

Introducing

# EXPERIENTIAL EDGE

Working in partnership with



# What We Do?

We help experiential, leisure and hospitality brands launch stronger, scale faster, and build sustainable, profitable business models.

From flagship openings to international expansion, we combine strategic marketing, customer experience, and operational insight to drive footfall, revenue, long-term margin, and investor confidence.

**EXPERIENTIAL** EDGE



# Why We Exist?

## The Challenge

Experiential, immersive, leisure and hospitality brands don't fail because of ideas, they fail because growth isn't sustainable, operations don't scale, or marketing isn't commercially aligned.

## Our Role

We align brand, customer experience, operations and marketing to create repeatable, profitable and investment-ready growth models, not short-term spikes.

# Who We Are.



## CHRIS LAWSON

Founder Experiential  
Edge & Moreno

- Board Director- 25 years experience
- Large Scale Digital Transformation
- Global Brands and Successful Digital Launches
- Set Up of Customer Experience and Product Functions
- NPD/EPD
- CRO and Go to Market planning
- Detailed Digital Marketing Experience
- Start Up, Scale Up, SME and Enterprise Experience
- B2C/B2B/B2B2C + Sales Accountability
- Award winning Brand, Direct and Digital Focus (Absolute Radio, The Guardian, Virgin)
- Strong Network of Associates - The Moreno Collective
- Award winning podcast host (IVFDad)
- Lifelong music fan, living in the Cambridge area

**IMPACTFUL | COLLABORATIVE | PASSIONATE**

# Who We Are.



**LUKE MILES**

Founder  
Experiential Edge

- 20+ years of marketing leadership experience across the UK, Europe, and the Middle East
- Proven success in driving customer acquisition, retention, and brand loyalty
- Expertise in both brand development and data-driven performance marketing
- Scaled over 500 franchise and licensed businesses across diverse markets
- Delivered multi-channel campaigns with strong ROI across digital and traditional platforms
- Launched and managed 850,000+ sq. ft. of experiential retail and leisure spaces
- Secured strategic partnerships with global brands including Disney, Nike, and Heineken
- Directed marketing budgets of up to £22M, optimising spend to drive growth
- Led digital transformations that elevated customer engagement and platform performance
- Achieved double-digit revenue growth in competitive and evolving sectors
- Recognised with multiple industry awards for innovation, campaign success, and leadership
- Skilled in aligning marketing with investor relations, stakeholder engagement, and strategic goals

**STRATEGIC | INNOVATIVE | RESULTS-DRIVEN**

# Working In Partnership.

**Partnering with Moreno enables us to combine strategic insight with hands-on execution, giving clients access to senior marketing leadership, specialist delivery and scalable support precisely when it matters most.**

Together, we provide scale-up and turnaround support for mid-cap Private Equity houses and their portfolio companies, using cost-efficient, unbiased marketing audits to quickly diagnose performance gaps, prioritise growth opportunities and align marketing activity to commercial outcomes.

Moreno is a strategic marketing and sales consultancy that supports start-ups and SMEs through critical scale-up phases, helping leadership teams turn ambition into structured, sustainable growth. They deliver high-impact results by strengthening marketing and sales strategy, applying a practical, hands-on approach focused on what drives real performance.

Their fractional marketing model, delivered through a Virtual CMO and an experienced Marketing Collective, allows businesses to move fast, stay agile and deliver measurable value post-investment without the overhead of building large in-house teams.



# What We Offer.

## Launch & Growth Strategies

Build momentum from day one with go-to-market plans designed to drive footfall, dwell time, repeat visitation and revenue, not just awareness.

## Sustainable & Profitable Business Models

We design growth strategies that balance customer acquisition, operational efficiency and margin, ensuring marketing investment translates into long-term commercial performance.

## Investor-Ready & Scalable Frameworks

From PE-backed platforms to founder-led hospitality brands, we create clear, defensible growth narratives supported by data, CX and scalable operating models.

# What We Offer.

## International Expansion

We help to investigate new markets and expand your brand's footprint with our strategic planning and execution for an international launch. We provide the insights and connections to navigate new markets successfully.

## Operational & Team Enablement

We work hands-on with leadership and in-house teams to embed systems, playbooks and processes that support sustained performance post-launch.

## Specialist Support

From launch to scale, we provide fit-for-purpose marketing teams and hands-on support tailored to your needs, ensuring sustainable growth in competitive markets.

# Why Work With Us.

**Senior expertise without the overhead** - Access experienced marketing, growth and operational specialists without the cost, risk or long-term commitment of building large in-house teams.

**Skills where and when you need them** - A flexible, fit-for-purpose team that scales up or down as your business evolves, ensuring you always have the right expertise at the right time.

**Enabled in-house teams** - We don't replace your team, we strengthen it. Clear playbooks, processes and support that leave your business more capable, confident and self-sufficient.

**Flexible, commercial engagement models** - Engage at launch, during scale, or at critical inflection points. Our approach adapts to your priorities, pace and commercial reality.

**Proven, practical delivery** - We focus on what works, translating strategy into action and delivering sustainable, profitable growth, not theory.

