



on Delight
d | Vanilla | Sandalwood

REPLICA
Maison Margiela
PARIS

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Maison Margiela
PARIS

THE REPLICA MEMORIES PAPER
DISCOVER THE SCENTS YOUR MEMORIES ARE MADE OF
NEW SEPHORA EXCLUSIVE

Afternoon Delight
Madeleine Accord, Vanilla & Sandalwood

CPG STRATEGY FILES

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“Effective CPG marketing is about showcasing human truths; emotional drivers that connect product and purpose.”

Karuna Rawal | CMO & CRO of Nature's Fynd

Experiential marketing in CPG isn't simply a sampling tactic, it's the cornerstone of the trial-to-loyalty pipeline. By harnessing human truths, live activations transform functional products into emotional experiences, paving the way for category leadership. Whether you're launching a hero skincare line or a seasonal flavor, strategic pop-ups and immersive activations create cultural relevance, channel integration, and measurable uplift, from content creation to performance conversion.

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VITA COCO TREATS MALL

To promote its new Treats flavors, Vita Coco transformed a Union Square venue into a full-scale Y2K nostalgia mall packed with photo-ready moments, trial zones, and cultural throwbacks.

Property of Gradient





THE ASK

Launch the new Vita Coco Treats flavors in NYC through an experience that would spark trial, conversation, and organic online buzz with Gen Z audiences.

THE NEED

Create a turnkey sampling experience that generated excitement, brand relevance, and repeat buzz, all in a single weekend.

THE CHALLENGE

Drive trial and awareness for a low-involvement product by embedding it into culture and conversation.

THE SOLUTION

A Y2K nostalgia playground in Union Square. With fuzzy walls, claw machines, glam stations, piercing booths, and a celeb-packed VIP launch, every moment was engineered for content and conversion. Sampling met shareability.



PRODUCT SAMPLING



VIP LAUNCH PARTY



PIERCING STATION



IMMERSIVE PHOTO MOMENTS



BRANDED GIVEAWAYS



CELEBRITY MEET & GREET

THE RESULTS



+14k

PRODUCT
GIVEAWAYS

**40
MIN**

AV. DWELL TIME

\$7M

EARNED MEDIA
VALUE

WHY IT WORKED

By making trial feel like play and integrating a full-funnel content strategy, Vita Coco moved beyond awareness into emotional connection. The nostalgia hook helped create relevance with a new audience, while the high-impact design delivered brand affinity, social amplification, and measurable engagement throughout the campaign lifecycle.

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KERASTASE LA VIE EN GLOSS

To promote its new product line, Kérastase invited guests into a glossy, Parisian-inspired pop-up that paired luxury beauty rituals with content capture and premium sampling.

Property of Gradient





THE ASK

Launch a new product line through a Parisian-inspired pop-up that captured the luxurious, high-gloss aesthetic of the Gloss Absolu collection; translating the product’s sensorial identity into a fully immersive experience.

THE NEED

Make product discovery feel aspirational and high-impact, from the guest journey to the TikTok thread.

THE CHALLENGE

Deliver luxury at scale while turning every guest into a content creator and every asset into campaign fuel.

THE SOLUTION

An immersive beauty house with interactive moments: sample bars, gloss vending machines, photo walls, live music, and a VIP cocktail event. Designed for trial. Engineered for social.



PRODUCT TESTING



VIP COCKTAIL PARTY



PERSONALIZATION BAR



SAMPLE DISTRIBUTION



IMMERSIVE PRODUCT DISPLAY



PROJECTION ROOM PHOTO MOMENT

THE RESULTS



+5.2K

SAMPLES
DISTRIBUTED

\$15M

AD VALUE
EQUIVALENCY

1.2B

IN SOCIAL &
MEDIA REACH

WHY IT WORKED

From power talks to glossy gifting, every detail was optimized for reach, storytelling, and stickiness. The layered experience allowed for high-volume content creation while preserving the brand's luxury positioning, resulting in a campaign that moved fluidly from IRL to digital, from awareness to loyalty.

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MAYBELLINE SUMMER CARNIVAL

To launch Maybelline's three hero products: Lifter Liner, Sunkisser Liquid Blush, and Firework Mascara, we created a vibrant summer-themed carnival in NYC that blended product play, VIP energy, and boardwalk-inspired fun.

Property of Gradient





THE ASK

Build buzz for three key product launches by creating a joyful and immersive experience that drove visibility, sampling, and consumer love.

