



PLUGGED IN

*Your monthly hit of game-changing
brand experiences that are reshaping
how audiences connect with brands.*

SEPTEMBER 2026: IN REVIEW

We track brands using connected touchpoints to create *meaningful impact*. Delivering *perfectly crafted encounters* that *inspire action*.

Read on to uncover which brands are mastering the art of connection across the path to purchase.

LIVE XP

Real world moments that stir emotion and spark long lasting advocacy.

DIGITAL XP

Interactive experiences that engage and convert.

RETAIL XP

Designing connected commerce experiences, that move people to buy.

PRODUCT XP

Unlocking the power of products to spark deeper brand connection.

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EXPERIENCE ECOSYSTEM

Connected experiences that convert intent into action.

Underpinned by data to hyper-personalise experiences

RETAIL XP

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LIVE XP

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LIVE XP

*Real world moments that
stir emotion and **spark**
long lasting advocacy.*



LIVE XP

DUSK.COM

A DECADE OF DUSK

To mark its 10th birthday, DUSK brought the party to Battersea Power Station with a giant branded gift box. The box stayed shut all morning to build suspense, once the ribbon was pulled the doors swung open to reveal a life-sized sofa made of cake.

Shoppers enjoyed a slice of Victoria sponge in branded trays to put DUSK in every hand and every photo.

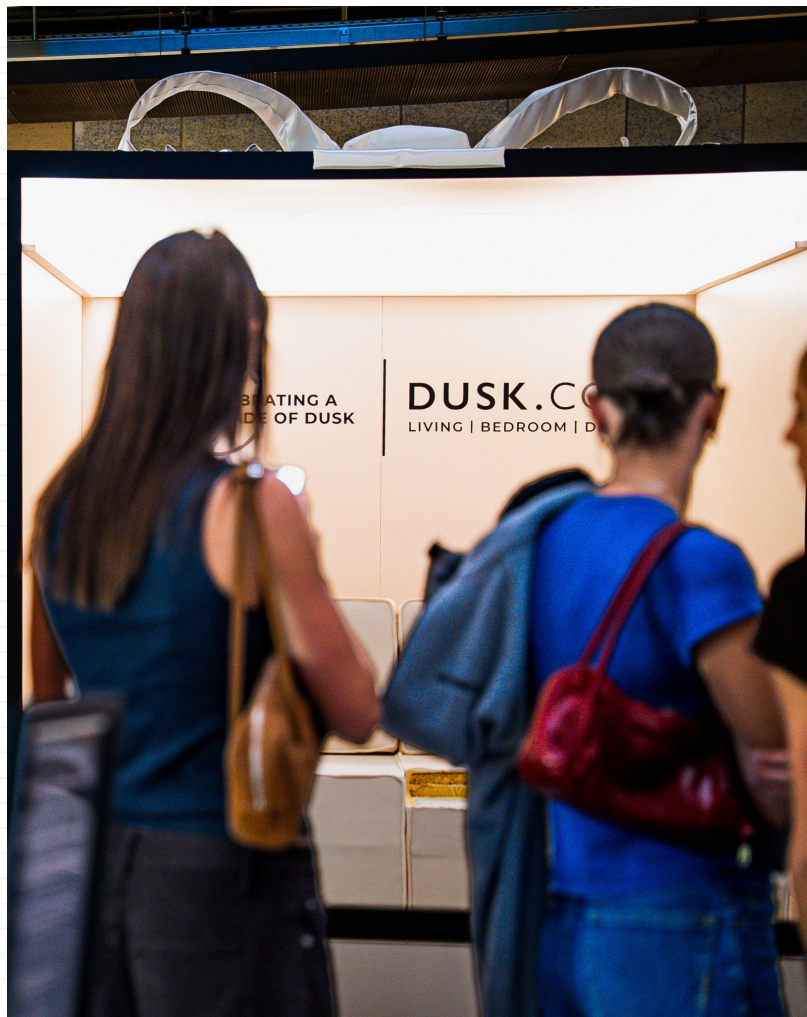
The activation turns a brand milestone into a moment shoppers can share in. Rather than asking people to celebrate the brand, DUSK made the brand the celebration, with its hero product at the centre of every slice.