# The Outcome.

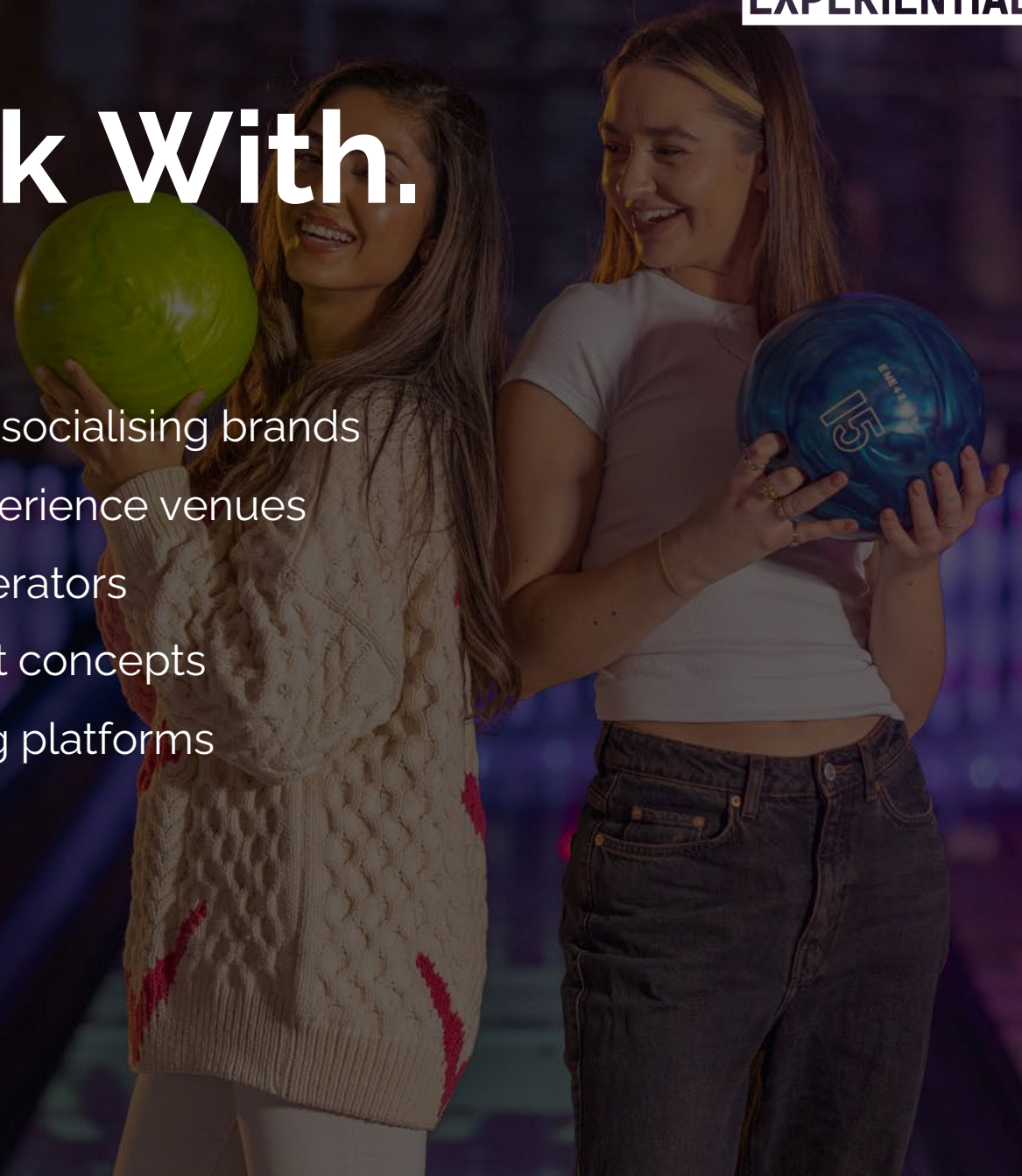
Sustainable, profitable growth driven by increased footfall, stronger brand equity, improved customer experience, operational efficiency and enhanced business valuation.

Building experiences is exciting. Building sustainable, profitable businesses is what lasts.

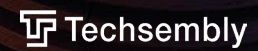
Whether you're launching, scaling, or preparing for investment, Experiential Edge partners with ambitious experiential, leisure and hospitality brands to turn vision into commercial reality.

# Who We Work With.

- Experiential, immersive & competitive socialising brands
- Hospitality-led entertainment and experience venues
- Leisure, retail-leisure & mixed-use operators
- IP-led food, beverage & entertainment concepts
- PE-backed, investor-ready and scaling platforms



# Who We Work With.



# A Dedicated Team Behind Us.

Supported by freelance experts in their fields

**NIK MEDIRATTA**  
**Data Strategist**  
Data Strategy & Analysis

**ALICE WHITAKER**  
**Research Director**  
Insights & Analysis

**POLLY COURTNEY**  
**Strategy / Investment**  
Business Analysis/NPD

**GILES BRENARD**  
**Creative Director**  
Creative/Strategy/Copy

**JEANETTE LA**  
**VP Marketing Operations**  
Marketing/Digital/Content

**CHRIS LAWSON**  
Virtual CMO  
&  
**LUKE MILES**  
CMO/Brand Builder

**ELLA CHADNEY**  
**Marketing Manager**  
Content Specialist

**LEA HARTFOFF**  
**Brand Expert**  
Digital & Brand Strategy

**LUCY DRYBURGH**  
**Commercial Director**  
Business Development

**CORNELIUS BLOKLAND**  
**Growth Hacker**  
Digital & Paid Marketing

**EMME HUMPHREY**  
**Designer**  
Content Design & Web

# Testimonials.



**Harvey Jenkinson**  
CEO, Gravity

*"Luke and the team at Moreno were instrumental in the launch of our flagship site at Wandsworth and helped make this the leisure success story of the year."*

*To bring a totally new concept to London with a minimal budget and still have the impact it did is incredible."*



**Karen Barrett**  
Founder, Unbiased

*"Moreno was instrumental in supporting the senior team through an investment due diligence process, preparing the marketing plan for scaling the business, taking the investors through the plan (a credible expert when under cross examination!) and putting the foundations in place for this growth post funding."*



**Marina Cheal**  
CMO, Cushon

*"Chris is an excellent marketeer, he really understands what customers want and how to engage acquire and retain, but he stands out as a great strategist."*

*He is super smart, fast, professional and very easy to work with. I trust his judgement and would ask his advice or bounce off ideas for almost anything. I hope we have a chance to work together again."*



**Jonny White**  
Director, Ticket Tailor

*"Chris surveyed our customers to get a deep understanding of who they are and what they want from our product. A number of insightful perspectives were derived and presented back which fed in to our rebrand and roadmap. In addition Chris created a number of detailed personas for us to use day-to-day in the business and created a really simple marketing strategy for us to get to our next stage of growth."*

EXPERIENTIAL EDGE

MORENO  
MARKETING

Case Studies.

# GRAVITY<sup>®</sup> MAX

## Case Study: Gravity MAX Wandsworth - A Game-Changing Launch in Experiential Leisure

### Client - Gravity Active Entertainment

A private-equity-backed disruptor in the UK's leisure industry, Gravity is on a mission to reimagine the high street with scalable, immersive entertainment destinations. With 16 sites and growing, the launch of Gravity MAX Wandsworth marked its most ambitious venue yet.

### The Challenge

- To launch Gravity's largest and most innovative site to date, located in Wandsworth, London.
- The task:
  - Build a groundbreaking marketing strategy that supported business scale-up
  - Drive mass awareness and immediate customer footfall
  - Develop a board-level strategy in partnership with the CMO
  - Disrupt traditional retail and leisure with a hybrid venue model
  - Establish Gravity MAX as the go-to destination for active, experience-led entertainment.

### The Solution

- We designed a PR- and content-led strategy that blended mass media coverage with powerful influencer activation - anchored by a headline collaboration with the Sidemen, one of the world's most-watched YouTube collectives.

PE investment:



# GRAVITY<sup>®</sup> MAX

## Key Campaign Elements:

- A multi-channel influencer push, fronted by a Sidemen video that trended globally
- Earned media campaign with over 200 press hits across BBC, ITV, The Times, Metro, and more
- Footfall-driving activation strategies and word-of-mouth experiences
- Board-level marketing support aligned with 2022 investment targets
- A B2B communications plan to amplify Gravity's industry leadership

## Performance Highlights

- 🎮 15M+ Views on the Sidemen collaboration video - one of the most-watched entertainment venue launches on YouTube
- 📺 200+ Media Mentions including BBC, ITV, Metro, and The Times
- 👣 200,000 Visitors in the first 8 weeks post-launch
- 📈 30% Increase in Footfall at Southside Shopping Centre
- 🔥 Peak Day Attendance: 11,000 Visitors
- 🌐 24M+ Views Online from campaign-related content
- 🏆 Retail Leisure Destination of the Year (post-launch award win)
- 🏆 Entertainment & Leisure Operator of the Year 2021 (Global RLI Awards)

## Impact

- Gravity MAX Wandsworth redefined what a leisure launch could achieve. With an award-winning campaign powered by strategic content, top-tier influencers, and retail innovation, Gravity didn't just open a venue it transformed Wandsworth into one of London's most talked-about entertainment hubs.

