THE ACTIVATION HUB™

EXPERIENCES THAT MOVE BRANDS

Capabilities & selected work



ONE CONNECTED TEAM

Creative, production, vehicles and activation support

CARISMA

Large-format printing, vehicle wraps, environmental graphics and installation.

CARISMA CREATES

Custom fabrication, dimensional builds, pop-ups and immersive interiors.

VENDING PROMOTIONS

Boutique promotional vehicles, culinary services and activation logistics.

ACCORD TRANSIT MANAGEMENT

Experiential buses and coaches, converted in-house for brand experiences.

Shark x Ninja Pop-up Grand Central



Carisma has brought brands to life since 1999.

PRINT, FABRICATION & INSTALLATION

Brand environments built around the creative

PRINT & GRAPHICS

Vehicle wraps and fleet graphics
Wall, window and floor graphics
Signage and display graphics



Shark x Ninja Pop-up Grand Central

CUSTOM PRODUCTION

Dimensional scenic elements
Retail displays and pop-up builds
Illuminated fabrication and interiors



Netflix - Home Run Derby
Millie The Merch Truck

A FORMAT FOR THE EXPERIENCE

From compact sampling vehicles to immersive buses



Blanche The Citroën -
Devil Wears Prada 2 x Grey Goose



Teddy The Glass Truck -
Fabletics x Khloé



Goliath the Glass Bus-
Knicks Championship Tour

BOUTIQUE VEHICLES

Food, beverage and street-level sampling

GLASS TRUCKS & MOBILE SHOPS

Product discovery, retail and demonstrations

BUSES & COACHES

Immersive interiors and larger experiences


VENDING
PROMOTIONS
Disney
KENOVA
scott
Experience a whole new retail magic
24/7 A.B.C. CAFÉ
HAVE YOU MET KIKO?
KIKO
MILANO
JORGITO'S
Finals
A CHAMPION
WILL BE CROWNED
TONIGHT ON
Hero
Pimples, meet your Mighty Patch
Hero
Mighty Patches
For the blemish that won't wait.
The Holiday Gift Truck
Calvin Klein
NETFLIX
CHAMP


Sally Hansen
SALLY NEWS
Sally Hansen
THE RIDE
CHAMPS
ACCORD
TRANSIT
FLRT With Energy.
Taimi
STOP GETTING PUT THROUGH THE GRINDER.
STOP TEXTING GHOSTS. THEY'RE NOT GONNA TEXT YOU.
oasis spa
Foot Locker
CHAMPIONS LACE UP HERE
NY
FOOT LOCKER
5

