



# YOUR SPACE, YOUR STORY

1306 ABBOT KINNEY BLVD  
VENICE BEACH, CA 90291





# INTRO

World Wide Mind Experiential Space is located on one of Los Angeles' most lively and fashionable streets, Abbot Kinney Blvd, in Venice Beach. G.Q. Magazine reviewed Abbot Kinney Blvd the title of "The Coolest Block in America" and with local creative tech influence of SnapChat and Google offices, Venice beach has also taken on the title of Silicon beach.

While Abbot Kinney Blvd is home to creative people and brands, it's art galleries, fashionable retail stores, design showrooms, cool bars, restaurants, and direct path on to Venice beach, it always attracts the attention of Los Angelians' and international visitors. Thousands per day stroll the boulevard and 18,000 cars per day cruise this eye catching strip. Making it one of the most sought after locations for making an impression.

The Experiential Space gives our clients the option to expand their campaign with an "experience", and directly interact with customers. The space has been used for creative product launches, retail pop-ups, branded events, sponsored art exhibitions and much more.

Clients have included Casper, Chanel, Hallmark, 5 POINTS, Anheuser- Busch, Rolling Rock, the Chase Group, Odd Molly Sweden, AYR, Static Swimwear, RUAMI, Evelyn & Bobbie, Stampede Management, Drift, Lionsgate, and Red Bull.

Following is some basic information about our Experiential Space. For questions or more details on our full services of creative marketing, mural/billboard on the Abbot Kinney experiential space, production and events, please contact:

Danny Izarraras

Email: [Danny@worldwidemind.com](mailto:Danny@worldwidemind.com)

Office: 310-314-3600



# CASPER

Casper is a category break through mattress company. Famous for selling 1 million dollars worth of mattresses after 28 days.

WWM provided Casper with their Abbot Kinney Experiential space, Creative and Production of a Casper video, as well as Production of the Casper sleeping bears mural billboard.

Three years later Casper have expanded internationally, and exponentially becoming a model of business success.

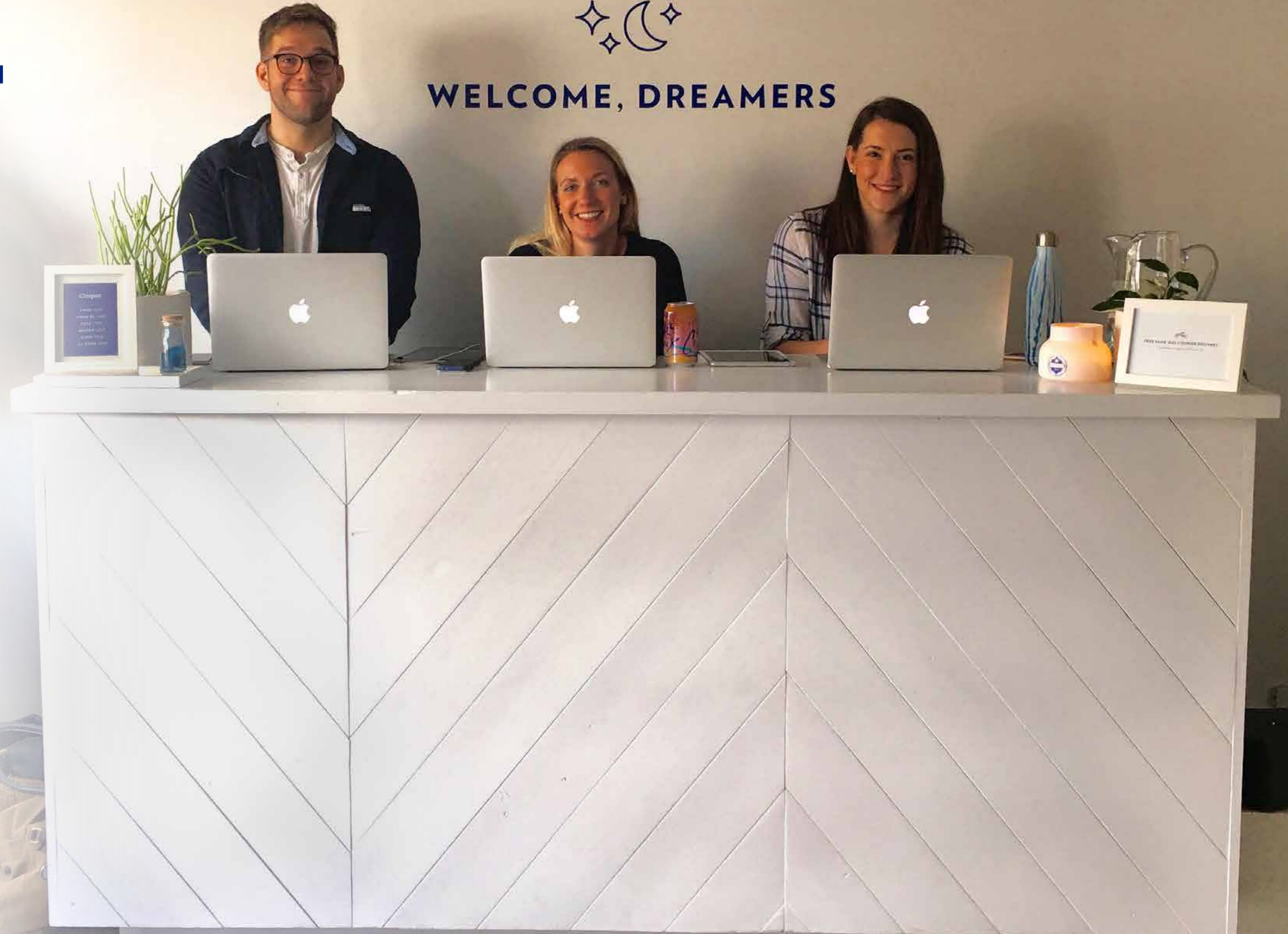


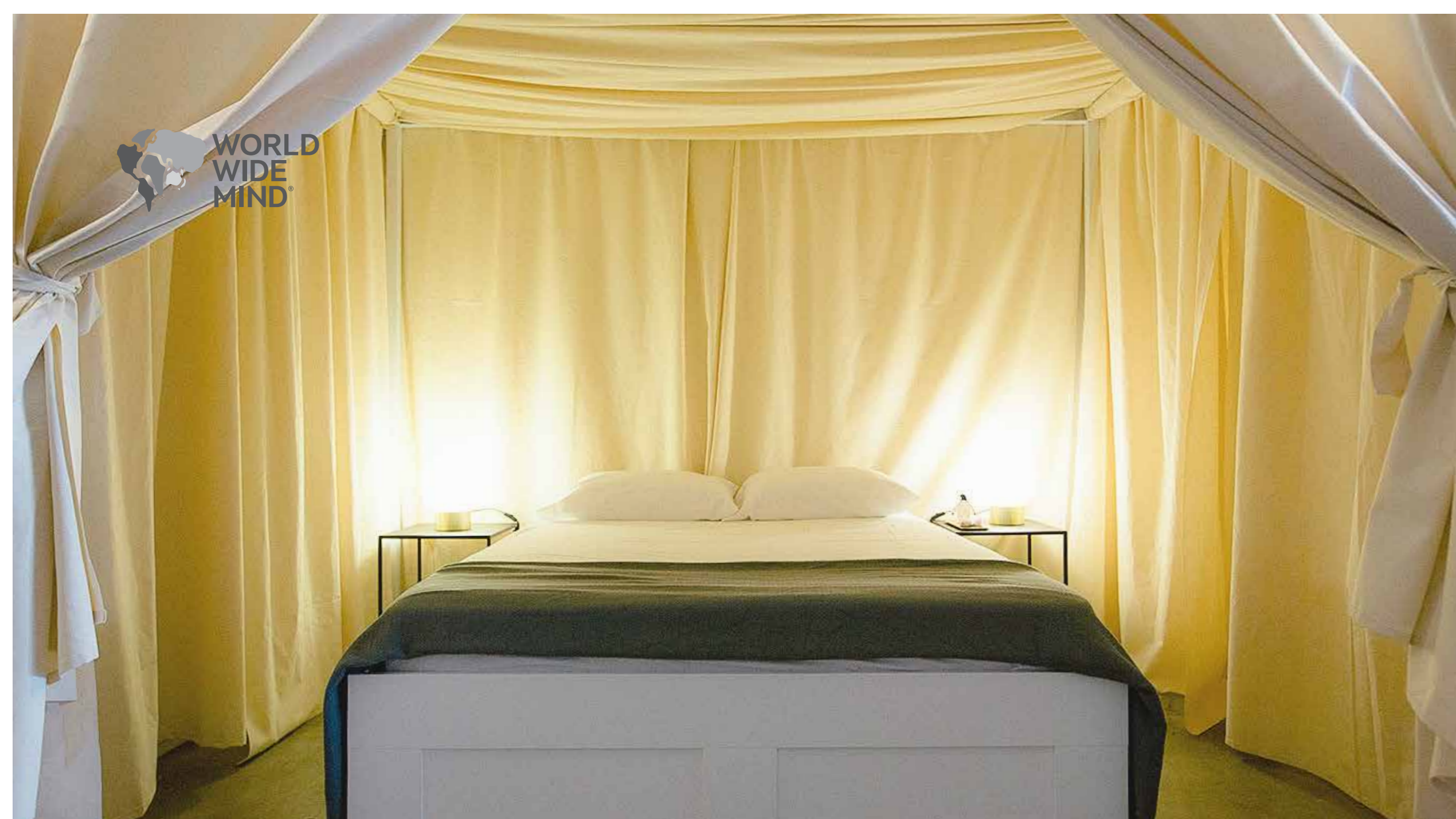


# Casper



WELCOME, DREAMERS





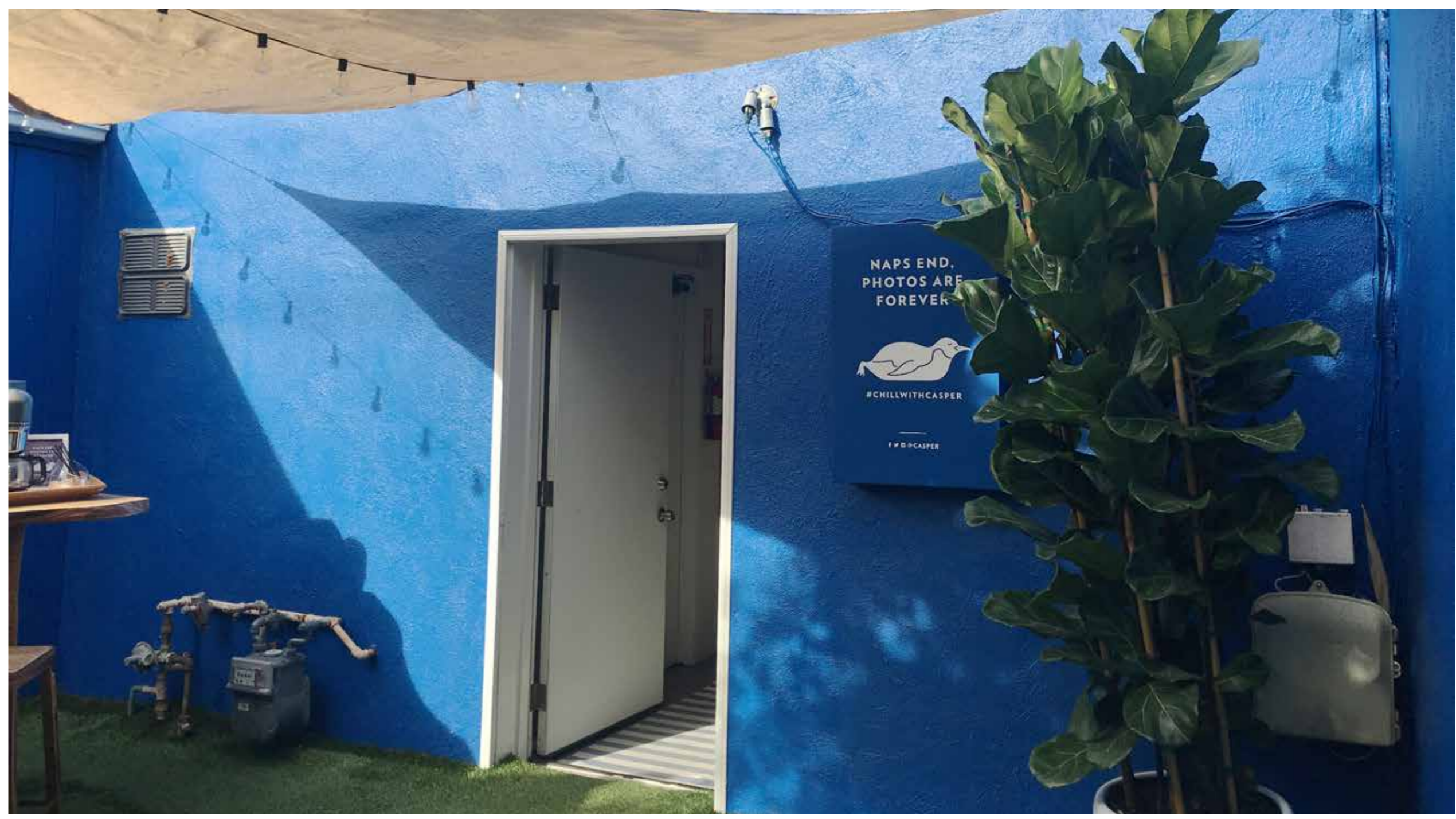
WORLD WIDE MIND



BETTER SLEEP FOR BRIGHTER DAYS

Founded by five friends determined to wake up the sleep industry, Casper makes an award-winning mattress that's universally comfortable. It combines high-density memory and premium latex foams to create a sleep surface that lovingly contours to your body and keeps you cool through the night.