Our view



“Every birthday needs a cake. Making DUSK’s a sofa put the product at the heart of the celebration, and gave shoppers a reason to stop, stay and share.”
Ellie Chittenden, Experiential Client Director







LIVE XP

Also turning heads...

PRET A MANGER TAKE A HOT MINUTE



Pret launched its new warm ciabatta range with a two-day Golden Square takeover, inviting Soho workers to switch on their out-of-office and enjoy a warm lunch away from their desks.

Why we love it

With 56% of UK workers regularly cutting their lunch break short, Pret led with the pause as much as the product. A warm lunch needs time, so it gave people permission to take it.

SAN MIGUEL x WETHERSPOONS SPANISH SUMMER



To mark its return to Wetherspoons, San Miguel brought the holiday sunbed rush to the pub. First through the door in London, Birmingham and Manchester got a limited-edition towel and a free pint.

Why we love it

It takes a ritual everyone recognises and drops it somewhere unexpected. Scarcity creates the queue, the towel creates the content, and the whole thing says "Spanish summer".

DIGITAL XP

*Interactive experiences that
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DIGITAL XP

SLVARA

TAP TO RSVP

The paper invitation is going digital, and SLVARA is doing it with a wax seal. Its NFC seals hide a chip inside a peel-and-stick seal. Guests tap to open a webpage with all of the wedding details, traditionally printed across multiple pages.

The invite keeps its charm and gains a digital layer. Print holds the first impression, while the linked page carries everything that changes. Update the page and the invitation stays current, with no reprint and no app needed.

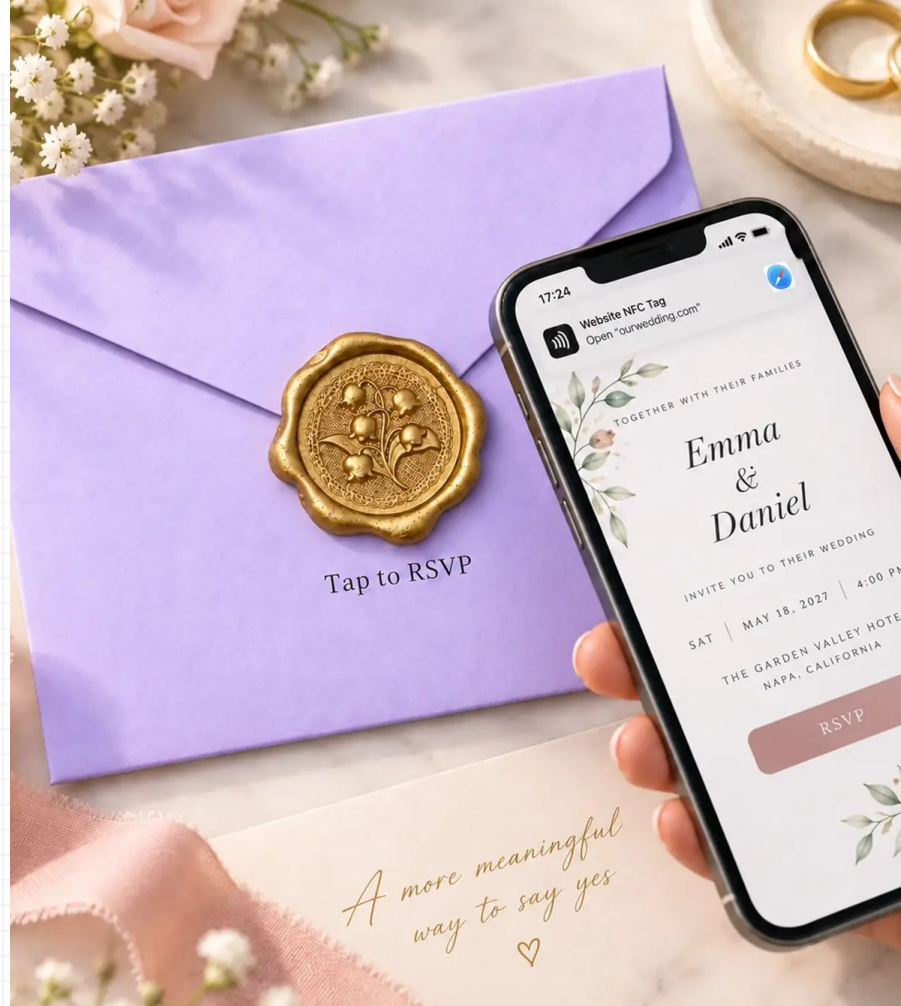
It shows where print is heading. Audiences already expect paper to link to something, so the real test is what happens after the tap.

