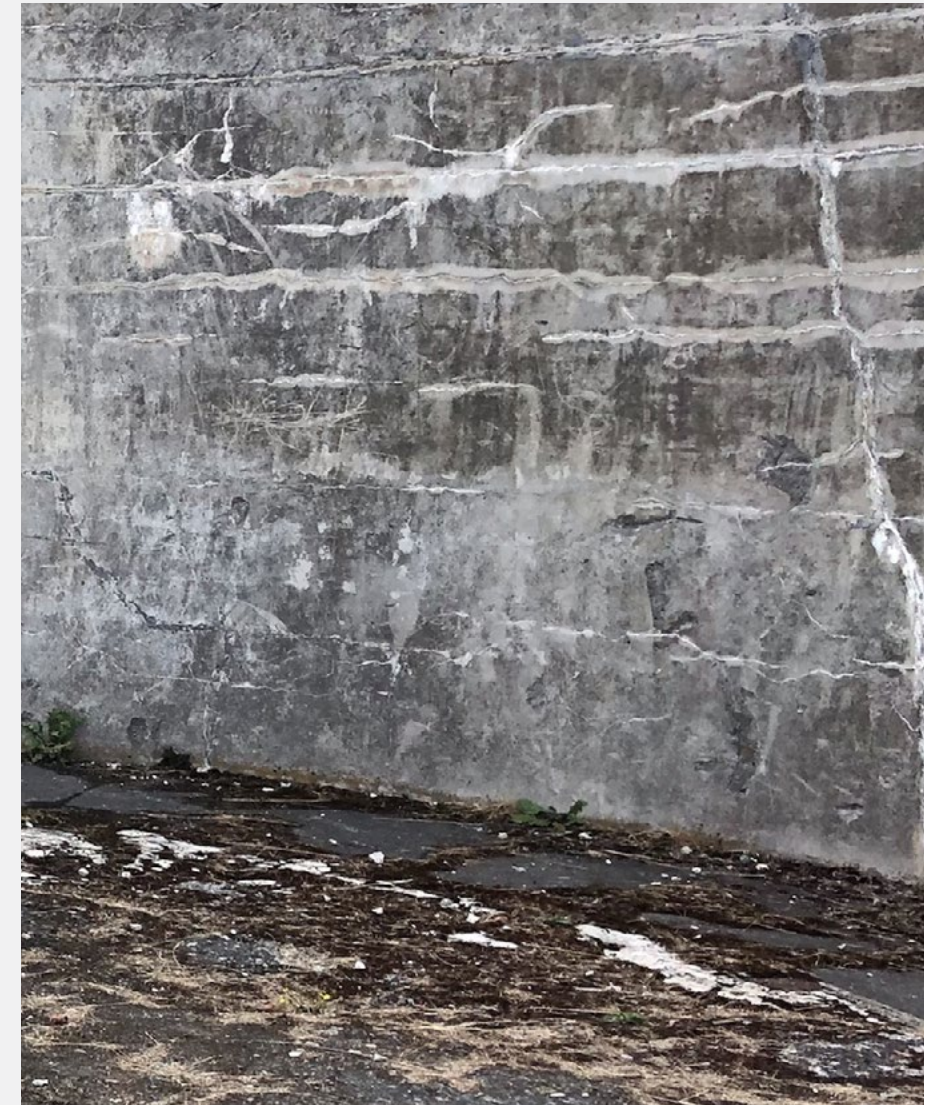




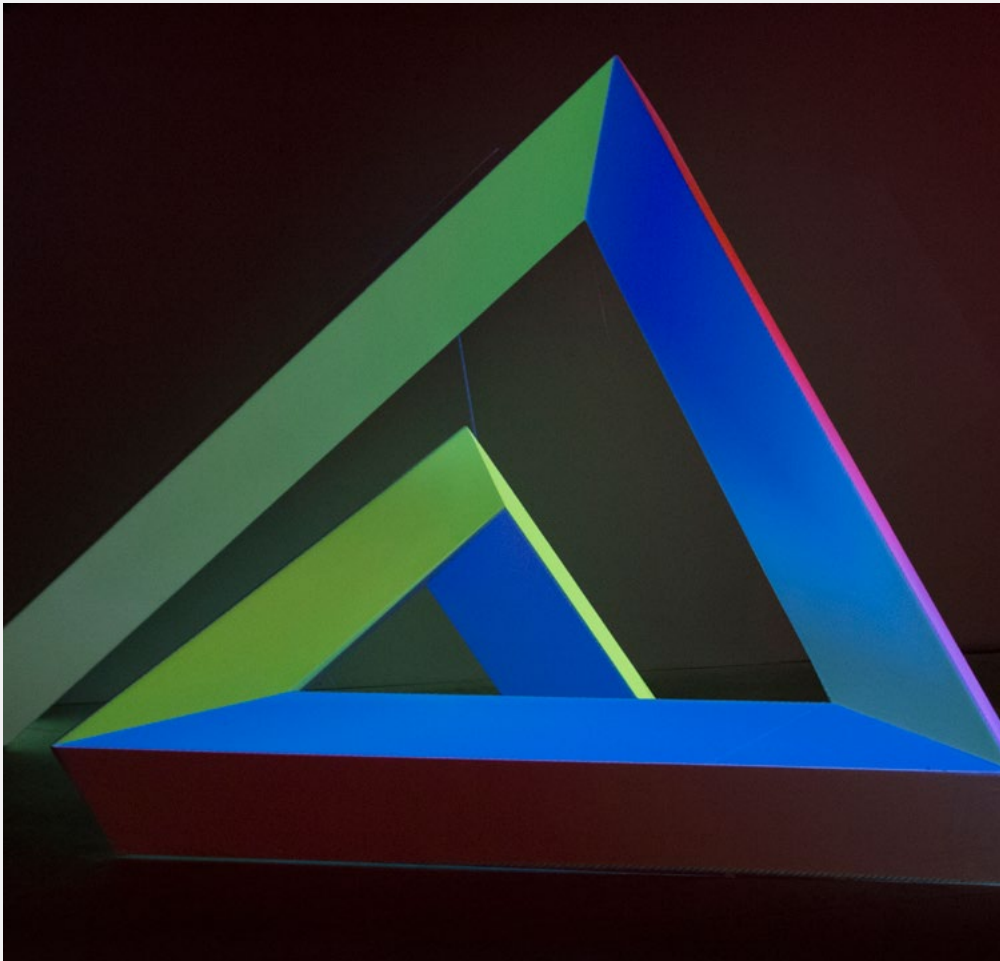
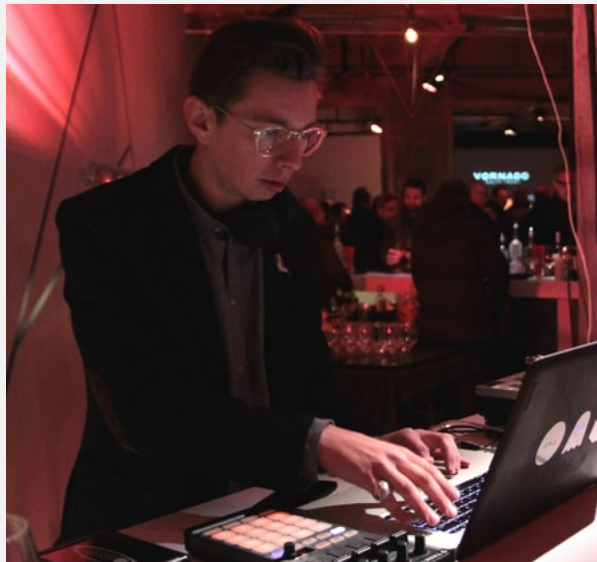
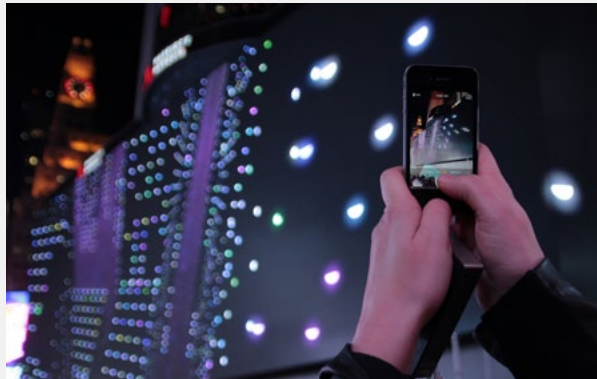
# WORKBENCH CREATIVE



