

An aerial, high-angle view of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. The image is dark and serves as a background for the text.

OSK NEW YORK

CONSULT. CREATE. CHANGE.

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OSK NEW YORK

OSK NEW YORK is a creative communications agency committed to inspire conversations that matter. We tailor our work to the needs of today's global and digitally networked society for successful dialogs with all stakeholders and audiences.

We offer our clients a one-stop service for projects ranging from customized small-scale digital and content activations to large scale global exhibits and environments for a wide spectrum of industries. In the process, our work follows a simple principle: Bring the messages to life through impactful and relevant experiences.

With more than 250 employees at seven locations in the United States, Germany and China, OSK covers a wide spectrum of design and communications in-house. We develop and execute exciting stories in the most diverse forms of representation - for all channels, media and senses.



“
Everything we do has the ultimate
goal of putting your brand, your
product, and your vision in the right
spotlight to make you shine.
”

—ANDRE POEHLKER
CEO

● CREATIVE DESIGN

Our award-winning Creative Design teams develop cutting edge concepts called “Brandscapes” to deliver projects that resonate emotionally and with lasting impact. Our work fully embraces all of the senses and engages audiences through meaningful digital technologies.

● CONTENT STRATEGY

We create customized content across all channels that is developed from an empathetic understanding of our clients’ brands and the unique values and aspirations of their audiences. Our teams work together across all disciplines to deliver meaningful and cohesive experiences.

● LIVE COMMUNICATIONS

Our teams have a wealth of experience in conceiving and producing live experiences across the globe at many scales and formats for some of the world’s most demanding clients. We tailor our teams for the specific needs, technologies and metrics of our clients.



Royal Dutch Distiller's newest Coffee Liquor at Bar Convent Brooklyn 2019

For the second annual Bar Convent Brooklyn, OSK returned with Royal Dutch Distillers to highlight the newest liquor in the roster, Bébo. Inspired by the brand's marketing campaign, OSK brought to life the fictitious illicit prohibition bar as a platform to present the brand's signature "Café Mucho Gusto" cocktail.

The 20'x10' booth fronted as a Cuban coffee shop, but through the passageway guests entered with world of Club Bébo. With a Café Mucho Gusto in hand, guests took in Club Bébo's 1920's prohibition bar inspired design, with Art Deco decor and highlighted product displays. As part of the secret club, guests were invited to commemorate their visit with a black and white Polaroid portrait, scratching out their eyes with a black bar to conceal their identity.



Redefining the Perfumania Retail Concept 2019

OSK led an in-depth immersion process into the Perfumania brand and its position in the market, and envisioned a retail concept that accentuated “Discovery” and leveraged the brand’s strength as a “library of fragrance.” By understanding the broader cultural and market shifts, OSK uncovered opportunities and defined future strategies for Perfumania. By curating and editing the product assortment and making it easier to shop, OSK helped customers learn and understand more about the product offering in a simple, but exciting way.

The retail environment was transformed from a shop that was behind glass and organized by brand into an open-sell store that promotes discovery and learning in ways that relate directly to customers’ needs. Using new scent category tools as the organizing principle, customers are able to explore fragrances by scent category (floral, fruity, warm+spicy, woody, fresh, citrus). To further aid customers, a central Discovery Hub features a curated mix of ingredients to smell and an interactive digital application that helps customer discover which scents fit their moods and tastes.



Showcasing at Market Leader 2017

To encapsulate the market dominance of Tetra Pak, OSK created a booth fitting for a market leader. Within the 4,500 sq ft footprint OSK combined multiple business units into a cohesive journey from product ideation to production; brought to life through bespoke digital applications.

The concept was to create a unified journey through the brand's physical portfolio, using digital hubs to provide engagement and tailored experiences for each business unit. OSK designed a variety of engagements that supported unique digital interactions required by each business unit. OSK also developed and employed RFID touch tables and an augmented reality application that enhanced visitor interaction with Tetra Pak's® products. The resulting AR application intuitively reinterpreted complex web content and was further expanded to become a global marketing tool.



