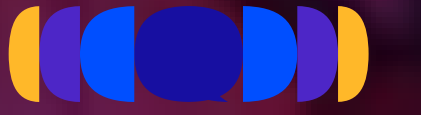




**CREATIVE AGENCY AND CONTENT STUDIO
CAPABILITIES & CASE STUDIES SPRING 2023**



CONNECTING CULTURE

THE FLAMING LIPS
RELEASE EVENT FOR
BEATS BY DRE

**CLICK TO
SEE OUR
REEL**



WHO WE ARE

IHEARTCOMIX IS A CREATIVE MARKETING AGENCY AND CONTENT STUDIO FOCUSED ON THE WORLDS OF MUSIC, ENTERTAINMENT AND LIFESTYLE.

For nearly 20 years, imagining unique concepts, executing spectacular productions and marketing to a coveted engaged audience has been our specialty. We are experts in first-to-market ideas, experiential productions, visionary content, digital strategy and fully immersive campaigns.

Leading with a creative and community-first approach, we've generated award-winning activations and fan-favorite original IP.



OUR WORLD



I HEART CO MIX IS



CREATIVE CULTURE COMMUNITY STRATEGY

CREATIVE

WE ARE ARTISTS, CURATORS AND FANS.

Years of experimentation, eclectic taste and absolute fandom have earned us a reputation for immersive ideas that speak directly to audiences. We wear our passions on our sleeves, constantly developing our own projects and providing that experience to our clients to always deliver impactful and original concepts.



CULTURE

WE ARE A PART OF WHAT'S HAPPENING.

As a brand of almost 20 years, we've not only stayed ahead of trends, we've defined them—creating a legacy all our own. From the beginning, we've produced our own events, content and curated editorial that connects us to talent and fans directly, adding authenticity to any activation.



COMMUNITY

WE PROVIDE ACCESS TO THE COOLEST INFLUENCERS.

Community is the core of our approach. Our deep relationships within music, entertainment, fashion and tech generates access to premium creatives and industry insiders.

These genuine connections allow us to think differently—making the impossible, possible—while providing top-tier talent to any project.



STRATEGY

THE CENTER OF EVERYTHING WE DO.

Our passion and connection to pop culture is woven into each opportunity and execution, along with an eye to what success means to our clients. Digital amplification, shareable content and audience curation are bedrocks of our unique approach that always delivers stunning results.





**PHOTOGRAPHY AT
THE WORLD PREMIERE
OF WEST SIDE STORY
FOR DISNEY**

WHAT WE DO

CREATIVE

Creative Ideation & Direction • Environment Design • Graphic & Motion Design • UX Design • Content Development • Narrative Development & Storyboarding

PRODUCTION

Experiential • Live Events • Premieres & Film Screenings • Pop-Ups • Brand Activations • Conventions • Concerts

MARKETING

Influencer Engagement • Social Media Campaigns • At Home Mailers • Asset Creation • Partnerships • Ticketing & Promotion • Programming

CONTENT

Original Series • Commercials • Live Streaming • Recap Materials • Social • Web3

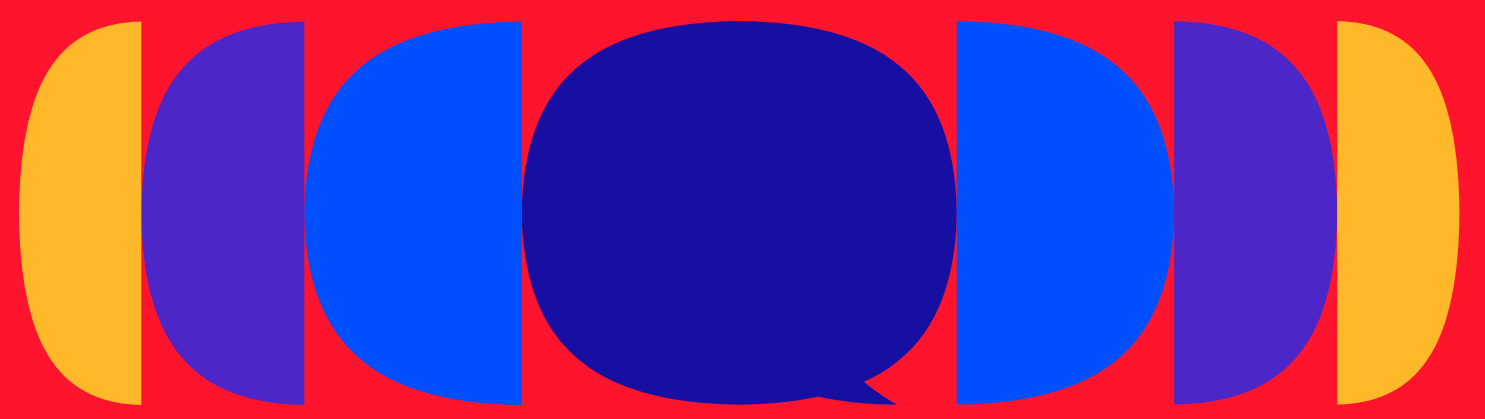
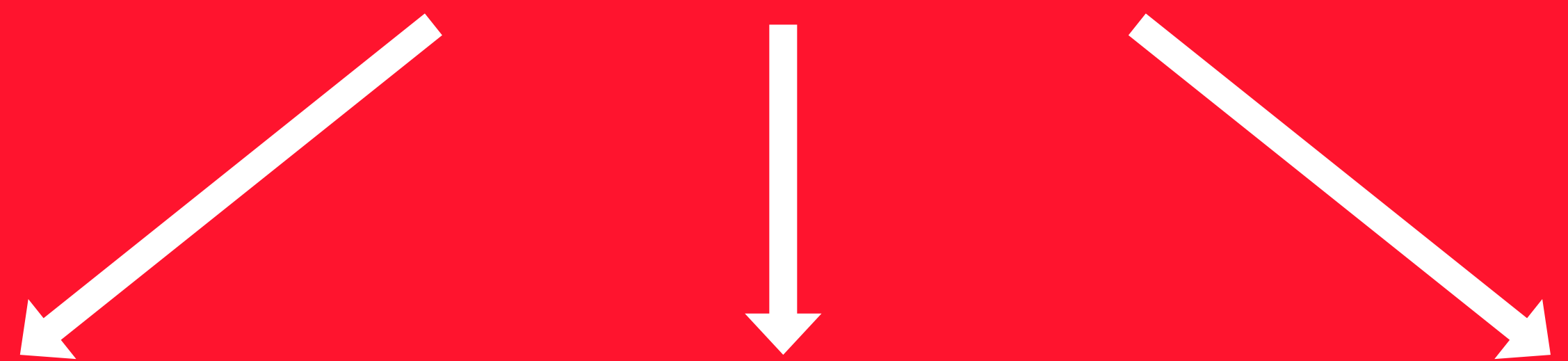
ACCOUNT SERVICES

Account & Project Management • Marketing Strategy • Content Strategy • Brand Strategy