"Luke and the team at Moreno were instrumental in the launch of our flagship site at Wandsworth and helped make this the leisure success story of the year. To bring a totally new concept to London with a minimal budget and still have the impact it did is incredible."

**Harvey Jenkinson**  
CEO, Gravity



O R B E

## Launching a New Category of Immersive Entertainment

**ORBE** is a next-generation immersive entertainment platform built around large-scale, multi-use 360-degree dome venues.

Designed for flagship, premium and pop-up formats, ORBE delivers world-class immersive content across sport, gaming, art, music, brand activations, family and live experiences.

Positioned as a highly scalable, high-margin model, ORBE transforms underused sites into high-footfall destinations and acts as a premium anchor tenant for forward-thinking landlords.

### The Challenge

- Launching a category-defining immersive format at significant physical scale
- Translating exceptional creative capability into a clear commercial and investor narrative
- Building a go-to-market strategy that works for landlords, brands, consumers and investors
- Preparing for rollout and capital raising without overextending internal teams

# ORBE

## Experiential Edge Support

### Launch & Go-to-Market Strategy

Defined ORBE's positioning and launch narrative across landlords, partners and consumers, aligning content, location strategy and commercial objectives.

### Ongoing Marketing Support

Developed a scalable marketing and content framework to drive awareness, repeat visitation and brand-funded activations across multiple formats.

### Investor Readiness & Scale Planning

Shaped an investor-ready growth story focused on scalability, margin, speed to deploy and operational credibility.

*Experiential Edge continues to support ORBE through launch, ongoing marketing and investment readiness - ensuring sustainable, commercially grounded growth.*



# XIST

## QUICKFIRE

### Case Study: XIST Quickfire Pilot – Validating the Future of Mixed Reality Entertainment

**Experiential Edge** led a live pilot of **XIST Quickfire**, a pioneering mixed-reality (MR) platform designed to fuse immersive gameplay with competitive socialising. From September to December 2025, the pilot evaluated Quickfire's operational readiness, customer reception, and commercial performance in a live leisure setting.

#### The Aim

To validate Quickfire as a **scalable, high-replay entertainment format** for family, group, and adult audiences.

#### Objectives

- Benchmark Quickfire's guest appeal vs. traditional VR and social gaming formats
- Test operational integration in a live venue
- Capture customer feedback and repeat intent
- Model commercial potential across various pricing structures

#### Solution

**Experiential Edge** conceived, delivered, and evaluated the pilot in full:

- Defined success metrics, setup plan, and measurement framework
- Provided on-site operational support, training, and troubleshooting
- Captured quantitative and qualitative customer feedback
- Benchmarked enjoyment, usability, and replay intent
- Delivered strategic recommendations for wider rollout

**“Overall Utilisation: 63% – Outperforming new social gaming benchmarks (40–50%)”**

# XIST

## QUICKFIRE

EXPERIENTIAL EDGE

"Quickfire gives our guests something truly new – it's exciting, accessible, and a brilliant fit for group nights out."

Pete Webdale, Operations Director

### Results & Highlights

#### Guest Experience Metrics

Metric	Result	Industry Benchmark
Enjoyment Rating	<b>9.0/10</b>	8.0-8.5
Ease of Use (Positive)	<b>85%</b>	65-75% (VR)
Replay Intent	<b>90%+</b>	75-85%
First-Time MR Users	<b>60%</b>	—
Social Interaction	<b>High</b>	Moderate

### Competitive Positioning

- Compared to other competitive socialising formats, XIST Quickfire delivers:

Category	Quickfire	Industry Average
Replay Intent	<b>90%+</b>	75-85%
Ease of Use	<b>85%</b>	70-80%
Cross-Generational Use	<b>Strong</b>	Moderate
Group Play Experience	<b>Shared &amp; Social</b>	Primarily Individual
Operational Complexity	<b>Low</b>	Medium-High

- Overall Utilisation:** 63% - **Outperforming new social gaming benchmarks (40-50%)**
- High **revenue-per-square-metre** efficiency vs. legacy VR systems
- Strong F&B and party upsell potential identified

"It's more social and easier to use than other VR games – I'd definitely play again."

Pilot Participant



## Case Study: Unbiased - Connecting millions to great advice

### Brief

- Evaluate the customer funnel, acquisition strategy infrastructure, team, and model.
- Understand the opportunity to re-engineer the business.
- Immediate priority - drive growth into business and help secure investment.

### Solution

- Reset the alignments between vision, brand, product, and marketing.
- Ensure that customer experience and customer funnel was effective from end to end, building solid foundations before focusing on acquisition
- A step-change in marketing and product development was required for driving success optimally

### Results

- Successfully completed an investment round of £5million with YFM.
- Customer experience funnel was fully optimised and product organisation was sustainable for the future.
- Devised the product and marketing strategy for presentation to potential investors
- Initiated a further phase to help the organisation scale up and set the strategy and culture in order to deliver P.E targets.



As featured by

MoneySavingExpert



Chris was instrumental in supporting the senior team through an investment due diligence process, preparing the marketing plan for scaling the business, taking the investors through the plan (a credible expert when under cross examination!) and putting the foundations in place for this growth post funding."

**Karen Barrett**  
CEO/Founder, Unbiased



# SIDEMEN

XIX

## Case Study: Sidemen x Westfield Stratford - A Landmark Activation in Europe's Biggest Mall

### Overview

In a bold and pioneering move, Sidemen, one of the world's most influential digital creator collectives, partnered with Gravity to launch a first-of-its-kind entertainment experience in Europe's largest shopping mall, Westfield Stratford. This landmark activation was designed to merge real-world thrill with digital influence – delivering unprecedented reach and impact.

### Objectives

- Launch Gravity's new entertainment venue with maximum cultural relevance and digital buzz.
- Leverage the global influence of the Sidemen to drive footfall and online engagement.
- Execute a multi-channel content strategy to amplify reach and awareness.
- Deliver an unforgettable hybrid experience that lives online and offline.

"Incredible to work with you on this Luke and would not have been possible without you! What a brilliant project to work together on and you absolutely smashed it!"

**Tanya Pile**  
Sidemen Head of Production

# SIDEMEN

## XIX

### Execution

- **Influencer Powerhouse:** Activated 18+ influencers with a combined subscriber base of 180 million.
- **Content-Driven Launch:** Tailored experiences built for viral, shareable moments.
- **Strategic Location:** Held in Europe's largest shopping mall to maximize in-person exposure.
- **Multi-Channel Approach:** Engaged audiences across YouTube, Instagram, TikTok, and more.

