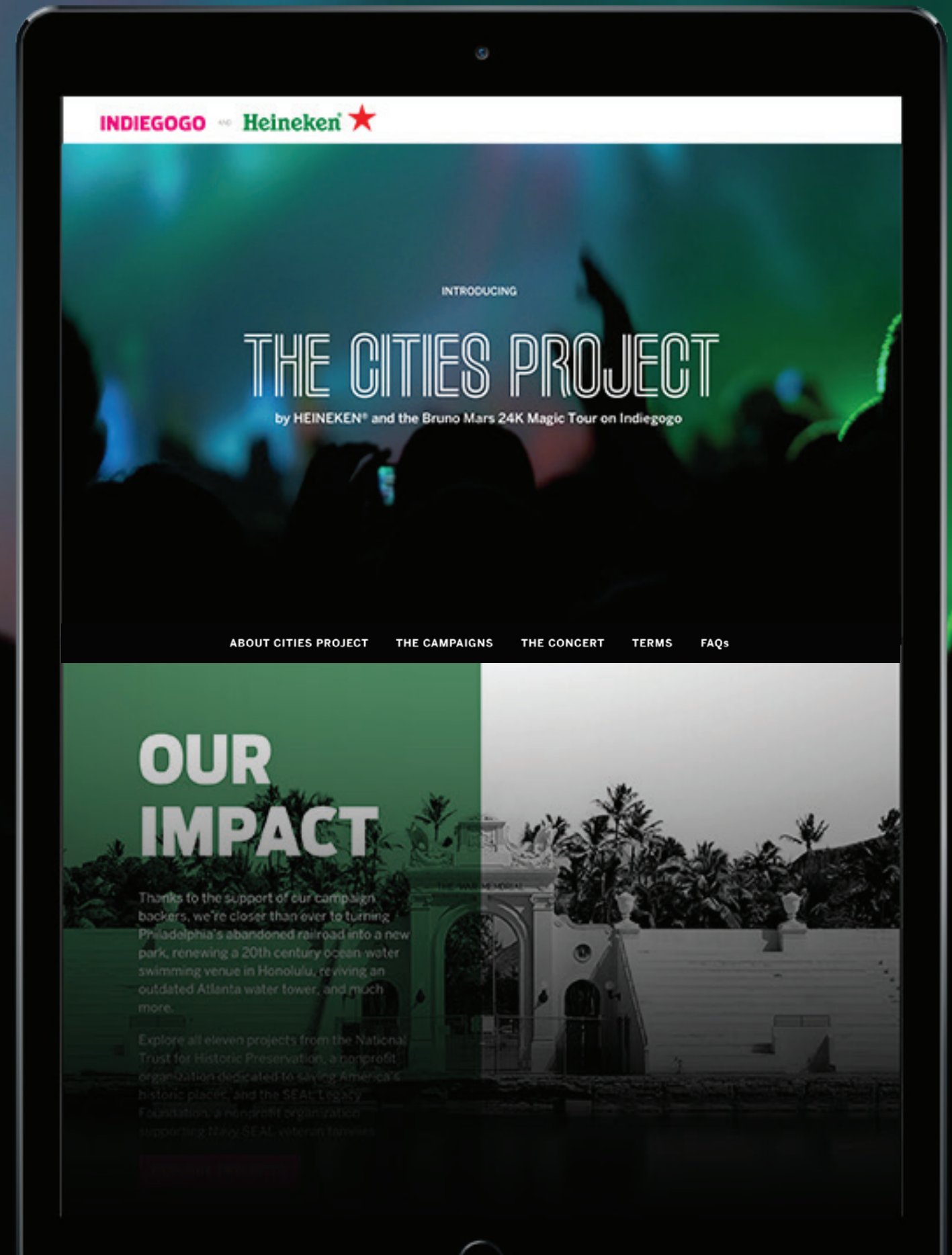


# Heineken

We partnered with Heineken, Indiegogo, and the Bruno Mars 24K Magic tour to launch the 2017 Cities Project.





