

CASE STUDIES: THE TERRACE



UNIBAIL-RODAMCO-WESTFIELD

CASE STUDY

ABC Oscars Activation

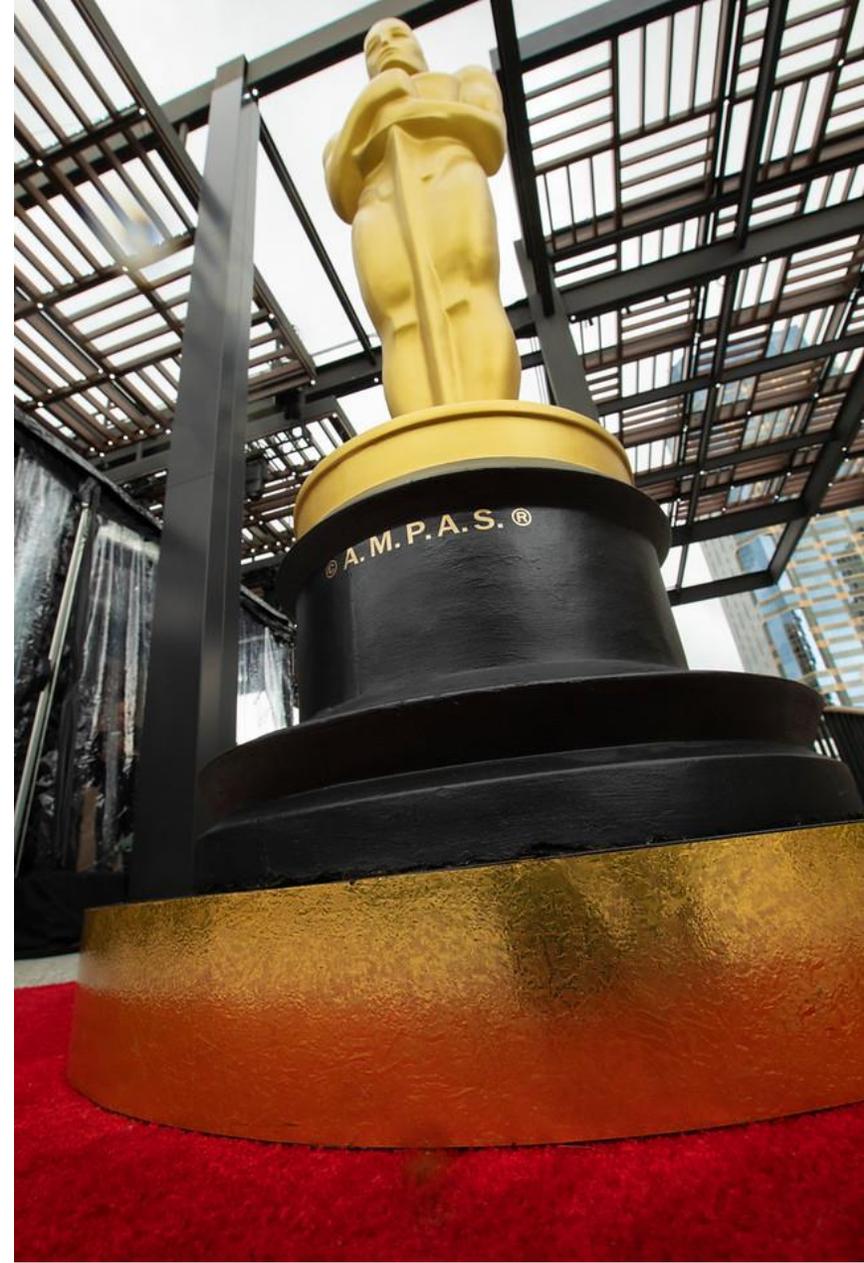
Event Date
2/9/20

Location
The Terrace

Client
Creative Riff

- As part of an initiative to drive awareness and viewership for **The Oscars**, ABC contracted Creative Riff to build out a Oscar activation in The Terrace
- The activation featured two 8ft Oscar statues flanking the set as well as an immersive gold photo booth and popcorn stand
- The popcorn stand featured four different types of gourmet popcorn created notable LA chefs; **Wolfgang Puck**, **Nancy Silverton** of Osteria Mozza, **Jon Ashook & Vinny Dotolo** of Jon & Vinny's and **James Holmes** of Disneyland Resort
- ABC also promoted Youtube TV's streaming service as a platform to watch the show
- The activation concluded at the start of the Oscars and saw over 2,500 guests throughout the day