### Results

- 📍 First-of-its-kind activation at a major European retail destination
- 🏢 Hosted at Westfield Stratford, attracting massive footfall
- 📺 6.6 Million YouTube Views in just 7 days
- ❤️ 221,000+ YouTube Likes on a single launch video
- 🌐 180 Million+ Global Reach via influencer networks
- 🔔 Multi-channel content rollout across YouTube, TikTok, and Instagram

### Impact

- This campaign became an instant case study in how digital and physical experiences can come together to create cultural moments.
- The Gravity x Sidemen partnership redefined what a venue activation could look like, blurring the lines between entertainment, content, and community.



# INSPIRED

"Chris is an extremely insightful leader and thinker in the areas of customer insight, data mining and digital direct marketing. He is both strategic and practical in the implementation of his ideas."

**Luke Alvarez**  
CEO, Inspired Inc.

## Brief

- Help professionalise Inspired ready for sale and improve margin to deliver on strategic goals.

## Solution

- Re-organise for international growth.
- Set up of product management and customer experience function.
- Deliver an international marketing toolkit across 22 countries.
- Develop a 5- year product and services roadmap.
- Focus on data analytics and machine learning to drive player game revenues.
- Hands on research programme in China.
- Brand partnership with Mike Tyson.

## Results

- Successfully launched on NASDAQ October '16.
- Increased retention of VIP customers by 10%.
- Data analysis generated £1 million profit/bottom line.

PE investment:





## Case Study: HyperX - Powering a New Era of Experiential Gaming

### Overview

In a dynamic collaboration, HyperX embarked on a groundbreaking experiential partnership aimed at amplifying brand awareness and building deep community connections within the gaming and esports world.

This initiative was designed to merge the high-energy world of esports with real-world engagement, delivering an immersive and unforgettable gaming experience.

### Objectives

- Increase HyperX's brand visibility among gaming communities.
- Drive direct engagement through live events and social activations.
- Foster authentic connections with influencers and grassroots gamers.
- Generate meaningful digital traction and website traffic.

# HYPERX

## Execution

HyperX's partnership came to life through a multi-faceted campaign integrated into the esports experience.

From custom-branded gaming zones to influencer-led activations and community nights, the campaign created ongoing touchpoints for visitors and online audiences alike.

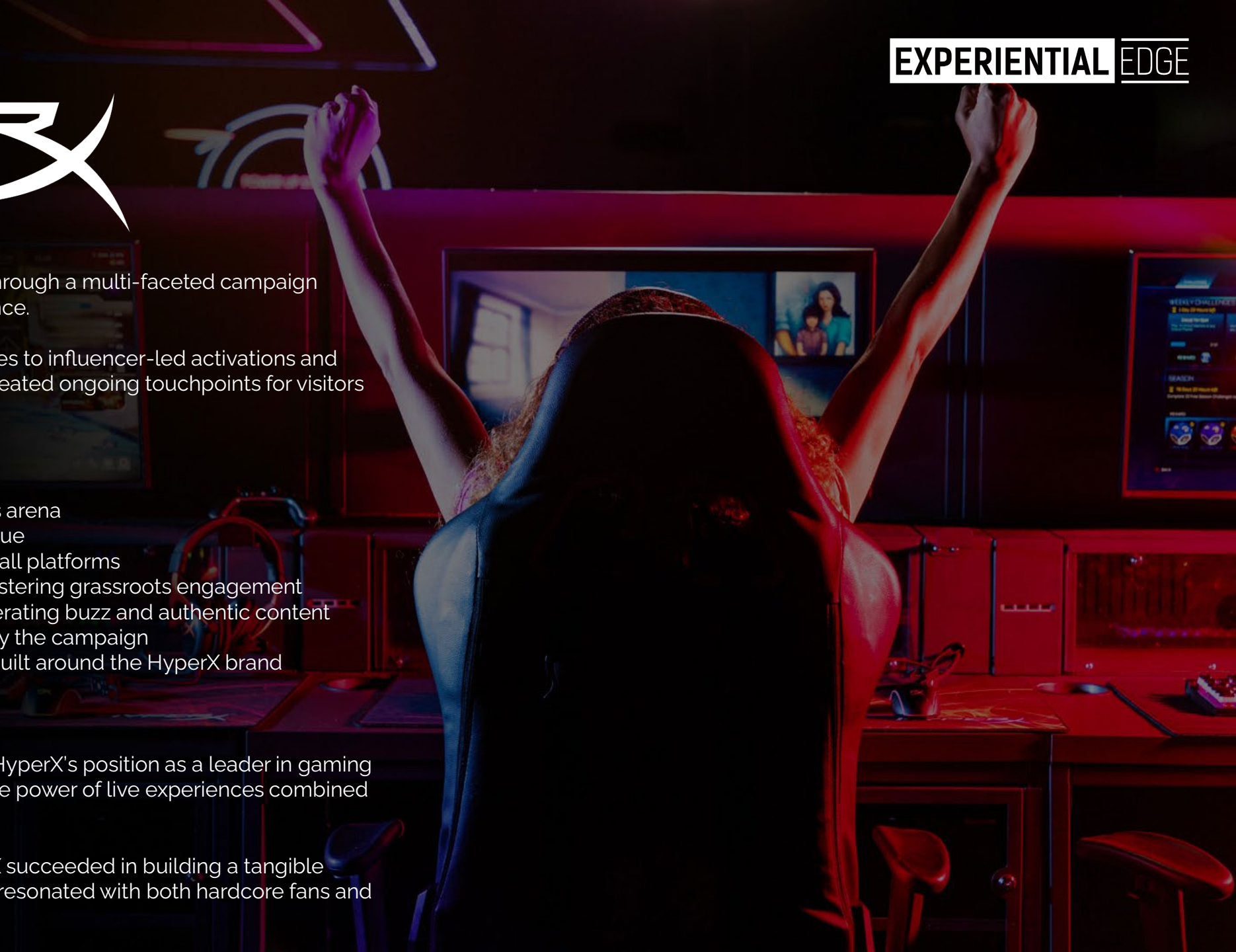
## Results

- 🚀 30,000+ Plays within the esports arena
- 👣 556,000 Total Footfall at the venue
- 🌐 5.8 Million+ Social Reach across all platforms
- 🐛 50+ Community Game Nights fostering grassroots engagement
- 💬 15+ Influencer Partnerships generating buzz and authentic content
- 📄 831,000 Website Views driven by the campaign
- 📁 A growing gaming community built around the HyperX brand

## Impact

This partnership not only elevated HyperX's position as a leader in gaming hardware but also demonstrated the power of live experiences combined with digital amplification.

By working with Luke Miles, HyperX succeeded in building a tangible presence in the gaming scene that resonated with both hardcore fans and casual visitors alike.