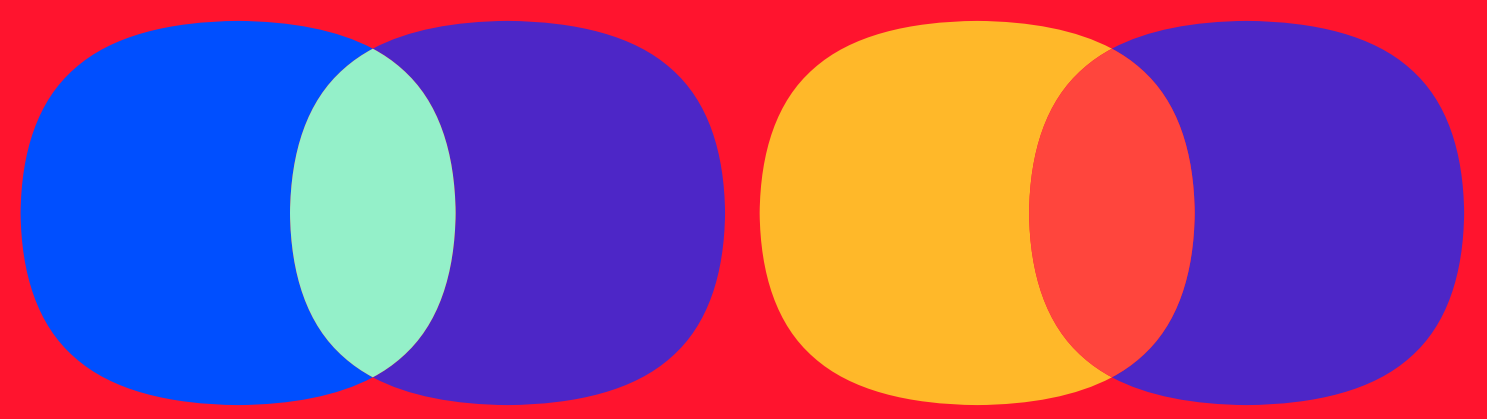
CASE STUDIES



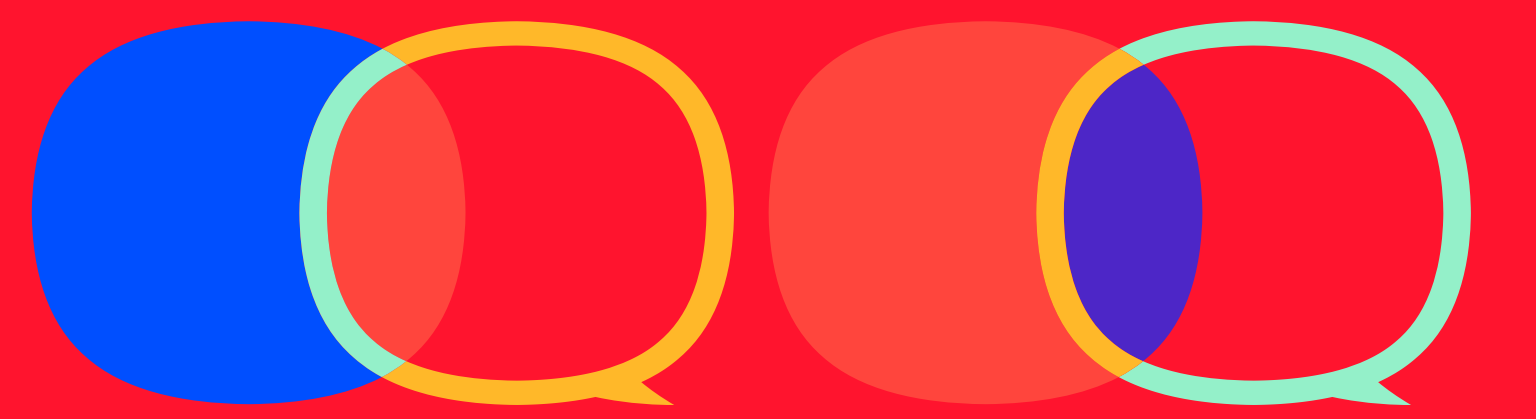
THE IHC KEY



MUSIC



ENTERTAINMENT



LIFESTYLE



SKY FERREIRA
PERFORMS AT
SUNDANCE NEXT
FEST AT THE ACE
THEATRE LA



EXPERIENTIAL & NARRATIVE EVENTS

BILLIE EILISH HAPPIER THAN EVER: THE DESTINATION BILLIE EILISH, SPOTIFY & INTERSCOPE



787 NUMBER OF GUESTS **437M** SOCIAL REACH **24** PRESS HITS **330.9M** PRESS IMPRESSIONS

TO CELEBRATE BILLIE EILISH'S SOPHOMORE ALBUM, HAPPIER THAN EVER, WE PRODUCED A STAR-STudded ALBUM RELEASE PARTY AND A 2-DAY IMMERSIVE FAN EXPERIENCE.

Happier Than Ever: The Destination came to life over 3 days at a gorgeous mansion on a private eight-acre estate. Guests were invited to step into Billie's world — an elegant experience modeled after a dreamy cinematic getaway and soundtracked by the new album. A series of unforgettable moments brought the music to life while inviting fans to discover the three Spotify Enhanced Albums within. A VIP preview party celebrated the official release of the album and kicked off a weekend of fan exploration.

Staged during the pandemic, the event was a critical tentpole for both the launch of Billie's latest release and Spotify's newest promotion. Despite the state of the world, the experience was a massive success with fan and influencer sentiment extremely high, with some even breaking down in tears.

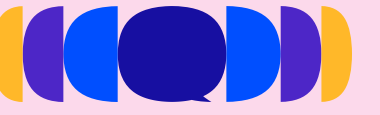
The Destination was a hit for press as well with coverage in **Variety**, **People**, **Bustle** and **The Daily Mail**. The activation also **won the Silver Reggie Award for Experiential Marketing (Live Events and Installations)**.

Notable guests, which IHC helped curate, included **Olivia Rodrigo**, **Willow** and **Jaden Smith**, **Khalid**, **Karrueche**, **Will.i.am**, **Duckwrth**, **Ben Platt**, **Amanda Kloots**, **Sabrina Claudio**, **Dove Cameron**, **Caitlin Reilly**, **Gracie Abrams** and **Eric Andre**.

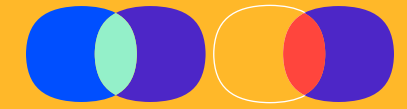
WATCH THE RECAP VIDEO



BILLIE EILISH HAPPIER THAN EVER: THE DESTINATION BILLIE EILISH, SPOTIFY & INTERSCOPE



NOBODY NOBODY ESCAPES UNIVERSAL PICTURES



2 NIGHTS ONLY **400** VIP ATTENDEES **2.8M** SOCIAL REACH **286** SOCIAL POSTS

TO PROMOTE THE RELEASE OF *NOBODY*, UNIVERSAL PICTURES BROUGHT US ON TO PRODUCE AN ACTION-PACKED IMMERSIVE THEATRE DRIVE-THROUGH FOR INFLUENCERS AND PRESS TO ACCOMPANY THE DRIVE-IN PREMIERE SCREENING.

We transported guests into the world of **Bob Odenkirk's** Hutch Mansell and his secret dark past, giving them a front-row seat to all the energy and action at the iconic Universal Studios Backlot.

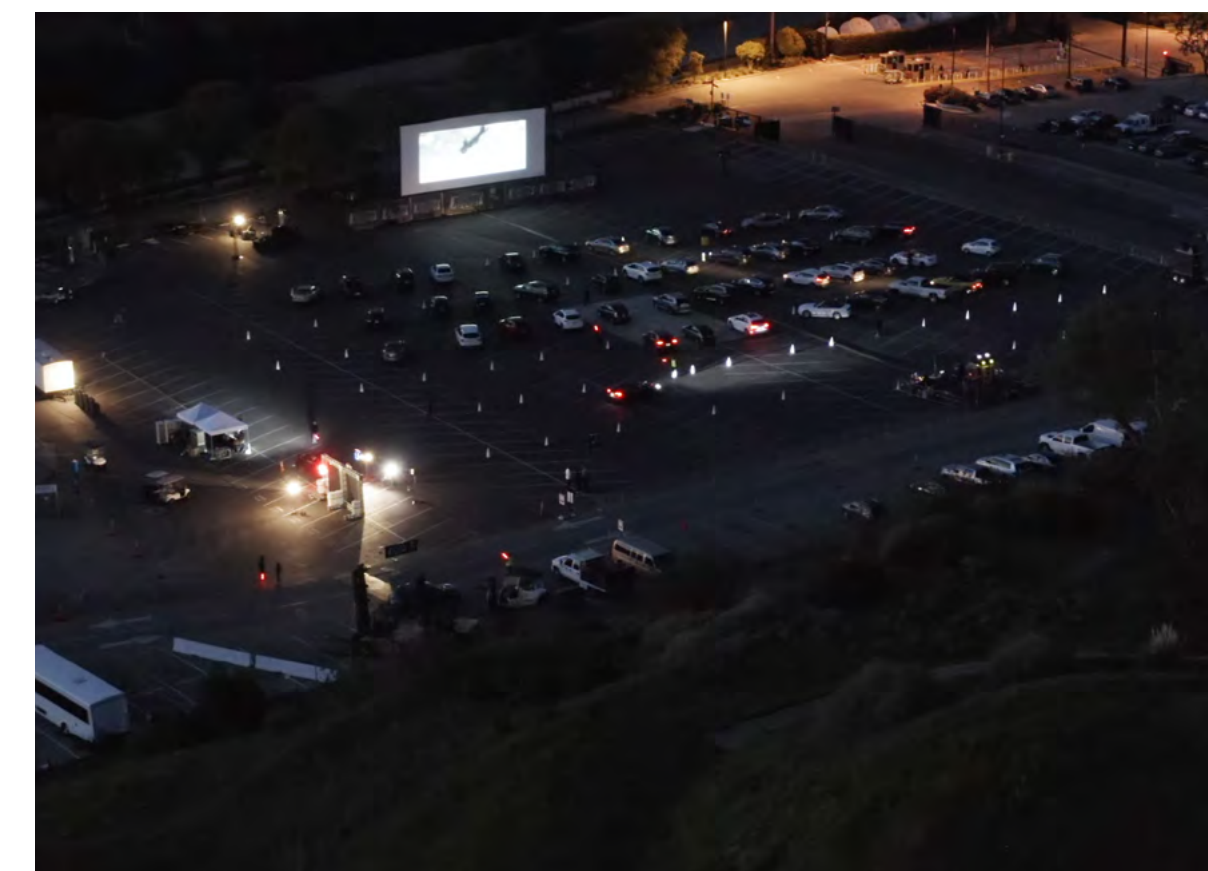
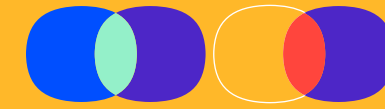
A three-act narrative was crafted with a mix of new scenarios and key movie scenes to give our guests a taste of the film. Scripting, audio, casting, wardrobe, and numerous fight sequences developed with **87NORTH**, the stunt team from the film, were all created from scratch resulting in an event dubbed "an absolutely thrilling experience...stunt spectacular...so freaking fun!" - Eric Goldman, Fandom.

The results were millions of impressions, press hits, including **The Hollywood Reporter**, and attendance from the likes of **Billie Eilish**, **Hannibal Buress** and **Bob Odenkirk** himself.

