



Erlebnisbüro
company profile

Your Partner for emotional brand building and training

The Erlebnisbüro can serve you either as a classic event agency from the conception to the implementation of the organization of your events or as a new consultative and accompanying partner of compact brand-experience-packages.

The Erlebnisbüro has been translating brand or product messages into emotional adventure worlds and experiences for more than 10 years. Sven Classen and Nina Feldhaus have been specializing in these areas with the Erlebnisbüro, successfully turning ideas into marketable conceptualizations. Moreover the Erlebnisbüro offers international live-marketing workshops.

We develop authentic adventure-environments in which brand and product messages can grow and unfold to effectively reach the target group.

The Erlebnisbüro combines the expertise of interdisciplinary integrated communication specialists with the goal to develop a successful and innovative communication-experience. It is conducive, contemporary and compact – for example: we offer the brand-adventure-package.

Have you ever thought about a Sound-Logo of your brand?
Successful marketing communication will touch all senses.

Why not utilize your Corporate Building with virtual hands?
The spacious 3D-experience and animation allows for new forms of narrative perspectives.

Why not let your guests be the hosts of your Brand-Events?
Social media Platforms are the key for expanding your message. For example: the application of an opinion former brand party.

New: The Erlebnisbüro develops brand-adventure-packages, which transport your message directly and actively.

Practical brand-adventure-packages for your event

Experience the fascinating live communication in a new, straightforward and simple dimension!

The individually created services of the brand-adventure-packages will help you to integrate single event highlights into your event planning for a fixed price.

The Erlebnisbüro will assist you as a quality partner from your idea all the way to the implementation of your brand-experience-package.

For your event target you can choose exclusively out of the “best of the event industry”: from 3D world entertainment to event decoration and social media – we will create an authentic and individual package for you. We will turn your brand into an unforgettable, emotional experience –this we can promise you!

Your package benefits: It is concrete, palpable and can be converted promptly for one package price.

Interactive touch screens

An active brand-adventure-package for your trade shows, product presentations at the PoS or your product-launch event.

Interactive surfaces – an interactive projected system, with which your clients can be actively integrated into the communication.

The spectacular effects of our interactive surfaces will inspire your clients. The target group will be informed of your brand and actively deal with your brand whilst experiencing it.

Your package benefits: Through multi-active participation, your clients will spend time with your company and, ultimately, be long-term-inspired by your brand in a new way. With our applications you will actively fly ahead of all competition.

We offer interactive floor graphics, window graphics, touch screen surfaces and wall solutions. Interested? Please contact us!

Corporate painting

An artistic brand-adventure-package for your mergers, anniversaries, events or meetings.

Corporate Painting – an interactive artistic experience, which leads to a memorable piece of art.

Each participant paints an individual picture, without noticing, that all participants are creating one big picture: a massive picture with a predefined motif, i.e. your new company logo.

The art event begins with pre-work: color coordinated individual logic and motive development. Pre-painting of the motif on canvases etc. The implementation of the event follows locally, with inclusive painting-moderation and the spectacular unveiling of the complete work of art, inclusive of all needed materials.

Your package benefits: Team building, employee motivation, as well as an increase of the company's identification.

3D-visualizations

A digital, three-dimensional brand-adventure-package to turn your product into an experience.

3D – we visualize your visions, your company, production running or your trade show booth. Moreover, our 3D-package offers an ideal platform to provide your clients with targeted information and to navigate various perspectives.

The users can operate individual client touch screen surfaces, which connect with a variety of programs, where they can be introduced to the company and play through different configurations (colors, composition, etc.)

Your package benefits: Three-dimensional experiences, intertwined with strong and long-term product messages.

If desired, we can visualize your trade show booth or event planning into a 3D animated film.

Parcouring

A choreographed brand-adventure-package to put a spotlight onto your product-launch.

Parcouring – a remarkable and innovative live visual show.

The static stage is interactively played, so that your company receives a presentation of high and sustained attention.

Four artists battle and chase each other on a parcouring playground, surprising the audience with unexpected stunts and tricks.

Music and costumes can be adapted to your CI.

Your package benefits: your company is dynamically and visually represented through the active choreography.