Since founding and operating the boutique experiential marketing company Workbench Creative in 2008, Greg Scott has been creating, directing, producing, and selling nontraditional experience-driven marketing ideas for major brands such as adidas, Microsoft, Red Bull, and Showtime.

Greg brings a unique perspective to his work — informed by more than twenty years of innovative experiential marketing, shifting and expanding on creative culture as it transforms. He works with entertainment companies, commercial brands, and cultural institutions producing headlining work in major markets around the world. The following is a selection of projects that he has directed and / or produced.

# VORNADO / TIMES SQUARE 4K SCREEN LAUNCH / NYC



Workbench was brought in by Second Story to produce and help creatively direct + curate the launch of the largest fixed LED Screen in the world [think football field mounted on the side of a building in Times Square]. We did just that, bringing in artists from Universal Everything to create custom and interactive generative content to launch this massive feat in technological advancement.

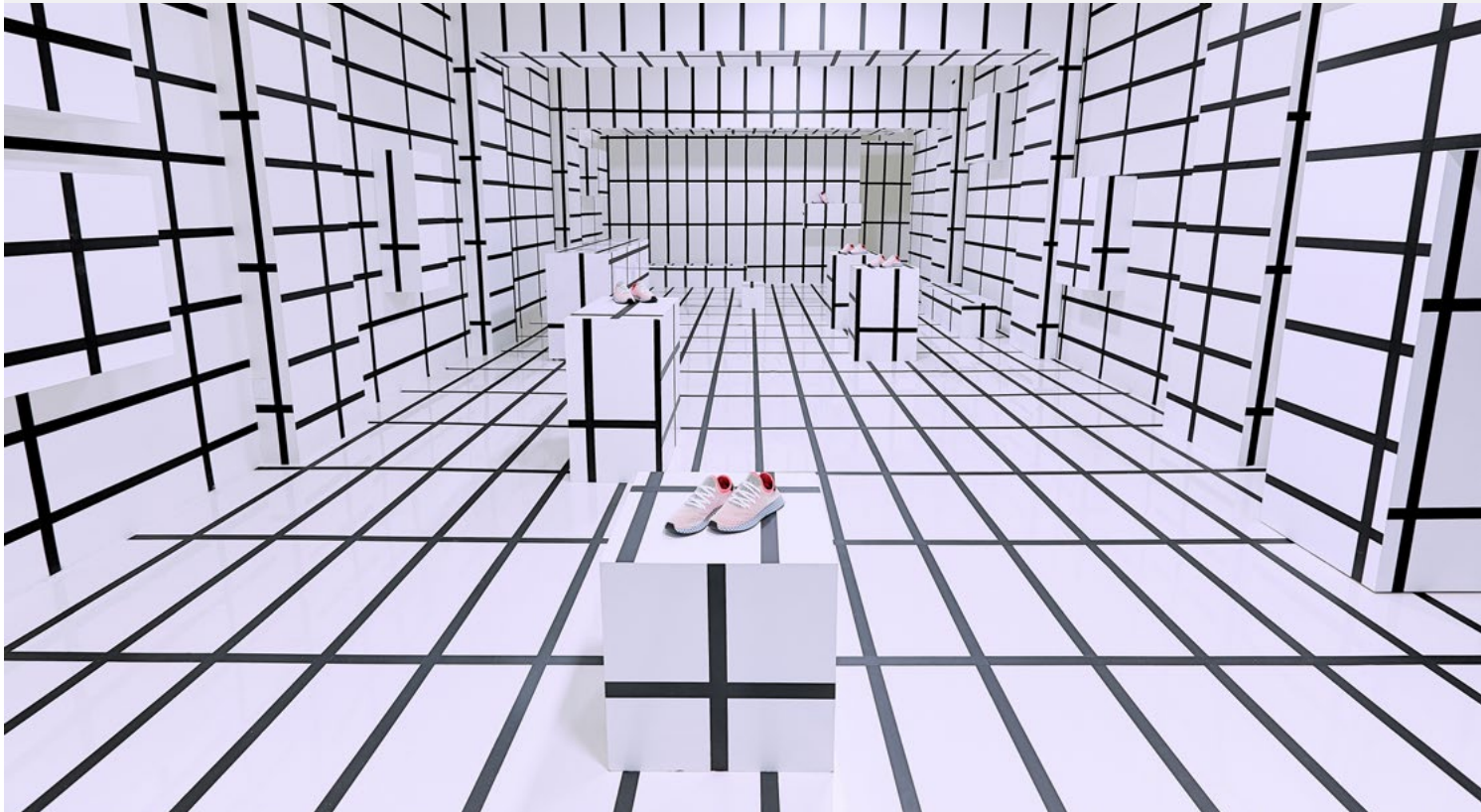
Our exhibition also included designing and building out an interior space to host a media influencer event while showcasing the interactive capabilities of our created content and the screen itself. This included an open bar, passed foods, 3D projection mapped sculpture, DJ, presentation remarks, and an interactive tablet computer table connected to an 80” monitor for guests to interact / co-create with the media that would be played on the largest 4K LED screen in the world, just outside the door in the middle of Times Square NYC.

**VIDEO:** <http://vimeo.com/115004541>

Start Date:	<b>November 2014</b>
Location:	<b>NYC</b>
Client:	<b>Vornado Realty Trust</b>
Producer:	<b>Greg Scott</b>
Agency:	<b>Second Story</b>
Art Creation:	<b>Universal Everything</b>
Music:	<b>Ghostly International</b>
Sculpture:	<b>CNTRL</b>



# ADIDAS / DEERUPT / LOS ANGELES



The Deerupt Experience is a two-day Los Angeles pop-up art and culture installation that challenges the perceptions of reality.