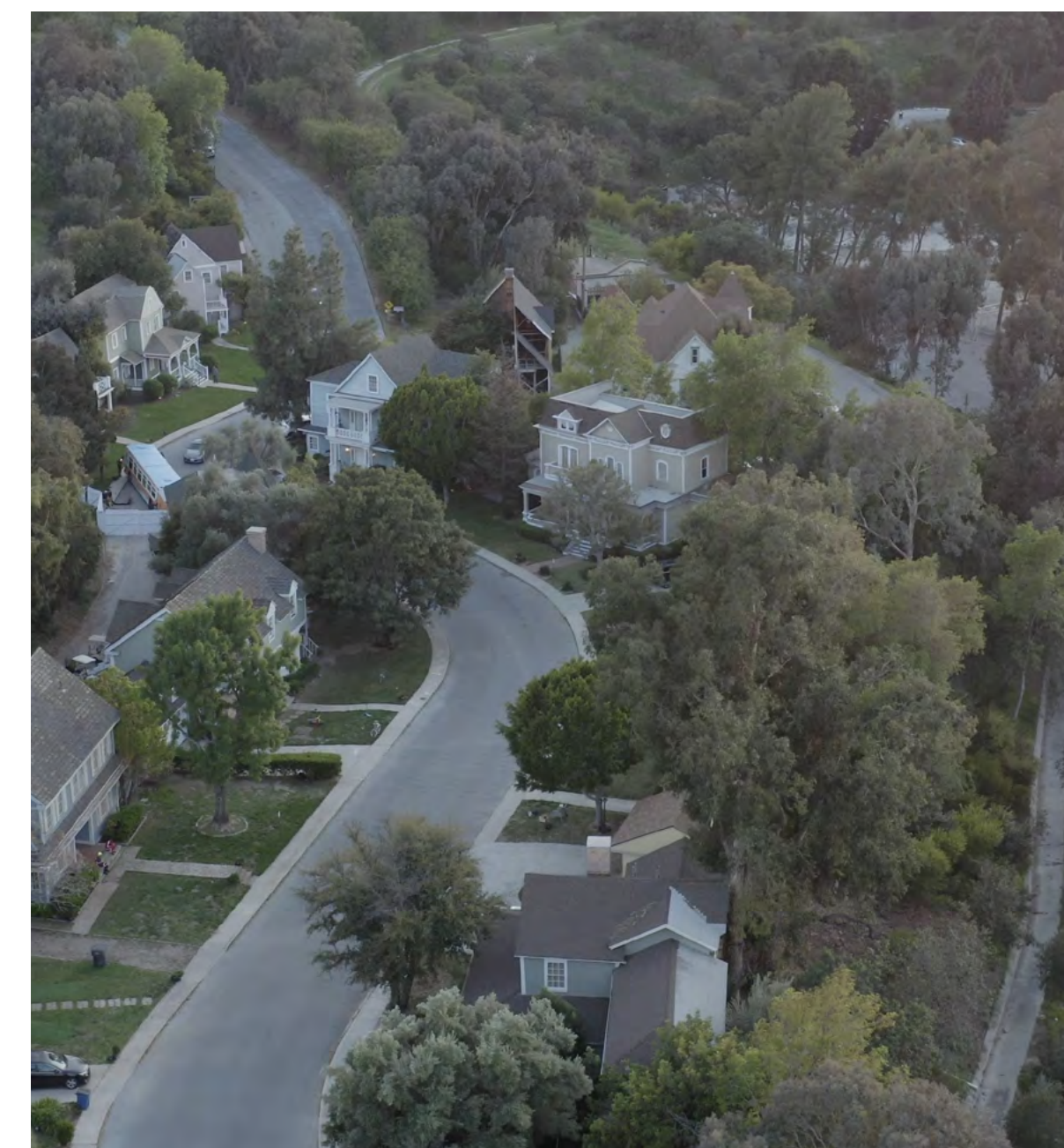
[WATCH THE RECAP VIDEO](#)



NOBODY
NOBODY ESCAPES
UNIVERSAL PICTURES



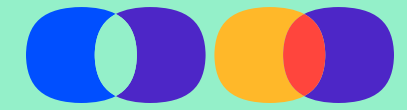
“
**THIS IS
THE COOLEST
EVENT**
— Jenna Busch,
Writer & Producer



THE UNBEARABLE WEIGHT OF MASSIVE TALENT

MASSIVE NIC CAGE HEADS

LIONSGATE



3 DAYS **70** HOURS LIVE **1000s** GIVEAWAYS **200K+** ESTIMATED FOOT TRAFFIC **169** TOTAL SOCIAL POSTS **1M** TOTAL SOCIAL REACH

AHEAD OF THE THEATRICAL RELEASE OF THE *UNBEARABLE WEIGHT OF MASSIVE TALENT*, WE COMMISSIONED LOCAL ARTISTS TO LIVE PAINT GIANT REPLICAS OF NICOLAS CAGE'S HEAD IN PUBLIC SPACES AS AN ATTENTION GRABBING STUNT.

IHC produced a series of massive, larger-than-life Nic Cage heads that popped up overnight ahead of the film's opening weekend. We tapped artists **Jules Muck** in **Los Angeles**, **David Lavernia** in **Miami**, and **Nikita Ares** in **Seattle** to live paint these sculptures, which were later turned into Cage shrines, aligning with the film's premise of paying homage to the star's iconic roles and career.

Passersby were encouraged to share their experience on socials for a chance to take one of the head sculptures home, along with limited edition signed memorabilia from the film. Once the local activations were wrapped, the heads were transported to major theaters in the neighboring cities, where they greeted movie-goers to a big surprise through opening weekend.

The heads were also converted into a digital gallery for global fans to visit!



“ THIS IS A MUST-EXPERIENCE EXHIBIT FOR ANY CAGE FAN WITH ART AS FUN AND COLORFUL AS THE ICONIC ACTOR HIMSELF — Collider

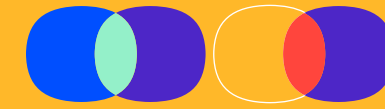


JON HAMM AND JENNY
HOLZER BEFORE ART TRUCK
FOR THE REPORT
ON BEHALF OF AMAZON
STUDIOS



CAMPAIGNS

SPACE JAM: A NEW LEGACY COURT TUNE UP WARNER BROS. PICTURES



2 DAYS **12** HOURS LIVE **2000** NUMBER OF GUESTS **17,131** GIVEAWAYS

WARNER BROS. TAPPED IHC FOR OUR EXPERTISE IN CULTURAL PROGRAMMING, INFLUENCER RELATIONS AND PRODUCTION TO EXECUTE THREE MAJOR BI-COASTAL EXPERIENTIAL MARKETING INITIATIVES AHEAD OF THE THEATRICAL RELEASE OF THE MUCH-ANTICIPATED *SPACE JAM: A NEW LEGACY*.

For our lead installation, we identified a court in East Harlem that had previously applied and been denied for federal funding. Sitting in an unplayable state for over 15 years, we oversaw a full refurbishment of the court from the ground up, beginning with a fresh coat of asphalt. The iconic local graffiti artist **CRASH** designed a colorful mural honoring the legacy of both the Looney Tunes characters and the vibrancy of the Harlem neighborhood. New backboards and nets were also installed throughout the park.

To celebrate the efforts and engage both Space Jam and life-long basketball fans, we hosted a block party tailored to families and community members of all ages. The festivities opened with a press briefing featuring Manhattan Deputy Borough President Matthew Washington and A New Legacy Director Malcolm D. Lee, leading into a weekend of basketball tutorials and dunk tricks led by former Harlem Globetrotters, art and music programming — not to mention tons of special giveaways and lots of surprises.

[WATCH THE RECAP VIDEO](#)

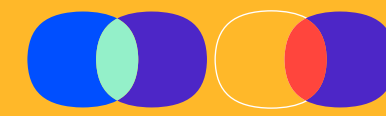


“ WE DON’T SEE A LOT OF SMILES IN OUR NEIGHBORHOOD BUT TODAY, WE’VE SEEN A LOT. — Community Attendee

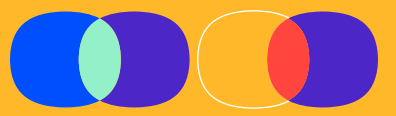


SPACE JAM: A NEW LEGACY COURT TUNE UP WARNER BROS. PICTURES

Six Flags Influencer Event



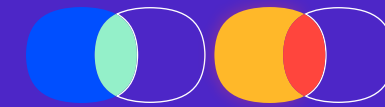
LA World Premiere



IHC also provided creative ideation, influencer outreach and attendance support to the one-night only exclusive Six Flags VIP Night, which proved to arguably be the most coveted invite of the summer. Attended by the cast, IHC dug deep into our rolodex and invited over 800+ celebrity and influencer guests including **Trent Reznor, Thundercat, HAIM, Phoebe Bridgers, Flying Lotus, Addison Rae, G-Eazy** and **Kesha** for an evening of endless rides, fun, tunes and Toons.

IHC amplified the Space Jam experience on the West Coast at the world premiere by bringing out a full squad of Venice Ballers with deep Harlem Globetrotter ties to provide high-flying action and surprise giveaways for participants. **The Divas & Drummers of Compton** also upped the ante with their performances on the stage and down the purple carpet to open the premiere, providing a can't-miss moment for press and guests.

BLACK PANTHER TASTE OF WAKANDA MARVEL STUDIOS



IHEARTCOMIX JOINED FORCES WITH MARVEL STUDIOS TO CREATE THE TASTE OF WAKANDA, A CULINARY EXPERIENCE CELEBRATING THE RELEASE OF CRITICALLY ACCLAIMED, AWARD- WINNING FILM *BLACK PANTHER*.

To execute the multi-part campaign, we partnered with the Bronx-based chef collective, **Ghetto Gastro**, to imagine what the cuisine of the fictional nation of Wakanda might be—capturing their progress from the premiere and over the course of several weeks.

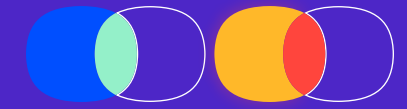
The cuisine was then brought to life as a centerpiece to a Black Panther fashion show during New York Fashion Week. Together, we curated a menu served in an environment that we produced to match the dynamic visuals of the film. From the server attire to “vibranium” glowing trays, to a custom built Taste of Wakanda bar, no detail went unnoticed as we created an immersive experience for all who attended. Cast members **Chadwick Boseman**, **Michael B. Jordan** and **Letitia Wright**, and director **Ryan Coogler**, were also there and ended up spending most of the night in the kitchen enjoying the food.