# TicketTailor

## Brief

- Ticketing is a crowded market with Eventbrite as the market leader, offering a SaaS based platform to service 50 million active ticket buyers.
- Ticket Tailor has previously positioned itself as a low-cost alternative and had carved out a niche amongst the charity sector with a broad spectrum of event organisers. The market is not short of potential, but successful brands, in order to stand out, need to be clear on their audience, their unique offering, and their roadmap to success.

## Solution

- Evaluating opportunities and risks within the marketplace.
- Using research to ensure the voice of the customer is heard.
- Articulate the vision of the founder and the culture of the company.
- Define the brand and what you stand for.
- Develop messaging, tone of voice and style guide.
- Provide an outline for the brand product marketing strategy for the next steps.

## Results

- New organisational structure to support the founder in his ambition.
- A fully articulated positioning, leading to a new website and brand positioning as a phase 2.
- A clear proposition backed up by social proof.
- 5-star Trustpilot, Google ratings, and countless testimonials to remind prospective audiences of the human element.

"Chris surveyed our customers to get a deep understanding of who they are and what they want from our product. A number of insightful perspectives were derived and presented back which fed in to our rebrand and roadmap. In addition, Chris created a number of detailed personas for us to use day-to-day in the business and created a really simple marketing strategy for us to get to our next stage of growth."

**Jonny White**  
Director, Ticket Tailor



## Case Study: LEGO® 2K Drive - A High-Octane Launch Experience In collaboration with LEGO® 2K and 2K Games | Delivered by Luke Miles

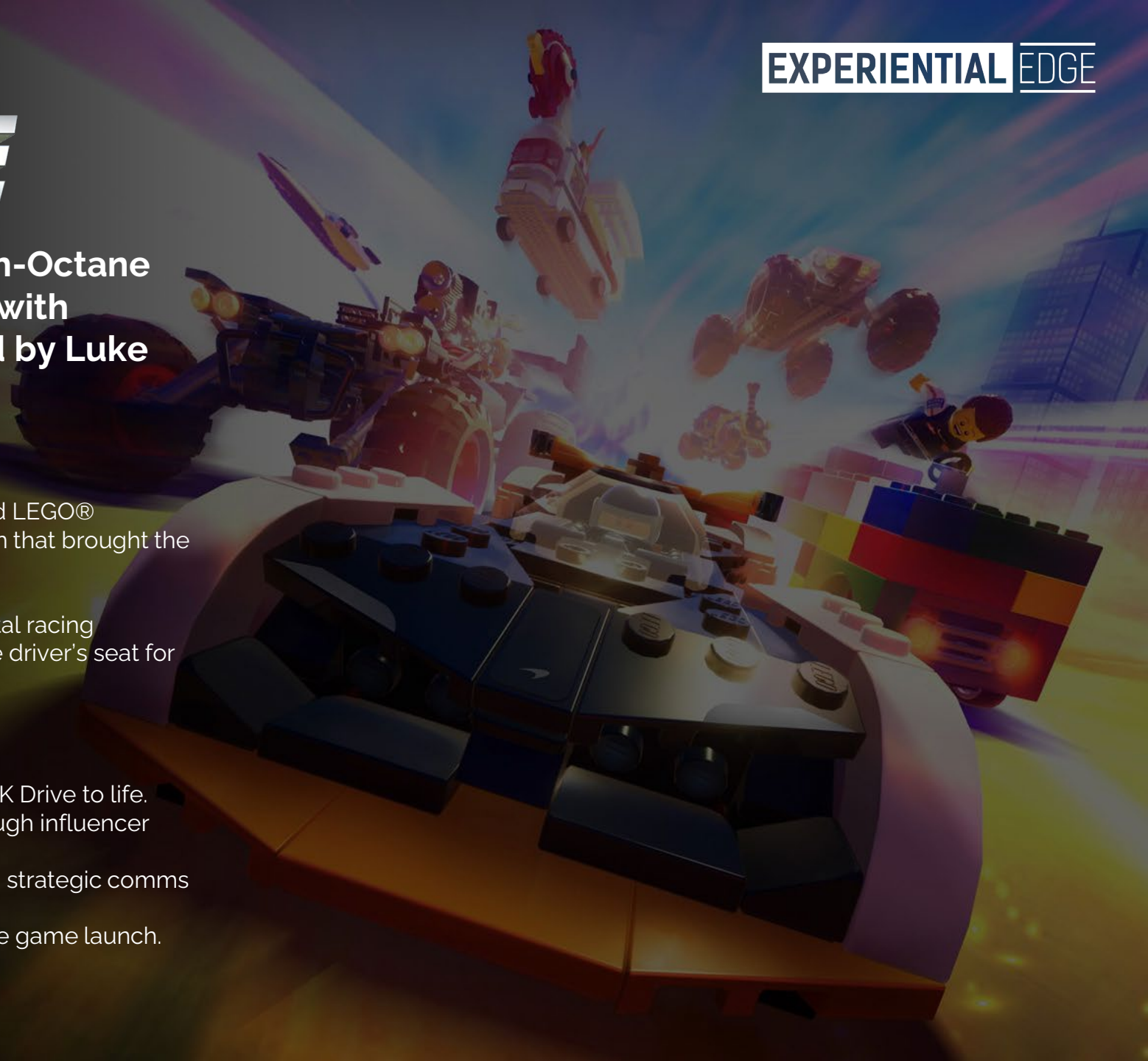
### Overview

To support the launch of LEGO® 2K Drive, 2K Games and LEGO® delivered a high-energy, hands-on experiential activation that brought the game's fast-paced racing world to life.

Spearheaded by Luke Miles, the campaign blended digital racing excitement with real-world interaction putting fans in the driver's seat for a fully immersive experience.

### Objectives

- Create an experiential activation that brings LEGO® 2K Drive to life.
- Increase game awareness and build excitement through influencer and community engagement.
- Drive on-site footfall and digital engagement through strategic comms and activations.
- Deliver a measurable brand experience to support the game launch.