In celebrating the launch of the new Deerupt shoe, adidas collaborated with visual artists to transform grid structures into altered physical and interactive forms using light, lasers, mirrors, and clever spatial design to provide attendees with a multisensory experience.

In the two days that it was open, Deerupt had 900 visitors, 847 posts, 625 users, and reached over 54 million people with 115 million impressions.

VIDEO: <https://vimeo.com/265443495>

Start Date:	March 2018
Location:	Los Angeles
Client:	adidas Originals
Producer:	Greg Scott
Agencies:	Roundhouse and Vita Motus



# MAISON DE LA LUZ / MIAMI



Maison de la Luz, Atelier Ace’s anticipated new luxury hotel [opening in New Orleans 2019] previewed a taste of what is to come at the “Untitled, Art” fair on Miami Beach during Art Basel. Los Angeles-based Studio Shamshiri designed the VIP Lounge while curating book and art selections provided by Phaidon and ArtSpace. The lounge’s opening night kicked off with a live performance by members of New Orleans jazz band Preservation Hall, with the following four-day fair allowing attendees to experience the lounge while enjoying cocktails and listening to records.

With a nod from Surface Mag, Architectural Digest, and other design press, the hotel is already being recognized for its traditional yet subversive aesthetic.

Start Date:	December 2018
Location:	Miami
Client:	Ace Hotel Group
Producer:	Greg Scott
Agency:	Workbench Creative
Partners:	Phaidon, Artspace, Studio Shamshiri, Untitled, Art.

# NHL JERSEY LAUNCH / LAS VEGAS



The NHL and adidas partnered up to design new original uniforms for the league’s 31 teams, including the Vegas Golden Knights [the league’s newest team]. To launch this partnership while unveiling the new threads, we produced a press event in Las Vegas with a few surprises.

We worked with stage designers to build a custom mechanical system, expertly hidden within the architecture of the installation, to reveal the jerseys with a bang, nodding to the “showstopper” theatrics Las Vegas is known best for. The party included a performance from hip-hop artist Designer on the mic, comedian Russell Peters as our host, and additional support from Las Vegas’ own and beloved TV personality, Nathan Tannenbaum, as the Voice of God.

VIDEO: <https://vimeo.com/282553534>

Start Date:	June 2017
Location:	Las Vegas
Client:	adidas
Producer:	Greg Scott
Agency:	Roundhouse



# GOLDIE AWARDS / BROOKLYN



The Goldie Awards is an annual DJ / Beat Battle with 8 contestants [for each category] from around the world, competing for the winning title by showcasing their unique abilities within electronic music.

The Goldies teamed up with adidas for the 2018 battle showcase in Brooklyn, equipping each artist with custom sneakers and merchandise.

Start Date:	November 2018
Location:	Brooklyn
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Roundhouse



# RED BULL / NINJA DOJO / CHICAGO



Roundhouse worked with Red Bull to create a custom streaming studio for the world’s most recognized gamer, Ninja. Here, Workbench was hired to produce the studio buildout at Ninja’s home studio in Chicago. The studio nods to Ninja’s playfulness, confidence and work ethos while representing his history with gaming and fierce dedication to his fans. With such a massive influence, Ninja’s dojo has inspired a generation of streamers to level up their own gaming environments.

VIDEO: <https://www.youtube.com/watch?v=QgRVDRpLbbc>

Start Date:	October 2018
Location:	Chicago
Client:	Redbull
Producer:	Greg Scott
Agency:	Roundhouse

# ADIDAS / NMD LAUNCH / LOS ANGELES



The adidas Originals NMD Immersive Photo Gallery Experience looks to the past to empower the future by serving as a platform to elevate emerging talent within the creative urban exploration community. With this aim, adidas Originals partnered with 15 next generation street photographers to take them on a curated photo meet-up throughout the city.

Following the meet-up, each photographer selected one photo to be part of an immersive group gallery show the following night. The event showcased the new NMD line & selected photographs by incorporating 360 degree projection mapping with sound provided by DJ Joe Kay [Soulection Radio] and delicious fare by LA's "Trap Kitchen," while social media influencers helped keep spirits high throughout the night.

VIDEO: <https://vimeo.com/282555517>

Start Date:	April 2017
Location:	Los Angeles
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Roundhouse
Curator:	Estevan Oriol
Host:	BLENDS
Influencers:	@brianwillette @cole_younger_



# ADIDAS / NMD LAUNCH / NYC



Just like the adidas NMD Immersive Photo Gallery Experience that took place in Los Angeles the month prior, adidas challenged New York street photographers to capture images reflecting urban exploration relating to themes that inspired the new shoe line. Photographer and curator Jonathon Mannion invited fresh New York talent to participate in the launch. Drawing on the same elements as the LA iteration, the event included an impressive 3D projection map spanning the entire space with music provided by DJ TJ Mizell and fare & beverages by NYC’s “Sweet Chick”.

**VIDEO:** <https://vimeo.com/282556937>

Start Date:	May 2017
Location:	New York City
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Roundhouse
Curator:	Jonathan Mannion
Influencers:	@lastsuspect @kosten



# ADIDAS / NMD CAMERA OBSCURA / LOS ANGELES



To introduce the new NMD sneaker, adidas created an interactive campaign based around the past and future of photography while integrating urban exploration and “nomad” themes consistent with the NMD brand. By setting up camera obscura pop-ups in both NYC and LA, visitors could experience early image projection and recreation techniques with a unique photo-booth experience.

The gallery featured photographic work by 12 LA-based creatives who were prompted to create a visual story using one roll of film. It also included a life-sized camera obscura by using a pinhole to project the outside world around them within the enclosure.

VIDEO: <https://vimeo.com/282552123>

Start Date:	July 2017
Location:	Los Angeles / NYC
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Roundhouse
Curator:	Sagan Lockhard

# ADIDAS / NMD CAMERA OBSCURA / NYC



While LA was welcoming the next generation of the NMD shoe, adidas brought the same experience to New York City.

Using the same elements as the Los Angeles iteration, visitors experienced the camera obscura and retail space in a repurposed shipping container turned gallery. The New York installation also featured photography from Bronx street photographer, Dondre Green.

VIDEO: <https://vimeo.com/282552123>

Start Date:	July 2017
Location:	New York City
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Roundhouse
Curator:	Dondre Green



# RED BULL / 30 DAYS IN LA



We teamed up with Red Bull to develop “30 Days In LA” — a first of its kind, month-long, brand-owned music festival.

Each night, we took over a new venue with custom branding, signage, and stage environments with lighting to make each performance an intimate and unique experience.

The music programming included both established and rising talent, including headliners such as Pusha T, Haim, Charlie XCX and more, with opening performances showcasing Red Bull Sound Select artists. All 30 shows sold out within moments of ticket availability, resulting in the festival becoming Red Bull Sound Select’s flagship event.

Start Date:	November 2016
Location:	Los Angeles
Client:	Red Bull
Producer:	Greg Scott
Agency:	Roundhouse

# RED BULL / 30 DAYS IN CHICAGO



After the major success of our multi-year partnership creating Red Bull 30 Days in LA, Red Bull asked us to help them adapt the month-long music program for Chicago.