#### CREATIVE DIRECTION

## The Millennial Appeal

The Cities Project aims to attract millennials, ages 21-35, who live in big metropolitan cities, like Los Angeles, Miami, San Francisco and NYC. We drew inspiration from the urban environment, particularly architecture, graffiti, street, and pop art. These street art references resonate with millennial audiences and bring a fun, youthful and authentic approach to the experience.

PIXEL







MIAMI MARINE STADIUM  
HEINEKEN'S 2016 CITY PROJECT



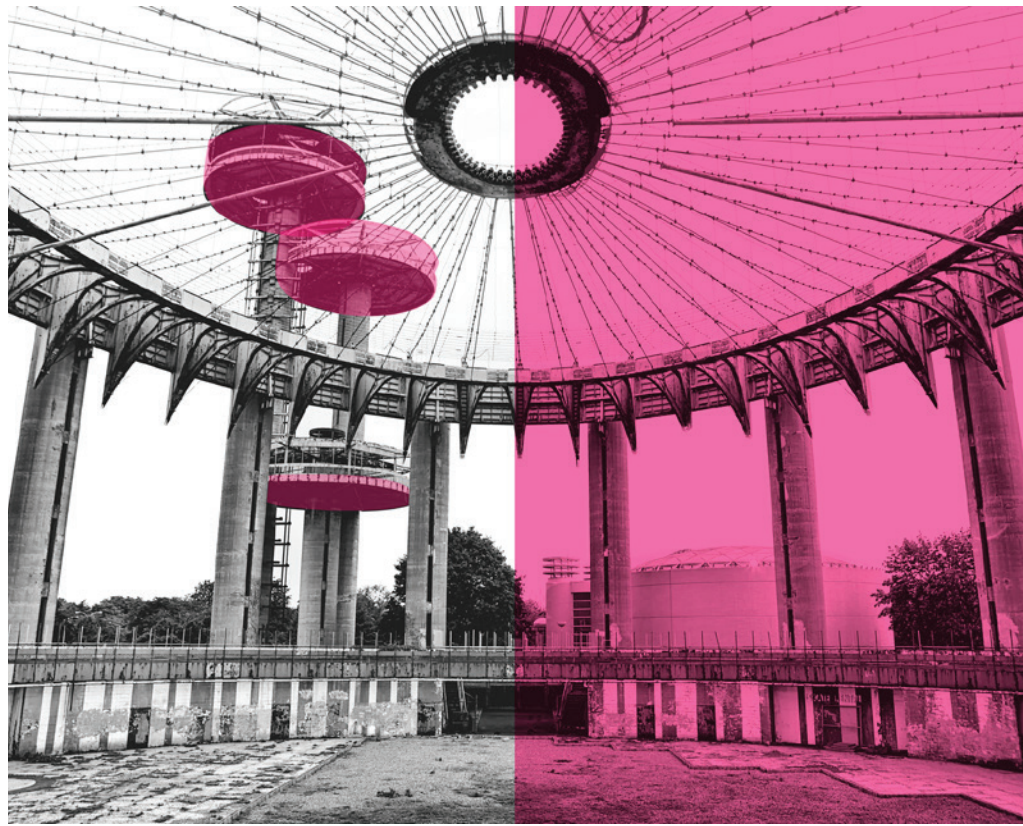


CREATIVE DIRECTION

# Equal Representation

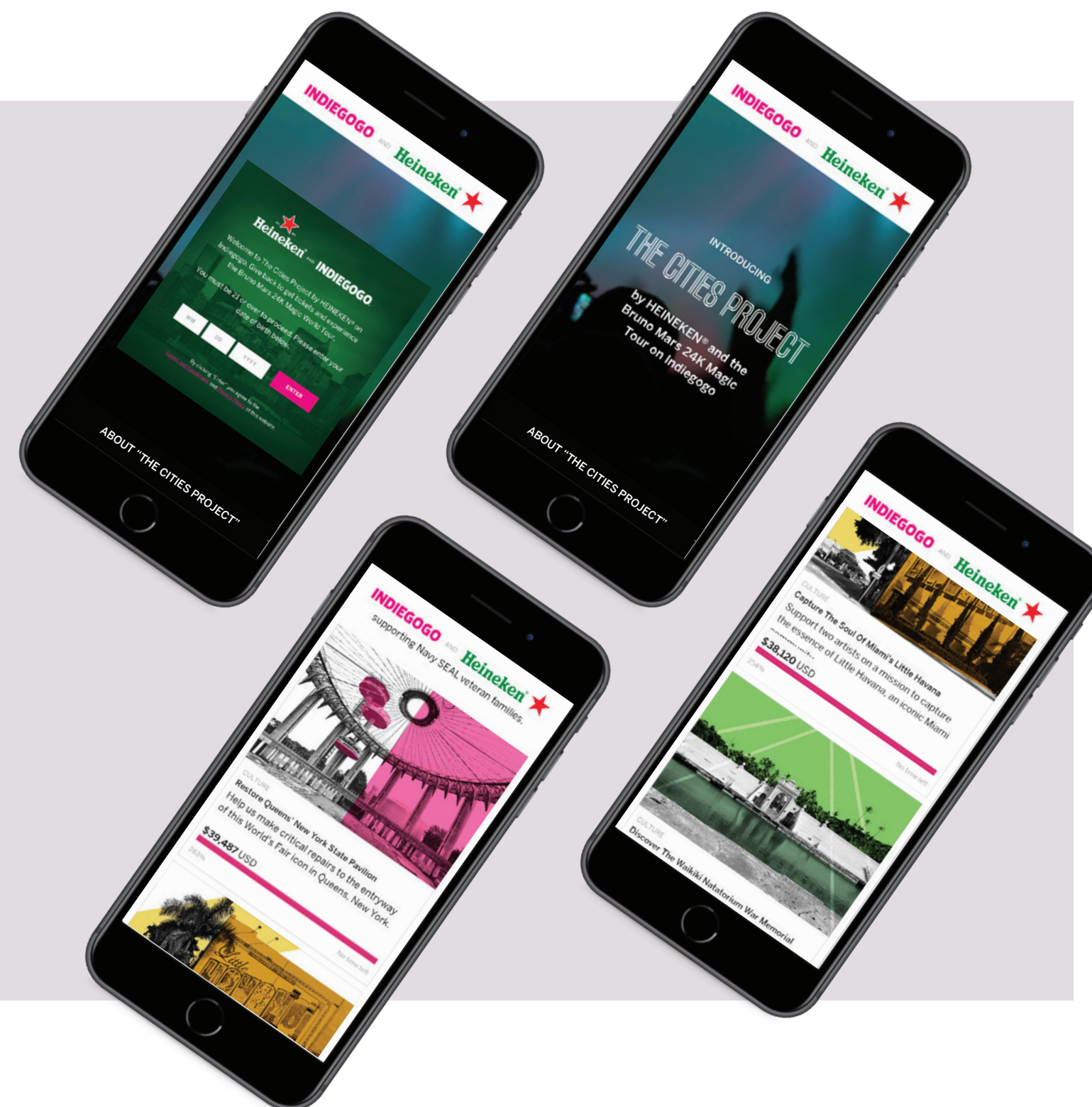
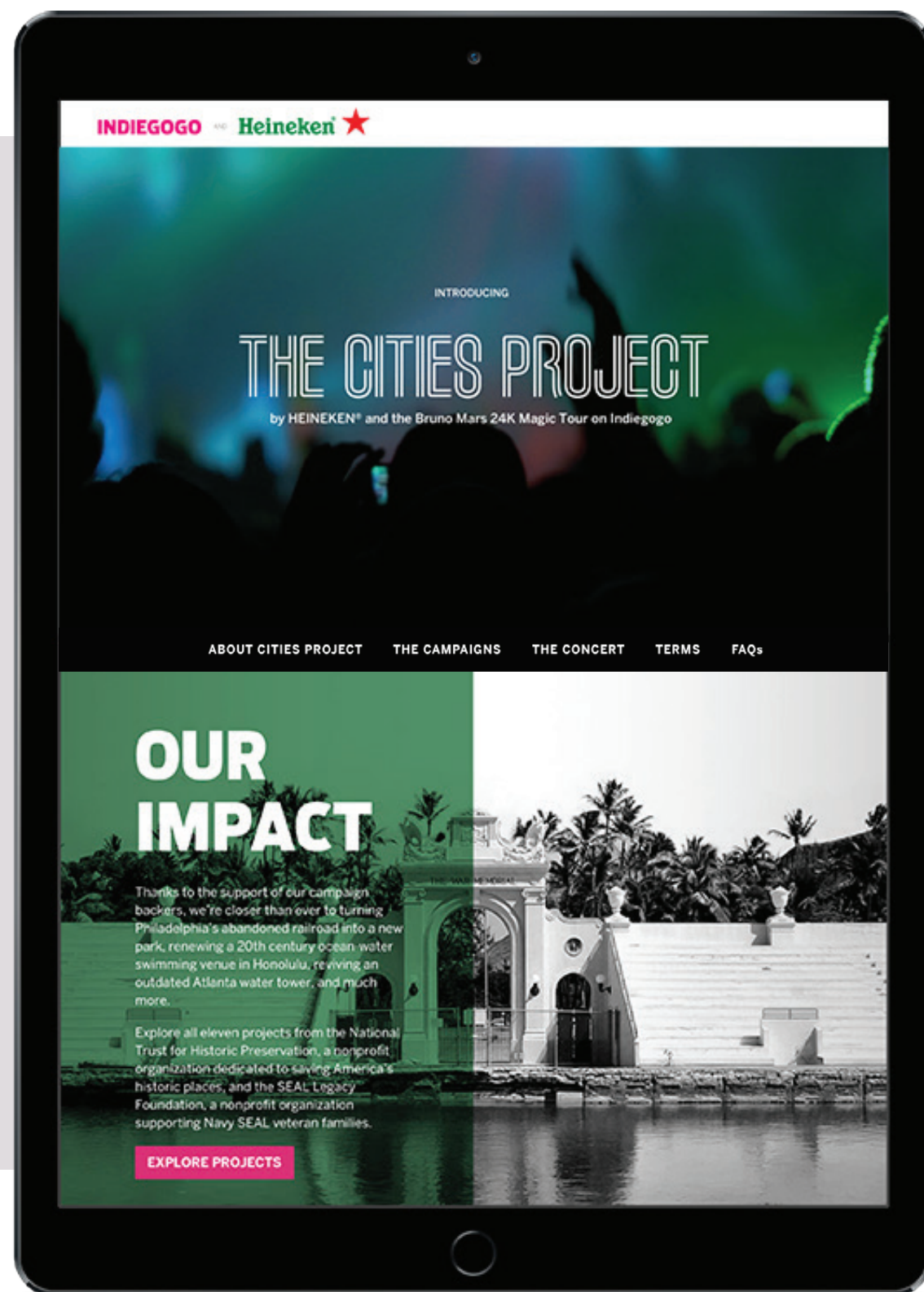
We referenced various types of street art techniques and styles (wheatpaste, collage, graffiti) as a way to incorporate the different brand colors. The colorful and bold nature of street art allowed us to equally showcase the three brands - Heineken, Bruno Mars, Indiegogo - in a fun and dynamic style that is familiar to our Millennial audience.