One show car - four platforms 2020

Mercedes-Benz introduced the new VISION AVTR at CES 2020 – a concept car from the future inspired by the movie Avatar. OSK created four impactful storytelling platforms for the introduction of the car, each catering to different communications needs:

The first platform was a deep dive into the background and development of the car during the so-called TecDay where journalists attended the initial presentation about the cooperation with Avatar and three individual workshops.

In the evening, all CES attendees were welcome to the big keynote with Hollywood star director James Cameron where the VISION AVTR was revealed for the very first time in a dramatic show.

The concept car was then brought to the streets of Las Vegas for an exclusive night photo shooting on the Strip that created fascinating imagery of the futuristic car on today's streets.

The program was rounded off with expert talks the next day on the Mercedes-Benz booth where the VISION AVTR was further presented in the contexts of marketing, design, and research & development.

The VISION AVTR was a hit in all coverage of the highly attended consumer electronics show with amazing images from the night photo shooting and information and hands-on experiences from the other touchpoints.

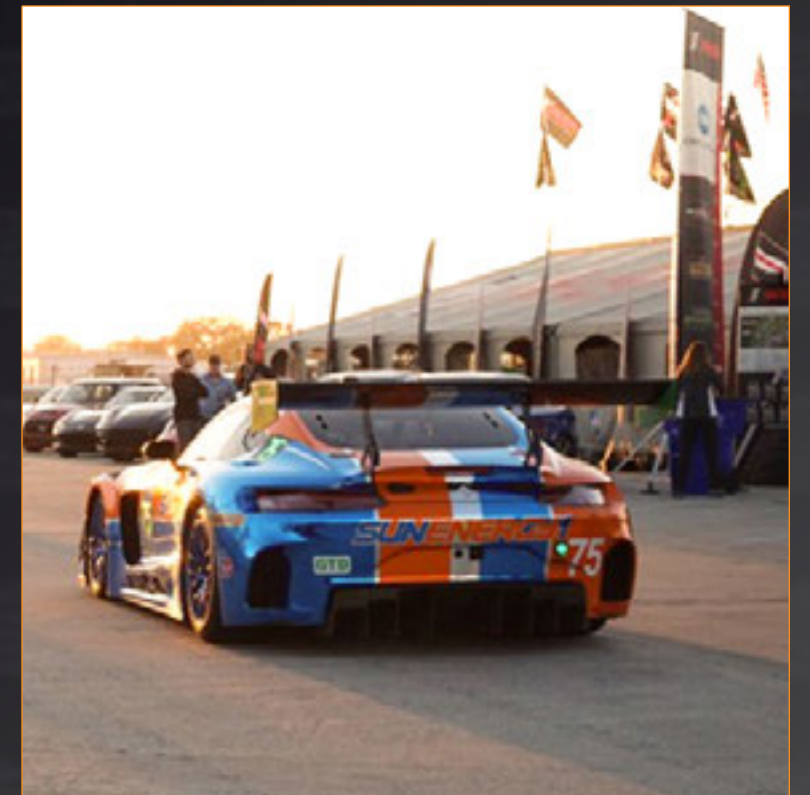


Racing to Audience Engagement with ZF Motorsport 2018

ZF Motorsport is a leading global automotive supplier and an integral component for many cars in the racing circuit. To raise brand awareness in the US, OSK developed a comprehensive ZF Motorsport social strategy to engage with the motorsport community.

In conjunction with the 2018 IMSA and Formula E race schedule, OSK helped position ZF as a top of mind platform for nonstop race coverage, behind the scenes access, and a champion for racing photography.

Post-race, fans can continue to relive the exciting moments of each race through ZF Fast Track, a three part video series hosted by Bradley Hasemeyer. The series includes a race recap with the most spectacular highlights, a pop-quiz with drivers of various teams, and a segment on racing technology with focus on ZF parts.



She's Mercedes 2018

She's Mercedes initiative was developed by Mercedes-Benz dedicated to inspiring, connection and empowering women to unleash their best. She's Mercedes regularly profiles women in-depth and authentically in the form of text, photos and video, which is distributed via a website, a print magazine and a range of social media channels.