Casper



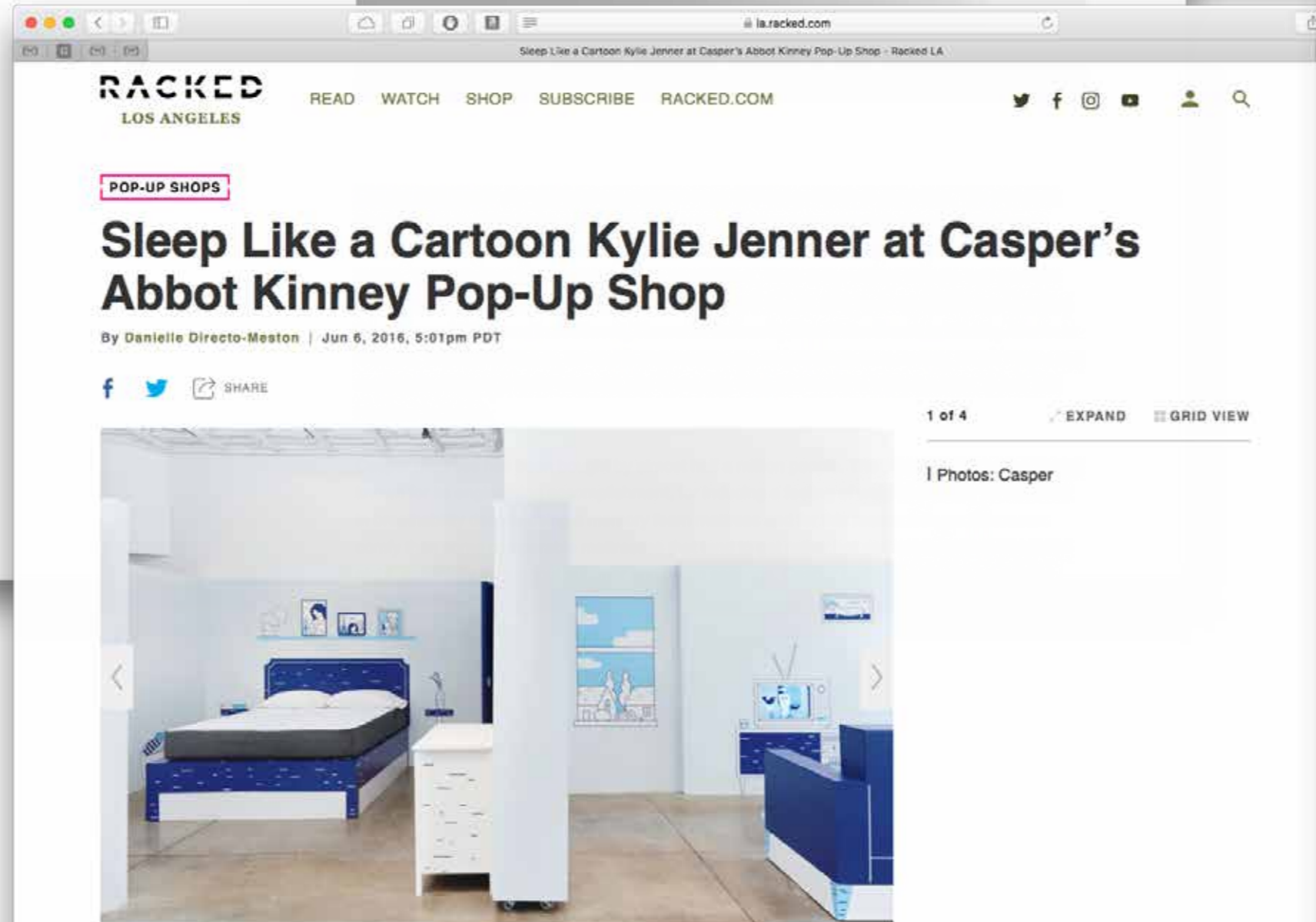
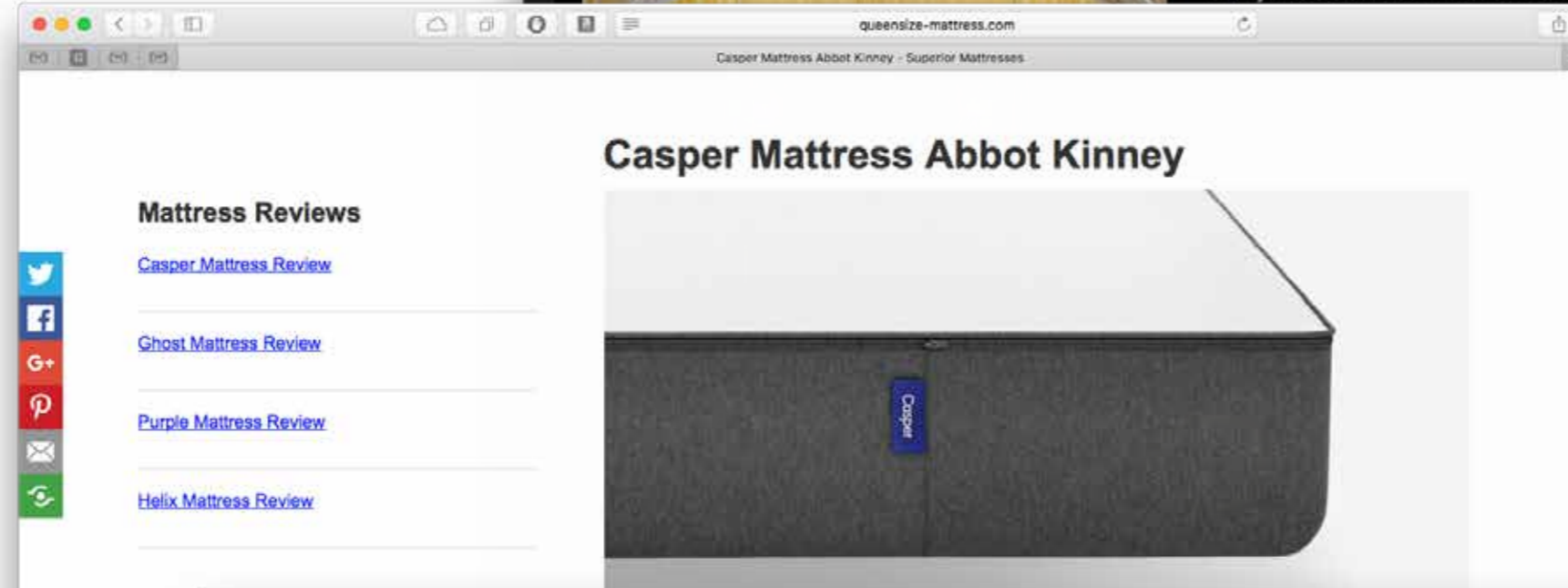
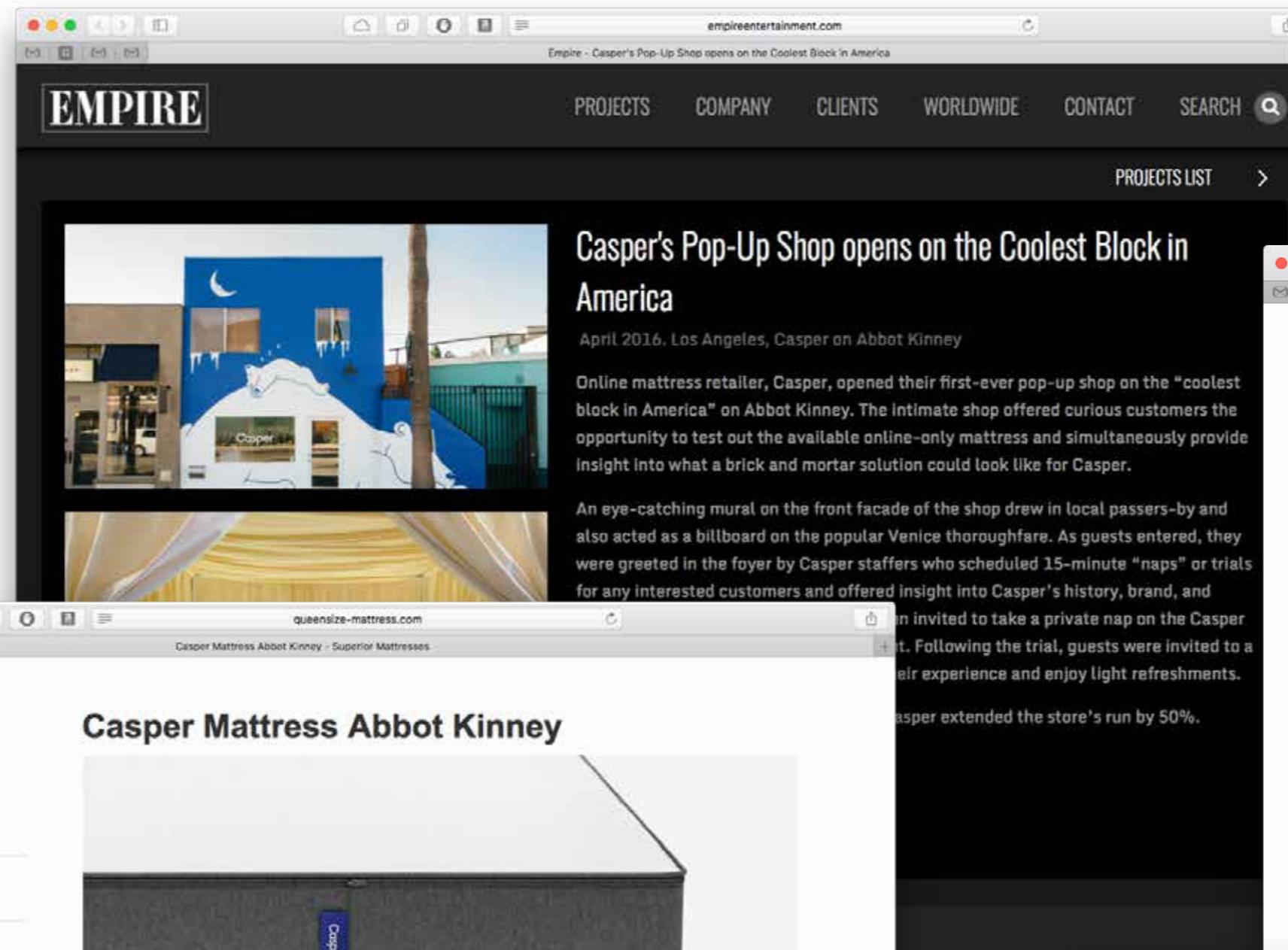
NAPS END.  
PHOTOS ARE  
FOREVER