“
I THINK BLACK PANTHER
WOULD BE SATISFIED
BECAUSE WE’RE BRINGING
NEW FRESHNESS AND
A NEW TAKE ON THE
CUISINE OF WAKANDA.
— Ghetto Gastro



BLACK PANTHER TASTE OF WAKANDA MARVEL STUDIOS



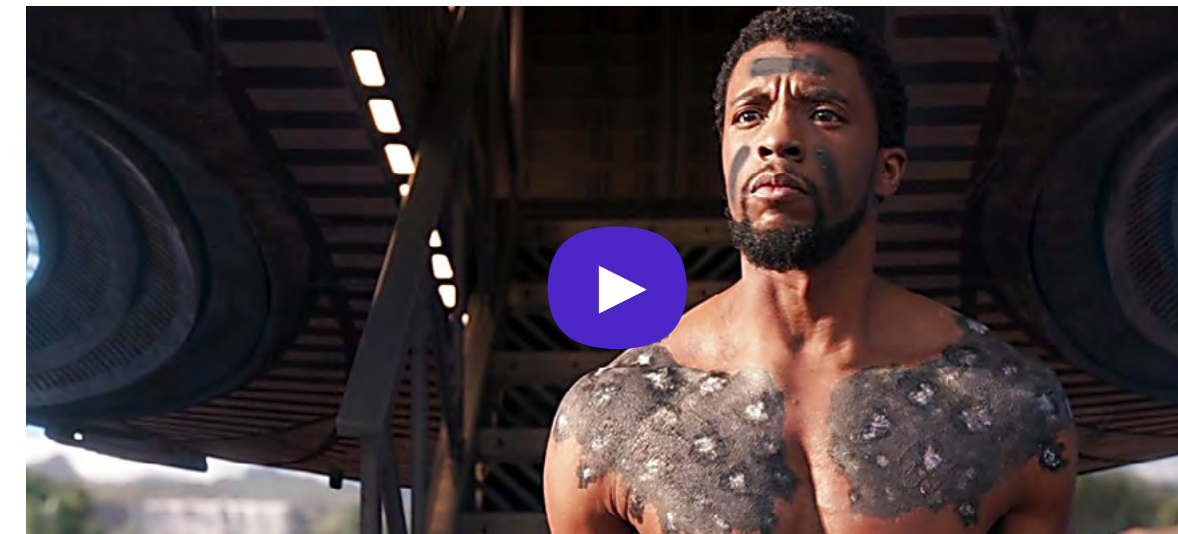
WE DOCUMENTED GHETTO GASTRO'S PROCESS FROM THEIR ATTENDANCE AT THE PREMIERE IN LA TO THE SEARCH FOR JUST THE RIGHT RECIPES.

Our crew followed them coast-to-coast as they developed the cuisine and cocktails that would eventually be served. The content was collected into a 4-part series of videos released weekly through Marvel Studios, Marvel Entertainment, and Black Panther social media accounts. The culmination was turned into a seven-minute short form documentary.

In addition to the weekly progress videos, the campaign was such a success that after the release of the film Disney ordered another round of content focused on the recipes themselves. This content was released daily and centered on each item. These videos were also compiled as a Disney Rewards Exclusive.



Chapter 1: Intro



Chapter 2: TOW Menu



Chapter 3: Designing TOW



Chapter 4: TOW @ NYFW



Documentary short



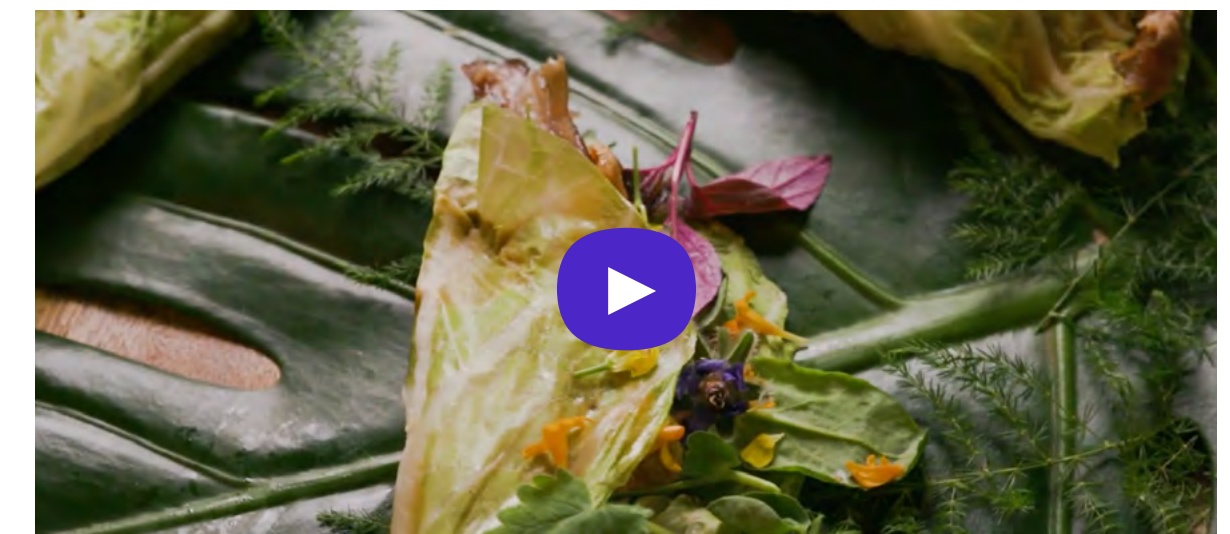
Disney Movie Rewards Cut



Recipe Profile: Ready Rock

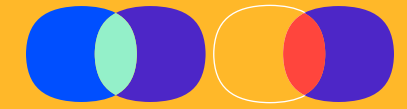


Recipe Profile: Cricket Tart



Recipe Profile: T'Cabbage Taco

HONEY BOY PIE TRUCK CAMPAIGN AMAZON STUDIOS



3.8M+ PODCAST
SOCIAL REACH

403K+ PIE TRUCK
SOCIAL REACH

158K+ TIMES SQUARE
SOCIAL REACH

LEADING UP TO ONE OF 2019'S MOST ANTICIPATED FILMS, ALMA HAR'EL'S HONEY BOY, AMAZON STUDIOS BROUGHT ON IHC TO EXCITE AUDIENCES, DRIVE THEATER TRAFFIC AND BUILD PRE-AWARDS HYPE THROUGH A MULTIFACETED CAMPAIGN.

Promotions began with a fully branded Honey Boy pie truck that drove across Los Angeles visiting 12+ locations and **passing out over 5,000 pies** over the course of a month as a nod to the key scene in the movie. Several of the film's talent including **Shia LaBeouf, Alma Har'el, Noah Jupe** and **Byron Bowers** joined in the appearances to take photos with fans. The truck was highly effective as a mobile stunt **generating millions of impressions.**

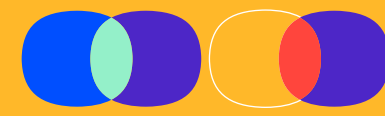
After the film's release and ahead of the Golden Globes, we created, fulfilled, packaged and distributed custom pies and pie boxes to over 100 press and awards voters.

WATCH THE RECAP VIDEO

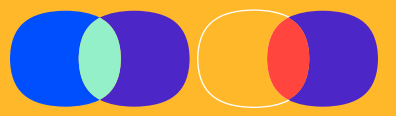


HONEY BOY PIE TRUCK CAMPAIGN AMAZON STUDIOS

The Honey Boy Podcast



Times Square Stunt



IHC also produced [The Honey Boy podcast](#), which featured conversations with the talent **Alma Har'el**, **Shia LaBeouf**, **Lucas Hedges**, **Noah Jupe** and **Byron Bowers** along with special guest moderators, **Vanessa Kirby** and **David Lowry**. Recorded and shot in London, we edited and refined each episode, created all promotional digital assets and secured a distributor.

[WATCH THE VIDEO](#)



Then, IHC met up with **Alma Har'el**, **Byron Bowers** and **Noah Jupe** in New York City's Times Square to capture a massive billboard stunt featuring iconic clips from the movie playing across 10 screens for **one of the biggest Times Square billboard takeovers in history**. Set up as a surprise for the cast, the entire event was documented to get their reactions and then posted on socials to raise awareness for the film.

[WATCH THE VIDEO](#)

**SKATE KITCHEN
SUNDANCE EVENT
FOR SKULL CANDY**



B2B

TIKTOK SXSW TIKTOK



170+ IN ATTENDANCE
THROUGHOUT DAYTIME

2225 RSVPS TO AFTER HOURS MARKET
WITH 950+ IN ATTENDANCE

15 RISING CREATORS
SHOWCASED

IHC HELPED TIKTOK MAKE A HUGE STATEMENT AT SXSW WITH THEIR FIRST OWNABLE EVENT AT THE FESTIVAL'S IN-PERSON RETURN POST-PANDEMIC IN 2022.

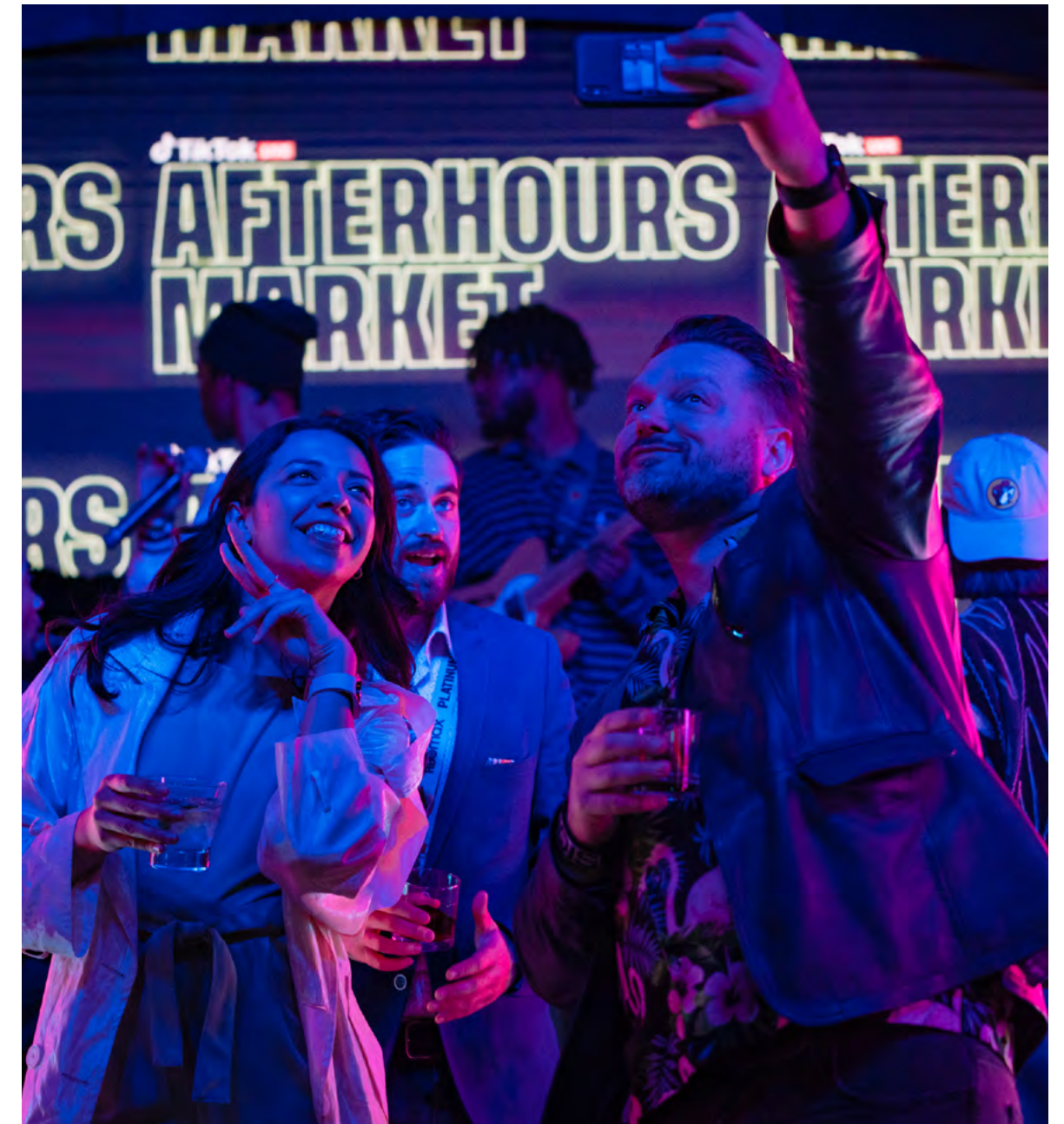
The day kicked off with an exclusive brunch for marketers, where executives and creators educated industry professionals on the platform's live capabilities and best practices for creator engagement.

