

@gradientexperience

GRADIENT

20TH ANNIVERSARY

CERAVE
NEW YORK CITY





**“SCIENCE
MEETS CELEBRATION”**

THE ASK

Celebrate 20 years of dermatologist-developed skin care by spotlighting CeraVe’s product innovation, derm-first credibility, and cult-favorite fanbase.

THE NEED

Showcase CeraVe’s unique science in a way that feels fun, engaging, and easy to understand.

THE CHALLENGE

Design a birthday party that was more than just a celebration. It needed to educate, entertain, and energize 300 global VIP guests - with every touchpoint rooted in CeraVe’s barrier-first mission.

THE SOLUTION

A two-story skincare playground brought to life with nostalgic games, and science-meets-fun education. Derm-led storytelling met social-ready moments in every room. From cleanser trivia to a giant cake installation, all proving one thing: when it comes to your skin barrier, CeraVe’s got it covered.



WELCOME PANEL



TIMELINE ROOM



WELCOME LOUNGE



GAME EDUCATION



PRODUCT FOCUS ROOMS



CONTENT PLAYGROUND



THE IMPACT

GRADIENT



1ST

BRAND TRENDING IN
SKINCARE FOR THE
MONTH OF JULY

+30%

INCREASE IN SHARE
OF VOICE

\$2.4M+

INFLUENCER AD
VALUE EQUIVALENCY

WHY IT WORKED

We brought CeraVe's science to life through hands-on experiences that made skincare education fun, memorable, and meaningful. Every moment, from derm-led demos to interactive games, reinforced the brand's barrier-first mission and 20-year legacy. It wasn't just a party. It was a proof point.