#CHILLWITHCASPER

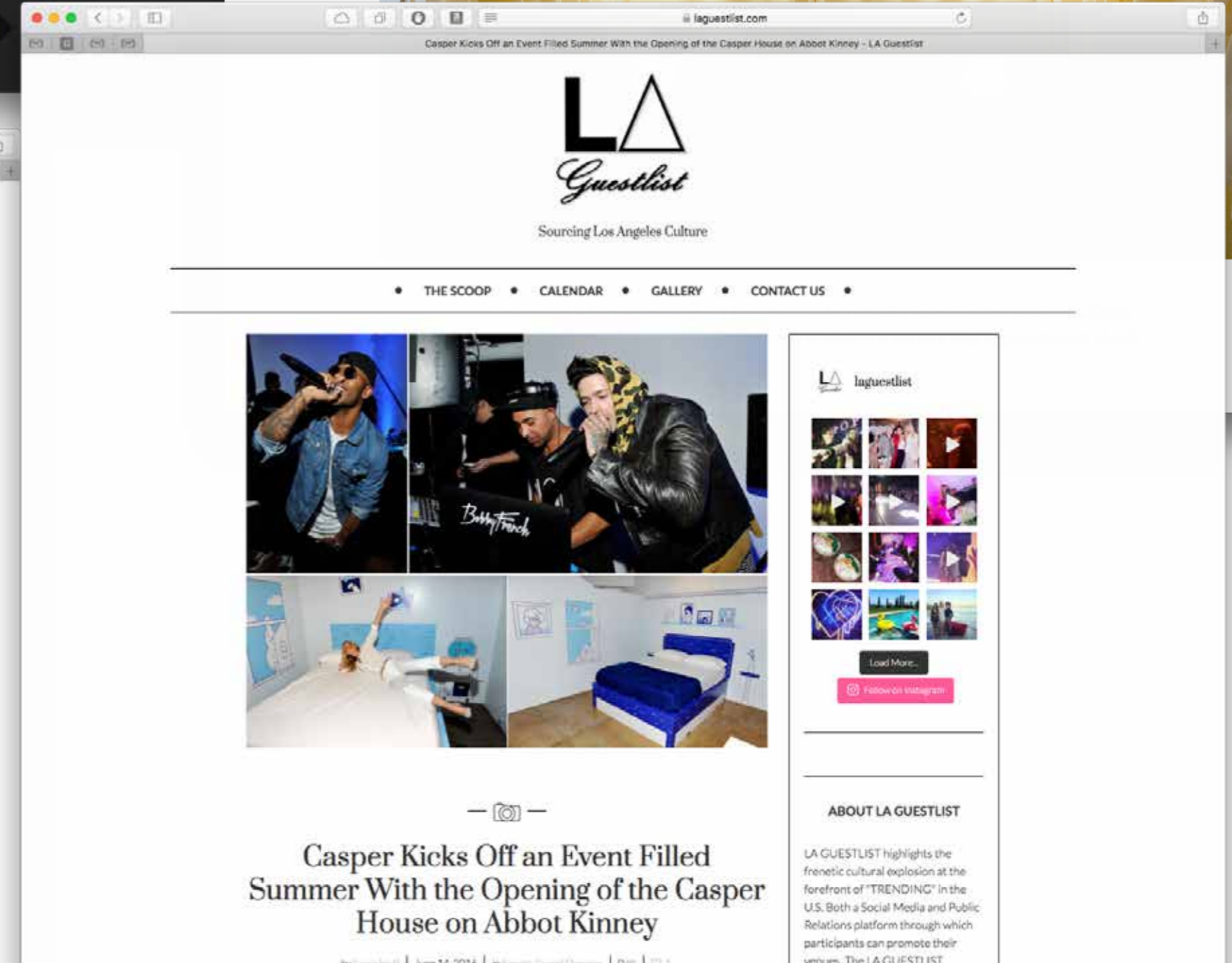
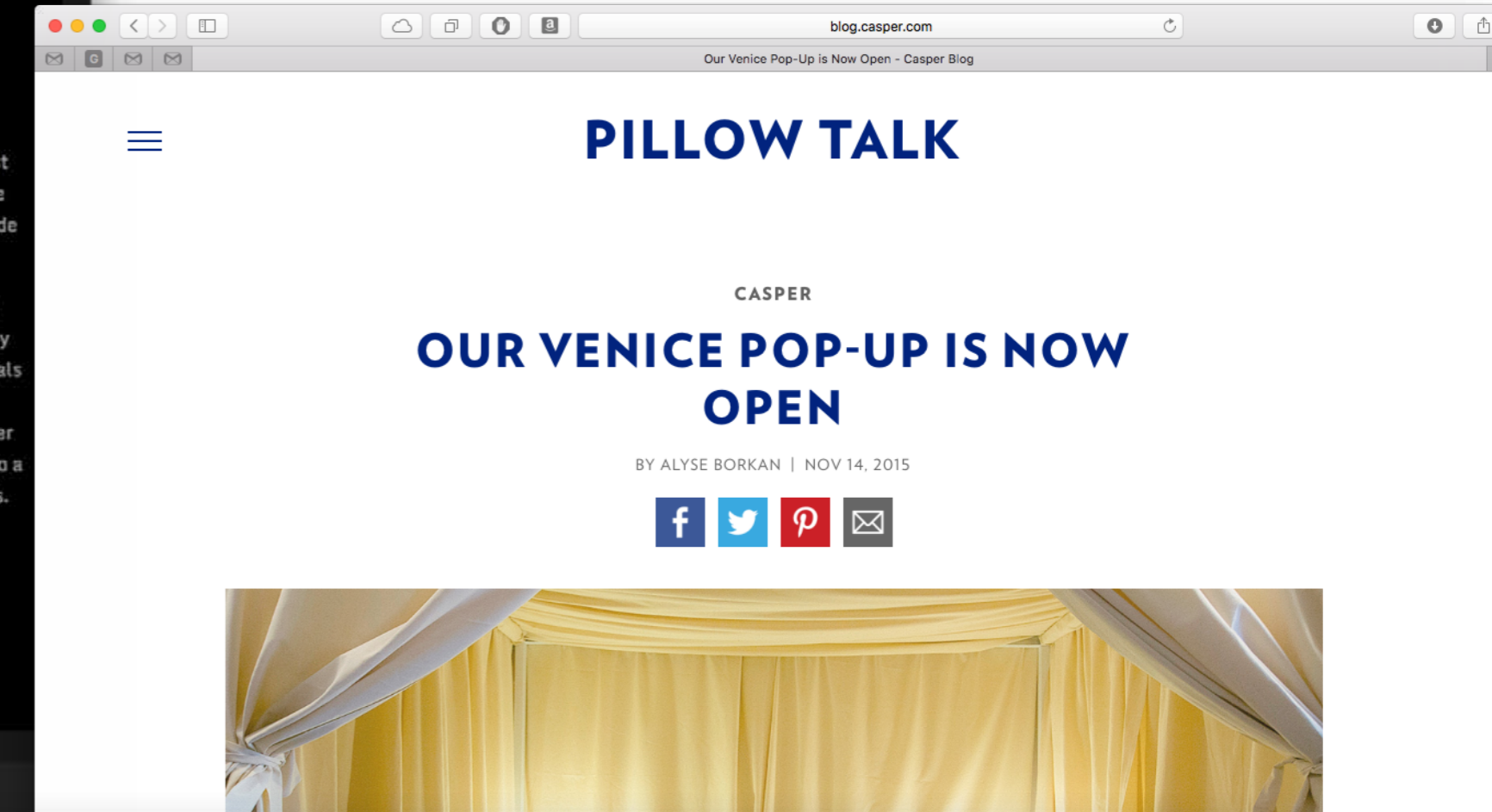
CASPER



# Casper



If you snoozed on Casper's sleep-promoting pop-up shop last November, you're in luck. The clever online startup beloved by Kylie Jenner returns to Abbot Kinney starting today.





## EVELYN & BOBBIE

Evelyn & Bobbie is a revolutionary, premium quality, bra company. They have been growing fast with e-commerce success and are now testing brick and mortar retail with WWM's Experiential Space on the suitably fashionable Abbot Kinney Blvd.

World Wide Mind provided the Experiential Space, as well as production of an Evelyn & Bobbi campaign themed video, and the eye-catching mural/billboard.