At night, the space transitioned into a vibrant party with live performances and an interactive marketplace. We built enticing kiosks that provided a platform for creators to display their unique and handmade products. Guests were invited to browse the stalls and take home products from each -- dubbing what many called "the best swag bag at SXSW!"

A dedicated photo booth with curated props encouraged guests to play with the TikTok LIVE feature while highlighting communities distinct to the platform. All guests were also gifted a custom, pressed on-site record featuring songs from the TikTok creators who performed that night. The party boasted a line around the block that didn't let up all night!



“**A PARTY SO GOOD MARK CUBAN SHOWED UP**”



[SEE THE RECAP VIDEO](#)

PABST ABP ROADSHOW

PABST



2 IDENTICAL TRAVELLING ROADSHOWS **13** CITIES PRESENTED TO **3** WEEKS OF TRAVEL TIME **80%** INCREASE IN PRODUCT ORDERS AS A RESULT

PABST ENLISTED IHC TO REIMAGINE AND PRODUCE THEIR ANNUAL DISTRIBUTOR PRESENTATION ROADSHOW FOR THE NEXT GENERATION OF BEER DRINKERS.

With a fresh new look and strategy, Pabst sought to find a more creative and engaging way to communicate the future of the brand to distributors nationwide. IHC was brought on board to develop creative and strategy to accomplish this goal. The result was a 13-city roadshow experience that brought the physical manifestation of Pabst present and future to life via two simultaneous traveling roadshows.

Starting with a dive bar entry, we wanted to give distributors one last look at this familiar setting before being transported via a Pabst cooler to a room that mirrored their new target of a diverse and tech-savvy generation. IHC oversaw all aspects of the 3-hour program including production, creative, original video content and presentation materials for the two-room, four-act experience.

IHC developed a comprehensive travel schedule and staffing plan to ensure a successful tour. Over the course of a month, our teams trekked across the USA, in two identical setups, bringing the Roadshow to distributors nationwide. The same presenters flew to each while the dual productions executed on the ground for what was a complex and successful activation.





**ABRACADABRA 4-DAY,
84-HOUR LONG VIRTUAL
MUSIC AND WELLNESS
FESTIVAL**

DIGITAL



WE'VE GOT COMPANY AMAZON MUSIC



6 EPISODES

11.5 HOURS LIVE

3.17M UNIQUE LIVE VIEWERS

16 PRESS ARTICLES

17.5M PAID ADVERTISING IMPRESSIONS

147M ORGANIC SOCIAL IMPRESSIONS

IHC AND AMAZON MUSIC CREATED WE'VE GOT COMPANY, A BI-MONTHLY SERIES RUNNING ENTIRELY LIVE ON TWITCH.

With a shared goal of attracting the next generation of music lovers, we conceptualized Amazon Music's flagship show by putting a talk show inside of a sitcom.

We've Got Company was born as a series hosted entirely LIVE on Twitch every other week by musician and creator **Marc Rebillet**, also known by his adoring fans as "Loop Daddy". Taking place inside a sitcom house and reveling in sitcom tropes, each episode featured musical guests (**Erykah Badu, Tenacious D, Reggie Watts, Wyclef Jean, Dillon Francis**), special snacks, an endless selection of games, improv jams and an environment where the audience is in as much control as our host.

IHC created, produced and oversaw all the marketing assets for the six episode run with an average of **500,000+ unique live viewers per episode** becoming Amazon Music's **highest-rated Twitch show at the time!** When it comes to average watch time, anything over 5 minutes is usually considered "golden users" for Twitch -- our episodes had an average of roughly 30 minutes!

[SEE THE RECAP VIDEO](#)



WE'VE GOT COMPANY AMAZON MUSIC



RELEASED! STARRING ZACK FOX & PHOEBE BRIDGERS BEATS BY DRE



13M+ SOCIAL IMPRESSIONS

26K+ CONCURRENT LIVESTREAM VIEWS

500K+ TOTAL VIEWERS

20+ PRESS HITS INCLUDING ROLLING STONE, PITCHFORK AND VARIETY

BEATS BY DRE AND IHEARTCOMIX LAUNCHED A LIVESTREAM SPECIAL AT THE HEIGHT OF THE PANDEMIC TITLED RELEASED! HOSTED BY ZACK FOX AND STARRING PHOEBE BRIDGERS CELEBRATING HER JUST-RELEASED ALBUM, *PUNISHER*.

Creative directed by **Kitao Sakurai** (*The Eric Andre Show*, *Bad Trip*) the narrative centered around Phoebe and Zack traveling the multiverse to gather the right ingredients to turn her into a real person in time for Cyber Goth Prom. Featuring live performances, special guests, live-puppeted animation and an absurd premise, fans cooped up due to quarantine from around the world were able to watch and interact through this one-of-a-kind virtual experience on Twitch.

IHC spearheaded the project from the top down, developing the concept for Beats By Dre with a defined marketing and PR plan, and executing one of the earliest Covid-safe productions. **The results were millions of social hits and tons of press coverage in outlets such as [Rolling Stone](#), [Pitchfork](#), [Stereogum](#) and many more.**

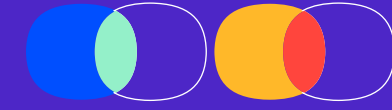


“PROBABLY THE BEST TWITCH STREAM I’VE EVER SEEN”
— Popular Posts

[WATCH THE VIDEO RECAP](#)