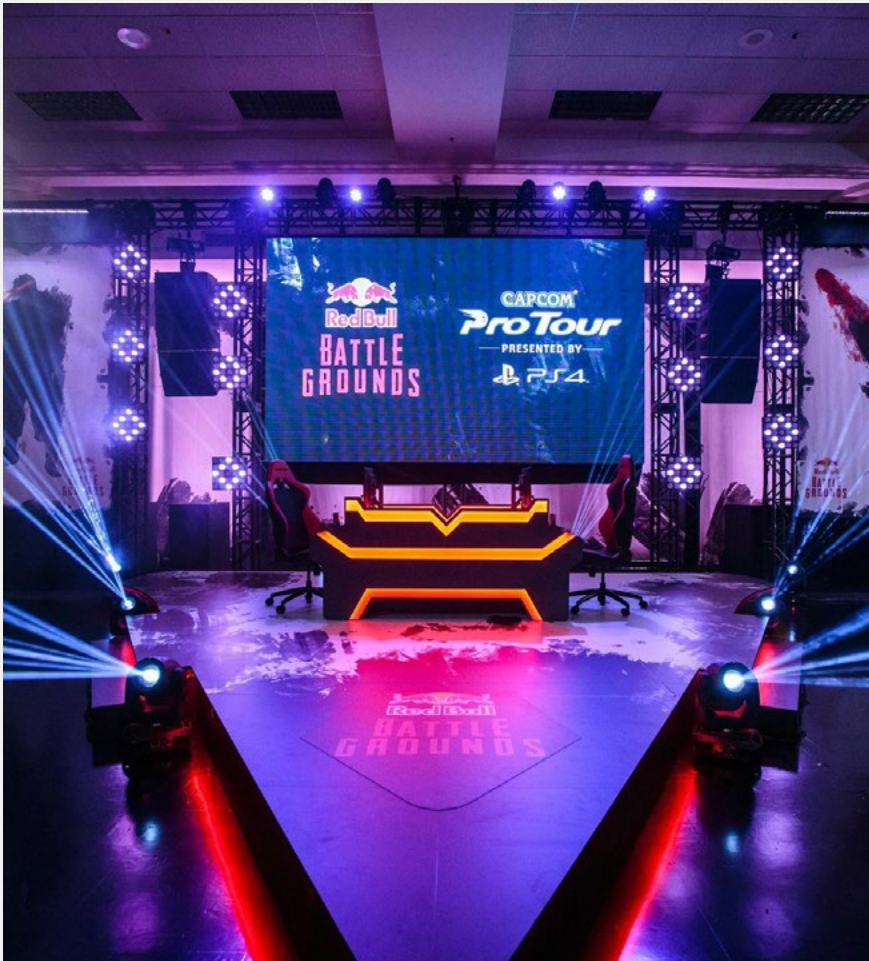
Through the creation of localized graphics, venue signage, light fixtures, and new executions [such as a vanity, pinball table, and custom sticker and pin machines], we were able to help Red Bull authentically bring their concert series to the people of Chicago.

30 Days in Chicago is a month-long music festival presented by Red Bull Sound Select in November. The festival includes concerts at numerous venues across Chicago by some of the biggest names in hip-hop, rock and more.

Start Date:	November 2017
Location:	Chicago
Client:	Red Bull
Producer:	Greg Scott
Agency:	Roundhouse



# RED BULL / BATTLE GROUNDS / SEATTLE



The Capcom Pro Tour North American Regional Final, sponsored by Red Bull, showcased a 512 player open-bracket Street Fighter tournament at the Seattle Center Exhibition Hall. The final day grand finale featured 14 players who qualified via North American Ranking Events and 2 players from the open bracket.

Red Bull hired Roundhouse to direct and shoot video footage of the contestants’ player profiles to be broadcasted during the finale’s live stream. We documented the fierce competition of the professional gaming world while capturing the quirks and skills of each player in a seamless presentation. The videos were conceptualized, scripted, shot, and released in the same day as the stream, with a fan and event re-cap to be released after the event.

VIDEO: <https://www.youtube.com/watch?v=iupMqRyt46w>  
VIDEO: <https://vimeo.com/316668441>

Start Date:	November 2016
Location:	Seattle
Client:	Redbull
Producer:	Greg Scott
Agency:	Roundhouse



# ADIDAS / THE DO-OVER



The Do-Over began in Los Angeles over a decade ago to showcase hip-hop music and relaxed vibes as an alternative to over-hyped pool parties. The Do-Over stays cool by using word-of-mouth promotion while keeping the DJ unknown until the actual event. These parties have become a Sunday afternoon institution in LA and went international in 2011, bringing the party to cities such as Tokyo, Berlin, Auckland, and major US cities.

Big vibes deserve big sound — after The Do-Over partnered with our client, adidas, we proposed to use a custom void sound system unique to The Do-Over brand to be recognized as their signature sound. When you see that blue, you know you're in for a treat. Launching in Portland, the new sound system would follow the party, bringing sleek visual branding and massive sound to party-goers and music heads around the country.

Start Date:	May 2017
Location:	International
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Roundhouse

## DEXTER KILL ROOM / COMIC CON / SAN DIEGO



To amplify excitement leading up to the premiere of the new season of DEXTER, an Alternate Reality Game [ARG] was conceived and kicked-off with a live murder scene at the 2010 San Diego Comic-Con. The game unfolded into a full-blown immersive transmedia experience. Through SCVNGR, players at Comic-Con discovered a blood-smeared kill room attributed to a new serial killer, the Infinity Killer. While investigating the room, players found an infinity symbol written in blood with jumbled letters that spelled out the first clue. Players also found multiple hubs of the ARG by cracking the code. This code directed players to the first of many websites that housed even more clues to discover and led players to join the serial huntress's posse to become part of the larger crowd-sourced crime investigation to ultimately take down the killer.

Workbench was brought on to make the point of entry into the ARG a physical reality by scouting, designing, and producing the gruesome Kill Room and its characters. Working closely with Showtime, Modernista!, FBI consultants and Dexter's special effects team, we not only created a successful point of entry, or 'rabbit hole,' into the innovative ARG, but also managed to win Best Street Marketing Campaign of 2010 (LA Weekly).