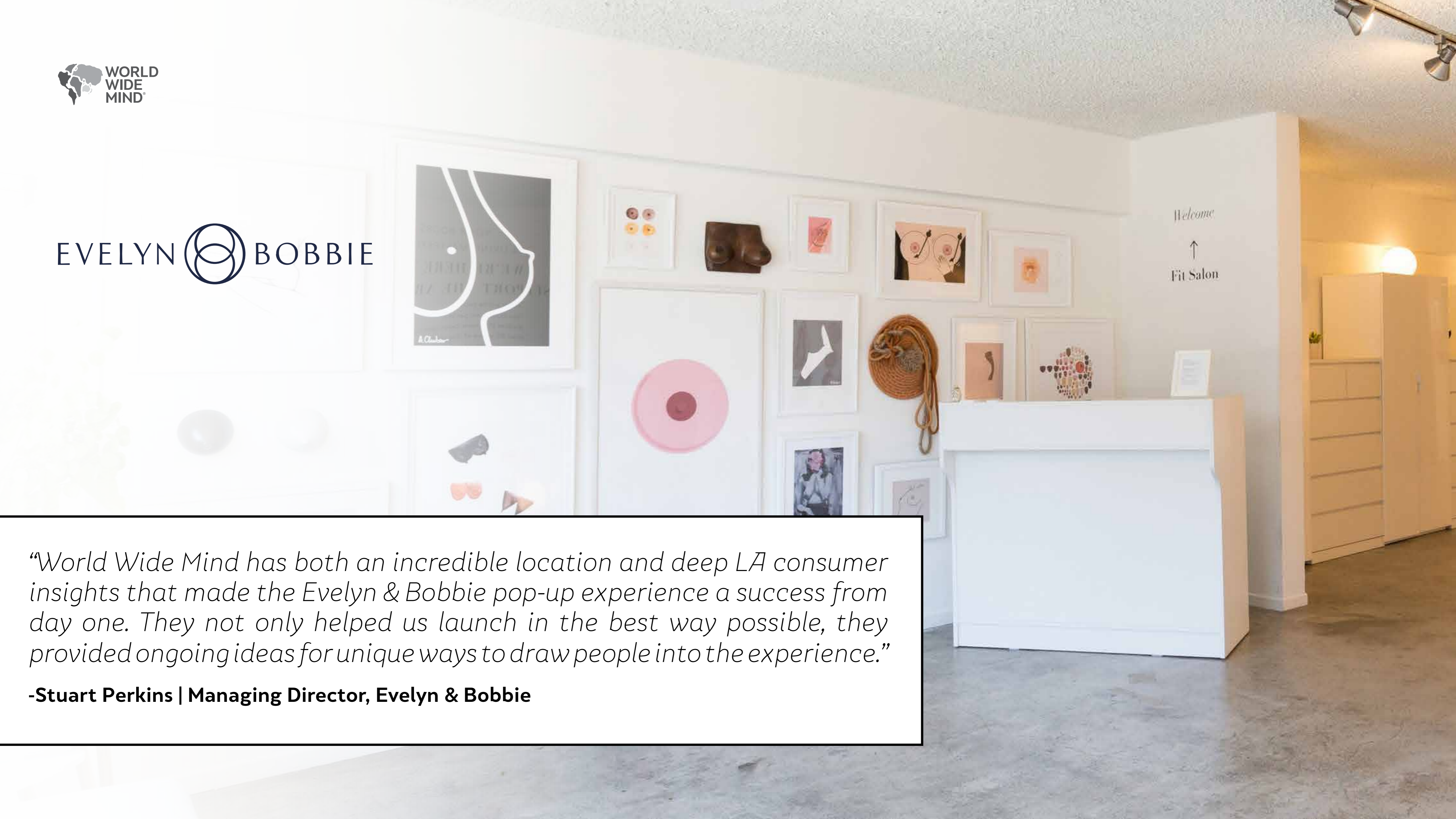


EVELYN  BOBBIE

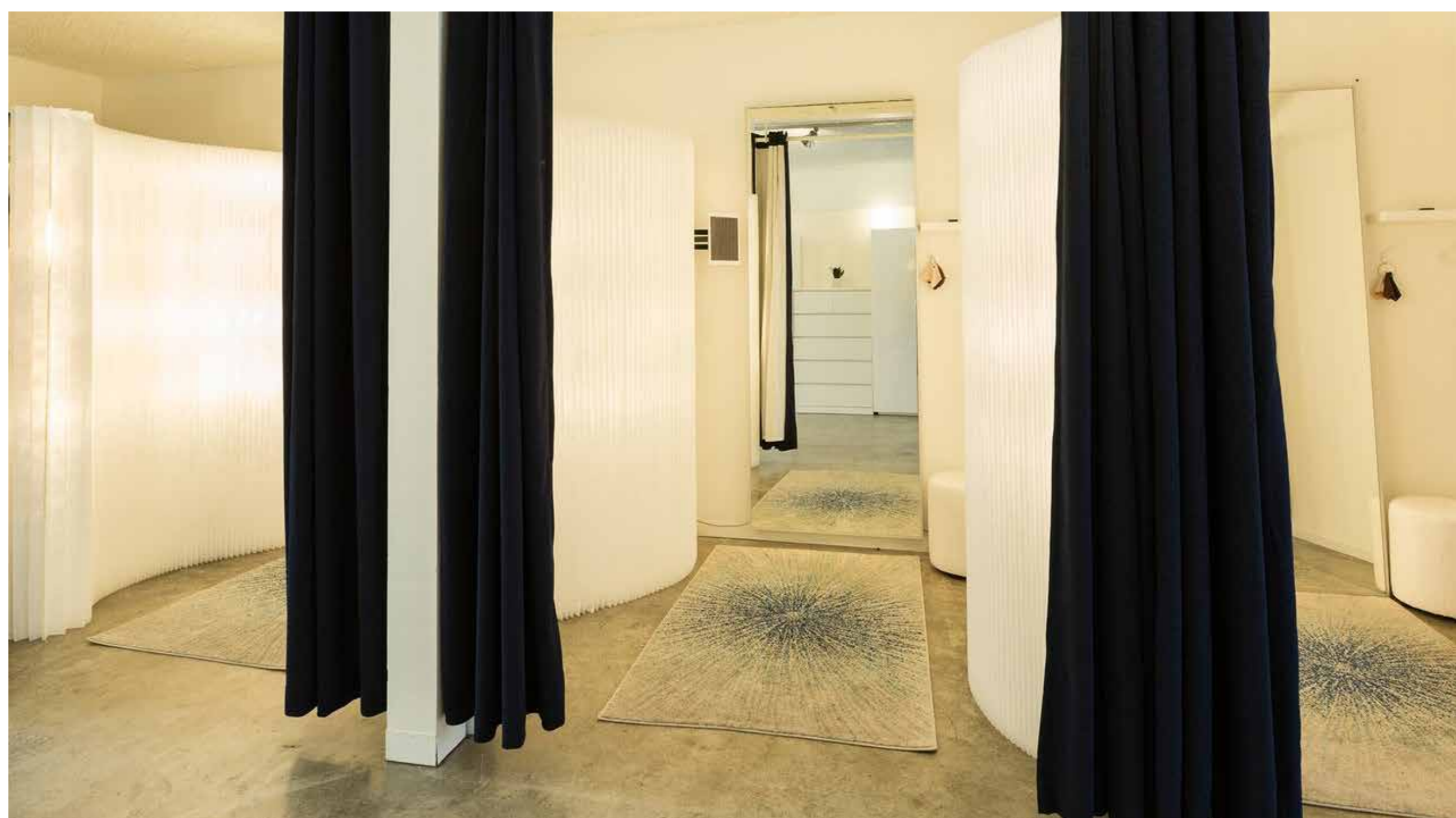
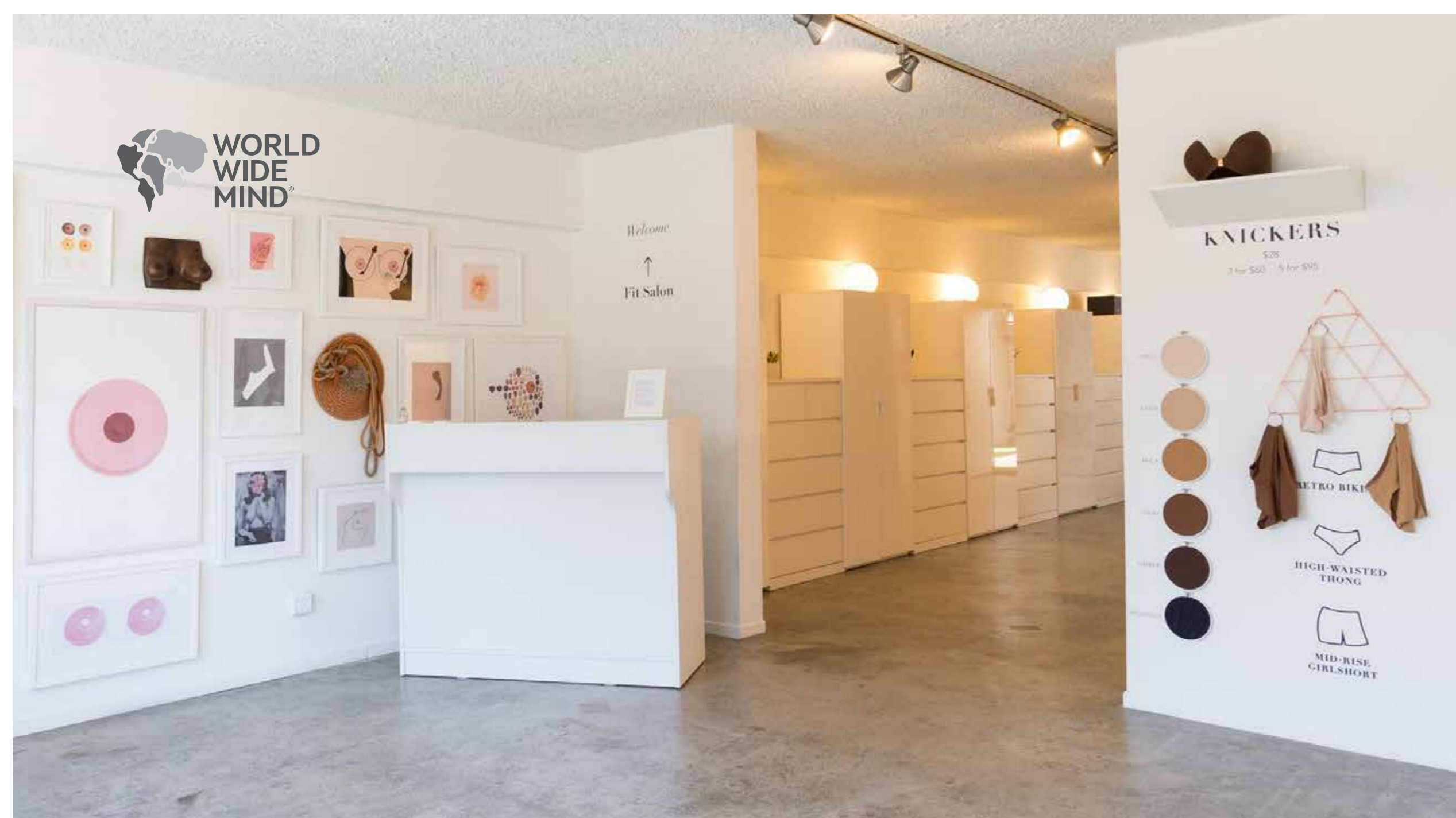
*“World Wide Mind has both an incredible location and deep LA consumer insights that made the Evelyn & Bobbie pop-up experience a success from day one. They not only helped us launch in the best way possible, they provided ongoing