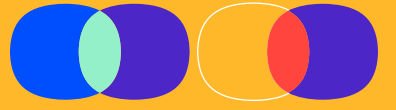
ADULT SWIM FEST 2018-2021

ADULT SWIM



SUNDANCE SOCIALS 2022

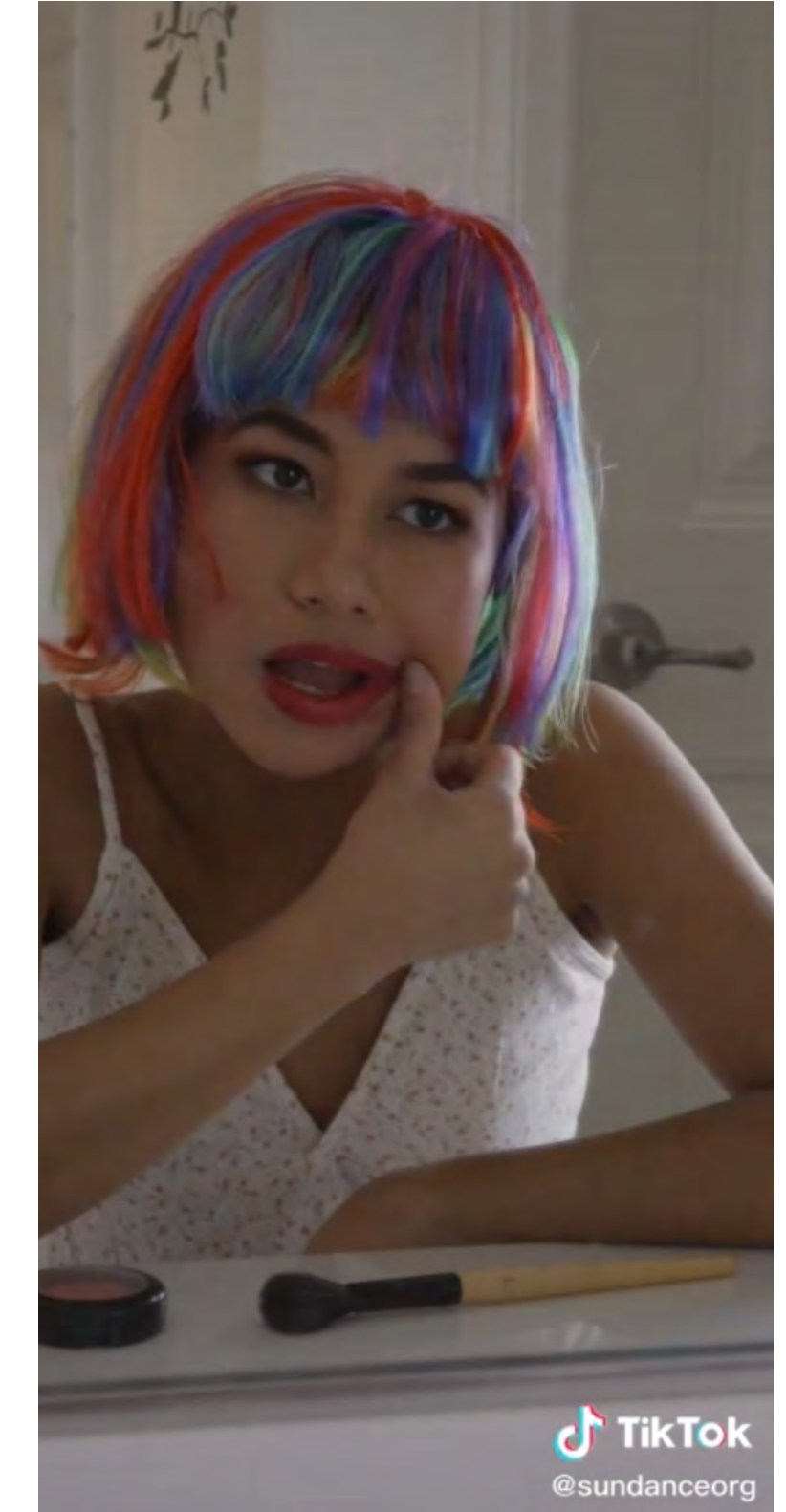
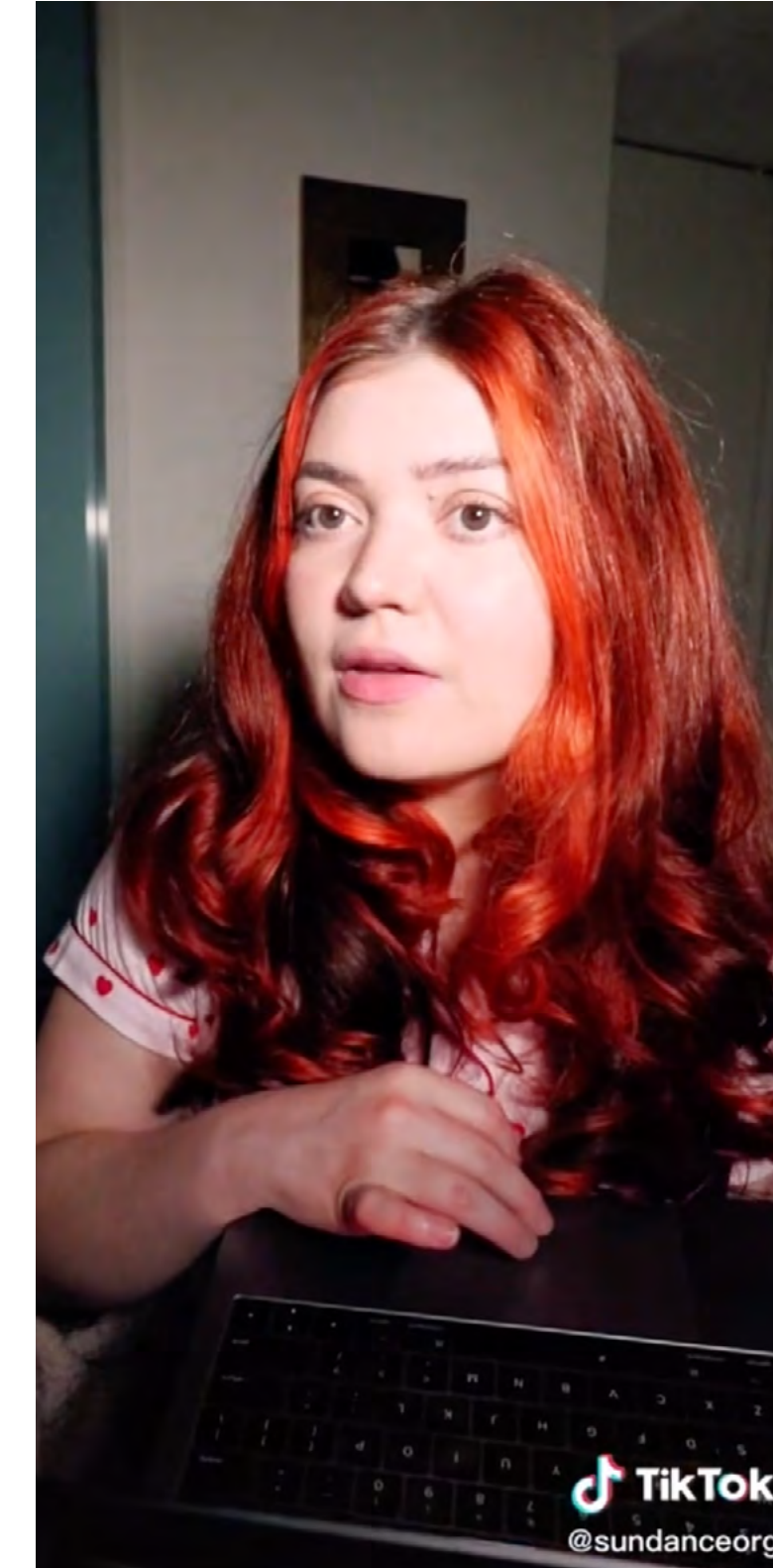
SUNDANCE FILM FESTIVAL



FOR OVER A DECADE, IHC SUPPORTED ADULT SWIM ACROSS MULTIPLE ACTIVATIONS, DIGITAL CAMPAIGNS, AND ITS MARQUEE MUSIC & COMEDY FESTIVAL.

For the Adult Swim Fest's 4 year run, IHEARTCOMIX executed multiple social and digital marketing campaigns to promote the event and drive viewership. Each featured a variety of creative activities unique to what was happening at that year's fest, but at the core of our approach was always awareness via all traditional media outlets and IHC networks. Campaigns included multiple influencer mailer programs, a scavenger hunt, digital marketing & paid media, virtual sweepstakes, original content and TikTok challenges.

The results were over **3 billion collective impressions** across all four years and an **average posting rate of 76% from IHC curated influencers**.



SUNDANCE TOOK THEIR FILM FESTIVAL COMPLETELY VIRTUAL FOR ITS 2022 CELEBRATION, TASKING IHC WITH ATTRACTING A YOUNGER AND DIVERSE AUDIENCE TO TUNE IN AND BECOME PART OF THE ONLINE CONVERSATION.

To accomplish this we developed a social strategy around the theme of Convergence that included launching Sundance's TikTok and overseeing all conversation on Twitter. IHC executed an exciting digital campaign that produced boundary-pushing content and drove digital dialogue from audiences that featured Creators like **Reggie Watts, Ella Watkins, JD Samson, Isaac Hinden-Miller** and **Illeleana**.

The campaign resulted in over **800K impressions on Twitter** and **thousands of new followers on TikTok**.



**THE ROLLING STONES
PERFORM AT ECHOPLEX
TO LAUNCH THEIR 50TH
ANNIVERSARY TOUR**



LAUNCH EVENTS

I KNOW NIGO LAUNCH EVENT SPOTIFY



217 VIP & INFLUENCER GUESTS

117.3M SOCIAL REACH

12 PRESS HITS

WE TEAMED UP WITH SPOTIFY TO SUPPORT THE RELEASE OF NIGO'S FIRST STUDIO ALBUM IN 20 YEARS.

Featuring NIGO's closest friends and collaborators, we produced an elevated family reunion event with cookout vibes at Kelly Wearstler's historic 12,000 sqft 1920s Beverly Hills estate.

IHC brought the album's visuals to life with colorful duck-shaped topiary, a custom wood DJ booth, exclusive takeaways and branded decor. Lawn games, photo moments and bites from **Ghetto Gastro** and **LaSorted's Pizza** entertained guests before they were surprised with live performances from **NIGO**, alongside **Pharrell** and **Pusha T**.

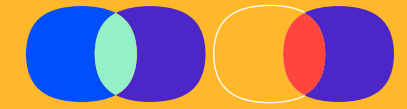
Notable guests included **Smino**, **A\$AP NAST**, **24KGoldn**, **Kerwin Frost**, **Coco Jones**, **Damson Idris**, and **Kelly Wearstler** herself. The private event also garnered a feature from [Billboard](#).



I KNOW NIGO LAUNCH EVENT SPOTIFY



HALLOWEEN ENDS PREMIERE AFTER PARTY UNIVERSAL PICTURES & PEACOCK



1 NIGHT ONLY **5** HOURS LIVE **350+** VIP, PRESS & INFLUENCER GUESTS **244** TOTAL SOCIAL POSTS **72.1M** TOTAL SOCIAL REACH

UNIVERSAL STUDIOS AND PEACOCK TAPPED IHC TO PRODUCE AN UNFORGETTABLE VIP, PRESS AND INFLUENCER AFTER PARTY FOLLOWING THE WORLD PREMIERE SCREENINGS OF HALLOWEEN ENDS.

Hosted at Yamashiro, we completely transformed the restaurant into a spooky hotspot with surprises to discover around every corner. Pumpkins galore, staff in Halloween costumes, dedicated trick or treat stations, a tarot reading room, themed cocktails and food (including a 6ft sushi boat), bumping tunes and unique photo moments gave guests plenty to keep them busy.

Michael Myers himself stalked the event leaving a trail of body parts and mutilated corpses strewn amongst the venue -- the large Japanese garden inside was a spotlight of his destruction. A lifesize ENDS logo surrounded by Jack O' Lanterns served as our hero branding moment. In our custom 360 video booth, guests had the opportunity to stand back-to-back with Michael Myers himself to recreate the film's poster. Y2K nightlife photographer The Cobrasnake was onsite capturing all the best party moments making this a night to remember and to share, garnering a **72M+ social reach**.

"The popular high-end sushi hotspot was transformed into a terrifyingly magical Halloween escape land, a full-on seasonal celebration and tribute to the iconic film series."

— **The Knockturnal**

WATCH THE VIDEO RECAP



TIKTOK HALLOWEEN

TIKTOK



22.38M COMBINED SOCIAL REACH

10.29M TIKTOK SOCIAL FOOTPRINT

12.08M POTENTIAL REACH TO NEW USERS VIA INSTAGRAM

WE BROUGHT THE DIGITAL WORLD OF TIKTOK'S BIGGEST TRENDS TO LIFE FOR A SPOOK-TACULAR CREATOR HALLOWEEN PARTY.

TikTok tapped IHEARTCOMIX to conceptualize how to translate the growing digital community into a dynamic, engaging, can't-miss Halloween Party as their first-ever Creator celebration.