# LEGO 2K DRIVE

## Activation Highlights

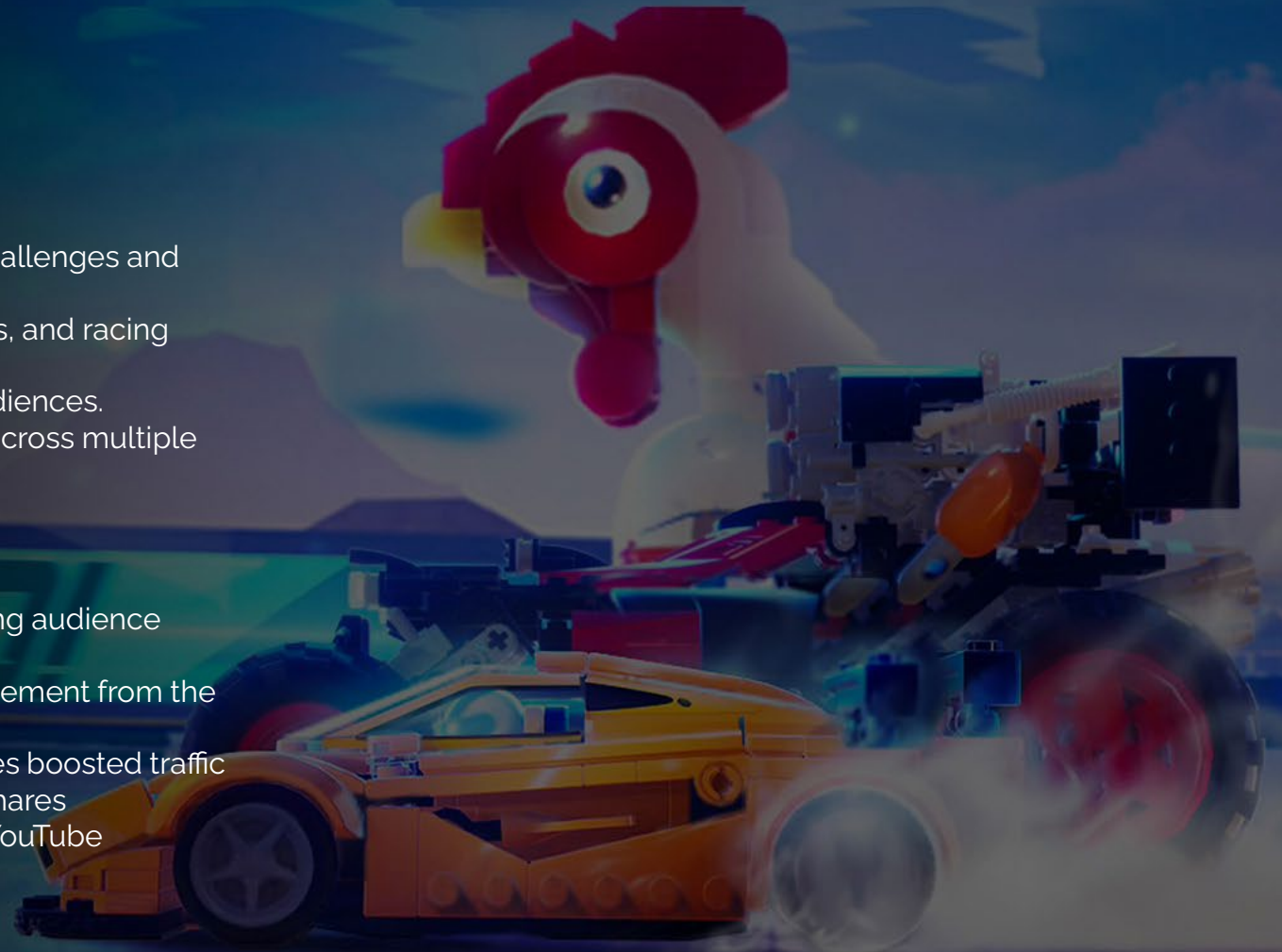
- Competition Days featuring playable stations with live challenges and timed runs.
- On-site promotional zones with LEGO® builds, photo ops, and racing simulators.
- Targeted email marketing to partners family & gamer audiences.
- Influencer-led walkthroughs and gameplay showcases across multiple platforms.

## Key Results

- 🏁 1,047 Plays on competition days – highly engaged gaming audience
- 👣 35,871 Footfall during the activation period
- ✉️ 28,258 Emails Sent | 📧 33.4% Open Rate – strong engagement from the community
- 🌐 35,900 Website Views – campaign-specific landing pages boosted traffic
- 📱 18,000+ Social Reach through content and community shares
- 👤 15+ Influencers Activated across Instagram, TikTok, and YouTube

## Impact

This campaign brought LEGO® 2K Drive's vibrant racing world to life, transforming a gaming title into a full sensory experience. With physical interactivity, digital strategy, and influencer power seamlessly combined, the activation delivered real brand impact and lasting impressions.





### Brief

A marketing audit and strategy to put in place a plan to double growth rates.

### Solution

- 5 Point Plan evaluating the opportunities, building a new performance-based marketing strategy.
- Set up an in-house content and video strategy and team.
- Full segmentation, optimisation and analysis to increase targeting and performance.
- Recurring Revenues focus.

### Results

- 2 Online Drinks Retailer Awards in 2 years.
- Budget beating growth.
- LTV of subscription base increased by 30%.
- SEO strategy moved pages rankings from page 185 to 1.



PE investment:



Connection  
Capital



mobeus



MARVEL STUDIOS

# THE MARVELS

## Overview

In a landmark collaboration between **Marvel and Disney** the "**Power of Three**" campaign brought iconic superhero experiences to life through an immersive, multi-site activation.

From ticket sales to digital engagement, the campaign captivated audiences across the UK and delivered powerful commercial impact.

## Objectives

- Drive significant ticket sales and footfall across partner venues
- Deliver a branded experience that merges storytelling with interactivity
- Build a scalable digital-to-physical marketing funnel
- Engage audiences across all ages with powerful fandom-driven content
- Create a case study-worthy campaign that reflects the strength of partnership-driven strategy

MARVEL STUDIOS

# THE MARVELS

## Campaign Highlight

- 🎫 806,688 Tickets Sold during the activation
- 👣 Estimated Footfall: 1.6 Million across partner sites
- 🌐 5.7 Million Website Views | 5 Million Unique Website Users
- ✉️ 950,000 Emails Sent | ❤️ 21% Avg. Open Rate
- 📱 1.6 Million Social Media Reach via multi-channel content strategy
- 🌟 Fully themed, immersive experiences across venues
- 👤 Fan-first execution celebrating Marvel's most beloved heroes

## Execution Strategy

- **Branded Environment Design** - Marvel-themed zones, photo ops, and game integrations
- **Omni-Channel Rollout** - Website, social, and CRM channels activated with themed content
- **Influencer Engagement** - Amplified reach through fan creators and organic sharing
- **Data-Driven Planning** - Live performance monitoring across ticket sales, site traffic, and digital touchpoints

## Impact

The "Power of Three" became a hero moment, proving that with the right IP and execution partner, entertainment venues can deliver global brand energy at a local level. This collaboration not only exceeded expectations across key performance metrics but also redefined what co-branded entertainment experiences can look like.