ideas for unique ways to draw people into the experience.”*

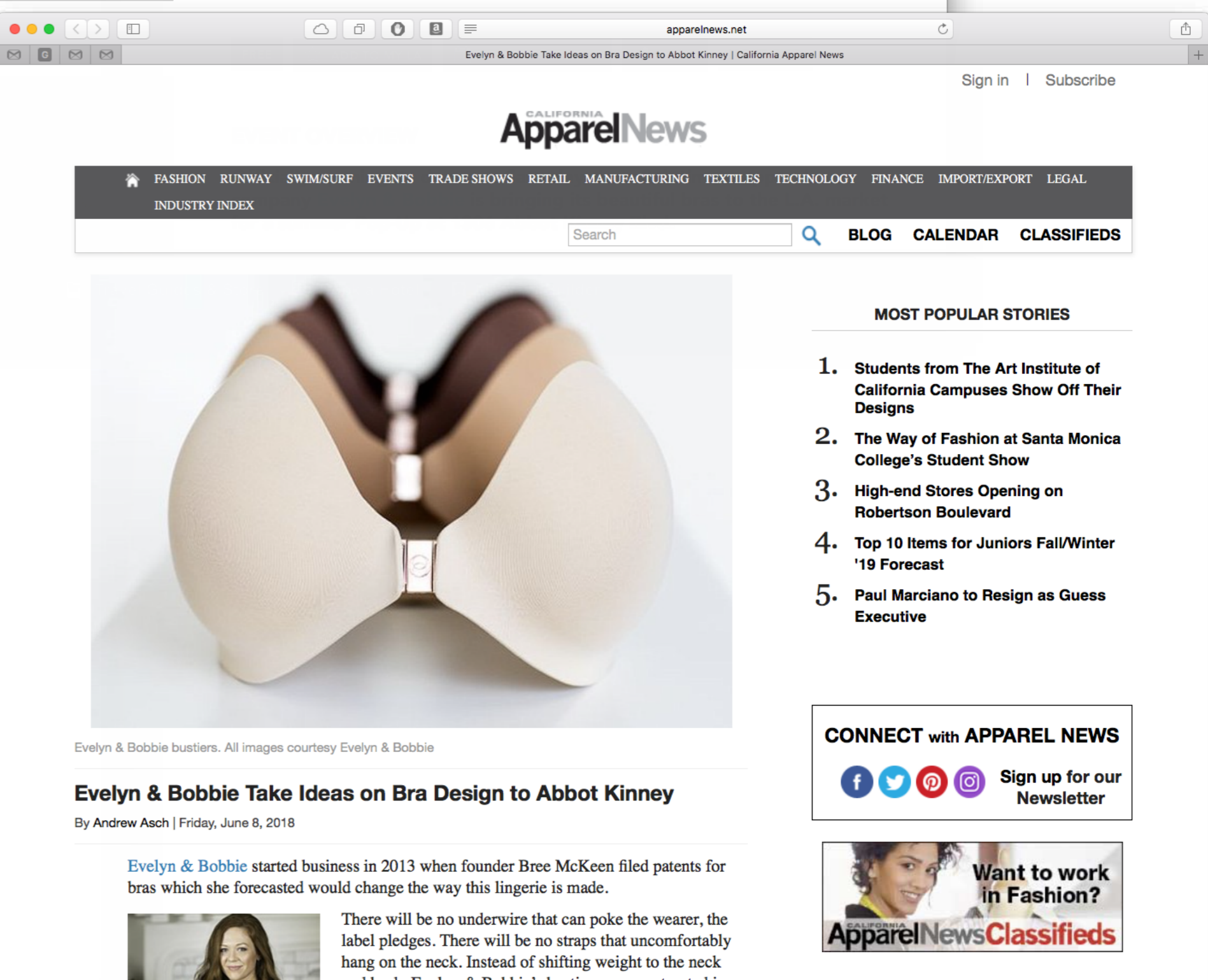
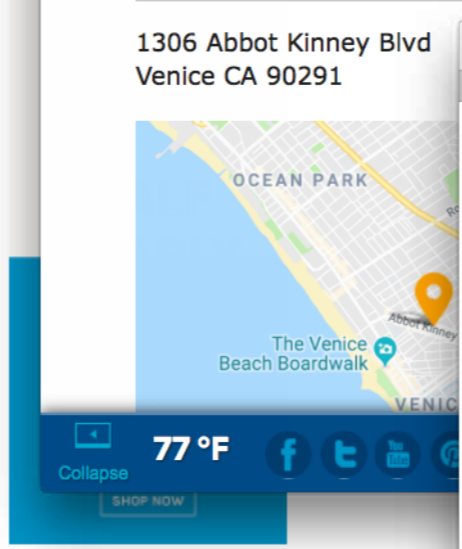
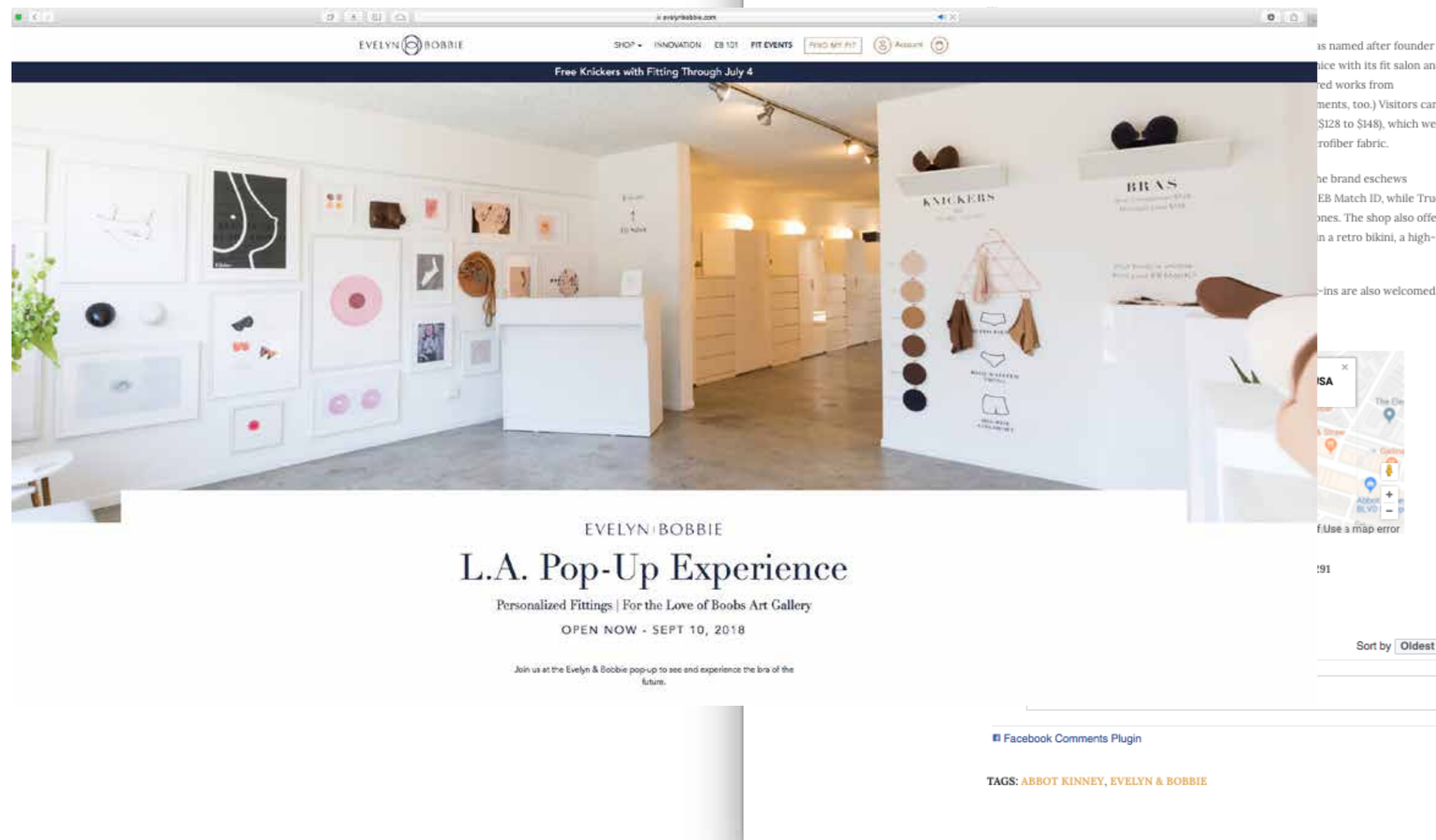
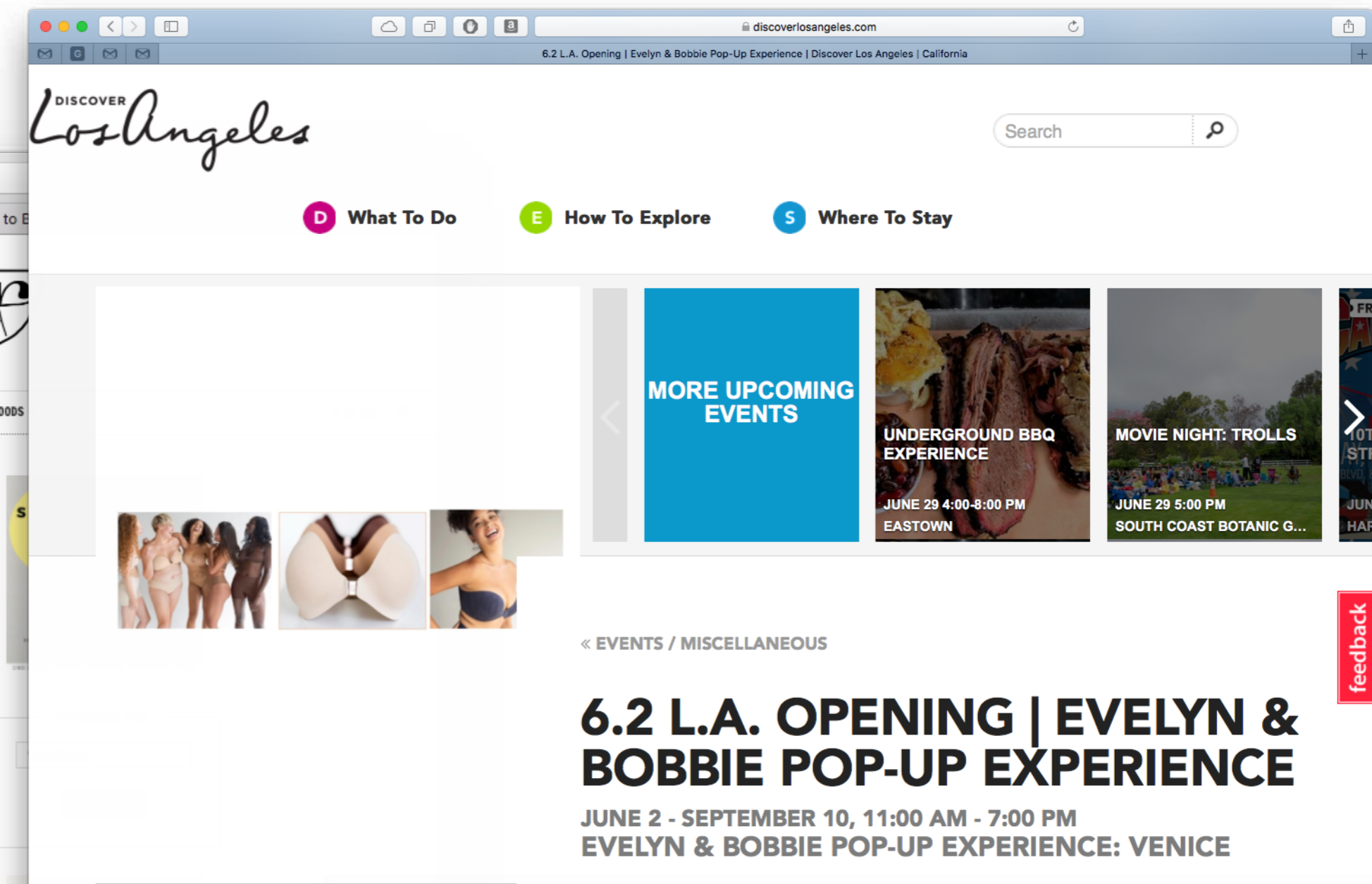
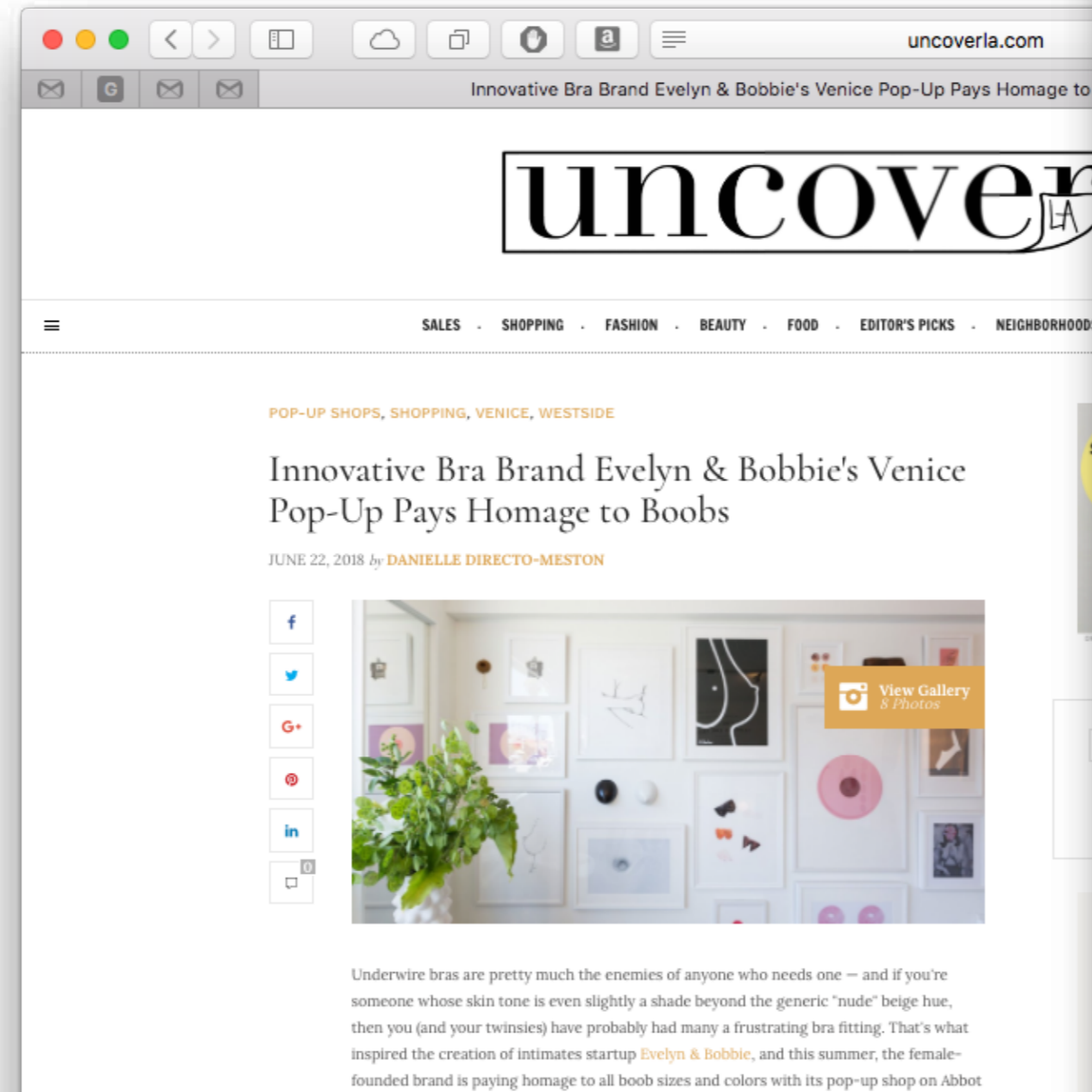
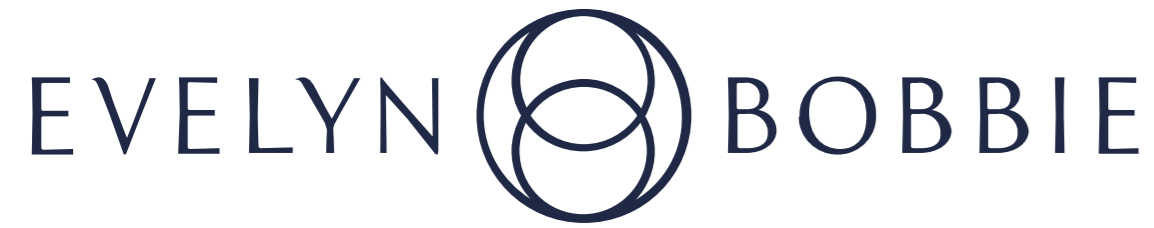
**-Stuart Perkins | Managing Director, Evelyn & Bobbie**