CASE STUDY

'LIVE IN FRONT OF A STUDIO AUDIENCE' EMMY FYC

Event Date

6/11/19 - 6/16/19

Location

The Terrace

Client

ABC

- Live in Front of a Studio Audience was a pair of live television specials broadcasted by ABC on May 22 and December 18, 2019. Conceptualized and hosted by Jimmy Kimmel, the specials featured all-star casting for live recreations of sitcom episodes that originally aired in the 1970s; "All in The Family", "Good Times" and "The Jeffersons"
- The first special revived two episodes involving George Jefferson (played by Jamie Foxx), with All in the Family represented by "Henry's Farewell" – the character's on-screen debut, and "A Friend in Need" – the first episode of The Jeffersons. The first special was seen by 10.4 million viewers. A repeat was seen by 2.49 million viewers
- The set of "The Jeffersons" and "All in the Family" were recreated along with airing the taped shows. Guests could browse through the sets designed specifically as the living rooms for each show. They could also view and enjoy the characters' costumes on display

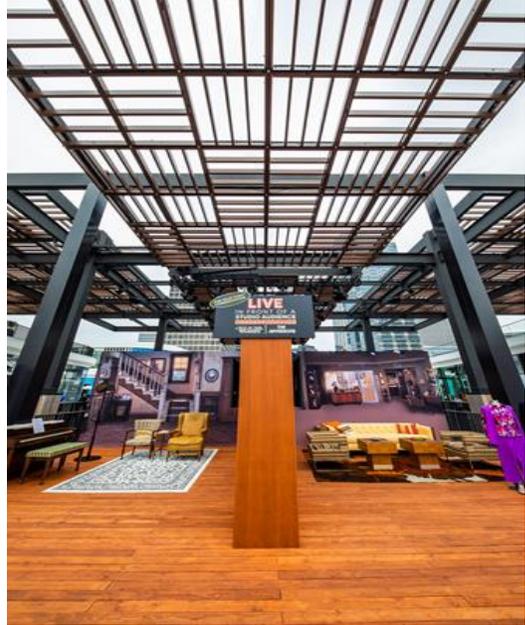


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CASE STUDY

THE MARVELOUS MRS. MAISEL

Event Date
8/20/2018

Location
The Terrace

Client/Partners
Amazon | Lead Dog Marketing Group Inc.

Program Overview

- As part of their Emmy Consideration campaign, Amazon hosted a thematic activation in The Terrace promoting The Marvelous Mrs. Maisel series.
- The “Marvelous Midge” took over iconic locations across Los Angeles, handing out pink lemonade, notebooks, and roses, while wishing everyone a *Marvelous Monday*.
- The costumed ambassadors handed out over 900 premium giveaways to the bustling lunch crowd.





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CASE STUDY
THE CROWN

Event Date
8/10/18-8/12/18

Location
The Terrace

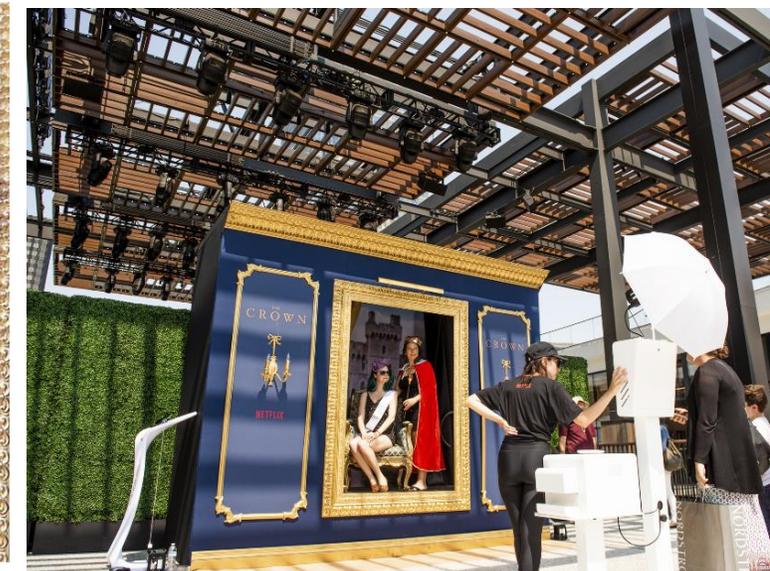
Client/Partners
Netflix

Program Overview

- Netflix hosted a thematic photo booth in The Terrace to promote the popular television series, *The Crown*
- Guests donned crowns, capes and scepters, and sat atop a throne as they posed for photos
- Participants received printed copies of their photos as well as the opportunity to share them across their social channels



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CASE STUDY

ANT MAN & THE WASP

Event Date
7/3/18-7/9/18

Location
The Terrace

Client/Partners
Marvel

Program Overview

- Marvel hosted an activation to promote Ant Man & The Wasp sponsored by Hyundai
- The event featured a pre-screening of the film at AMC, and a vehicle display in the Terrace debuting the new *Veloster*
- The client also partnered with Westfield to host a scavenger hunt in partnership with 9 retailers to find the mini-car in each store