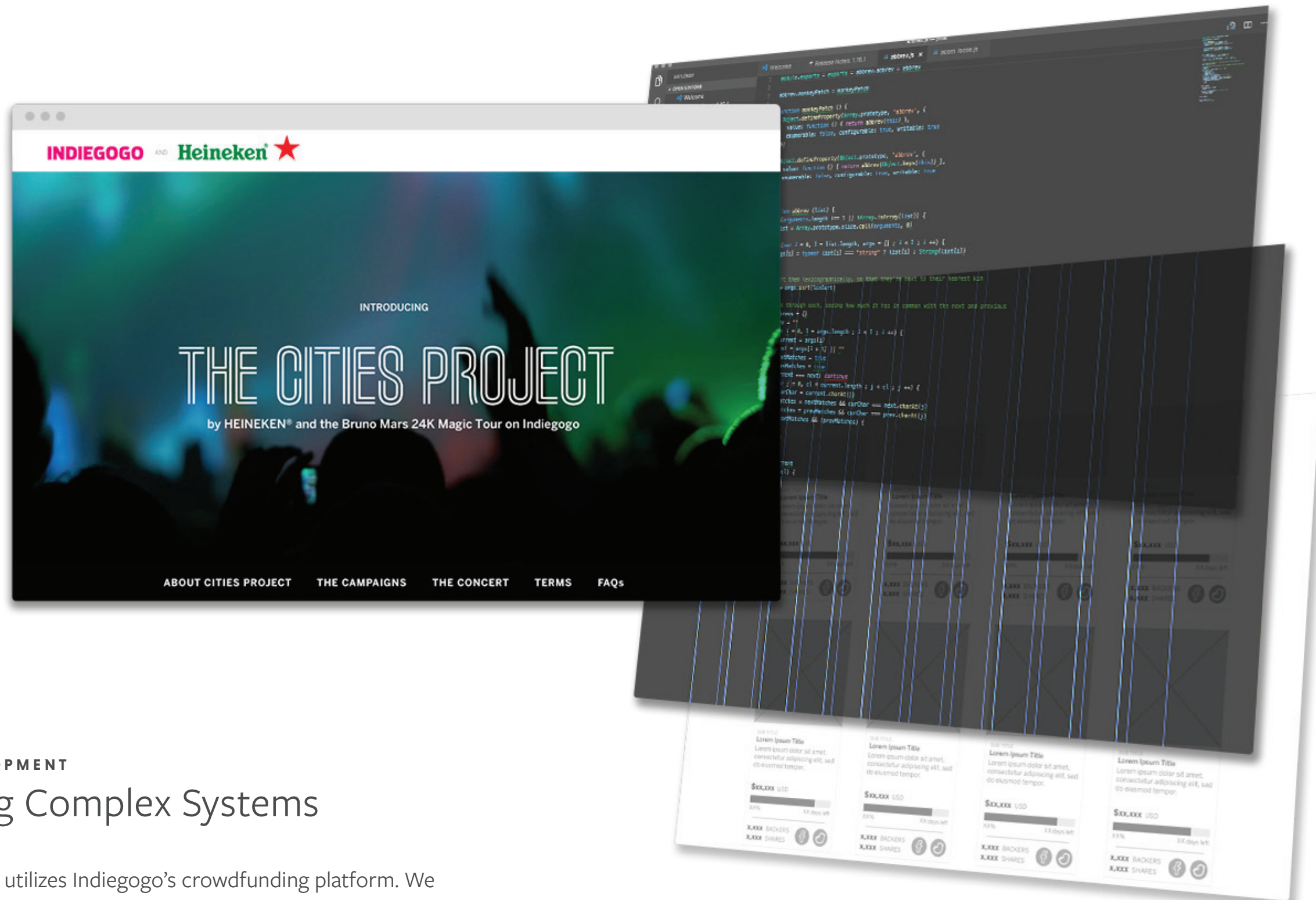
FINAL CREATIVE DIRECTION





USER EXPERIENCE & PRODUCT DESIGN





## BACKEND DEVELOPMENT

# Integrating Complex Systems

The Cities Project utilizes Indiegogo's crowdfunding platform. We integrated Indiegogo's crowdfunding API, a ticketing system, and a complex distribution workflow to ensure a single seamless experience for the customer.



PIXEL

THE RESULTS

# The Cities Project

\$416K

RAISED

60

DAYS RUNNING

253%

FUNDED