- 🎯 A new benchmark for brand partnerships
- 🏆 A showcase of storytelling-meets-strategy
- 📄 A case study in driving revenue, reach, and relevance





## Brief

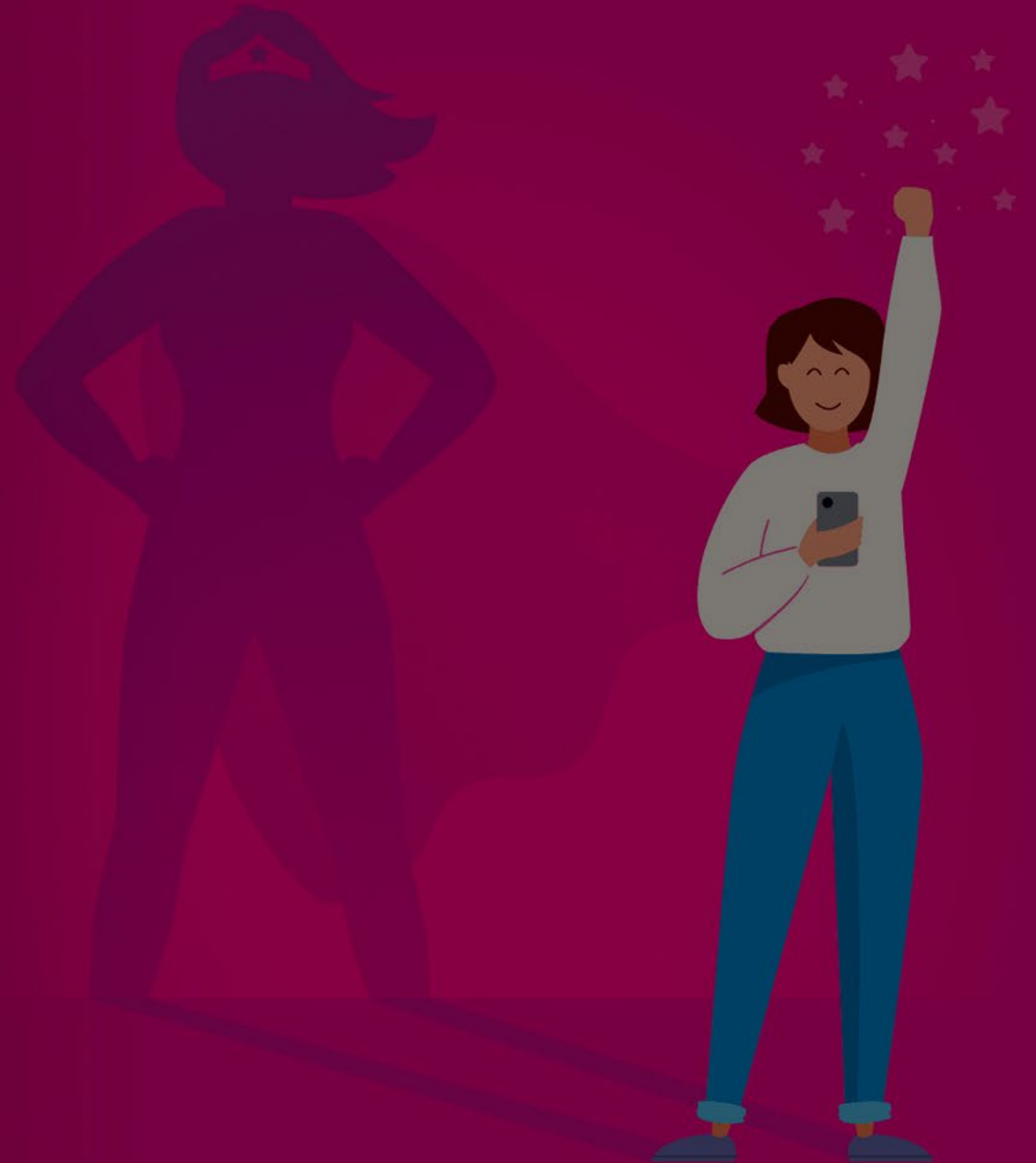
Sought our expertise during negotiations with NatWest for a majority stake of £144 million. Cushon needed to solidify their marketing framework and refine their proposition development strategy to maintain their competitive edge while undergoing such a great transition.

## Solution

- An initial audit to identify key areas for change within their marketing and product teams.
- Collaborating closely with their leadership, we crafted a robust framework for Cushon's future marketing endeavours.
- Leveraging our expertise, we facilitated the development of a strategic roadmap that positioned Cushon as a market leader.
- Additionally, we provided guidance on proposition development, ensuring that Cushon remained at the forefront of innovation in the financial technology sector.

## Results

Streamlined marketing and product strategies for increased efficiency.  
Clear alignment of marketing efforts to business objectives.





# Heineken®

## Case Study: Heineken - A Strategic Partnership for Scalable Growth. Negotiated by Luke Miles | Elevating Experience Through Brand, Product & Value

### Overview

In 2023, Gravity Active Entertainment secured a transformative partnership with Heineken UK, designed to power growth across Gravity's expanding portfolio of premium entertainment venues.

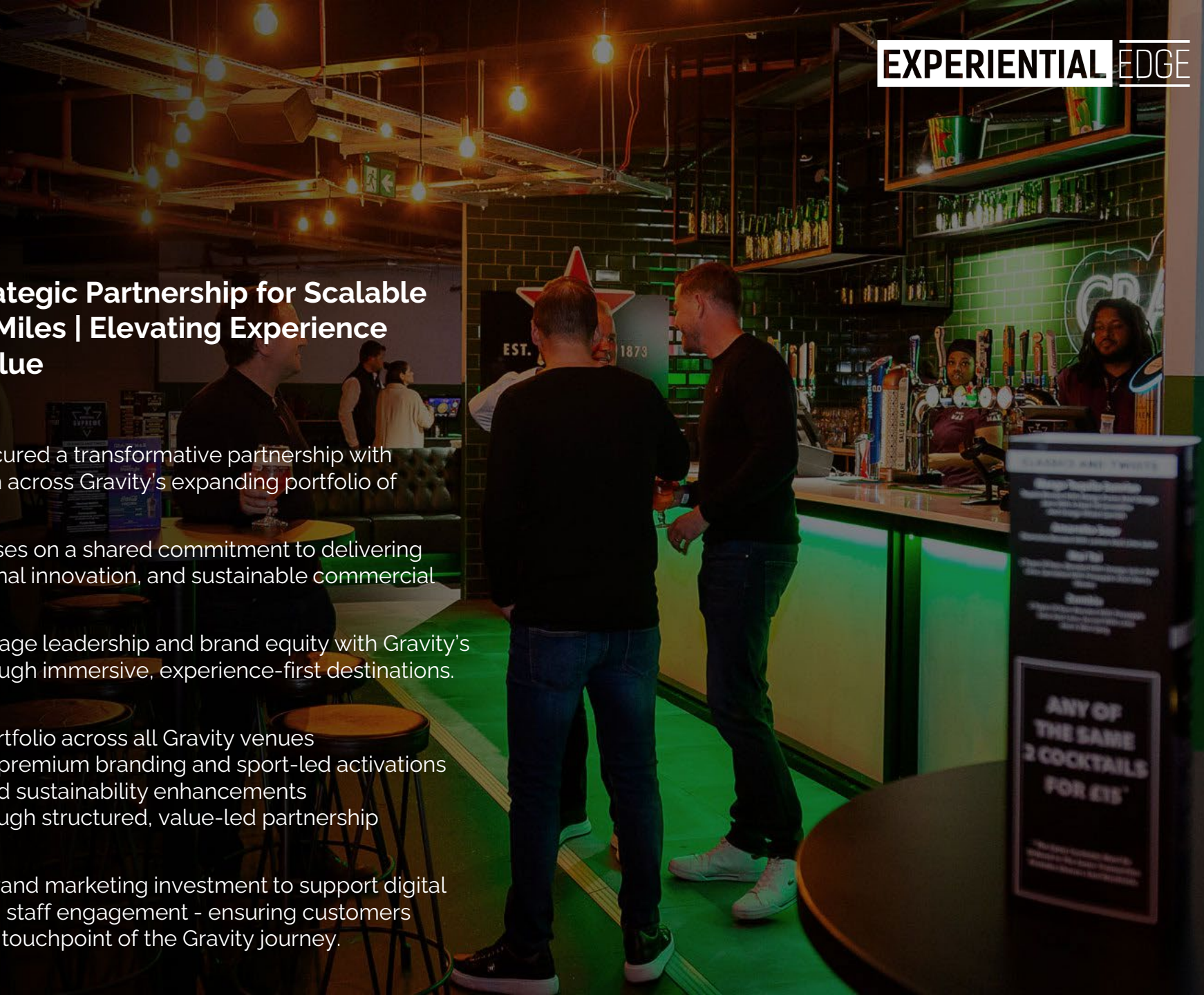
Negotiated by Luke Miles, the deal focuses on a shared commitment to delivering exceptional guest experiences, operational innovation, and sustainable commercial value.