**Dexter ARG Full Case Study:** [https://www.youtube.com/watch?v=Pp1\\_69jfbs8](https://www.youtube.com/watch?v=Pp1_69jfbs8)

**Dexter Kill Room:** <https://www.youtube.com/watch?v=ybaxXysZTUY>

Start Date:	<b>July 2010</b>
Location:	<b>San Diego</b>
Client:	<b>Showtime</b>
Producer:	<b>Greg Scott</b>
Agency:	<b>Modernista!</b>

# SASQUATCH MUSIC FESTIVAL / BRANDING / WASHINGTON



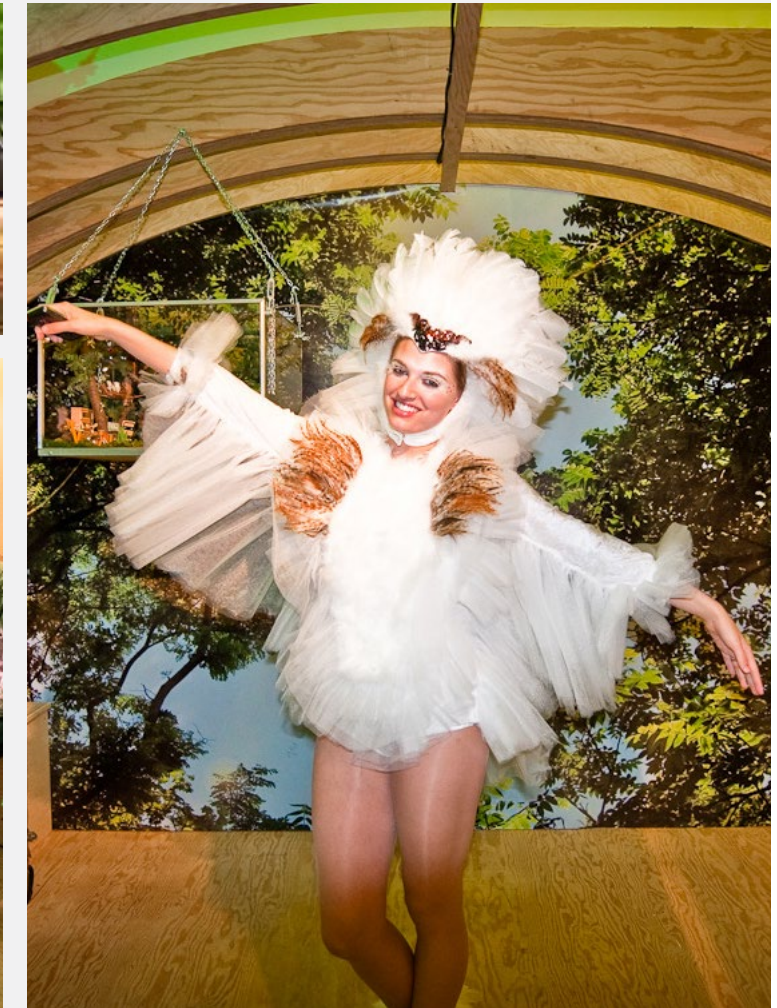
Workbench worked with the Wexley School for Girls to produce Sasquatch Music Festival's 2014 branding and promotion. This included creating a new visual language to inform the stage scrims, posters, festival signage, and merchandise [including a custom illustrated deck of cards and website re-skin].

We also worked with the festival, which had formerly only been a one-weekend festival, to announce the shift to a dual weekend event. We helped create and produce the promotional video announcing the news with a fun music video using imagery and characters consistent with the festival's brand that also served as the official line-up announcement.

VIDEO: <https://vimeo.com/316905898>

Start Date:	May 2014
Location:	Washington Gorge
Client:	Sasquatch Music Festival
Producer:	Greg Scott
Agency:	Wexley School for Girls
Illustrator:	Emory Allen

# MICROSOFT / WORK PLAY LAND / NYC + CHICAGO



The annual Microsoft consumer products press event with the overarching theme “Open House” was held at the Park Avenue Armory building. The event aimed to encapsulate a futuristic build out while promoting the balance of work and play through environment creation, showing you that it is possible to achieve this balance; to spend more time with friends and family and more time doing the things that are important to you.

We were chartered with creating an interactive and engaging experience that brought to life the new device experience while communicating the key benefits of the 6.5 Windows phone. The lines have blurred between work and play, and we wanted the press to experience Workplayland our way, by giving them a real-life experience of this balance by creating a surprising, adventurous, and interactive physical engagement. We knocked it out of the park.

Start Date:	<b>October 2009</b>
Location:	<b>NYC / Chicago</b>
Client:	<b>Microsoft</b>
Producer:	<b>Greg Scott</b>
Agency:	<b>Wexley School for Girls</b>

# DARIGOLD / FARMALICIOUS ‘BIG FRIDGE’ EVENT / PORTLAND



Workbench was approached by Wexley to produce a fun, all-ages event in Downtown Portland’s Pioneer Square to launch Darigold’s new campaign, Farmalicious — where farm meets delicious. We partnered up with the School of Rock, local food cart owner / chef Kir Jensen [of the Sugar Cube], and local radio personality from Portland Alternative Music [KNRK], in celebration of local community.

Two thousand people took part in our literal “Grand Opening,” which included kid friendly art activities, food sampling, live music by young musicians and giant magnets — and it all came out of a 16-foot fridge.

VIDEO: <https://vimeo.com/51462188>

Start Date:	September 2012
Location:	Portland
Client:	Darigold
Producer:	Greg Scott
Agency:	Wexley School for Girls

# ADIDAS ORIGINALS / LOLLAPALOOZA BLACK TOP / CHICAGO



adidas Originals approached The Workbench with a new global campaign idea. Workbench answered with an experiential activation that would encourage 100,000 Lollapalooza festival attendees to show the world how they #represent.

The Black Top featured an outside area complete with a skate ramp with bleachers for Lolla attendees with performances by breakers, Double Dutch crews, skaters, DJs and more. The interior featured displays of the apparel worn by Nicki Minaj and Big Sean, as well as two interactive stations where attendees could take an animated gif of themselves and / or record a video of themselves showing the world how they #Represent.

VIDEO: <http://www.mtv.com/videos/news/822935/adidas-represents-at-lollapalooza.jhtml>

VIDEO: <https://vimeo.com/316218681>

Start Date:	August 2012
Location:	Chicago
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Workbench Creative