Welcome  
↑  
Fit Salon











## AYR

AYR (All Year Round) is fashion brand from New York that wanted expose their brand to the all year round warmth of the West Coast.

With WWM's Experiential space on sunny Abbot Kinney in famous Venice beach, California, the AYR campaign was able to credibly incorporate the summer style imagery and lifestyle that our area has to offer.

With AYR's World of Mouth, Influencer Events and Social Media postings announcing the Abbott Kinney Blvd arrival, WWM was able to help AYR's sales reach their full potential with some AYR lines even selling out. WWM was able to provide retail sales staff and various other insights for a successful experiential campaign.

Interestingly, many visitors from New York were excited to experience their home town brand in California and felt an extra affinity to support and purchase AYR.





A Y R

*“The team at World Wide Mind were the best hosts - we had an incredible experience on Abbot Kinney, the space and the people were the best asset to our first brand experience in LA.”*

**-Max Bonbrest | Co-Founder**

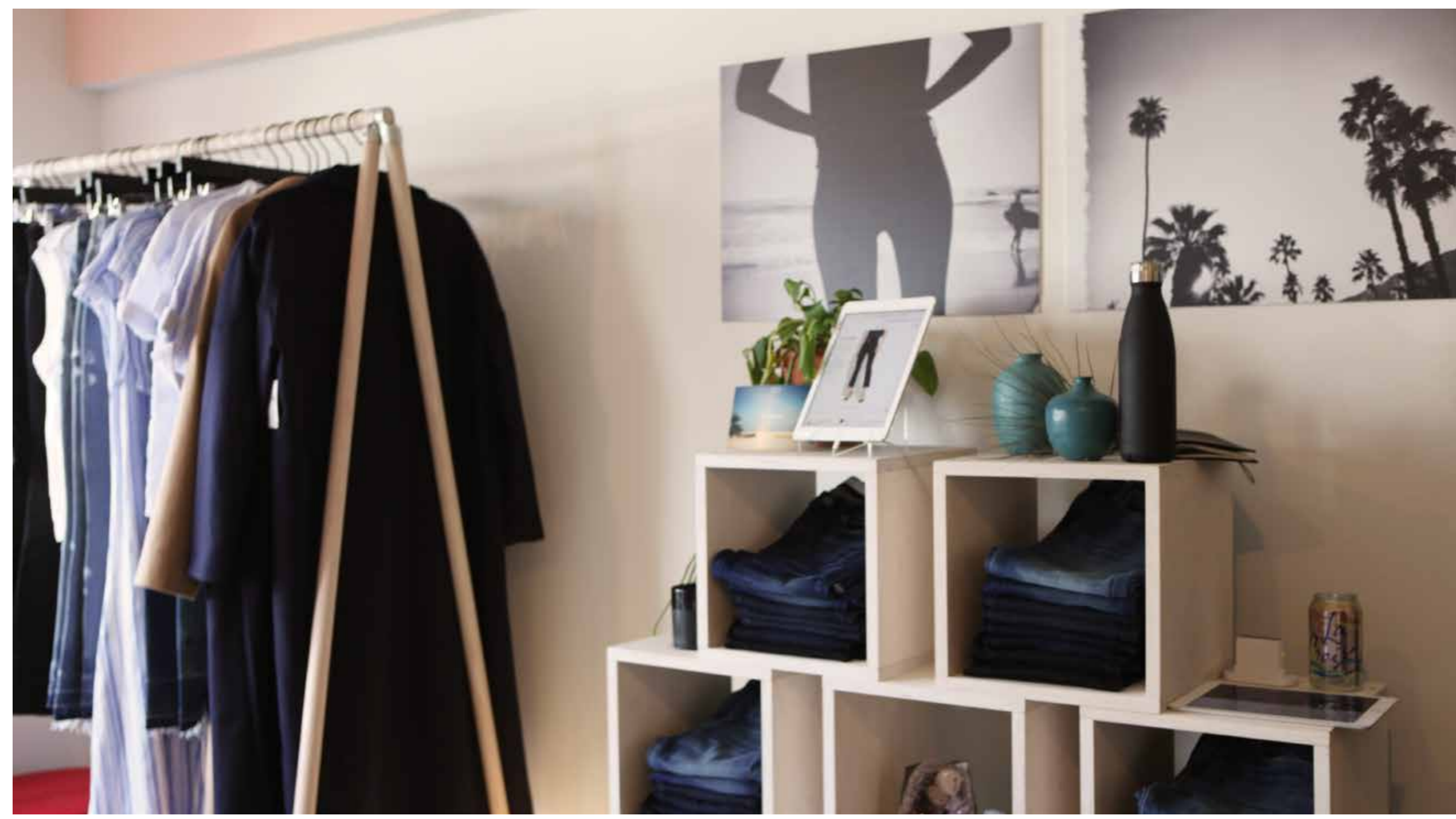
A Y R

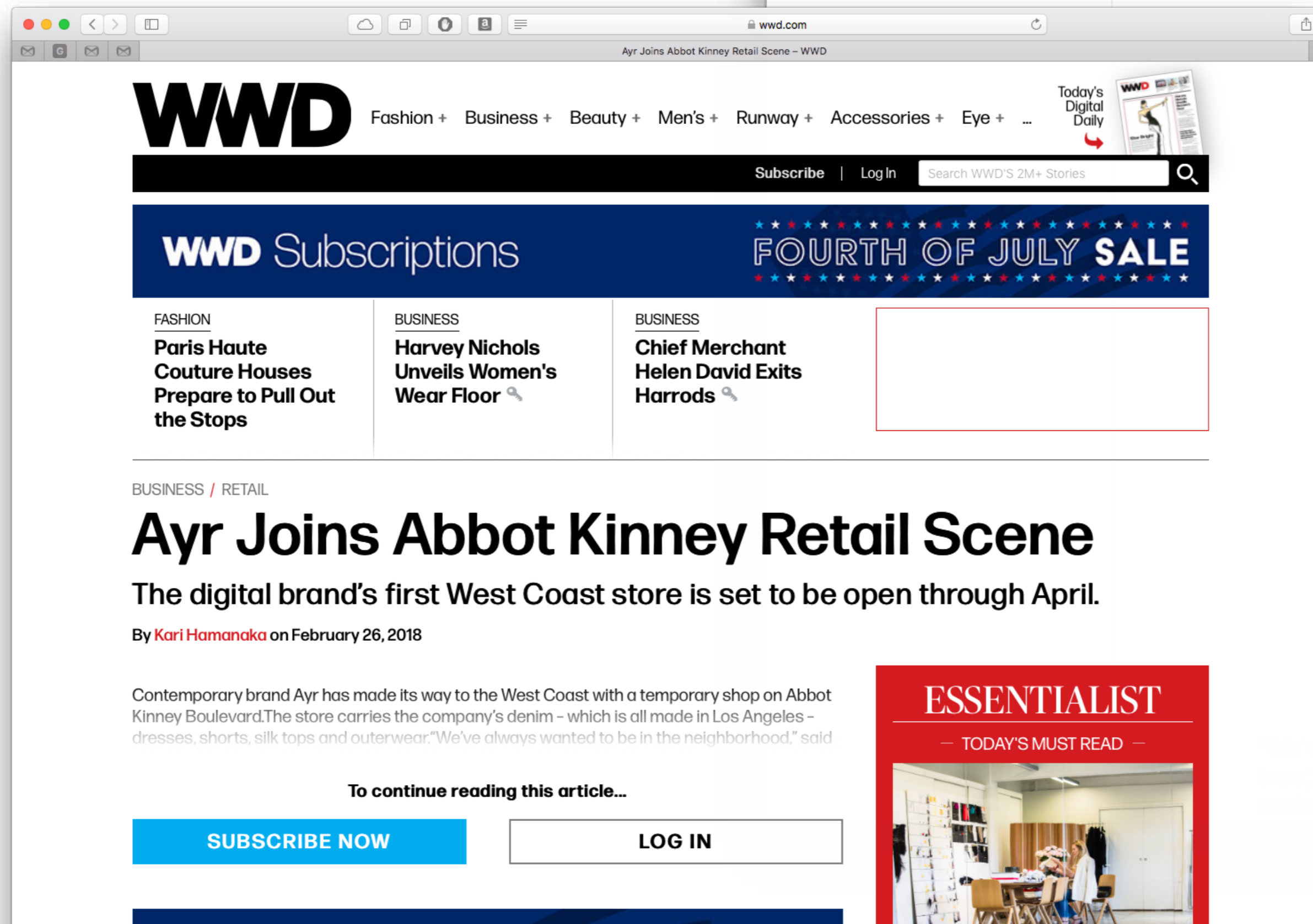
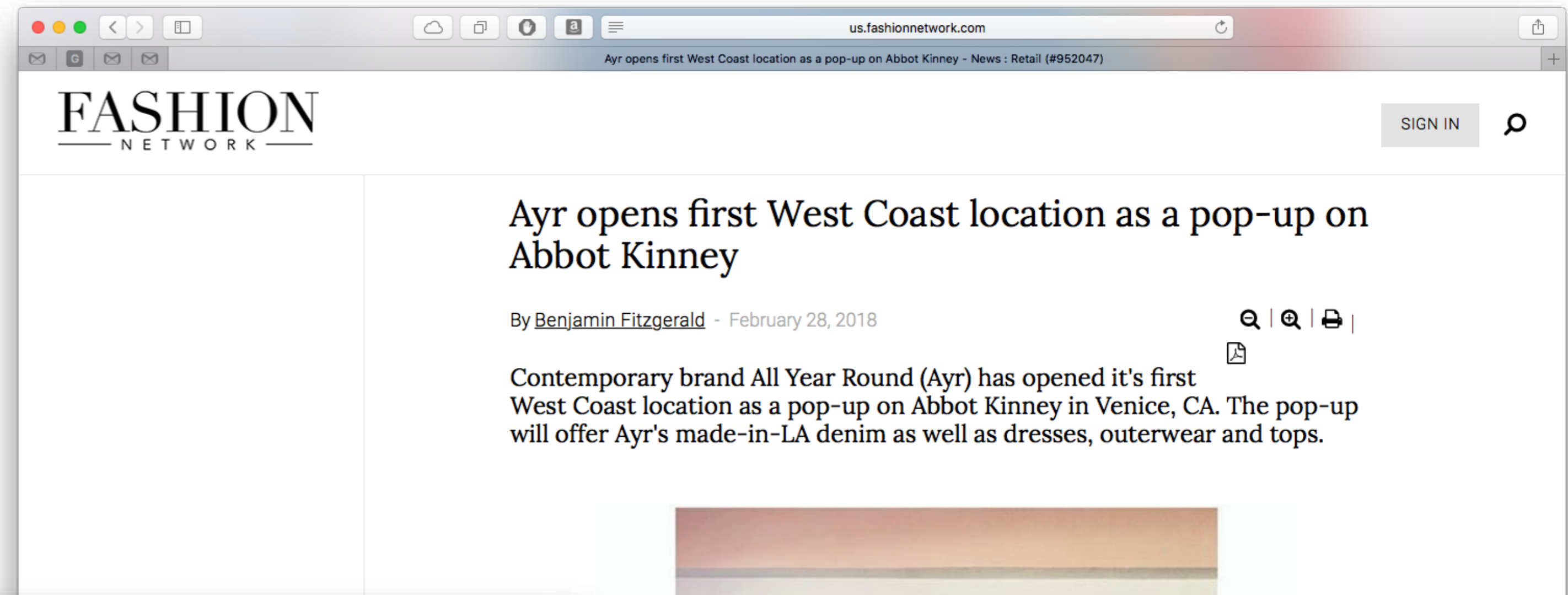
All Year Round

Come Hang :)

[www.AYR.com](http://www.AYR.com)

the internet never sleeps





Ayr's Venice pop-up - Instagram @ayr

...always dreamed about opening a shop out west and it's finally come said Ayr in a release, which also claimed that the pop-up will offer ners "dreams and jeans."



# ARE YOU AM I

ARE YOU AM I is a LA based brand created by fashion blogger Rumi Neely. Her designs have been featured online and in print by Vogue, Harpers Bazaar, WWD; as well as being a staple for it-girls like Kendall Jenner, Bella Hadid, Taylor Hill, and countless more.

To take her brand from an online success to the streets Rumi chose WWM's flexible experiential space on fashionable Abbot Kinney. WWM provided the Experiential space for sales, events, and added local insights to assist in the brand's successful campaign.

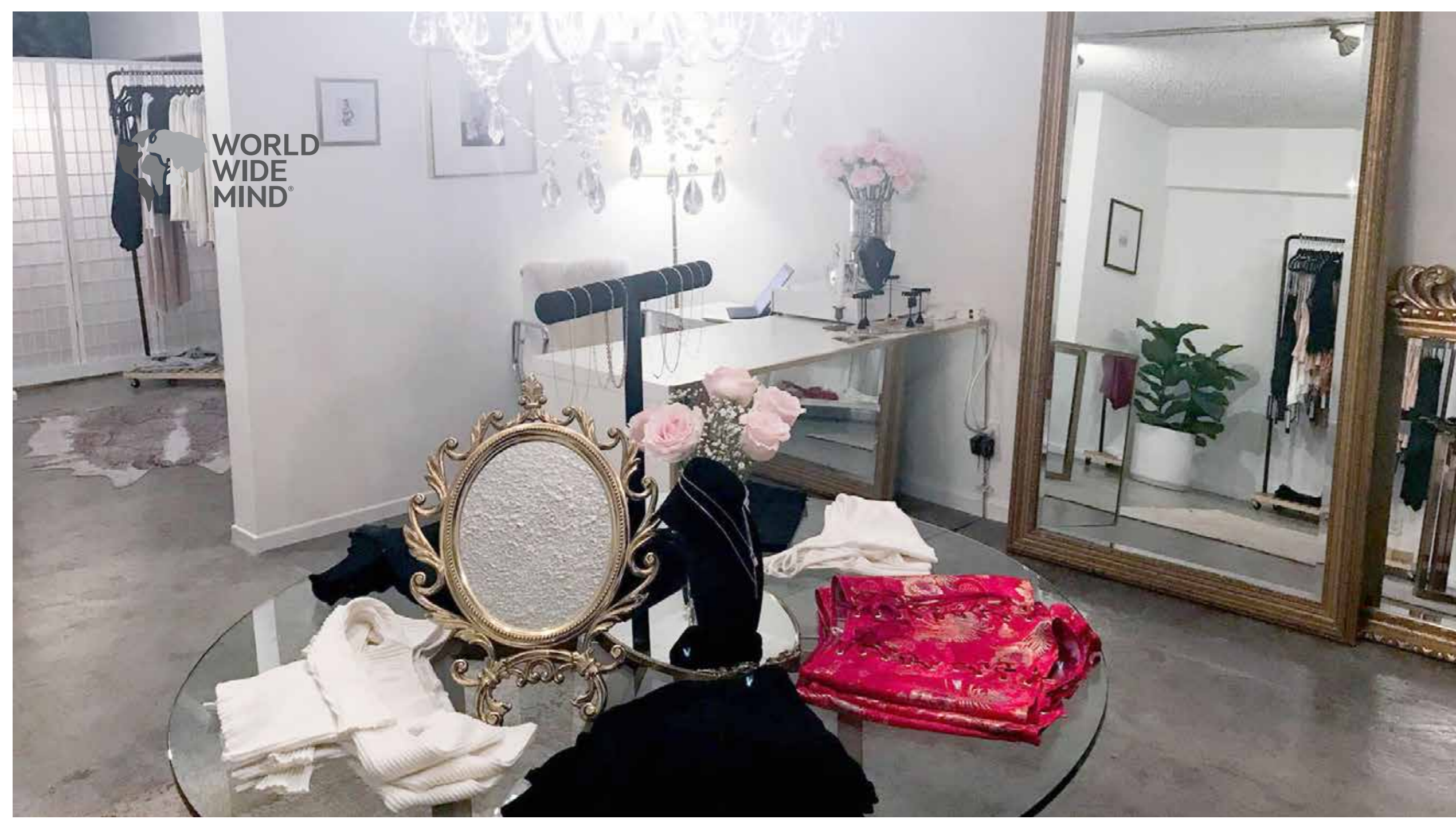




ARE YOU A M I







Mold the space to  
represent your brand  
and it's message.





ARE YOU AM I



Browser window showing areyouami.com Venice Popup Store ARE YOU AM I - Are You Am I


SHOP ▾ MORE ▾ CONTACT

ARE YOU AM I

VENICE POPUP STORE

NOVEMBER 24 TO DECEMBER 24  
1306 Abbot Kinney Blvd | Venice, CA 90192  
Every day 10am to 6pm

Come see us in real life and try on your favorite pieces ✨  
We gift wrap! And have amazing gifts 💖  
You can make a personal shopping appointment here.



You're here. You get it. Don't miss a thing.

**SIGN UP**

CUSTOMER SERVICE	SHOP	MORE	GET IN TOUCH
SERVICE	SHOP ALL	STORIES	concierge@areyouami.com
RETURNS	NEW	ABOUT	+1 213.689.5088
SECURITY + PRIVACY	ACCESSORIES	CAREERS	<b>f p @</b>
TERMS + CONDITIONS	FINE	THE LOFT	
	GIFT CARDS	PRESS	

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## LALAH HATHAWAY

Stampede management represent music artists such as Snoop Dog and Grammy Winning Artist Lalah Hathaway. When Stampede wanted to launch the new album from Hathaway, they worked with WWM to create a Video Gallery Experience, Mural/ Billboard, and live performance event. The launch was a big success, receiving positive PR, gaining album and merchandise sales, plus connecting with numerous excited fans.





# HONESTLY

LALAH HATHAWAY



*“WWM were great! Fast, efficient, friendly, creative and made for an awesome launch.”*

**-Benny Robinson | Coordinator to the Office of Russell Redeaux, Stampede Management**





**HONESTLY**  
LALAH HATHAWAY


theurbaninfluencer.com

Lalah Hathaway Releases Eighth Studio Album, 'honestly' (Stream)

the [urbaninfluencer]

SECTIONS ▾ PROMO SERVICES SUBMISSIONS INTERNSHIPS CONTACT

Lalah Hathaway Releases Eighth Studio Album, 'honestly' (Stream)



lalahhathaway.com

lalahhathaway | HONESTLY - THE GALLERY

#realmusicrebels

Posted by Lalah Hathaway  
2,606 Views

LALAH HATHAWAY'S  
**HONESTLY**  
GALLERY



#LALAHATHAWAY  
#REALMUSICREBELS

mythologies

Grammy Award winning artist and 2017 Soul Train Award nominee Lalah Hathaway releases her highly-anticipated eighth studio album *honestly* today (Nov. 3). The album invites listeners to join the renowned R&B artist on a personal journey that is disruptive, and most importantly, introspectively honest.

The album follows the songstress' two hit singles "i can't wait," which soared on the Billboard charts, along with its high energy music video that premiered on BET in September, and the track "honestly," to the excitement of fans and the validation of notable industry acts including The Internet's Syd, Terrace Martin, Tiffany Gouché, 9th Wonder, Faith Evans, and J. Cole. "I can't wait for you to hear the record," Lalah said about the new album. "I can't wait for you to hear the record."

"I can't wait for you to hear the record!" Lalah said about the new album. "I can't wait for you to hear the record."