This partnership aligns Heineken's beverage leadership and brand equity with Gravity's mission to reimagine the high street through immersive, experience-first destinations.

### Strategic Goals

- Curate a market-leading beverage portfolio across all Gravity venues
- Drive customer engagement through premium branding and sport-led activations
- Implement operational efficiencies and sustainability enhancements
- Support scalable national growth through structured, value-led partnership

The partnership includes a substantial brand marketing investment to support digital activations, venue-level promotions, and staff engagement - ensuring customers experience the Heineken brand at every touchpoint of the Gravity journey.





### Key Deliverables

#### ✓ Curated Beverage Experience

Heineken's portfolio features best-in-class brands like Birra Moretti, Amstel, Cruzcampo, and Inch's Cider, tailored to match Gravity's high-energy, multi-demographic venues.

#### ✓ Marketing Firepower

The partnership includes access to sport sponsorship platforms like the UEFA Champions League and Formula 1, giving Gravity powerful seasonal campaigns and activation opportunities.

#### ✓ Operational Excellence

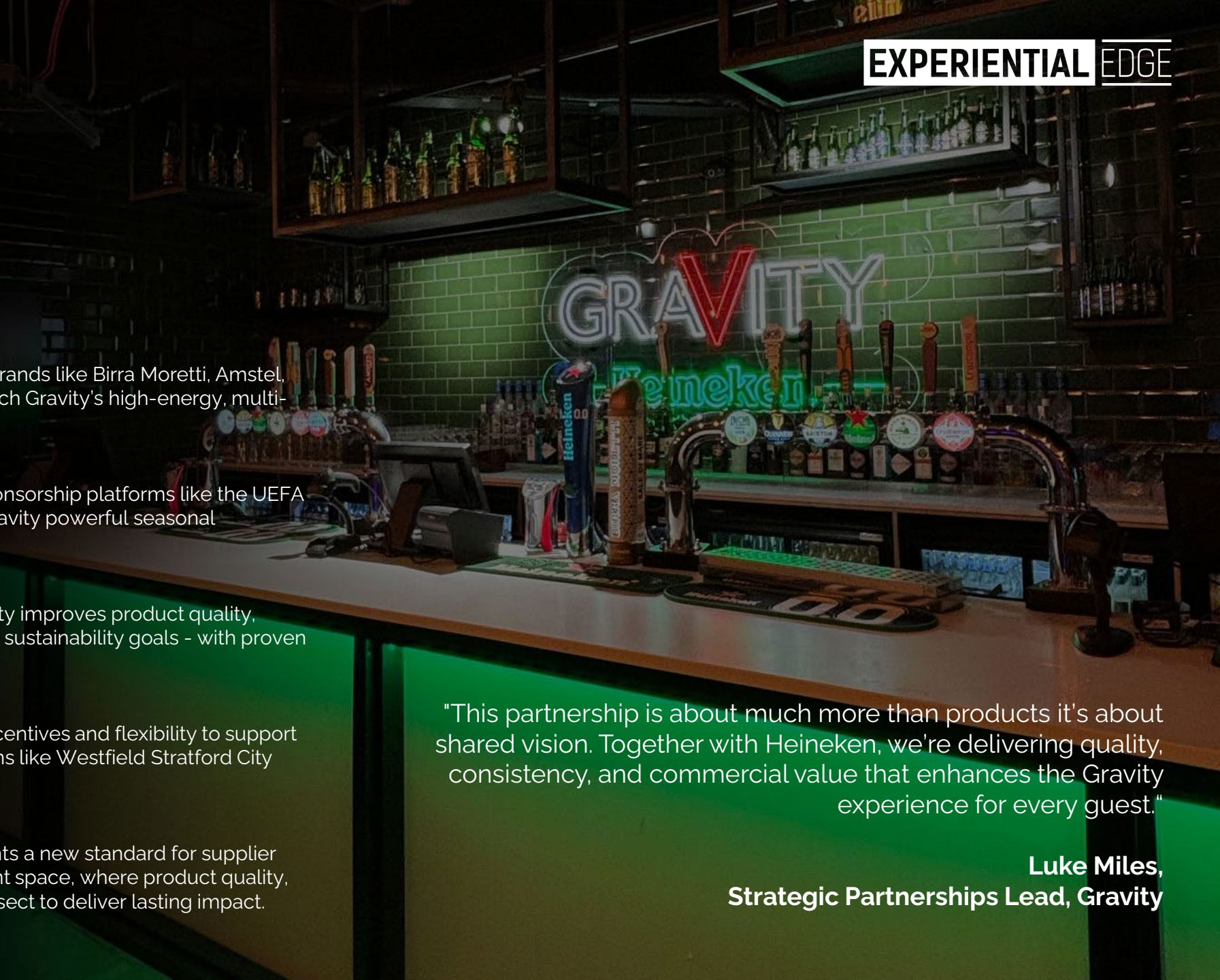
Through SmartDispense® technology, Gravity improves product quality, reduces waste, saves time, and advances its sustainability goals - with proven increases in yield and staff efficiency.

#### ✓ Growth-Ready Framework

The commercial model includes scalable incentives and flexibility to support Gravity's rapid expansion into key destinations like Westfield Stratford City and Liverpool ONE.

### Impact

The Gravity x Heineken partnership represents a new standard for supplier collaboration in the leisure and entertainment space, where product quality, brand power, and commercial strategy intersect to deliver lasting impact.



"This partnership is about much more than products it's about shared vision. Together with Heineken, we're delivering quality, consistency, and commercial value that enhances the Gravity experience for every guest."

**Luke Miles,**  
**Strategic Partnerships Lead, Gravity**



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