Taking inspiration from the viral "Spooky Scary Skeletons" TikTok trend with an 80's twist, we turned The Hollywood Castle into the ultimate Halloween party with ghostly decor, photo moments at every turn, live performances and of course skeletons galore. Each consumer touchpoint, from invites to the RSVP website to signage and takeaways, were designed on-theme. We also brought Lyft onboard as principal sponsor to provide free rides to and from the party for all attendees.

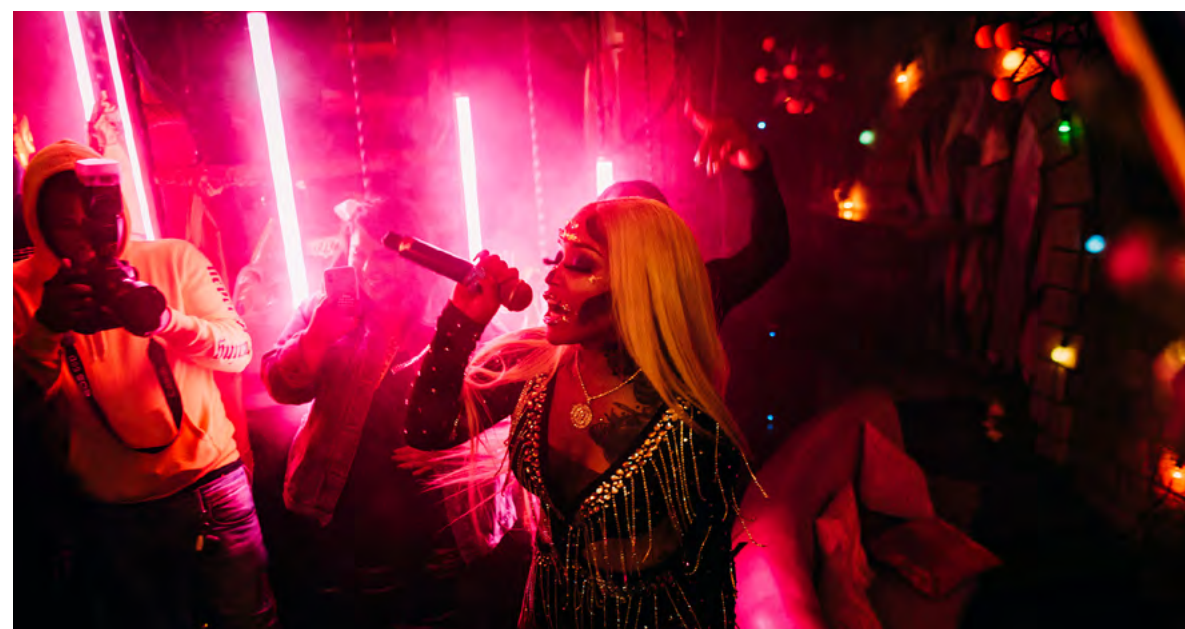
Each room had a dedicated theme that related to top trends on the platform, and informed the decor and interactivity within each space. Area 51, Clown Town, Distortion Zone and Zombie VSCO girl were all featured rooms while the entire property was converted into a thrilling Halloween environment accented with projection mapping and billowing fog. Guests were also treated to live performances from **Supa Dupa Humble**, **Sueco the Child**, **Stunna Girl**, **Jasiah** and **YBN Nahmir**.

The event resulted in a **22.38M combined social reach** and featured some of TikTok's biggest Creators including **Baby Ariel**, **Cameron Dallas** and **Jacob Sartorius**.

[WATCH THE VIDEO RECAP](#)



“TIKTOK HALLOWEEN PARTY WAS LIT!!!!!!”
— Kyle Massey



LIL NAS X: EP7

BEATS PRESENTS: SILENT RODEO

COLUMBIA RECORDS & BEATS BY DRE



TO CELEBRATE THE RELEASE OF LIL NAS X'S DEBUT EP, 7, IHC PARTNERED WITH COLUMBIA RECORDS AND BEATS BY DRE FOR A SPECIAL BEATS PRESENTS SILENT RODEO EXPERIENCE.

Set at the iconic Bob Baker Marionette Theater in Los Angeles, the event featured unique choreographed puppet shows for each track, seven immersive photo moments themed after the EP songs, catered paninis, **a surprise performance from Lil Nas X** (his second EVER) and a meet & greet with his fans. We even created an original, one-of-one Lil Nas X puppet to star in the show!

The special event was part of Beats By Dre's series 'Beats Presents', which produces experiential happenings centered around the release of an artist's new album. The concept of this one put the headphones on the audience to have an extra-sensory experience paired with the music. With Lil Nas X still establishing himself as an artist, the creative was wide open, but the buzz was extremely high with celebrities like **Chloe x Halle** in attendance and coverage from **NBC News**.

[WATCH THE VIDEO RECAP](#)



“**WACKY GENIUSES**”
— Los Angeles Magazine



QUENTIN TARANTINO
ARRIVES AT SUNDANCE
NEXT FEST AT THE ACE
THEATRE IN LA



PREMIERES & SCREENINGS

THEY/THEM LA PREMIERE & NYC SCREENING PEACOCK



1K+ GUESTS

41.5M SOCIAL REACH

507 SOCIAL POSTS

19 PRESS HITS

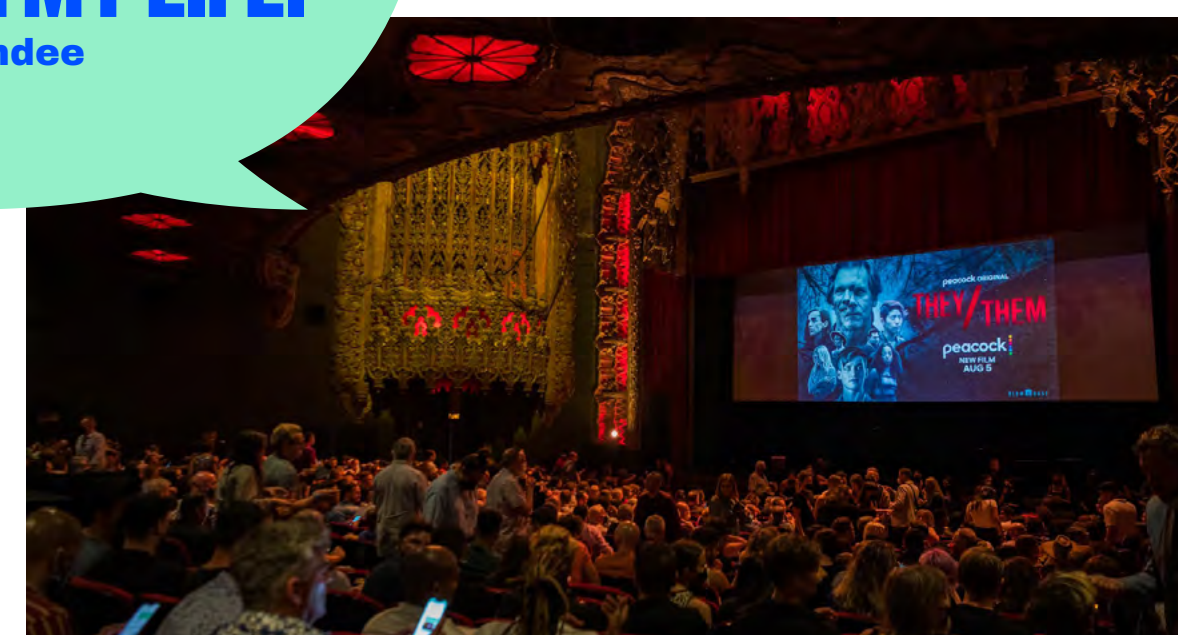
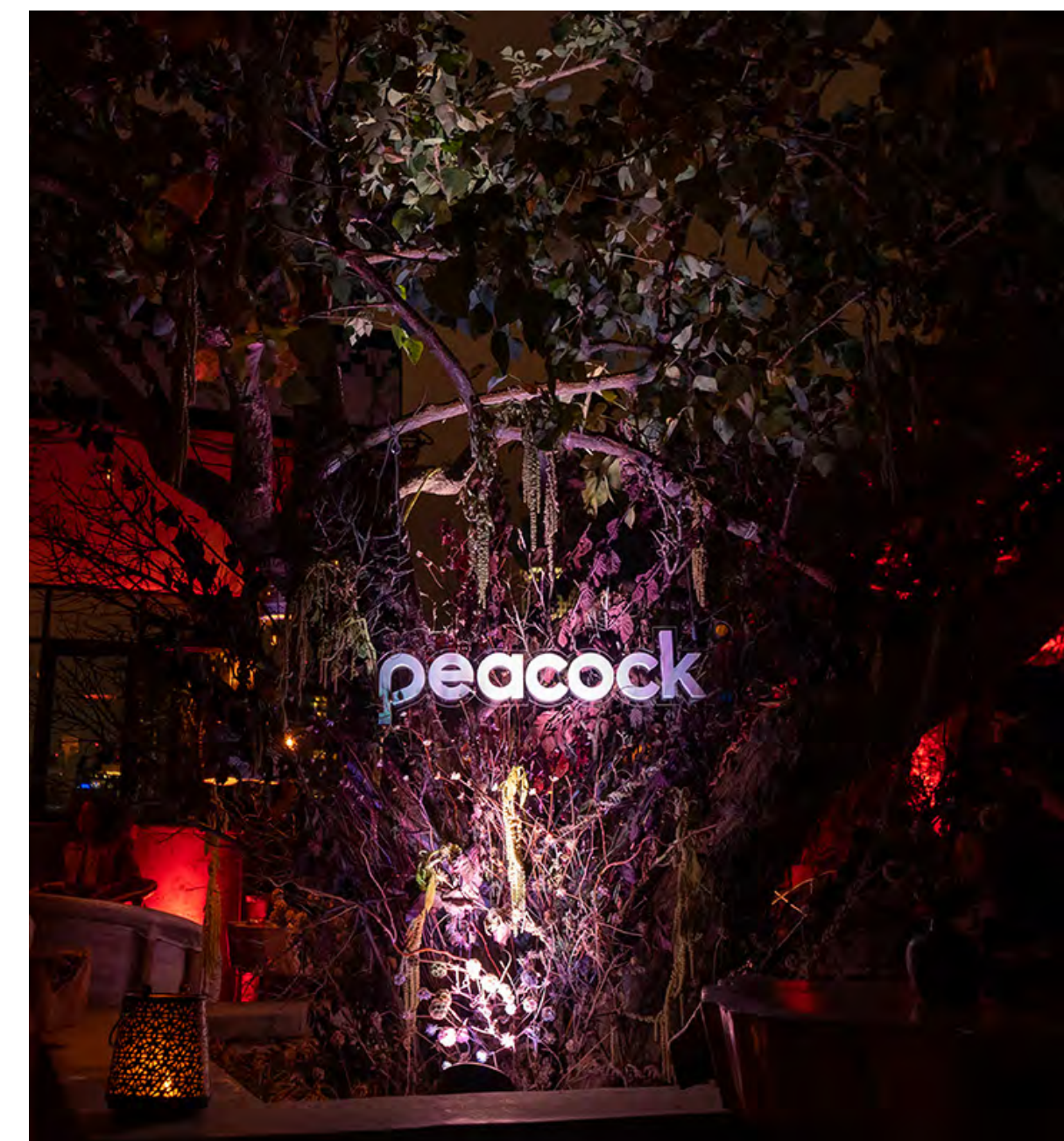
WE TRAVELED COAST-TO-COAST TO PRODUCE TWO PREMIERE'S FOR PEACOCK'S FIRST ORIGINAL FILM, *THEY/THEM*.