THE NEED

Create a multi-format activation that merged entertainment, sampling, and storytelling—while supporting influencer, press, and social strategies.

THE CHALLENGE

Showcase multiple product stories in one cohesive experience, while ensuring each moment delivered meaningful interaction and captured attention.

THE SOLUTION

A two-day hybrid activation featuring a press-filled VIP event and consumer pop-up. Each product came to life through interactive games; Sunkisser Skee Ball, Lifter Liner Ring Toss, and Firework High Striker. Custom giveaways, charm bracelet bars, shade matching, and content capture stations rounded out the carnival.



PERSONALIZED SHADE MATCHING



EXCLUSIVE VIP EVENT



CUSTOM CHARM BRACELET BAR



PRODUCT INSPIRED GAMES



BRANDED PHOTOBOOTH



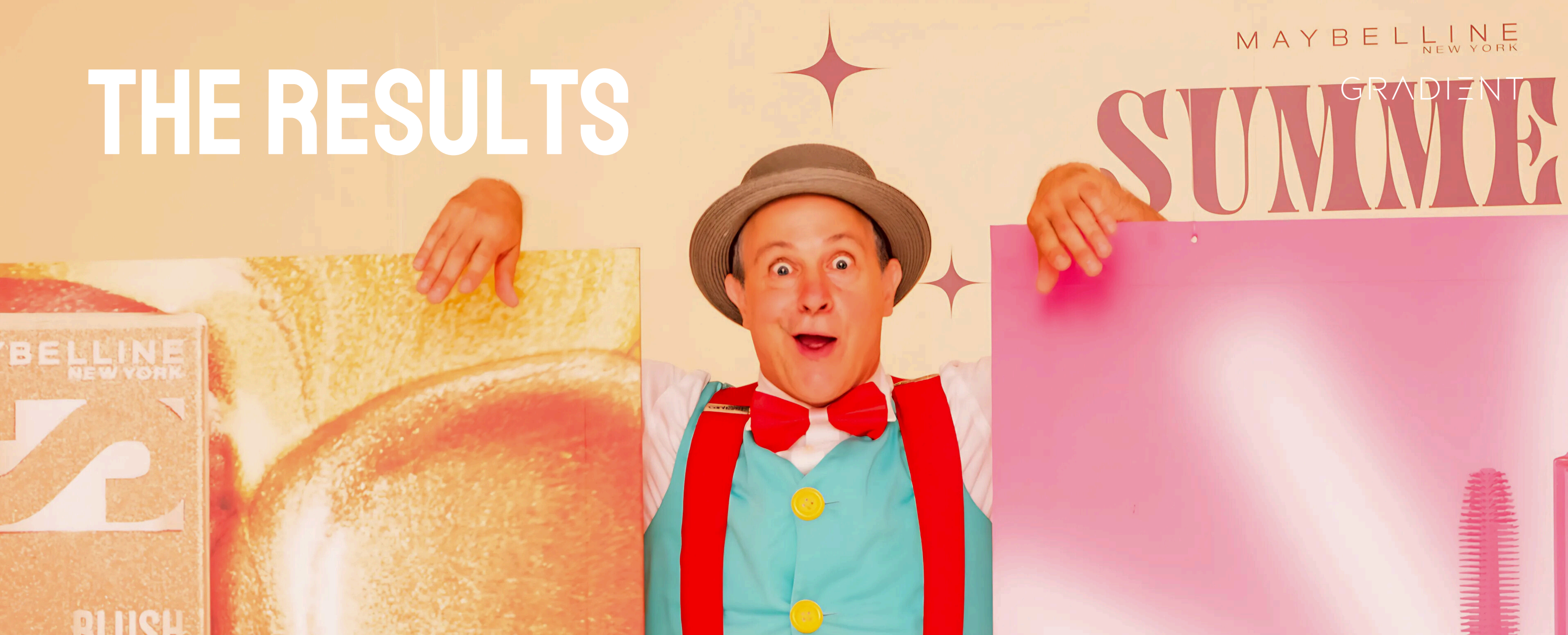
THEMED F&B

THE RESULTS

MAYBELLINE
NEW YORK

GRADIENT

SUMMER



3k+

ATTENDEES

30%

SHARE OF VOICE
INCREASE

19K

SAMPLES
DISTRIBUTED

WHY IT WORKED

The Summer Carnival turned Maybelline's launches into a full-sensory celebration. Through smart spatial design, engaging product play, and UGC-first thinking, the brand achieved meaningful share of voice gains, distributed thousands of samples, and positioned its product lineup at the center of seasonal buzz.