## RED BULL

Red Bull wanted to optimize their investments in their athletes and their athletes powerful social media channels. The goal being to increase Red Bull's connection to fans of their athletes, as well as entertain their sponsored athletes.

The athletes were met at the airport and taken to a boring secondary passport checking office and deliberately ignored for a while.

The athletes were then surprised as doors opened up to reveal a hidden private Red Bull VIP club and courtyard filled with all sporting toys, refreshments, parties and events. At the "consLAte" new Red Bull flavors were also revealed and meetings with top Red Bull staff were held.

Athletes shared their entertaining "punked/candid camera" moment from Red Bull with their millions of followers. Branded content was captured and shared with Red Bull's 100 million plus social media audience. The campaign was such a success that Red Bull are looking to repeat the event next year and expanding into other cities.





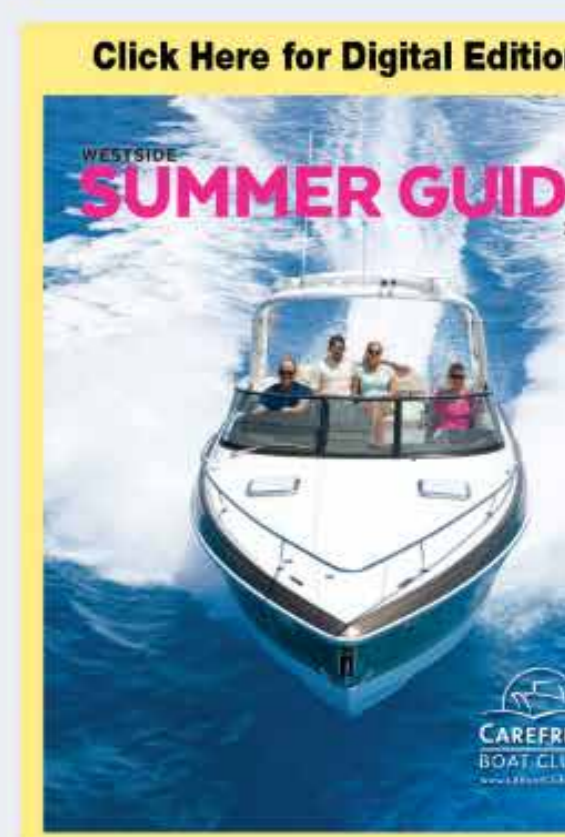
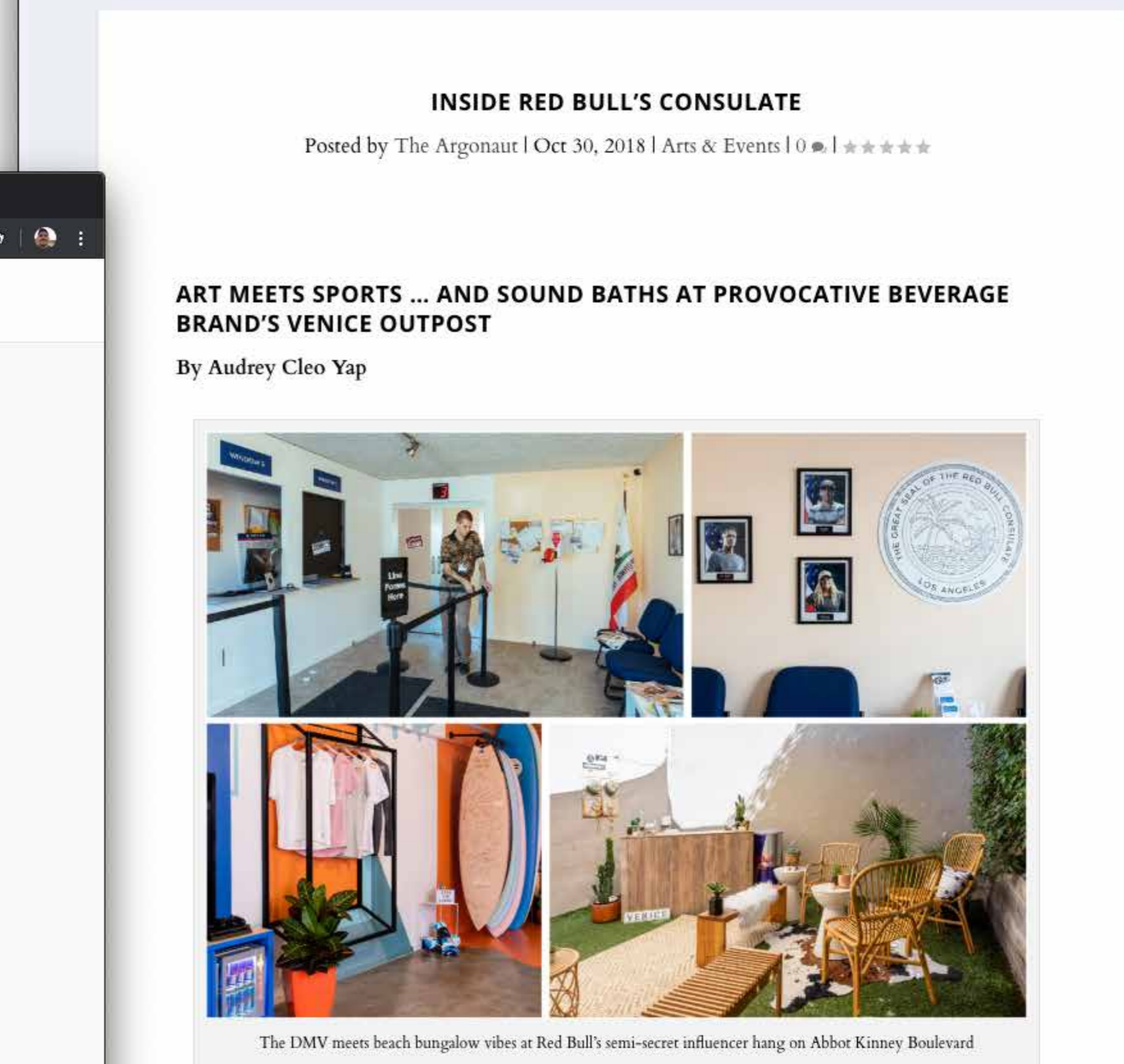
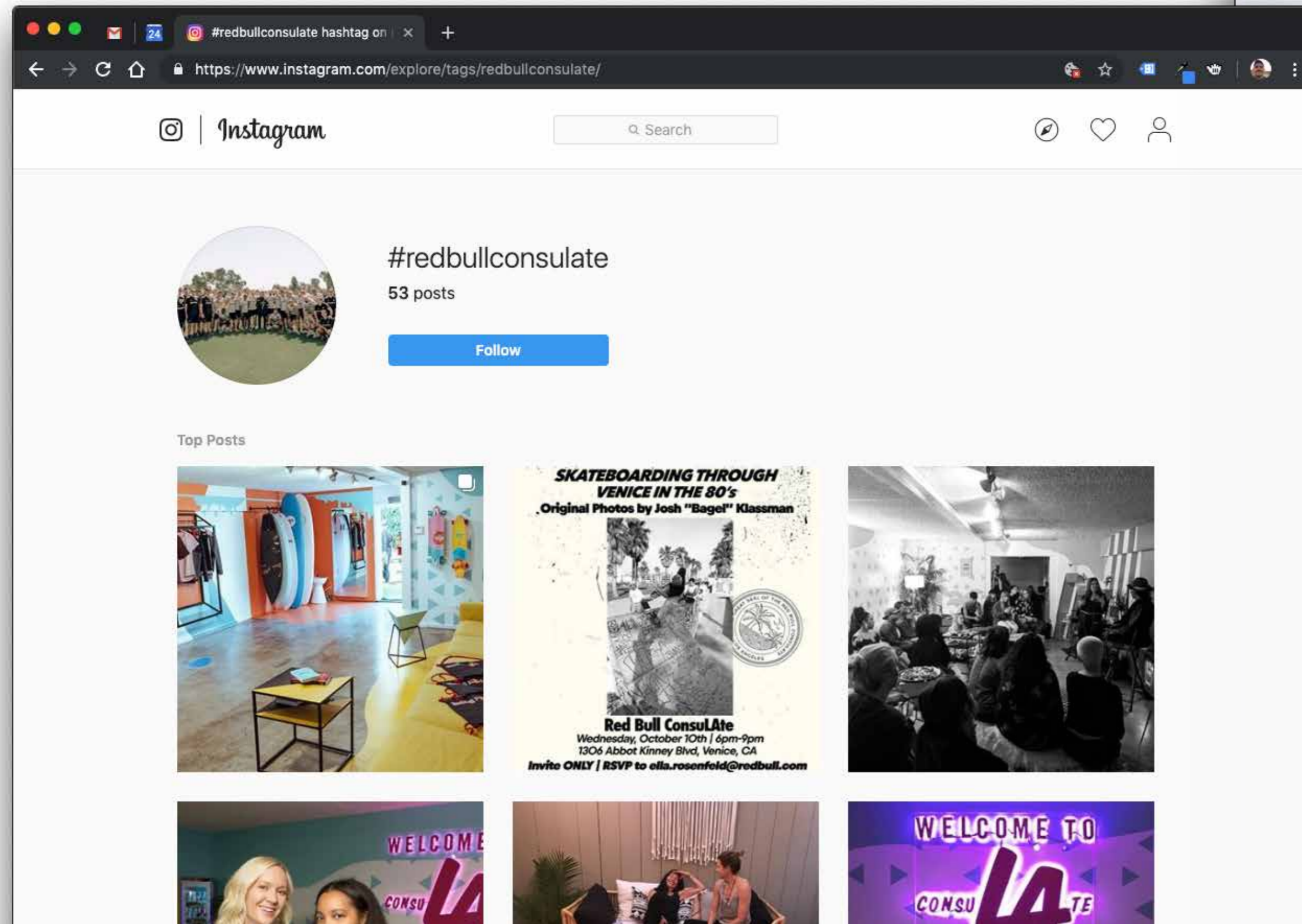
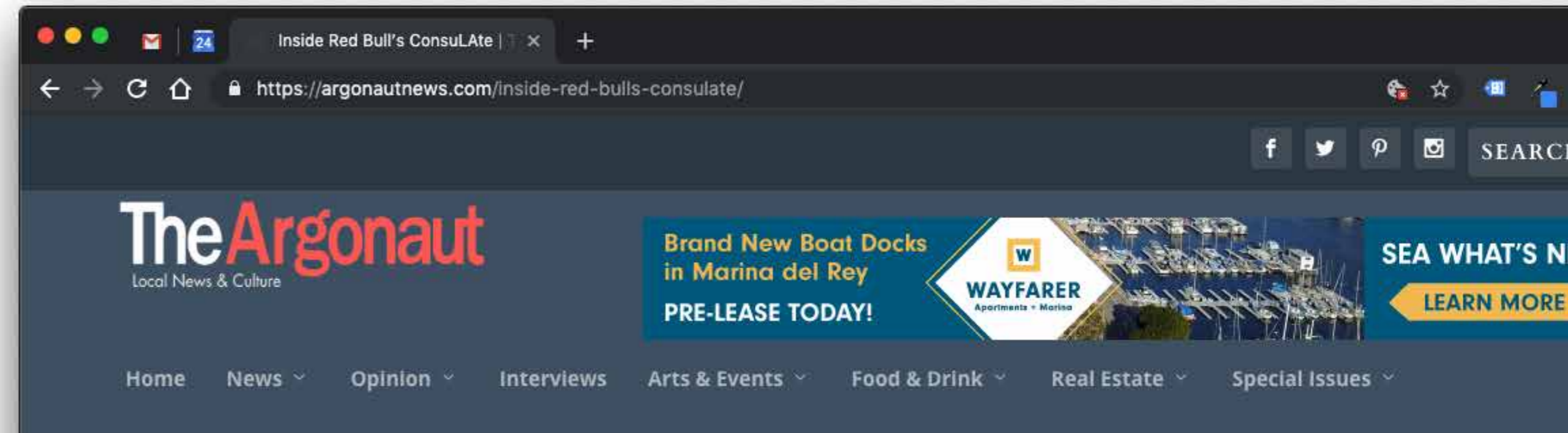


*“One of the coolest and smartest Red Bull events I have ever been to. All the people involved did a great job. I’m amped up for the next one.”*

**- Ross Clarke-Jones | Professional Big Wave Surfer & Red Bull Athlete**

WORLD WIDE MIND







# CARIUMA

Cariuma sell handcrafted sneakers with natural premium materials. With selling shoes that are made responsibly and provide effortless style, it is easy to see how they have become an international sensation.

Wanting to expand into the American market, WWM provided Cariuma with their Experiential space to showcase their great products on the coolest block in America, Abbot Kinney Blvd.

Having gained a better understanding of the American market, Cariuma are now developing an all Vegan shoe to cater to a wider audience.

They truly are committed to improving and evolving their practices to do better for people and the planet.





# CARIUMA

RIO, BRASIL

*“Having our brand at 1306 Abbot Kinney was so great in a multitude of ways and really allowed us to tell a narrative that resonated with customers in a like-minded and meaningful way. From painting the facade to building out the interior, we were able to tell a well-rounded brand story. In terms of location, we also had continuous traffic that maximized our time there.”*

**- Dorielle Hadar | Head of Partnerships & PR**





**DON'T BE SHY, TRY US ON ...**

GRAB YOUR SIZE & LACE UP!



**DON'T BE SHY, TRY US ON ...**

GRAB YOUR SIZE & LACE UP!





