



# LVT D

## CAPABILITIES

[www.lvtgroup.com](http://www.lvtgroup.com)

**WHO WE ARE**



# LVT D

## Ideate. Create. Amplify.

We are a creative group specializing in experiential and event marketing, content driven design and content creation.

Our process starts with limitless ideation, builds on intuitive creative and grows through strategic amplification.

We believe in pushing the envelope in everything we do and that the devil is in the details. It is reflected in our work and the extra care we take to make sure it is always elevated.

[www.lvtldgroup.com](http://www.lvtldgroup.com)

**WHAT WE DO**



# DESIGN

Content Driven Design & Strategy

## VISUAL DESIGN

- Web Design
- Print Design
- Asset Creation
- Creative Decks
- Art Direction

## BRANDING

- Brand Identity
- Rebranding
- Guidelines

## INSTRUCTIONAL DESIGN

- E-learning
- Corporate Training



# EXPERIENTIAL

Storytelling through Experience

## STRATEGY

- Ideation & Strategy
- Talent Procurement & Management
- Content Ideation & Execution

## DESIGN

- Graphic Design & Renderings
- Venue Procurement & Management
- Custom Decor & Rentals
- Video & Projections

## EXECUTION

- Event Operations
- Event Marketing
- Vendor Negotiation
- Vendor Management
- Custom Activations
- Staffing & Security



# MARKETING

360 Campaigns

## DIGITAL

- Marketing Strategy
- Campaign Execution
- Emerging Technologies

## SOCIAL

- Content Strategy
- Influencer Marketing
- Copywriting
- Channel Management

## CONTENT

- Video Content
- Photography
- Short-form content

**OUR WORK**







## CONCERT AT THE CASTLE

Created a once in a lifetime party with a live performance by French Montana. Brought to all users, online and offline.

- Live Stream of event
- Live Performance by French Montana
- Over 100 Million impressions
- Partnered sponsorships with BeGlammed, Bai, Bastille Whiskey, ColourPop.
- Full build-out of a mansion
- Balloon Room
- Projection installation
- 800+ guests



I C O M I C 5 7 4





ICONIC 574

Created an iconic moment with New Balance that fused the creativity and excellence of legends.

- Hosted by Raekwon and Teddy Bricker
- Intimate Party for VIP guests
- Private Plane Experience for Media (Vogue, Highsnobiety, Esquire and more)
- Partnered sponsorships (Tasty & Polaroid)
- Greyed out concepts (bunny garden, pool takeover, breakfast in bed)
- Space Design
- After party & VIP Fader Fort



21 9

# #SERIOUSLY PROFESSIONAL

WITH JESSICA WALSH





# SERIOUSLY PROFESSIONAL

Created a successful influencer marketing campaign that increased revenue and a new model for advertising.

- Creative Direction of Seriously Professional Campaign
- Video and Photo Art Direction
- Content Strategy
- Web & Mobile Design
- Influencer Procurement and Marketing

Click below to watch:

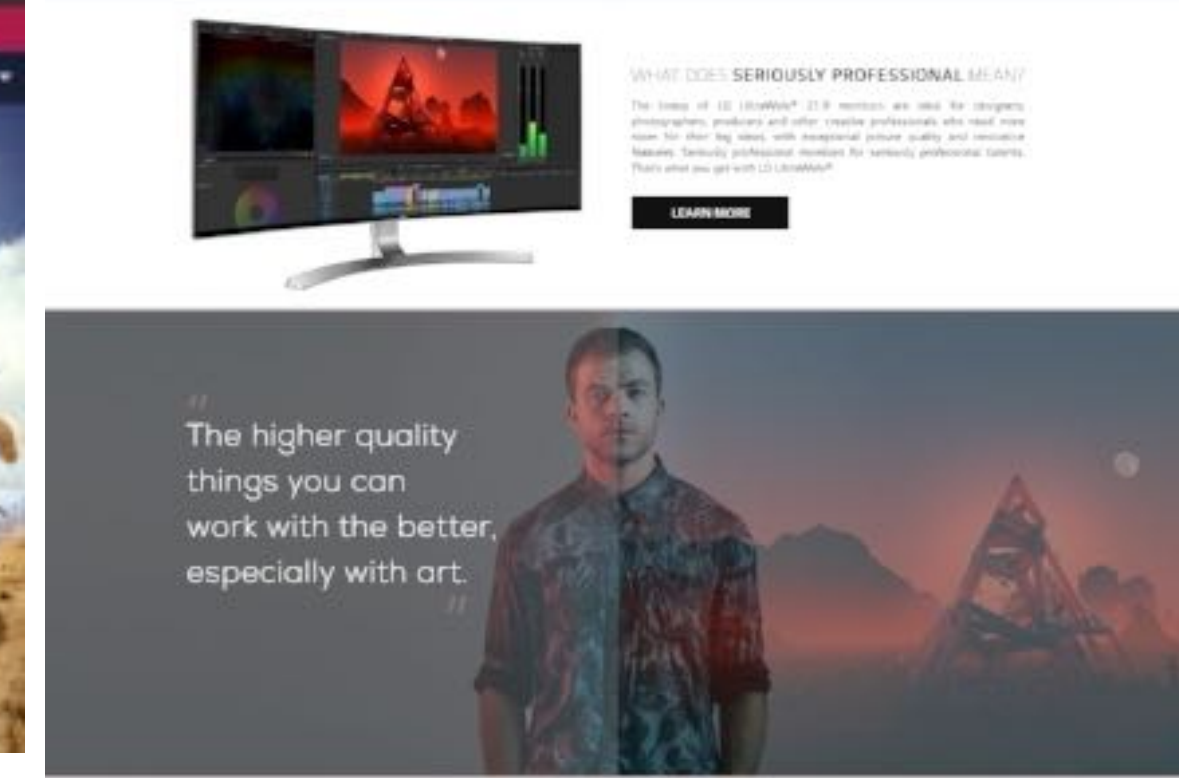
[Devin Super Tramp](#)

[Jessica Walsh](#)

[Justin Maller](#)

[Josh Rossi](#)

[Mark J. Feist](#)



**NOTABLE**



ICONIC 574

Created an in-store activation to amplify Grey Day.  
Bringing it straight to the consumer.

- New Balance 574 Retail Store Activation
- Partnership with designer, Justin Maller
- 200+ stores
- Creative Concept
- Customer Experience
- Store Signage
- Gift with purchase
- Vendor Management
- Logistics