SEPHORA

RENDER



ACTUAL BUILD



THE ACTIVATION HUB™

SEPHORA

An immersive Korean beauty experience

Crystal the Glass Double Decker
Sephora Loves Korean Beauty







THE ACTIVATION HUB™

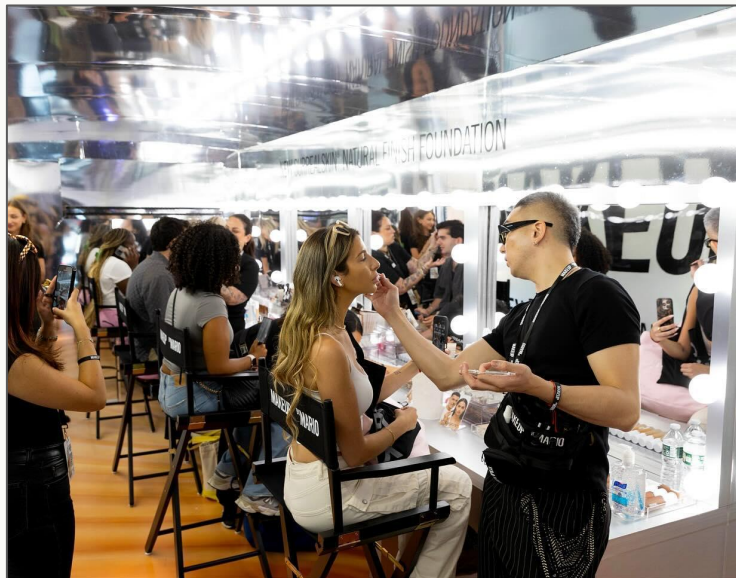
MAKEUP BY MARIO

A mobile beauty environment, inside and out

Goliath the Glass Bus
Makeup By Mario







BANILA CO

RENDER



ACTUAL BUILD



THE ACTIVATION HUB™

BANILA CO

A pink double-decker beauty experience

Crystal the Glass Double Decker
Banila x Coachella



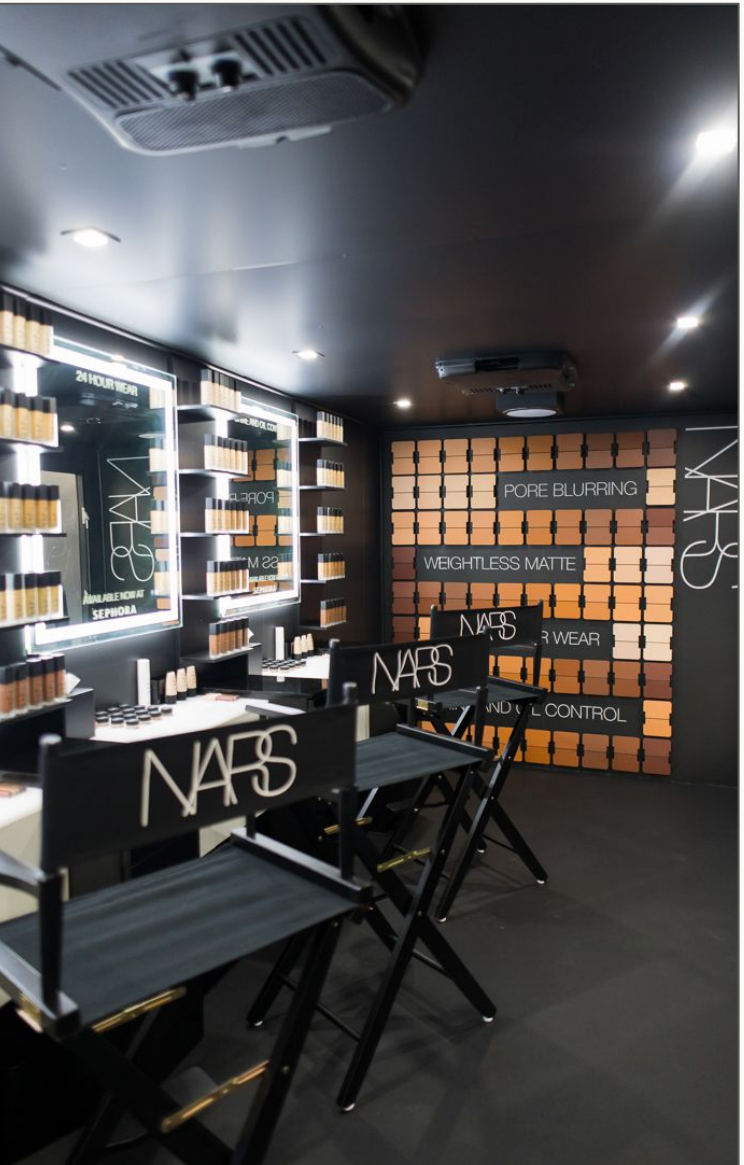




NARS

A mobile beauty space with a cohesive finish

Teddy The Glass Truck
NARS Tour







SHARK BEAUTY

RENDER



ACTUAL BUILD

Shark x Ninja Pop-up Grand Central



THE SERVE

RENDER



ACTUAL BUILD

Shark x Ninja Pop-up Grand Central



NETFLIX

Dimensional fabrication on a branded promotional vehicle

Millie The Merch Truck
Netflix - Home Run Derby







THE ACTIVATION HUB™

FOOT LOCKER × NEW YORK KNICKS

A mobile fan experience with branded interiors

Crystal the Glass Double Decker
Foot Locker x NY KNICKS







THE ACTIVATION HUB™

AMERICAN EXPRESS

A basketball-inspired bus transformation

Goliath the Glass Bus
NBA x AMEX







THE ACTIVATION HUB™

TIKTOK #BOOKTOK

A branded destination for readers and creators



Crystal the Glass Double Decker
TikTok x BookTok





THE ACTIVATION HUB™

VERA BRADLEY × BATH & BODY WORKS

A floral mobile experience for Mother's Day

Goliath the Glass Bus
Bath & Body x Vera Bradley







THE ACTIVATION HUB™

DON JULIO

A branded lemonade stand on wheels

Teddy The Glass Truck
Don Julio Lemonade Stand Tour







THE ACTIVATION HUB™

IMPOSSIBLE FOODS

A food-led pop-up with a fully branded environment

Ventura the Airstream
Impossible Protein Bar Tour







BEVERAGE MOMENTS

Compact formats with a distinctive brand presence

Blanche The Citroën
Perrier | Javvy Coffee | Perrier







THE ACTIVATION HUB™

TUMS

Fabricated games and illuminated interactive displays

Casino Pop-Up
Tums x Superbowl Las Vegas







THE ACTIVATION HUB™

CAMPUS ACTIVATIONS

Sampling and product discovery on the road

Ophelia The Food Truck
Edikted West Coast College Tour







THE ACTIVATION HUB™

CALVIN KLEIN

A mobile retail environment with custom merchandising

Teddy The Glass Truck
Calvin Klein Campus Tour (NE)







THE ACTIVATION HUB™

FLRT

A branded bus experience for campus audiences

The Breeze - 50/50 Bus
FLRT National Tour







DETAILS THAT CARRY THE BRAND

Dimensional character builds and custom product displays

Coco Robotics - Food Delivery Robots
Minions | Vita Coco







SUPPORT THROUGH EXECUTION

Scope the experience around your campaign

CREATIVE & PRODUCTION

Concept development, graphics, fabrication and installation.

VEHICLES & CULINARY

Vehicle selection and customization, with food and beverage support where needed.

ACTIVATION OPERATIONS

Staffing, permitting and logistics coordinated around the program.

Casita - Drop Trailer
Publix Hispanic Heritage Tour



YOUR NEXT ACTIVATION

A conversation starts with the brief

Share your market, timing and audience.

We'll help shape the vehicle format and production scope.

Fran Gidalowitz
The Activation Hub™

Custom Footprint
Javvy Coffee