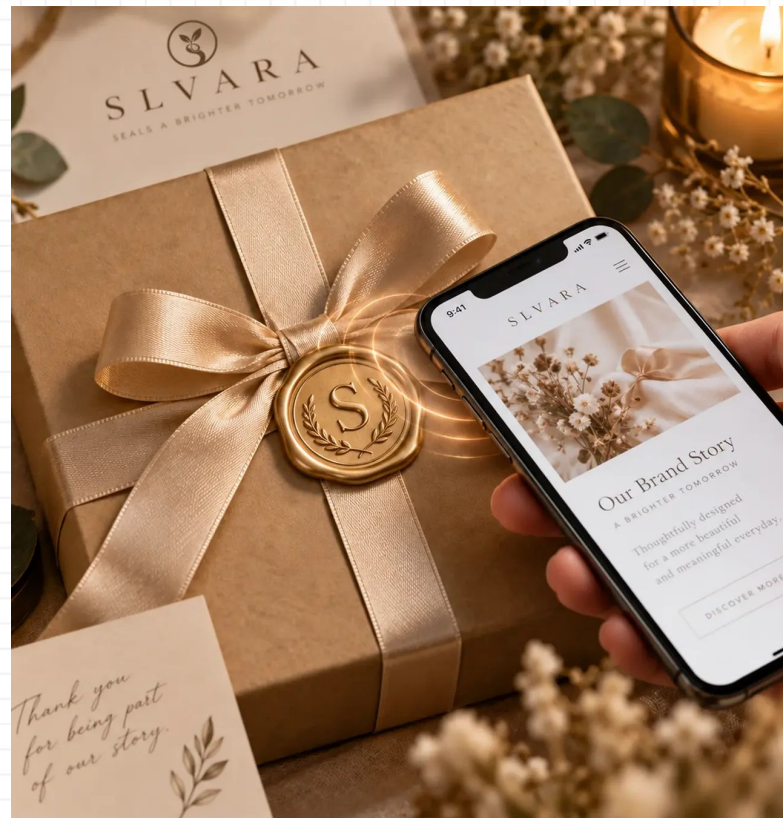
Our view



“Paper still makes the first impression. Digital makes it useful. The best ideas do both.”

Laura Martin, Senior Motion Designer





DIGITAL XP

Also turning heads...

ASAHI SEEK, FIND AND WIN



Artist Hisham Akira Bharoocha reimagined Asahi Super Dry's cans and bottles, with unique designs hidden in packs across the UK. In pubs and bars, a QR code on the glass opened an AR hunt for digital tokens and instant prizes, from free pints to trips to Tokyo.

Why we love it

The entry point was already in customers hands. Scan, seek, win. No separate journey, no extra ask.

KP NUTS HIT THE BULLSEYE



KP Nuts has teamed up with PDC World Darts Champion Luke Littler for a scan-to-win promotion. Shoppers scan the QR code on promotional packs to enter, with £20,000 up for grabs. Retailers get a parallel entry through promotional cases and pub cards.

Why we love it

Darts is having a moment, and KP has put the prize right where the pub snack sits. One scan, two audiences, one big number.

RETAIL XP

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RETAIL XP

MIU MIU

DWELL TIME, DESIGNED

At Beijing SKP, Miu Miu's Vinyl Club wraps the Fall/Winter collection in a backlit wall of pastel sleeves, with Retour bags, loafers and sunglasses filed like records in a crate.

It works because a record shop is one of the few places nobody rushes you. You browse, you linger, you touch things, and Miu Miu borrowed that etiquette and built the room around it.