For its world premiere, John Logan's queer slasher story *They/Them* was chosen to close out the 40th year of Outfest LA Film Festival at The Ace Hotel. IHC brought the screening to life with a 80 foot red carpet and press line for the film's talent, a themed photo moment, in-world decor and staff uniforms, plus a curated F&B menu. Additionally, guests were treated to a surprise performance from **Perfume Genius** ahead of the screening. A "killer" on-theme after party for the cast and Peacock VIPs capped out the festive night.

Three days later, our team recreated the magic in New York to produce the second screening at Studio 525 in Chelsea, a raw space that we transformed into an elevated screening room and after party. A 25 foot red carpet, dramatic mood lighting, real trees, clean branding and dried florals all contributed to a beautiful evening that felt premium and celebratory. We enlisted the help of Impact Agency to secure a total of 150 guests in attendance alongside the film talent. Notable guests included **Jaboukie Young-White**, **Milly Shapiro**, **Will Weinbach** and **Valentina Sampaio** as well as reporters from **GMA**, **Buzzfeed** and **PopSugar**.

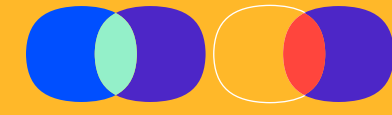


“
THE **THEY/THEM**
PREMIERE WAS HANDS
DOWN ONE OF THE BEST
THEATER EXPERIENCES
I'VE HAD IN MY LIFE.
— Attendee

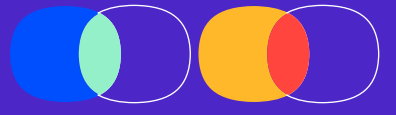


[SEE THE NYC RECAP VIDEO](#)

**WEREWOLF BY NIGHT &
GUARDIANS OF THE GALAXY HOLIDAY SPECIAL
INFLUENCER SCREENINGS
MARVEL STUDIOS**



**DARBY AND THE DEAD
INFLUENCER SCREENING
20TH CENTURY & HULU**



**TO CELEBRATE MARVEL STUDIOS' FIRST-EVER SPECIAL PRESENTATIONS ON DISNEY+,
IHC PRODUCED IMMERSIVE SCREENING EVENTS AND CURATED THE INFLUENCER GUEST LIST
OVER TWO EPIC EVENINGS.**

For *Werewolf By Night*, we conjured up a sinister party and screening for guests to get a first look! We invited notable influencers, industry insiders, the film's director, **Michael Giacchino**, and cast members for a soirée at CAGES in LA's Arts District. The venue was filled with devilish details, including custom cocktails, a photo experience that recreated the movie poster, and various relics straight from the film!

Next was *The Guardians of the Galaxy Holiday Special* for a festive holiday screening. IHC curated nearly 200 cultural tastemakers, social influencers, and executive VIPs for a night with floor-to-ceiling themed decor, in-world refreshments, a poster-recreation photo booth, a holiday cover band, and surprise appearances from cast members **Pom Klementieff** and **Sean Gunn**.

Results were **80M total social reach** across both events.

[WATCH THE WEREWOLF BY NIGHT RECAP VIDEO](#)

[WATCH THE GOTG HOLIDAY SPECIAL RECAP VIDEO](#)

**IHC PRODUCED AND GUEST-LISTED AN EXCLUSIVE INFLUENCER SCREENING EVENT FOR THE
FOR THE 20TH CENTURY FILM *DARBY AND THE DEAD* AHEAD OF ITS RELEASE ON HULU.**

We created a spirit week celebration with a 25 foot red carpet, 150 influencers, and the full cast and director as we grooved to tunes by **DJ Quinn Blake** and participated in photo moments that included school pictures taken against a laser backdrop and the film's Smiley's Donuts mascot.

Psychic medium **Phil Murray** provided readings and messages from the dead for participating guests. A graveyard of tombstones for characters from the film set the scene and cafeteria-inspired bites and snacks were available during the pre-party. Finally the USC cheer squad and marching band kicked off the screening!

The festive evening resulted in over **252 social posts** and **96.1M impressions**.

[WATCH THE RECAP VIDEO](#)

PHOTOS FROM
ETERNALS WORLD
PREMIERE FOR
MARVEL STUDIOS

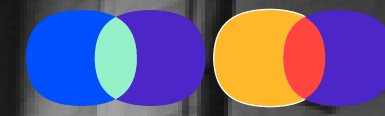


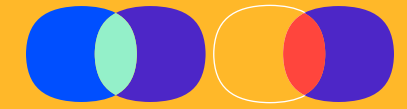
PHOTO MOMENTS



DOCTOR STRANGE IN THE MULTIVERSE OF MADNESS

HALLS OF THE INFINITE

MARVEL STUDIOS



IHC BROUGHT THE MULTIVERSE TO HOLLYWOOD WITH AN IMMERSIVE EXPERIENTIAL PHOTO BOOTH.

In celebration of Marvel Studios' highly-anticipated release of Doctor Strange in the Multiverse of Madness, IHC produced an immersive photo experience at the world premiere exclusively for the cast and key talent.

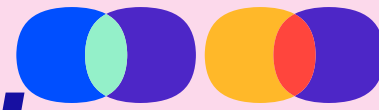
The film's stars stepped into our reimagination of the multiverse dubbed the Halls of the Infinite, which utilized hundreds of mirrors across three walls to reflect their image back at them for a dramatized effect.

We teamed up with photographer **Julian Buchan** to bring to life incredible images of the red carpet attendees, including cast members **Benedict Cumberbatch**, **Elizabeth Olsen**, **Benedict Wong**, **Xochitl Gomez**, and **Rachel McAdams**, as well as other celebs like **Tiffany Haddish**, **Tatiana Maslany**, and many more.

The activation created stunning images that were shared across Doctor Strange, Marvel Studios and Marvel Entertainment socials the next day generating over **87.5M impressions**.



THOR: LOVE & THUNDER THUNDER MOUNTAIN BOOTH MARVEL STUDIOS

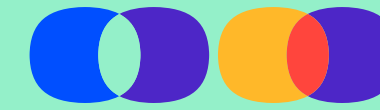


AT A PRIVATE STRAW HAT GOOFY SCREENING AHEAD OF OPENING WEEKEND, WE GAVE INFLUENCERS AND FANS THE CHANCE TO SUMMON THOR'S MIGHTY THUNDER.

The 4D lightning mountain photo experience sported fabricated set pieces, original animations and a custom Snapchat filter that allowed fans to recreate the epic teaser poster themselves. The guests chose their preferred hammer, thrust it into the air and were seared with a bolt of lightning to empower them with the strength of Thor! IHC also provided influencer invites for the screening with **Leah Lamar, Gary Baseman, Totally Enormous Extinct Dinosaurs, Michael Le, Sam Richardson, Dana Donnelly** and many more attending.

The activation resulted in **232 social posts** reaching **82.4M impressions**.

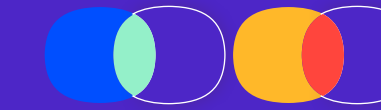
PREY PREDATOR BOOTH 20TH CENTURY & HULU



IHC BROUGHT THE EERIE TEASER POSTER OF DISNEY AND HULU'S FILM PREY TO LIFE FOR A FUN INTERACTIVE PHOTO EXPERIENCE THAT GARNERED OVER 12M SOCIAL IMPRESSIONS.

We kicked things off at San Diego Comic-Con, where **300+** fans, press, talent and executives enjoyed the booth before entering the inaugural screening hosted by Collider. It was such a hit that Disney invited us back for a second round at the film's red carpet premiere, where stars like **Paula Abdul** and **Jack Quaid** enjoyed the booth!

BLACK WIDOW HOURGLASS BOOTH MARVEL STUDIOS



WE BROUGHT BLACK WIDOW'S ICONIC RED SYMBOL TO LIFE THROUGH A SLEEK, EXPERIENTIAL BACKDROP BOOTH PERFECT FOR HIGH PROFILE FAN EVENTS IN NYC AND LA.

Designed as an oversized hourglass frame, fans walked down the hall of the Red Room and were transformed into Black Widow herself. The booth was custom built to be instantly recognizable from the exterior and interior with the icon taking center stage. Taking place at two simultaneous fan events coast to coast on the same day, fans were instantly enthralled with the simple, yet sleek beauty of the installation, drenching themselves in red and sharing their images.

Hundreds of fans and select talent including **David Harbour, Clark Gregg, Kalen Allen, Yolanda Lynes, Rob Liefeld** and more stepped inside and posed for the camera.



**THANK
YOU IHC**