ICONIC 574



Justin Maller



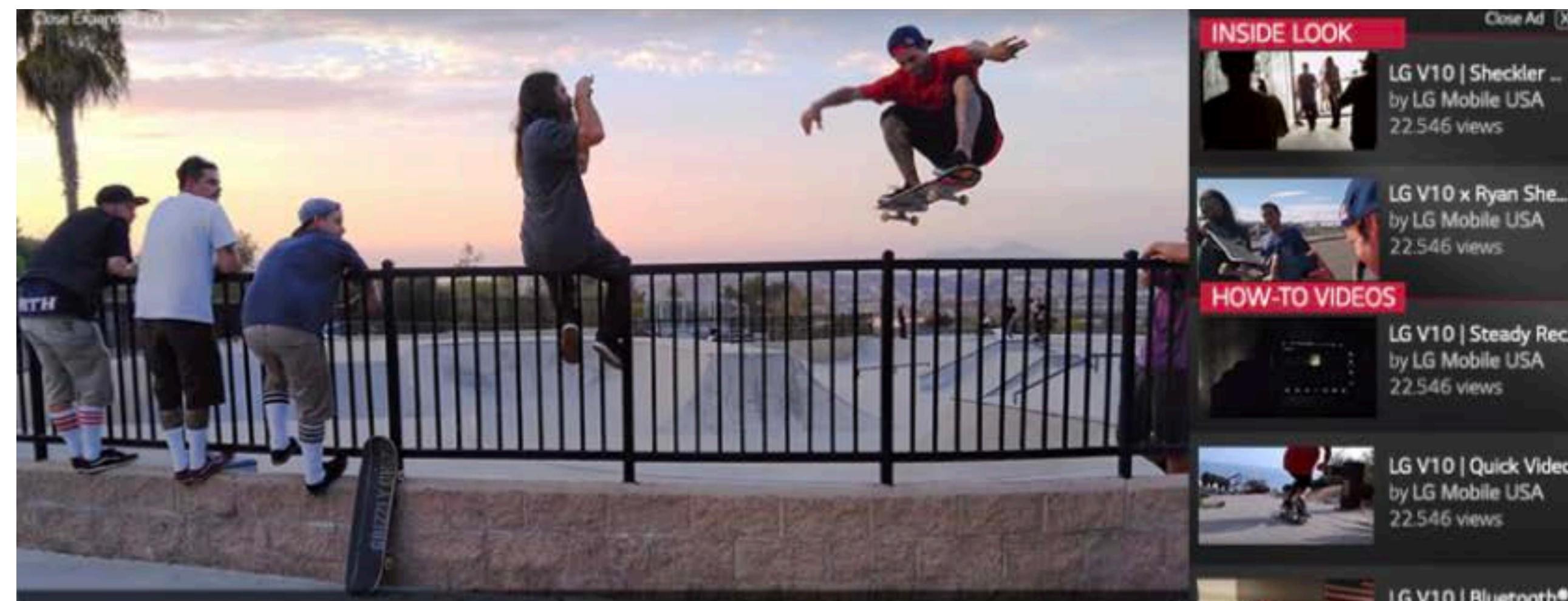
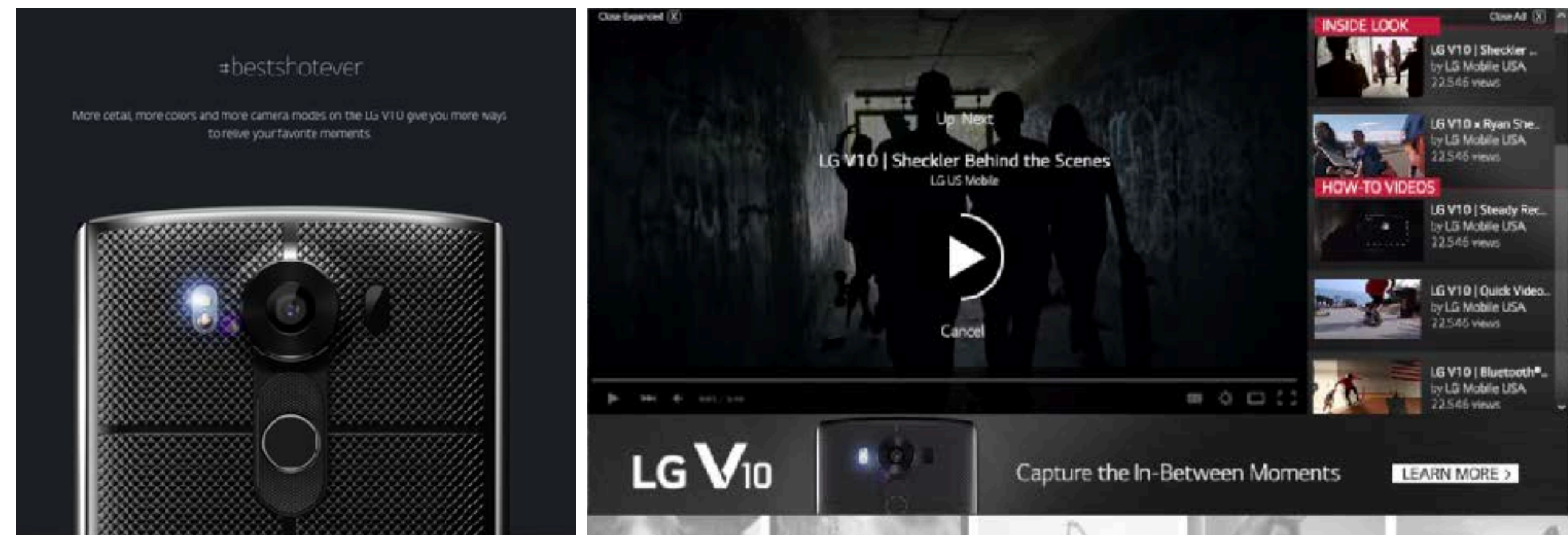




# LG V10

Created assets for a marketing campaign that pushed the V10 through influencer and targeted marketing.