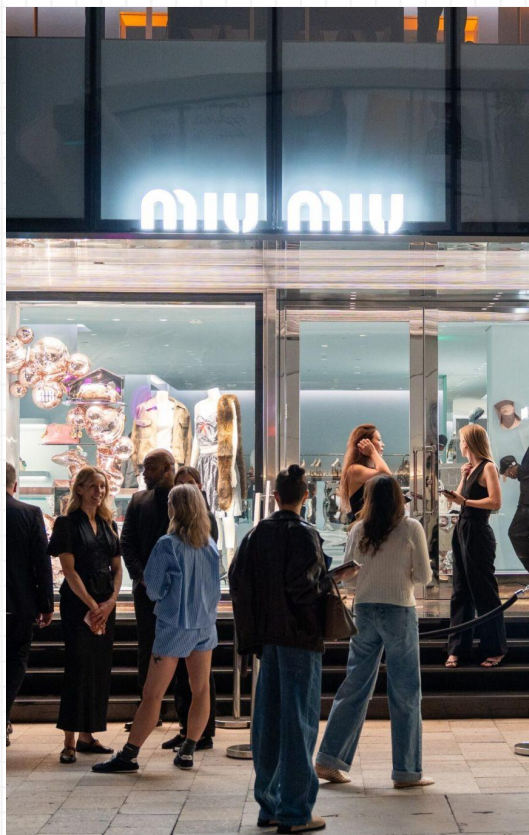
Slip on the Marshall x Miu Miu pair of headphones at the listening station and the atrium disappears, giving the suede, leather and lambskin all the time they deserve. There is no gimmick bolted on, because music is the mechanic.

Our view



"Dwell time can't be demand, by building the room around a ritual people already love, Miu Miu turns lingering into a pleasure and gives the product the attention it deserves."
Bryony Rhodes, Project Manager







RETAIL XP

Also turning heads...

MALTESERS x CO-OP CHOCOLATE FOR CHANGE



Maltesers and Co-op are supporting female cocoa farmers, through the Fairtrade Foundation. A bold red in-store tower told the story, with QR codes linking shoppers to a Fairtrade farmer's story.

Why we love it

A simple mechanic and a real person behind the cause. It gives shoppers an easy reason to say yes at the shelf, and it makes a promotion feel like a purpose.

DASH x LA VIEILLE FERME PEACH PERFECT



DASH and La Vieille Ferme took their rosé spritz collaboration in store, with a co-branded unit stacking them together. Shelf strips spell out the pitch: real fruit, real rosé, really good together.

Why we love it

It sells the serve, not just the products. Shoppers leave with a drink idea and both bottles in the basket, which is a cross-category sale made easy.

PRODUCT XP

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PRODUCT XP

JOHNNIE WALKER

BLACK LABEL GOES BLUE

Johnnie Walker has unveiled a limited-edition Black Label bottle, created as part of its ongoing collaboration with Sabrina Carpenter. The design draws on her Man's Best Friend album, pairing a bespoke Sabrina blue colourway and playful dog paw motifs with the brand's familiar look.

The partnership launched with a global campaign around the album. This bottle is the next chapter, taking the collaboration off the screen and onto the shelf, where fans can pick it up for themselves. It launches in Great Britain first, before rolling out to further markets.

Johnnie Walker is treating the bottle like a piece of the album, not an add-on.

Our view



"A limited edition only works when it feels like it belongs to the story. This bottle gives fans a piece of the collaboration they can hold, display and share."

Anne Bunting, Project Manager





PRODUCT XP

*Also turning heads...***MERIT x ERDEM
DRESSED BY ERDEM**

MERIT has teamed up with ERDEM on three limited-edition beauty sets. Inspired by the label's archival runway palette, each comes in bespoke packaging, the first time the brand has worked with a designer on custom product packaging.

Why we love it

It gives familiar products a collectible, gift-ready new look without changing what is inside.

**SUPREME x TIMBERLAND
RUN IT BACK**

Supreme and Timberland are bringing back their “Diamond Plate” boot, the first time the pair have ever reissued a past collaboration. Their drops have a history of selling out fast and fetching serious money on the resale market, so a second chance is rare.

Why we love it

It proves a product doesn't have to be new to be newsworthy. Scarcity built the legend, and bringing it back gives a new crowd a way in.



TIME TO PLUG IN?

Let's make your brand irresistible.

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