To grow this platform OSK developed the idea to create cinematic profiles of fascinating women. The inaugural profile featured Kimi Werner- a Hawaiian freediver and spearfisher- whose life has been dominated by competitive pressure and the expectations of others and her quest to find her own happiness and the journey to her true self. OSK developed the concept and coordinated the film's production and distribution, which was shared on the She's Mercedes channels.

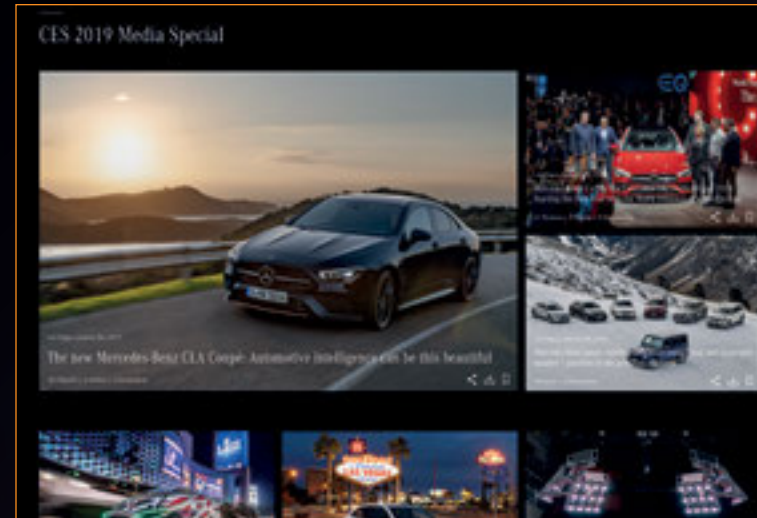


Unique Platform for Digital Live PR 2017

At the IAA 2017 show, Mercedes presented a new benchmark in digital live PR – Mercedes me media. Journalists, bloggers and other opinion leaders who were unable to attend the IAA in Frankfurt, nonetheless participated as virtual guests of the digitized Mercedes live event.

The new tool developed by OSK, enables media professionals to choose between four settings - three camera angles and a director's cut – in real time to curate their personalized experience. The "me media" platform garnered the International German PR prize in 2018.

It is the only platform for fully synchronized, multi-angle, interactive 4k signal live streaming and offers additional functions such as integrated transcripts, screen shots and social sharing.



The New G-Class Rocks Detroit 2018

A formerly grand theatre became the stage for the world premiere of the new Mercedes-Benz G-Class. The show under the dome of the former Michigan Theatre perfectly represented the product claim “stronger than time” and provided the iconic picture of the Detroit Auto Show 2018.

OSK staged the new edition of the strapping classic, which once prompted the creation of the word “off-road vehicle”, in the impressive theater setting as a multimedia storm of the elements with barnstorming live effects – leaves whirling around, thunder and lightning, wind and fire. Three G-Class vehicle crested the LED sculpture with 40 degree steep ramps, on which the SUV had already proven its driving dynamics and cross-country mobility during its static premiere.

For the imposing final scene the G-Class sat enthroned on the peak, like a deer on a rock, sublime, defying everything else, only the Renaissance dome of the former theater above, a picture truly “stronger than time”.

The result: paramount global media coverage for both brand and model – and an entry in the Detroit history book.



Welcome to Downton 2018

To reminisce the acclaimed PBS Show Downton Abbey, OSK partnered with Imagine Exhibitions to help to elevate the visitor experience at the new Downton Abbey: The Exhibition. OSK created immersive private and ticketed events appealing to fans looking to relive the captivating world of Downton in true Edwardian fashion.

OSK drew inspiration from the key elements of the television series, such as dressing for dinner, lavish dinners around the Crawley dining table, ladies maids and footmen serving every need, to create an enthralling event for guests. The fully immersive experience began as soon as the guests arrived to the exhibition. In accordance with the customs of Downton Abbey, the ladies maids and footmen were on hand to receive the guests- adorned with trays of food and drink guests. Guests were immediately enamored as they got to relive the six season show through the food, drinks and exclusive content created only for the Downton Soirees.



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THANK YOU.

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