

5 Brand Experiential Events

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Barbie's Malibu DreamHouse

During Summer of 2023, Airbnb created a real-life Barbie DreamHouse in celebration of the doll's new life-action movie. The house was originally up for rent in 2019.

The concept for the Dreamhouse comes from one of the main plots from the movie where Ken is overlooked by Barbie so he takes over her world and revamps it into all things Ken loves. Guests would have the ability to try on Ken's beach fits, learn to line dance or play guitar on the outside disco floor, and take home a pair of Impala skates and surfboards. Fans were able to request a stay for 1 night, free of charge. Airbnb also made a one-time donation to Save the Children. The organization is known for supplying equal access to learning resources in 100 countries.

The target audience were adults who are fans of Barbie and the Mattel brand who like to go on oceanside vacations. The event was super exclusive as only 2 nights were available but everyone was able to request to stay.





Shaqttoberfest

For Halloween, Shaqttoberfest is an immersive festival on the Queen Mary that includes haunted trails, live entertainment, themed bars/lounges, and carnival rides. It has been functioning for two years in a row, with good marketing and success. The target audience is families, mild horror lovers, and those looking for something to do on or near Halloween. The themes, mazes, events, and activities change yearly as well! Reviews are generally positive, with some people complaining about the low budget for some mazes but others appreciative of the low ticket cost and enjoyed the experience regardless. Ticket prices range from \$35-\$50 depending on what month and day you choose, with the event open from the end of September and all through October.



Golf Wang Pop-Up

Los Angeles, 2023

Golf Wang celebrates the holidays with a “12 days of Golf” pop-up. From December 8th to December 20th, Golf hosted a free holiday shopping experience in multiple cities in Europe, Asia, Australia, and the USA. Amex members got early access to exclusive products and a sooner event date. The event offers tables for guests to sit and play chess from a chess set made by Tyler himself. Products for sale consisted of shoes, clothing, and accessories. Many good reviews, with engagement on social media. The event was held to promote the SP23 clothing collection for Golf Wang



Target Audience

Ages 18 - 35, interested in street style, community, and fashion.

Pot and Pottery

And That's Ok apparel

And That's Ok is a California based apparel brand that focuses on using actionable practices to change the brain chemistry on those who have experienced trauma. And That's Ok donates money from their apparel to communities in need. They recently held a sunset pottery class led by Cruz Creations where guests can create their own planter. And That's Ok will provide each guest with 2 joints during the event. Tickets for the event are \$40.

The target audience for this event is men and women between the ages of 21-34 who enjoy using creative outlets and alternative medicine to relax.



Lana Del Rey Pop-Up

Long Beach, 2023

In honor of her 12th album release, Lana Del Rey hosted a public free popup event that went from the 24th of March to the 26th. Fans stood in line for over 5 hours, and enjoyed the community of the area. At the pop-up, music, jewelry, food, photo-ops, album planes, and old products of hers were sold. Lana's father showed up to the event, which generated more traction and buzz around the event and her new album. An RSVP was necessary to attend the event, which quickly sold out the week before the event.



Target Audience

Ages 18 - 35, interested in music, community, going out, and fashion.