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CASE STUDY
**THE MARVELOUS
MRS. MAISEL**

Event Date
6/11/2018 - 6/17/2018

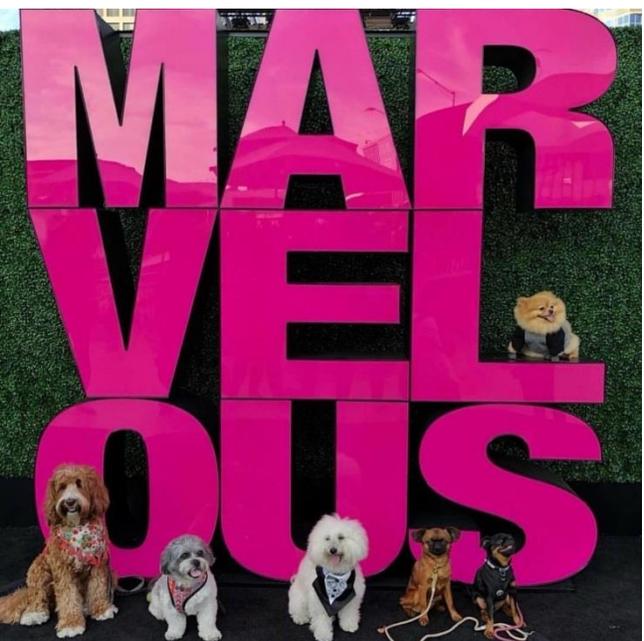
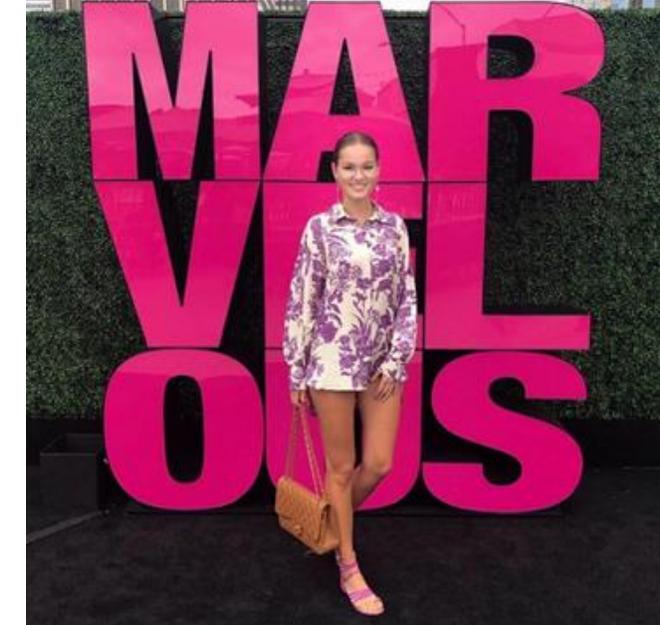
Location
The Terrace

Client/Partners
Amazon & Swisher Productions

Program Overview

- Amazon Video & Swisher Productions hosted an Instagram Station to promote Season 2 of *The Marvelous Mrs. Maisel*
- The vignette was popular with the pets of Century City, as well as with some surprise VIP shoppers including Kevin Pollak (starring in *A Few Good Men*)
- The new series is now streaming on Amazon Prime and stars Matilda Szydagis, Rachel Brosnahan, Alex Borstein and more





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CASE STUDY

DUCKTALES

Event Date
6/2/18 - 6/3/18

Location
The Terrace

Client/Partners
Disney XD

Program Overview

- Disney XD brought an interactive DuckTales installation to the center promoting the new season of this classic animated show
- Over 2,000 adults and children lined-up outside The Disney Store to dive into the famous “Scrooge Money Bin”
- Multiple cameras captured the fun and fans were able to share their videos on social channels



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CASE STUDY
THE BOOK CLUB

Event Date
5/13/2018

Location
The Terrace

Client/Partners
Paramount

Program Overview

- Paramount Pictures set up a Living Room style activation in The Terrace to promote the upcoming release of *The Book Club*, starring Jane Fonda, Candice Bergen & Diane Keaton
- The activation was a replica of the environment in the film where the main characters sit together and read *50 Shades of Grey*
- The pop-up featured a 3-D paper floral wall and premium giveaways including wine totes & snacks





CASE STUDY

13 REASONS WHY

Event Date
5/10/2018 - 5/12/2018

Location
The Terrace

Client/Partners
Netflix + Blue Revolver. Inc.

Program Overview

- Netflix hosted an activation promoting their popular show *13 Reasons Why*
- The activation offered fans an opportunity to take selfies with the iconic red 1971 Mustang from the show, as well as search for 13 clues about new plotlines for the upcoming season



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