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LANCÔME IDÔLE HOUSE

To reintroduce Idôle to a younger audience, we built a content-ready pink-hued beauty house filled with interactive touchpoints, product testing, and glam-forward zones.

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THE ASK

Introduce the Idôle line to a new generation of beauty lovers through an immersive experience that celebrates bold looks, big energy, and unapologetic self-expression.

THE NEED

Elevate product discovery through immersive design, drive buzz with influencer & creator content, and showcase the full Idôle lineup, from fragrance to color, IRL.

THE CHALLENGE

Design an environment that felt equal parts aspirational and accessible - sophisticated enough for VIPs, bold enough for social, and magnetic enough to keep guests returning all weekend.

THE SOLUTION

We created the Idôle House: a pink-hued beauty playground with interactive touchpoints in every corner. From scent discovery stations to custom glam moments and playful content zones, every detail was engineered to spark content creation while amplifying product performance..



JUICY GLOSS BAR



FRAGRANCE TESTING SENSORY BAR



PRODUCT TESTING



PHOTO MOMENTS



INTERACTIVE CLAW MACHINE



STAMP CARD TO GUIDE THE EXPERIENCE

THE RESULTS



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LANCÔME
PARIS

\$3.8M

EARNED MEDIA VALUE

27%+

FOOT TRAFFIC TO ATTENDEE
CONVERSION RATE

WHY IT WORKED

The Idôle House was bold, beautiful, and built for the feed. From the moment guests walked in, they were immersed in a Lancôme world that felt glamorous yet inviting - creating an ideal environment for product education, personal connection, and share-worthy content at scale.



Urban Decay | NYC Pop-up

WHY EXPERIENCE WINS

In the world of CPG, the battle is often fought on the shelves. But brand affinity isn't built with packaging alone. Experience gives brands the power to drive emotional connection, spark trial, and build loyalty that lasts beyond the sample. From nostalgia-driven pop-ups to performance-ready beauty houses, experiential marketing turns passive consumers into passionate fans, while delivering measurable value across every touchpoint.



WHAT MAKES EXPERIENCES STICK

START WITH THE FUNNEL

Map your experience to your brand goals. Driving trial? Building loyalty? Launching a new SKU? Every format should be designed to move your audience from interest to repeat.

THINK BEYOND THE MOMENT

Sampling is a start. But what keeps people talking? Build in shareable moments, seamless digital tie-ins, and shopper-friendly layouts that extend the life of your experience.

DRIVE VALUE ACROSS TOUCHPOINTS

Experiences should do more than just delight, they should deliver. Integrate campaign amplification, content creation, and conversion tactics to ensure every activation supports your broader marketing goals.

WHO WE ARE

Gradient Experience is where innovation meets precision—a fusion of cutting-edge strategy, bold creativity, and data-driven impact. With over 15 years in the industry, our team is a dynamic blend of visionaries, strategists, and storytellers who push boundaries and challenge conventions. We don’t just create; we measure, refine, and elevate, ensuring every idea delivers real results. At Gradient, the future isn’t something we wait for—it’s something we build.



PAULINE OUDIN

CEO



ANTHONY COPPERS

FOUNDER AND
HEAD OF INNOVATION



COLIN MCKENZIE

CHIEF CLIENT
OFFICER



JEREMY RUMELD

CHIEF OPERATING
OFFICER



KYRA TAURMAN

EXECUTIVE CREATIVE
DIRECTOR



MARTIN ROGARD

CHIEF PRODUCT OFFICER

WHAT WE DO

Gradient turns ideas into experiences and strategy into impact. We blend creativity, technology, and insight to build meaningful connections between brands and audiences. From immersive storytelling to cutting-edge innovation, our work is designed to engage, amplify, and deliver measurable results, pushing boundaries and redefining what’s possible.



EXPERIENTIAL MARKETING

CRAFTING IMMERSIVE ACTIVATIONS
THAT LEAVE LASTING IMPRESSIONS



AMPLIFICATION AND CONTENT

EXTENDING YOUR REACH THROUGH
SOCIAL, DIGITAL, AND EARNED MEDIA



CONSULTING AND STRATEGY

ALIGNING BRAND OBJECTIVES WITH
HIGH IMPACT EXPERIENTIAL SOLUTIONS



INNOVATION AND TECHNOLOGY

LEVERAGING AI, VR, AND DATA TO CRAFT
IMMERSIVE, MEASURABLE EXPERIENCES

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