX

**SIDE BY SIDE**  
A CELEBRATION OF SERVICE™ 2019  
CREATED BY Northwell Health®





**ROCKET**  
Mortgage Classic

**GLOBAL GOLF MANAGEMENT / ROCKET MORTGAGE CLASSIC (DETROIT, MI)**

THE FIRST PGA TOUR STOP IN THE HISTORY OF THE CITY OF DETROIT INCLUDED GIANT FOAM PROPS AND OTHER EVENT GRAPHICS, INCLUDING THOUSANDS OF LINEAR FEET OF PERIMETER MESH LOGO FENCING.



**ROCKAWAY**

**Mortgage Classic**

**OCTAGON / MGM RESORTS (SAN DIEGO, CA)**

20' CUSTOM STRUCTURE WITH A ROOFTOP PATIO, MASSAGE AREA, AND COMFORTABLE SEATING WHERE MUSIC LOVERS COULD ESCAPE, SIP COCKTAILS, AND LOUNGE.









**OCTAGON / MASTERCARD CHEF SHOWDOWN @ ARNOLD PALMER INVITATIONAL (ORLANDO, FL)**

THE MASTERCARD CHEF SHOWDOWN PIT GOLF PROS IAN POULTER AND GRAEME MCDOWELL AGAINST EACH OTHER IN A PRE-GAME COOKOFF WHERE THE WINNER WOULD BE DECIDED BY INVITED FANS. OCTAGON CALLED ON BRITTEN'S CREATIVE TEAM TO CONCEPTUALIZE AND BUILD THE VISUAL INGREDIENTS FOR THE EXPERIENTIAL ACTIVATION.







COACH



**COACH® GUMMI BEARS / SIMON PROPERTY GROUP**

EACH FINISHED GUMMI BEAR WAS CAREFULLY PACKAGED IN A CUSTOM-BUILT CRATE AND SHIPPED BY THE BRITTEN TEAM TO A HANDFUL OF PREMIUM SIMON MALL LOCATIONS ACROSS AMERICA.



**DOVER INTERNATIONAL SPEEDWAY (DOVER, DE)**

DELIVERED A FEW MONTHS BEFORE THE MONSTER ENERGY NASCAR CUP SERIES, THE MASSIVE #DOVER50 SELFIE-SIGN COMPLEMENTED THE MONSTER MONUMENT AND ANNIVERSARY CELEBRATIONS. FANS OF ALL AGES POSED IN FRONT OF THE FOAM LETTERS AND POSTED HUNDREDS OF FUN PICTURES ON SOCIAL MEDIA.



# Allstate®

You're in good hands.



**OCTAGON / ALLSTATE (EIGHT STADIUM AMERICAN TOUR)**

PROMOTING ALLSTATE'S SPONSORSHIP OF CONFEDERATION OF NORTH, CENTRAL AMERICA AND CARIBBEAN ASSOCIATION FOOTBALL (CONCACAF), THE 14' X 20' SET OF GOALKEEPER GLOVES APPROPRIATELY PLAYS ON THE INSURANCE GIANT'S "IN GOOD HANDS" TAGLINE.

# WOLVERINE

We support...  
people who **FORGE** their own path;  
men and women who **STOP AT NOTHING**  
to **BUILD THE FUTURE** they want.



# WOLVERINE

**THE OUTDOOR RETAILER 'SNOW SHOW' (DENVER, CO)**

BRITTEN DELIVERED A CLEAN ADVANTAGE WITH ITS SEAMLESS SEG FABRIC FRAMES WHILE ALSO SERVING AS WOLVERINE'S SINGLE-SOURCE PARTNER FOR ALL ITS OTHER MOST IMPORTANT SIGNAGE NEEDS.



**ACTIVATE, INC. / DENVER BRONCOS (DENVER, CO)**

BRONCOS HEADS WERE CARVED OUT OF FOAM BLOCKS USING IN-HOUSE FOAM3D™ MODELING EQUIPMENT, SPRAY-COATED WITH A DURABLE PROTECTIVE LAYER, AND PAINTED TO WITHSTAND THE ELEMENTS. COMBINING FOAM, TRUSS, AND PYROTECHNICS, THE ENTIRE STRUCTURE COULD BE SET UP AND BROKEN DOWN QUICKLY.







**CINCINNATI BENGALS (CINCINNATI, OH)**

AS PART OF THE BIGGEST OVERHAUL OF PAUL BROWN STADIUM IN ITS HISTORY, GAMEDAY COORDINATORS REACHED OUT TO BRITTEN TO BUILD AN AMBITIOUS FOAM3D™ PLAYER RUN-OUT TUNNEL WITH MULTIPLE FAUX-STONE COLUMNS WITH GIANT, SMOKE-BREATHING TIGERS ON TOP.





# PROUD PARTNER TO THE WORLD'S BIGGEST BRANDS:





# BRITTEN

**LET'S START A WINNING PROJECT TOGETHER.**

NO HASSLE. NO MIDDLEMEN. FROM IDEA TO INSTALLATION, BRITTEN IS YOUR SINGLE-SOURCE PARTNER FOR THE MOST INNOVATIVE BRANDING SOLUTIONS IN AMERICA. ALWAYS ON TIME, STRATEGY, AND BUDGET—WE'RE DEDICATED TO HELPING YOU GET YOUR CUSTOMERS NOTICED.

LEARN MORE AT **BRITTENINC.COM**, OR GIVE US A CALL AT **855.763.8205**.