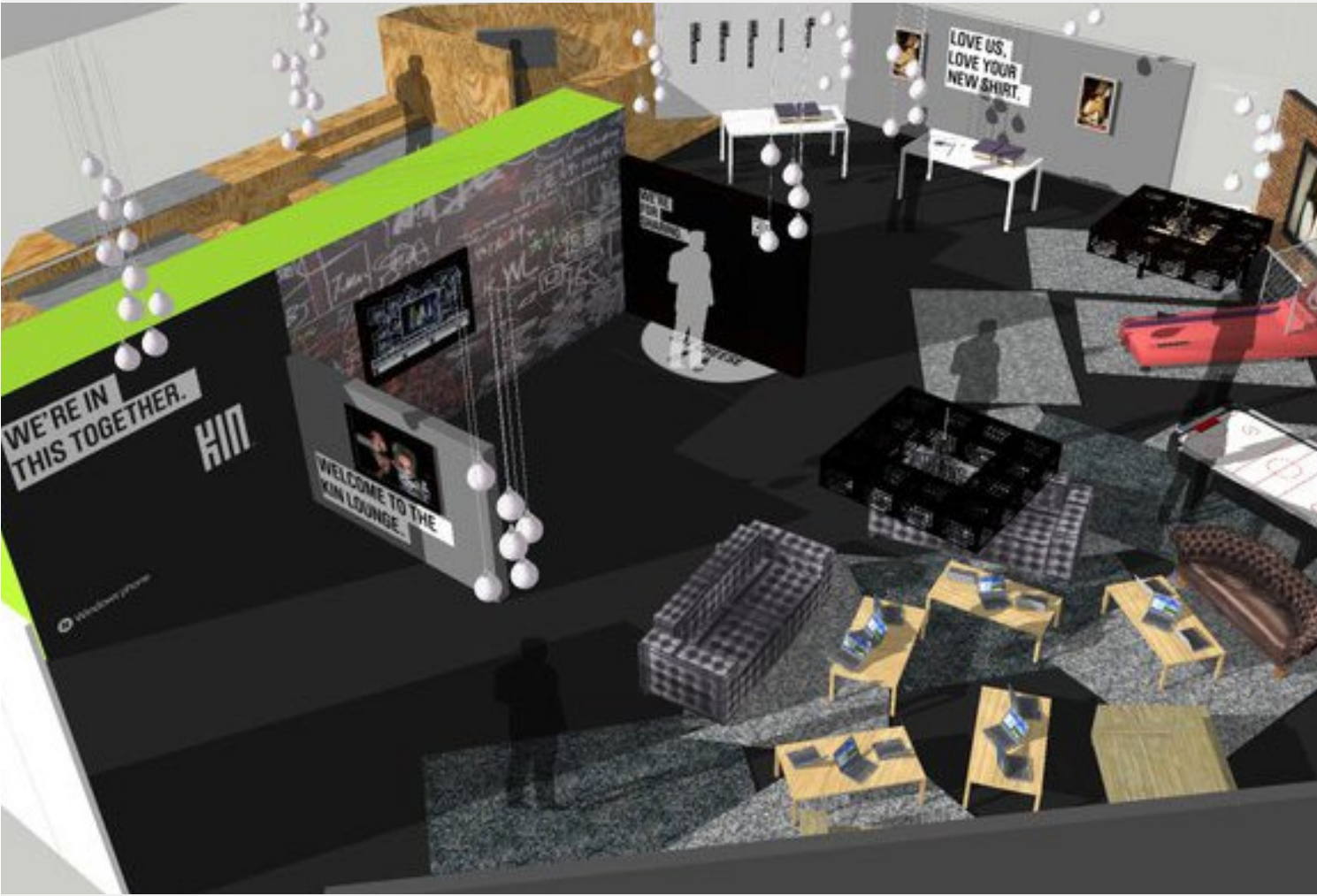
## ADIDAS ORIGINALS / IN-STORE EVENT / CHICAGO



Taking advantage of the massive influx of people in town for Lollapalooza, we aimed to bridge the connection between the adidas Originals store to our branded hallway installation inside of the music festival itself. We did just that by producing a sonic in-store event showcasing the local talents Kids These Days and DJ Mick Boogie.

Start Date:	August 2012
Location:	Chicago
Client:	adidas Originals
Producer:	Greg Scott
Agency:	Workbench Creative

# KIN LOUNGE / COACHELLA



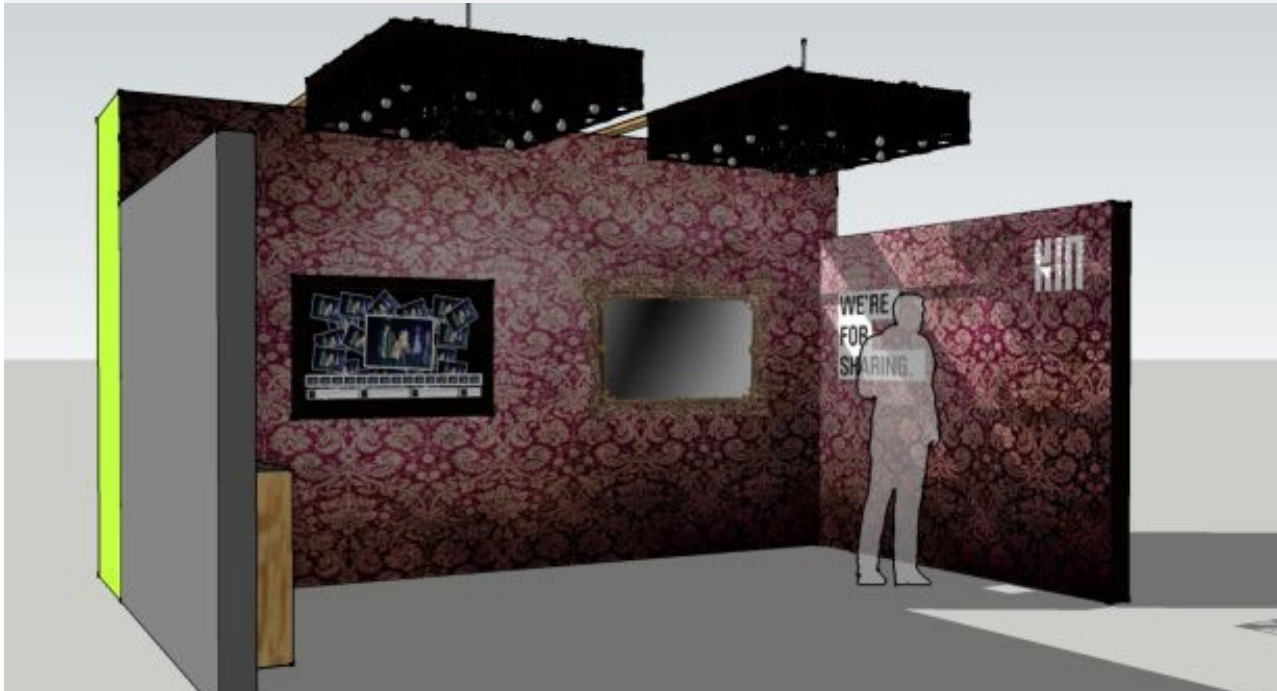
Microsoft wanted their target audience to experience KIN in a big way while gaining social media followers in the process. We had to figure out how to create a space for the KIN brand and get people to go see a product that had only been officially public for four days when Coachella started.

Coachella provided Microsoft with a strong kick-off because of the festival’s massive accessibility to their target demographic. The KIN Lounge was an authentic, on-brand experience, complete with custom trapezoidal bleachers, milk crate chandeliers, recharge station, photo booth using the KIN itself, contests, and a personalized t-shirt station.

VIDEO: <https://vimeo.com/100070745>

Start Date:	April 2010
Location:	Indio
Client:	KIN
Producer:	Greg Scott
Agency:	Wexley School for Girls

# NYLON MAGAZINE / YOUNG HOLLYWOOD / LOS ANGELES



Coming off the heels of our successful Coachella installation, we were asked back to install our interactive experience at Nylon Magazine’s annual Young Hollywood edition launch event at the Roosevelt Hotel in Los Angeles.

We used elements from the KIN Lounge, such as the photo booth wall and custom light fixtures, redesigned to suite the glamour of LA night life.