- Art Direction of V10 creative
- Creation of Art Assets
- Media-buy on Youtube
- Banner creation
- Web & Mobile Design

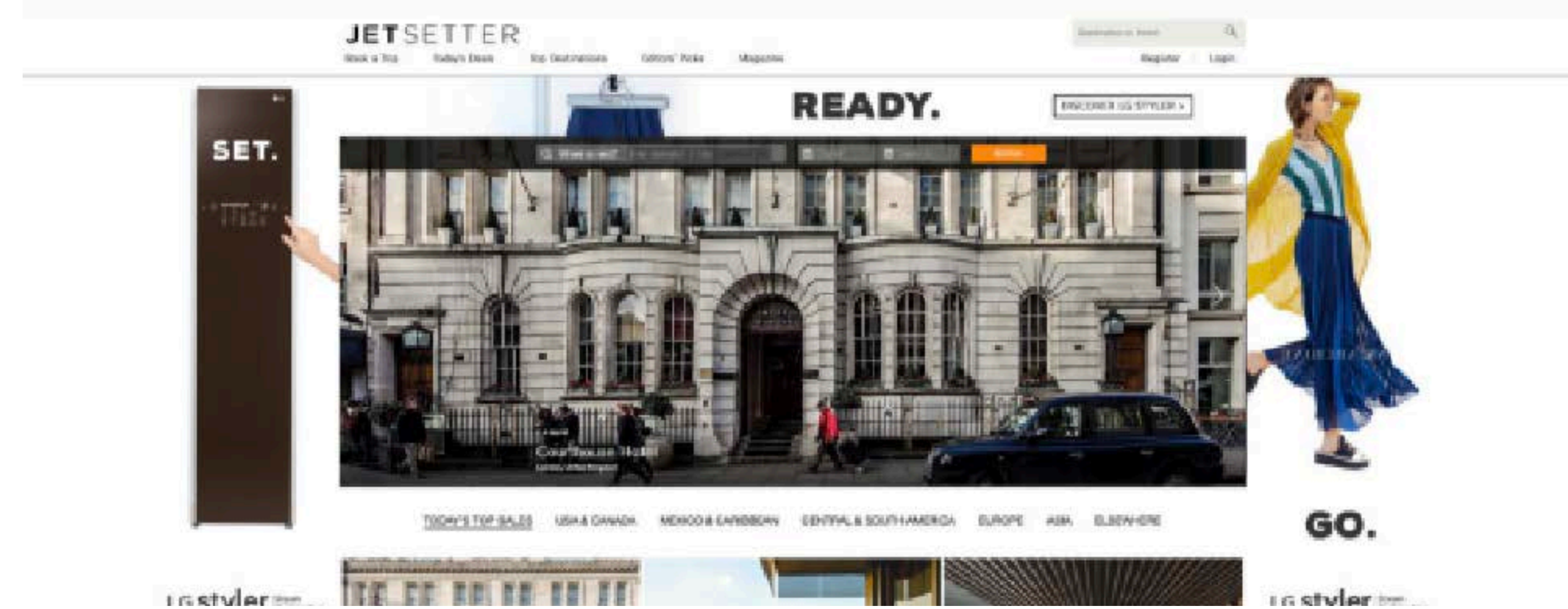




# LG STYLER

Created collateral for LG Styler in the exclusive club, Neuhouse and other platforms to elevate its reach.

- Art Direction of Styler creative
- Creative Concepts for Ads
- Out-of-box collateral to engage with users



The green of a button, and in as little as 30 minutes clothes are fresh, soft and ready to go.