Film production & -documentation

A cinematic brand-adventure-package for the documentation and presentation of your brand at anniversaries, corporate mergers, trade shows, product- and company presentations.

You are holding a big event or trade show? Show what you have designed and developed, keep hold of the moment. We develop and produce individual image films, trailers, industrial films, advertisements and animations – convincing the audience of the message. It is always at the pulse of time!

Also available as social media applications, for example facebook and/or You Tube.

Your package benefits: Your authentic and multi-sensory brand management as an emotional film production.

Theme and mobile band

A musical brand-adventure-package for your corporate event.

Speeches will be musically supported by a theme band, which creates an exciting transition up to the next event listed on the program.

The band can be centrally and transitionally used as emcees between different acts or used decentralized as a highlight in the background of your events.

Tailor-made musical concepts – event- and theme-related as a “walking-act” for your reception or as a stage show.

Your package benefits: A different and fun way to connect all your event contents with each other and comment on them musically – ideal for multi-room events.

Image- & invitation trailer

A visual brand-adventure-package as an invitation for your corporate-, exhibition-, promotion- or incentive-event.

Image Trailer – use the medium, film, to invite your clients to your event/trade show or as an opening to your presentations and events.

A film is much more motivating than a one-dimensional text. It is modern, contemporary and livens up the event.

Your package benefits: The event dramaturgy begins with a pre-event. The exciting invitation invites the guests with an attractive, modern medium and provides your speaker or product presentation with a successfully staged performance at the event.

Corporate songs

An emotional brand-adventure-package for your company’s anniversary or product-launch.

We will compose an individual text and/ or melody on the basis of your brand or product, which will relate to your theme, product, company, etc. including the production and recording of your corporate songs.

Your package benefits: Uniqueness and authenticity! You will acquire the rights of use, so you will be able to re-use the corporate song again and again. For example: it can be uploaded onto your homepage and company presentations or it can be played in videos and in your phone waiting loop.

The added value of an individual CD is an attractive giveaway.

Video jockey

A musical brand-adventure-package for an exceptional staging of your brand at anniversaries, company fusions, open-house events, product presentations or kick-off events.

VJ's are a special art of infotainment. Pictures of your corporate messages and logos will be combined with suitable rhythms and sounds to make your brand appear more dynamically staged on walls or monitors.

Your package benefits: A multi-sensory and striking brand staging combined with your music and your films.

3D style guide

A corporate design brand-adventure-package, which turns your company into a three-dimensional experience-world at events and trade shows.

Create a standardized basis for all live communication departments to make sure that your company's brand is perceived by the target audience.

We will create a 3D corporate design manual as a guideline of the material- and formal language used to live-communicate your brand.

Design principles such as color, light, material and shape provide the framework with which the design can be measured.

Your package benefits: The 3D Style Guide creates synergy and provides you with savings in procurement.

Through the usage of CI-compliant brand building, your image will be strengthened and your live communication departments will have an established uniform standard.

Emotion – the key to reaching your target

“Thinking is wonderful, but the experience is even more wonderful.” – Oscar Wilde

You can book our complete event service, as well as partial services such as the on-site care assistance of your event.

Today, successful and target group represented experience-marketing is defined to inspire and bind the target group with integrated 360 degree communication – from events and social media, all the way to the PoS.

With a fitting story we will bring out only the best qualities of your brand and make your product a star.

With our experience-environments we create emotional rooms, which transport the spirit of your brand and form a livable experience.

Convince your target group with a one of a kind performance!

Experiences with reputable partners such as VoK Dams and BMW, guarantee professional networking.

Your key to success

You determine the content and we will develop an in-house event-training, especially fitted around the requirements of the company. Our event workshops consult on the current trends and news of the branch and will provide you with directions that will help to stage your brand or your product even more successfully in the future.

Have you ever thought about translating your corporate designs into a 3D Style Guide for effective live communication of your company?

The employees will playfully experience the economic importance of a strong brand and learn how each individual, as a brand ambassador, can successfully implement the brand promises.

Together with the Akademie Messe Frankfurt, we work on event themes, like the “Events am Messestand.”

You are on the right track!

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