Start Date:	May 2010
Location:	Los Angeles
Client:	KIN
Producer:	Greg Scott
Agency:	Wexley School for Girls

# MASTERCARD / SXSW LIVE STREAM / SAN FRANCISCO



LIVE IN

SAN FRANCISCO

Presented By paypass

Monarch (at Mission Street)  
101 Sixth Street, San Francisco, CA 94103

 **3.16.2012**  
7:30 PM - 11:30 AM PST

with **Claude VonStroke**

The MasterCard Tap SF event allowed bay-area attendees to experience the excitement of South by Southwest at our exclusive event by live-streaming the Sub Pop Record’s SXSW showcase featuring Niki & the Dove, Spook Mathambo and THEESatisfaction from Austin to San Francisco. We booked Dirtybird’s head honcho, Claude VonStroke, to DJ at our event in SF after the streaming showcases concluded. Rounding out the night, we brought in food from local food trucks and hosted an open bar at the infamous Monarch.

Start Date:	March 2012
Location:	San Francisco
Client:	MasterCard
Producer:	Greg Scott
Agency:	PartyAnimal
Partner:	SUBPOP

# SCION / WHAT MOVES YOU / MIAMI



With West Wayne and Neverstop, we produced a temporary gallery / expression space in Miami’s hot and trendy South Beach District that embodied the brand pillars (expression, individuality, and personalization) for their youth-oriented Scion car brand. A nightclub in South Beach was selected and converted into a gallery, reaching out to up and coming artists to lend their sense of expression to the space through custom murals. The team curated workshops [DJ, music production, t-shirt silk screening] during the day and operated as a music venue at night.

To promote the gallery space and its events, we executed a series of nontraditional promotional techniques that were innovative but still familiar with Scions target demographic. These included creating a custom holographic projection, encouraging an area critical mass of Scion drivers, creating animated short videos that were emitted through Bluetooth transmitters, and building and managing both a custom website and social media presence.

[ Participating Artists — FriendsWithYou | Maya Hayuk | Inkheads | Vulcan | DJ Swamp | DJ Craze | Rostarr | and more ]

Start Date:	May 2006
Location:	Miami
Client:	Scion
Producer:	Greg Scott
Agencies:	Neverstop and West Wayne

# THE BELMONT EVENT / SXSW / AUSTIN



Hired to help design, create and produce a launch event for the Windows Phone at SXSW to include a pop-up barber shop, mid-century modern product demo room, 3D mapped projection premiere, guest red carpet photo experience, and new artist showcase.

Music programming included performances by RJD2, Chiddy Bang and Hoodie Allen.

**VIDEO:** <https://vimeo.com/37564808>

Start Date:	<b>March 2011</b>
Location:	<b>Austin</b>
Client:	<b>Microsoft</b>
Producer:	<b>Greg Scott</b>
Agency:	<b>Wexley School for Girls</b>

# WIEDEN + KENNEDY / FOUNDER’S DAY XXX EVENT / PORTLAND



To celebrate Wieden + Kennedy’s 30th birthday, we invited 3500 past and present W+K employees to celebrate at a vacated building in SE Portland. The all-day / all-night event was based on a “Revival” theme, including a gospel choir, karaoke, live organ + DJ collab, confession booth, and photo booth. We also took advantage of the space to create a custom-built swing set, a performance based sculptural Installation, and video + sound art lounge. Performances included the Upbeat Powerful Gospel Choir, Rev Shines, School of Rock, Cosmo Baker, and the one and only, MC Hammer.

VIDEO: <https://vimeo.com/316699467>

Start Date:	April 2012
Location:	Portland
Client:	Wieden + Kennedy
Producer:	Greg Scott
Agency:	Neverstop



# WINDOWS PHONE LAUNCH / NYC



To illustrate the Windows Phone concept that people are central to the phoning experience, we erected a six-story smartphone in Herald Square. The key features of the Windows Phone were brought to life with a “Plant vs. Zombies” battle, demonstrating the device’s Xbox LIVE gaming experience, while a lunchtime concert by the band Far East Movement displayed the Music + Video Hub. Finally, in the ultimate show of connectivity, a man proposed to his girlfriend inside the Me Tile of the towering phone.

**VIDEO:** <https://vimeo.com/38662145>

Start Date:	<b>November 2011</b>
Location:	<b>NYC</b>
Client:	<b>Microsoft</b>
Producer:	<b>Greg Scott</b>
Agency:	<b>Wexley School for Girls</b>

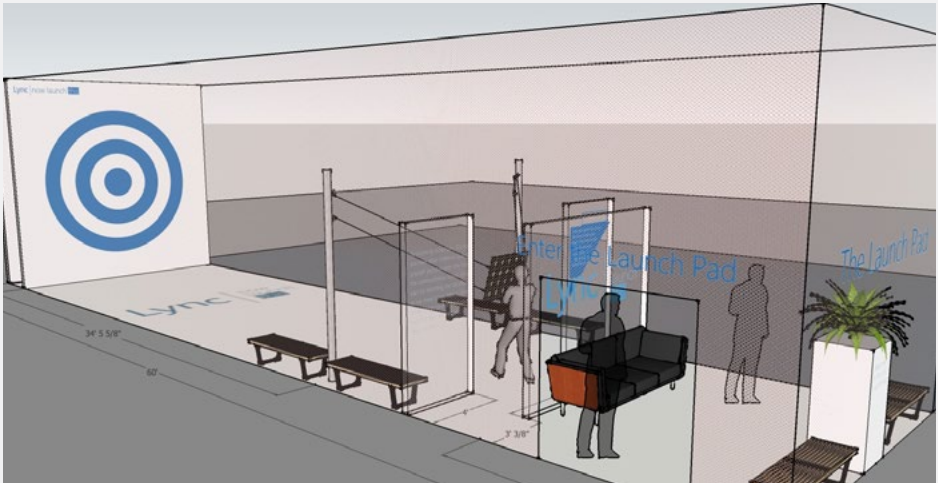
# MICROSOFT OFFICE 365 LAUNCH / NYC



Members of the Upright Citizens Brigade performed real-time skits in Times Square on behalf of Office 365 to celebrate Microsoft’s global “Get It Done Day” [Nov 7] and showcase Office 365’s real-time collaborative editing functionality. Historical facts were called out at 11 separate locations around New York via giant checkmark installations which aimed to celebrate people and businesses who are getting it done and accomplishing great things.

Start Date:	November 2013
Location:	NYC
Client:	Microsoft
Producer:	Greg Scott
Agency:	Wexley School for Girls

# LYNC LAUNCH PAD / LAS VEGAS



When you launch Microsoft Lync, you launch your company into the future of inter-office communication. So we let IT managers launch old office technology, LITERALLY. The results: making a complicated IT product feel fun. Launch videos and success stories were shared, bumping social media engagement up 291% at the event, which included an interactive sling shot installation, product demos, and giveaways.

VIDEO: <https://vimeo.com/119501971>

Start Date:	February 2014
Location:	Las Vegas
Client:	Microsoft
Producer:	Greg Scott
Agency:	Wexley School for Girls

9/11 DAY / iWILL SCULPTURE AND EVENT / NYC



Workbench built and installed the 9/11 Day iWill Sculpture on the MTV terrace in Times Square. Photos were taken of guests standing on the sculpture platform and asked what they will do to remember. Their photo was then sent to Viacom’s screen across the street moments later, sharing and inspiring viewers to think about what they Will do.