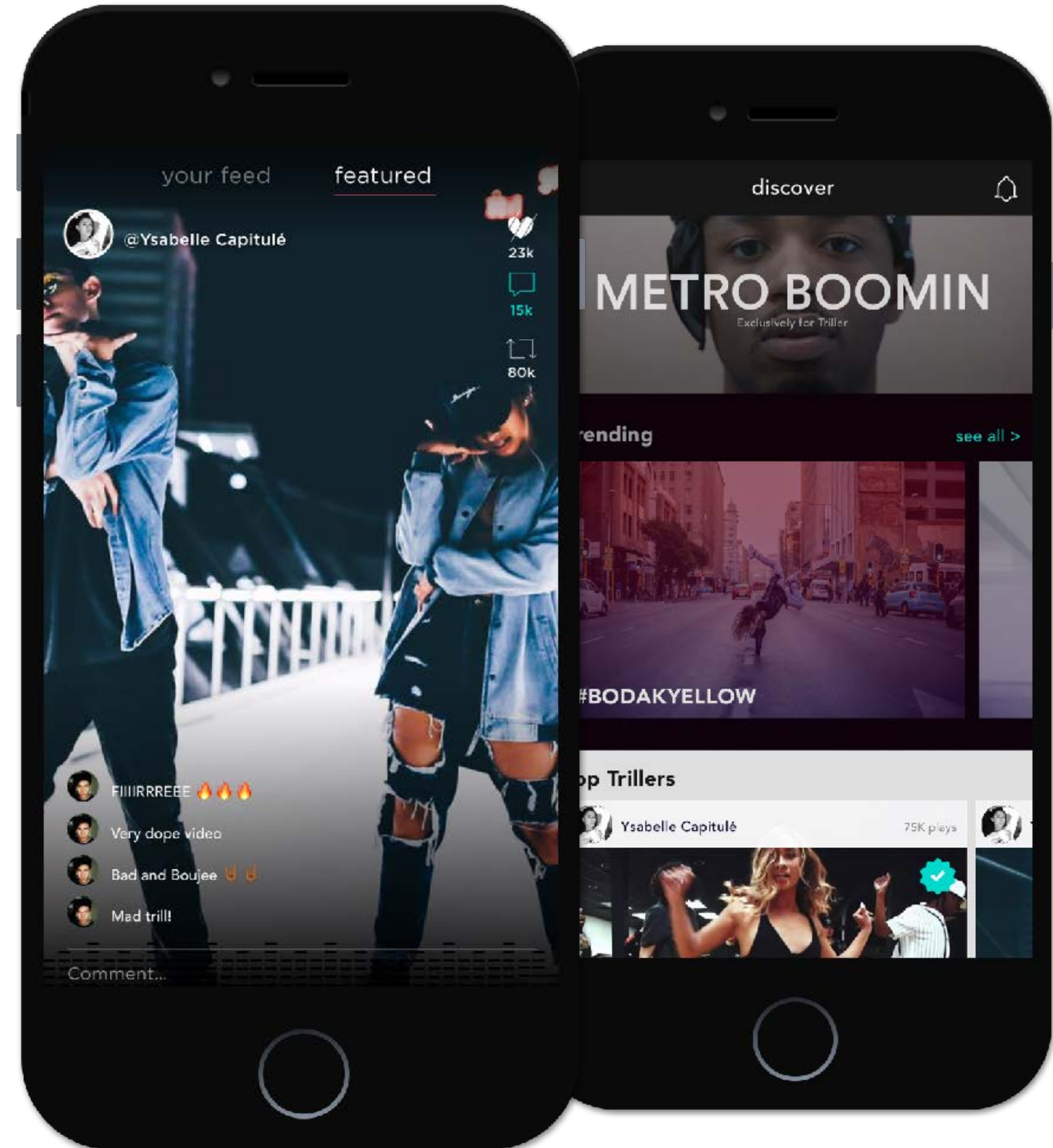
LG styler | Steam  
Clothing Care



# TRILLER

Redesigned a brand's platform to reconnect with the user and push the right content to the forefront.

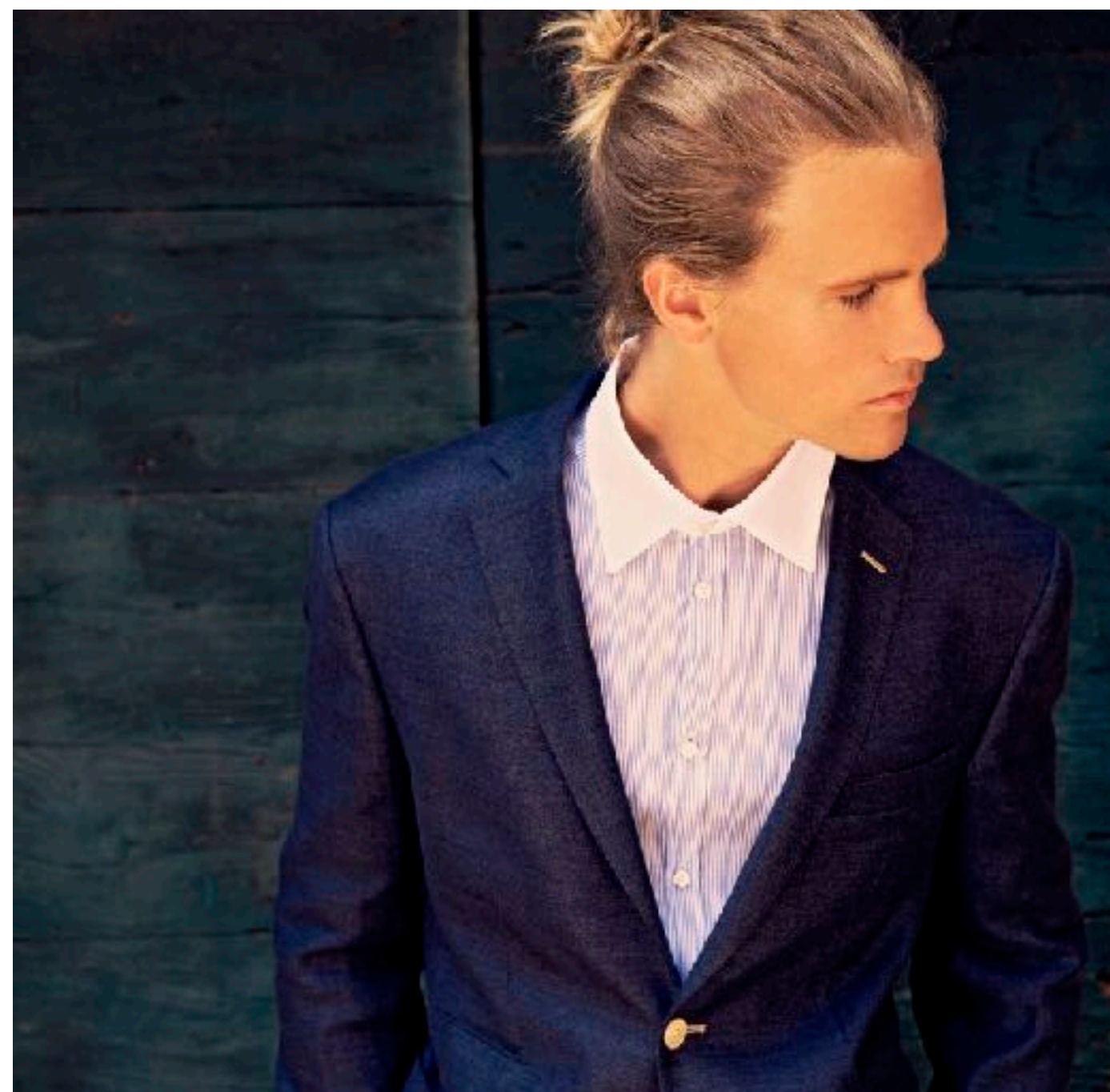
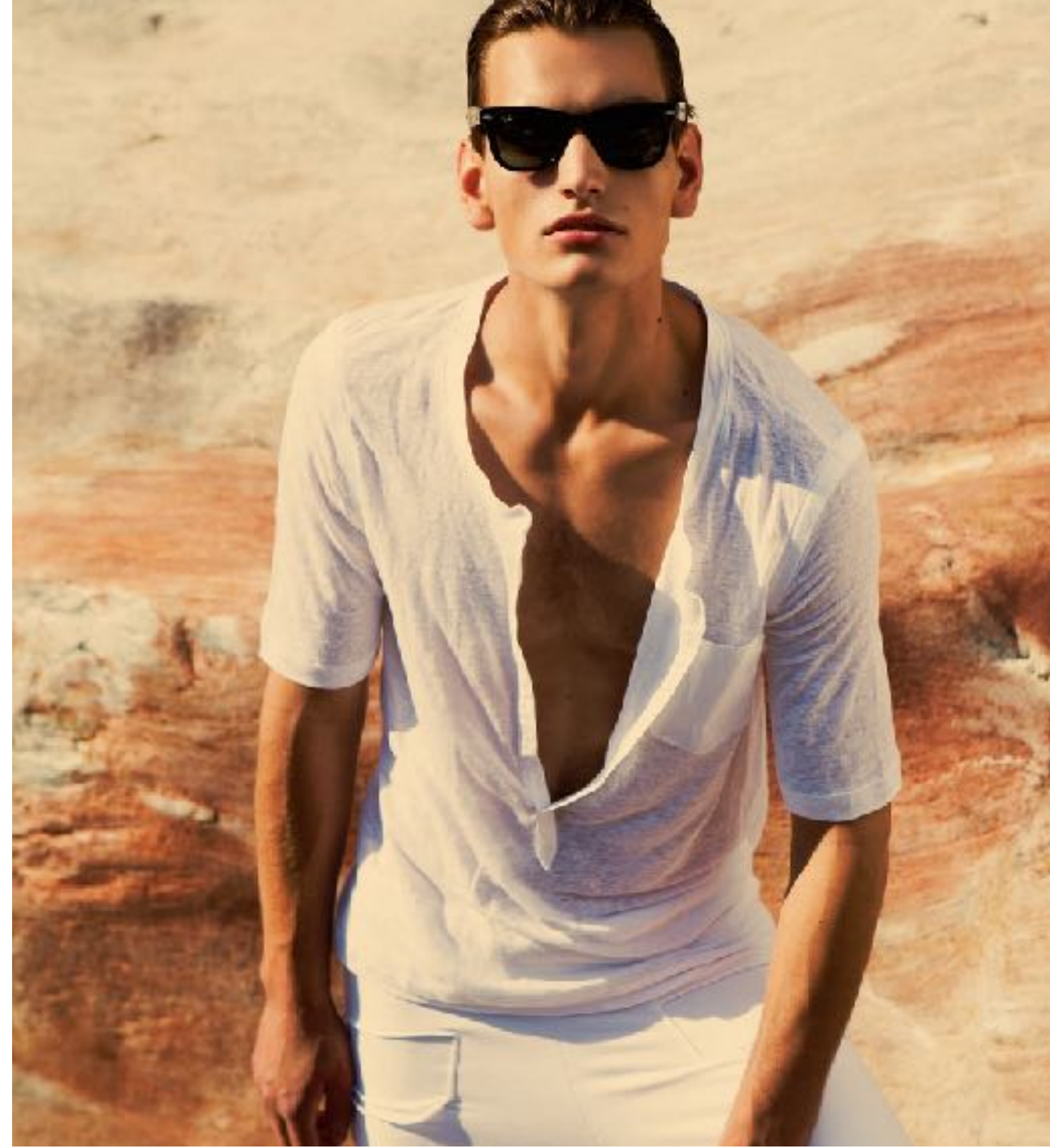
- Triller iOS Application Refresh
- Creative Strategy
- Content Strategy
- UI/UX Design
- Responsive Design



## Richard Harris

Created a campaign for a menswear brand that elevated it to a luxury label.

- Creative Concept
- Photo/Art Direction
- Location Scouting: Italy
- Team Management
- Model Casting



Thank you.

**XX,**

**LVTD**

[info@lvtgroup.com](mailto:info@lvtgroup.com)