Start Date:	September 2011
Location:	NYC
Client:	911day.org
Producer:	Greg Scott
Agency:	Workbench Creative

# NIKE / FORCE OF LOVE / BEIJING



The Force of Love event was produced for Nike China [Beijing] to celebrate the love for the Air Force 1 shoe in its 25th year. It aimed to encourage the local hip-hop, basketball, and sneaker cultures that have embraced it as these cultures have become the inspiration for the shoe's evolution.

We were challenged to overtake and completely redesign the event venue [Nike's 706 Energy Space] to act as an art gallery and performance space. This included managing all design production and programming for the event, which featured a trailer premiere of the Thibaut de Longeville directed sneaker movie, a sneaker customization studio, dance and artist performances, a Serato demonstration given by DJ Clark Kent of New York, and a curated global exhibit of AF-1 inspired artwork imported from Korea, Paris, NYC, Germany, and Taiwan.

VIDEO: <https://www.youtube.com/watch?v=oWnnxovpWKc>

Start Date:	October 2008
Location:	Beijing
Client:	Nike
Producer:	Greg Scott
Agency:	Neverstop

# NIKE RUNNING / INFLUENCER KITS

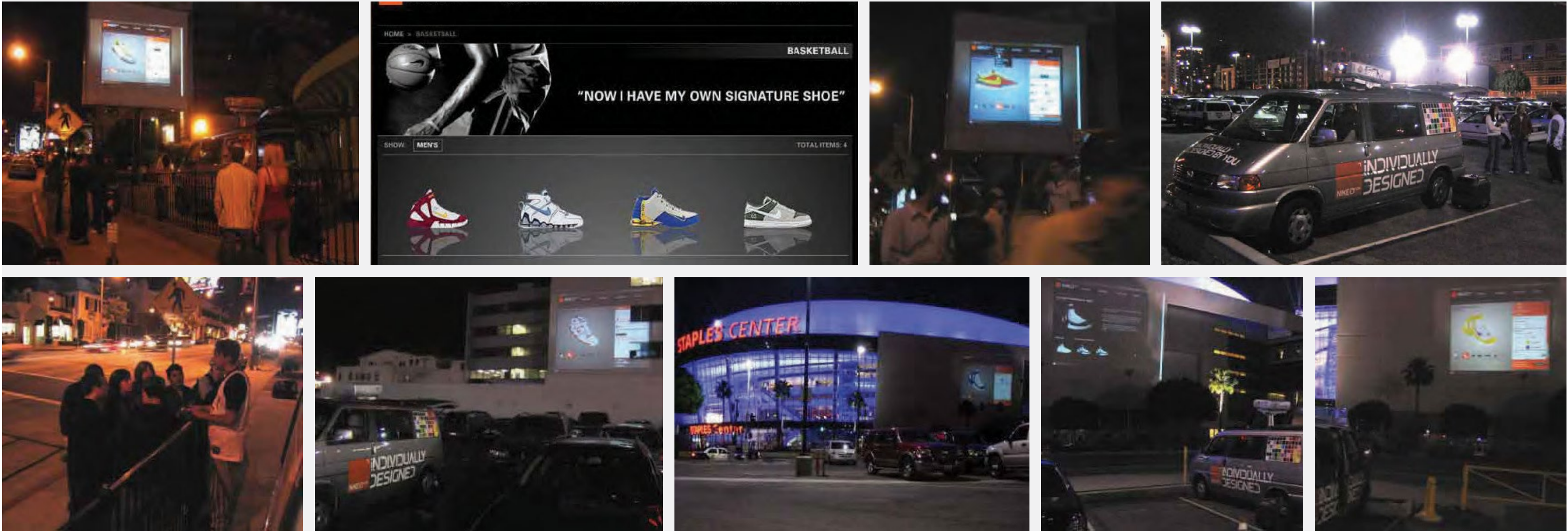


Nike approached Workbench directly with a proposal to design and produce an influencer seeding packaging concept surrounding the Holiday 2014 line of Running and Training gear. The kit needed to clearly extend the message of “Against All Elements” for Nike’s Holiday seeding goals.

Our team distilled the complex need to package an entire outfit for both men and women into a fun, accessible, and reusable package while showcasing Nike’s reflective “flash” material and state of the art thermal and moisture behavior of this exciting apparel line.

Start Date:	December 2014
Location:	National
Client:	Nike
Producer:	Greg Scott
Agency:	Workbench Creative

# NIKE ID / OUTDOOR PROJECTION LAUNCH



When Nike launched their innovative April 2005 NIKEiD campaign nationally, they needed an equally innovative street marketing solution.

Neverstop pitched and executed a Stealth Projection Van Tour, complete with interactive wireless broadband connected tablet PCs showcasing Nike’s new web store. Neverstop’s brand ambassadors, armed with wireless, free roam broadband connected tablet PCs, hit the streets to evangelize NIKE’s innovation and encouraged consumers to customize their own footwear and equipment via 30ft wide live projection of the NIKEiD website.

Start Date:	April 2005
Location:	Los Angeles
Client:	Nike
Producer:	Greg Scott
Agency:	Neverstop

TOMS / EYEWEAR LAUNCH PACKAGING DESIGN



Workbench partnered with TOMS to engineer and produce the guerrilla style teaser and launch packaging for TOMS new One for One eyewear product.

Start Date:	June 2011
Location:	National
Client:	Toms
Producer:	Greg Scott
Agency:	Modernista!

# MICROSOFT / WINDOWS LIVE HOTMAIL



Microsoft reached out wanting help to generate ideas promoting the new features of the yet-to-be-released Windows Live Hotmail product, the next version of its popular webmail platform, Hotmail. They wanted viral yet informative entertainment, as well as something people would want to pass around to their peers.

With a list of new functions for Windows Live Hotmail, we went to work identifying outstanding and relevant features that could be communicated visually and through relatable storytelling. We mixed humor, everyday family and work situations, pop culture, and technology to come up with 4 fun spots that not only educated viewers on some of the exciting new features of MSN’s new webmail product. As parodies on everyday family life, the spots feature common scenarios in which family members actually access the new Live features and apply them to their situation. The comical, slightly surrealistic reality of the spots emphasize how useful and easy the new features are. The site was blasted to Live Mail account users and promoted virally, and the spots were shown on a selective-run basis in Canada.

**VIDEO:** <https://www.youtube.com/watch?v=PI9rwj4P8Mc>  
**VIDEO:** <https://www.youtube.com/watch?v=eWXcdJkPm3g>

Start Date:	May 2007
Location:	Los Angeles
Client:	Microsoft
Producer:	Greg Scott
Agency:	Neverstop

# THE POP BOUTIQUE



An art and music focused digital download commerce company start up and website. We show the back end as an example of publishing xml to flash in a very easy and usable way. Back when we had to design and develop custom CMS systems. Administrators to the site simply log into its back end and update text, upload images and click submit. We brought in Universal Everything to design the look and feel of the brand.

Start Date:  
Location:  
Client:  
Producer:  
Agency:

February 2006  
Seattle  
The Pop Boutique  
Greg Scott  
Neverstop



THANK YOU