# CANN

CANN is a social tonic with a mild amount of THC and CBD, for those seeking a refreshing, uplifting “social” buzz, without any paranoid effects.

CANN approached WWM to assist with their launch and ongoing brand awareness.

WWM worked closely with CANN to provide full service of strategy, creative, and production of the “HIGHLY SOCIAL” campaign. This included build out of the Experiential space, murals, CANN theme scooters, helmets and backpacks, an OOH poster campaign, CANN event assistance, animation and a video.

Visitors attracted to the CANN experiential space learned about the product, tried a (virgin) sample, and could then conveniently buy the product next door at Med Men or via home delivery through EAZE.com. The combined marketing promoted trial, word of mouth, UGC, and user recommendation, to result in the planned “highly social” activity.

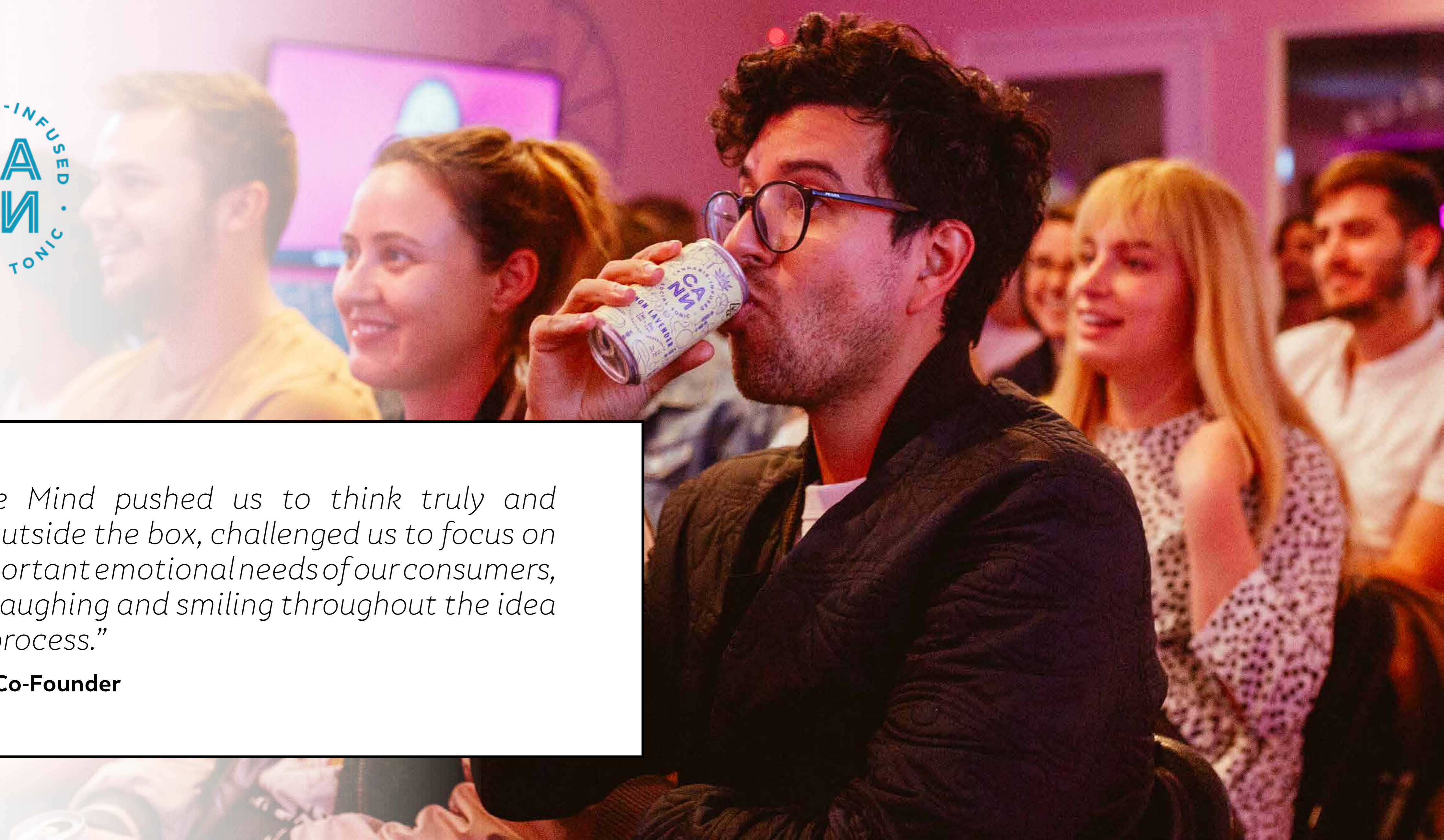
Three weeks after the launch of the HIGHLY SOCIAL campaign, CANN sold out of stock to become the best selling product in their category. CANN received increased brand awareness, and continue to lead the category.



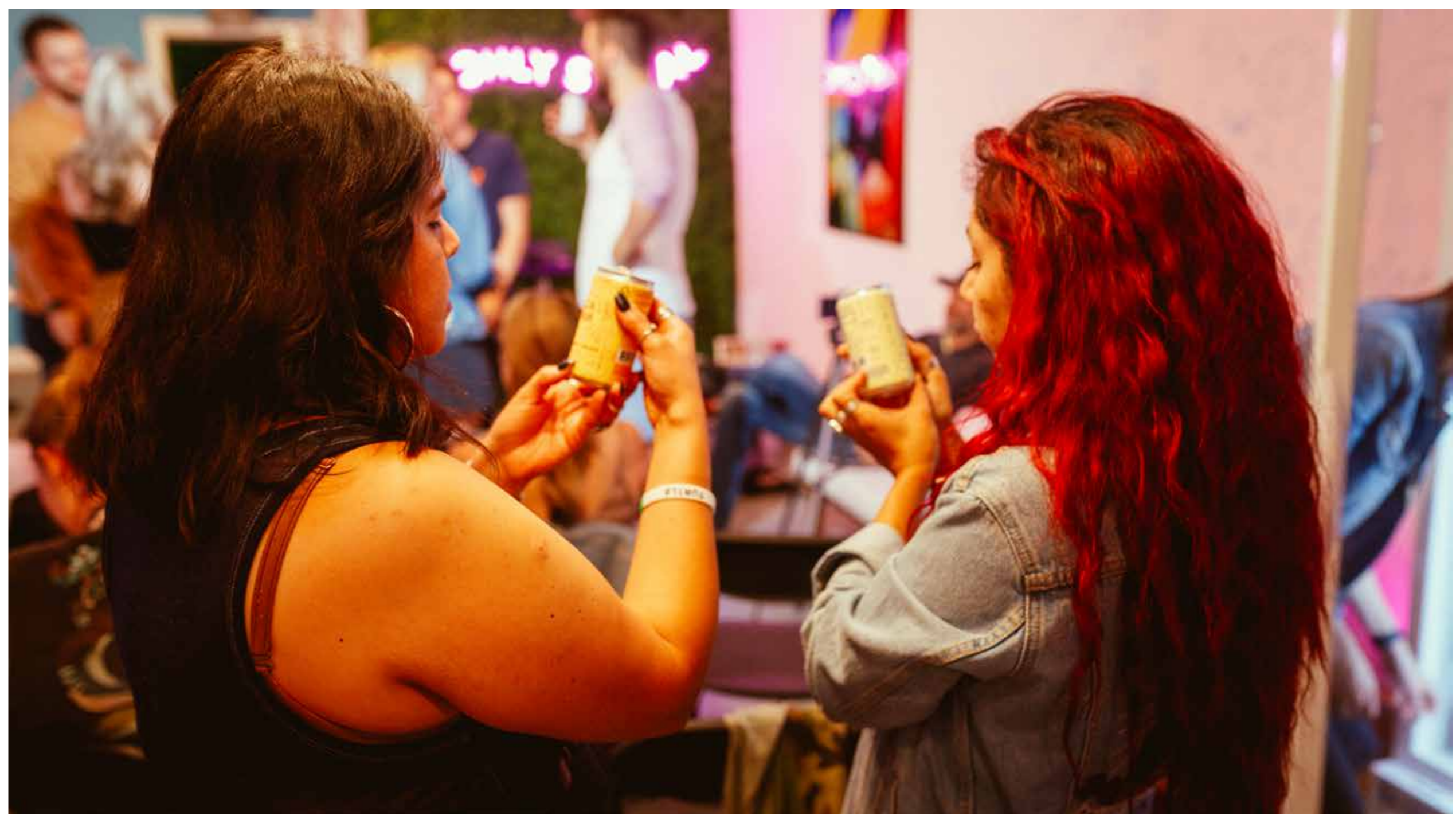
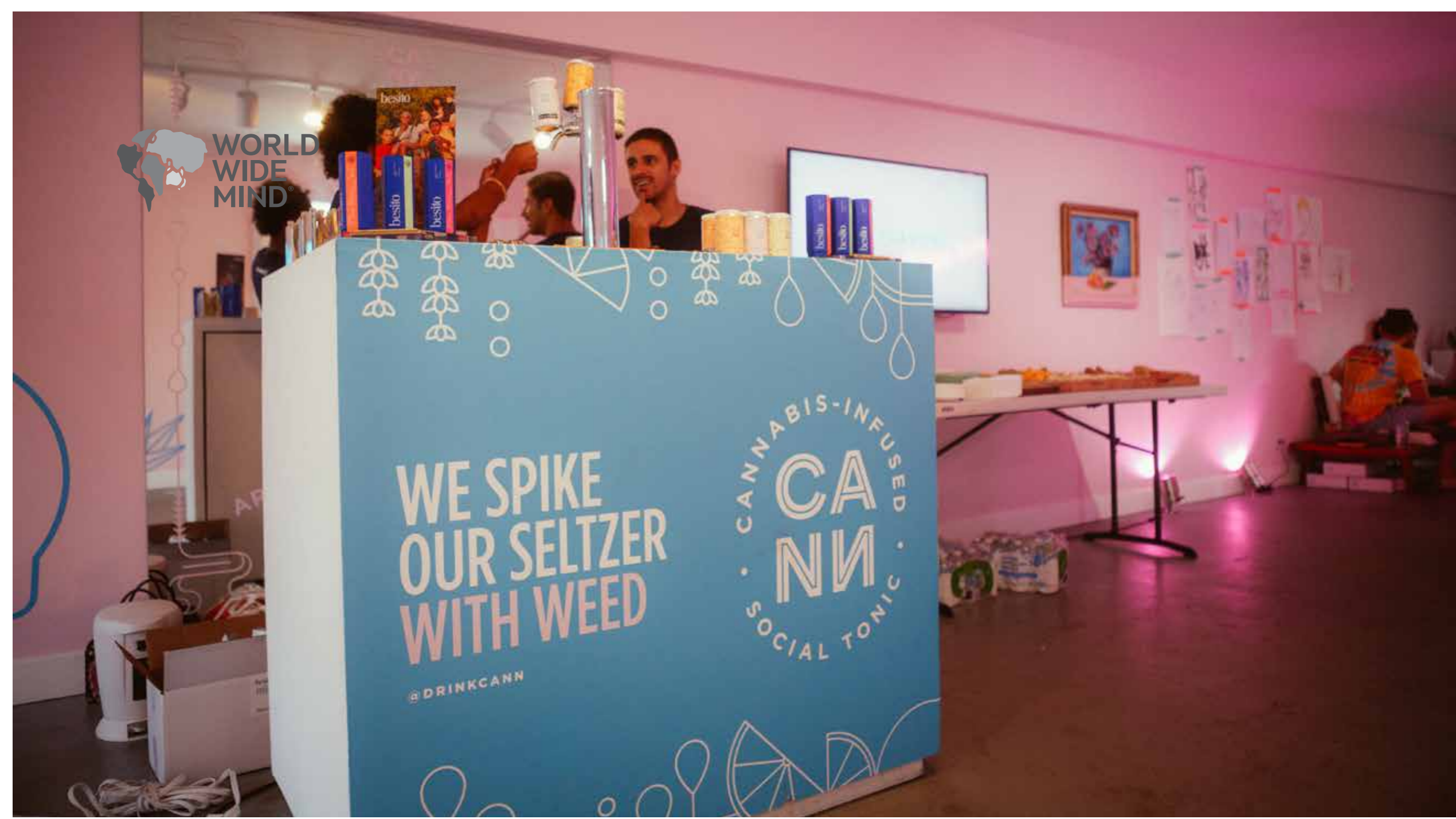


*“World Wide Mind pushed us to think truly and completely outside the box, challenged us to focus on the most important emotional needs of our consumers, and kept us laughing and smiling throughout the idea generation process.”*

**- Jake Bullock | Co-Founder**









# ORO.CO

ORO is an AI powered recommendation platform for CBD products and well-being

Oro approached WWM for marketing and our experiential space location, next door to MedMen's largest retail location, and also the same street as Dosist.

With a theme of 'modern science meets ancient wellness', WWM created the Oro search bar, an actual CBD bar to experience the Oro AI service and buy its recommended products. Other services WWM provided included strategy, creative, production of the Oro search bar, social campaigns, video campaigns and full data tracking.

The launch was a success with several product lines selling out, Oro receiving press, additional investment, and invaluable data for product development and ongoing customers.





# oro.co

## rested



Sweet dreams. CBD offers a natural alternative to the over-the-counter and prescription drugs that "knock you out." CBD helps to calm the activity in your brain to promote relaxation and healthy sleep.

## oro.co elevates health & wellbeing

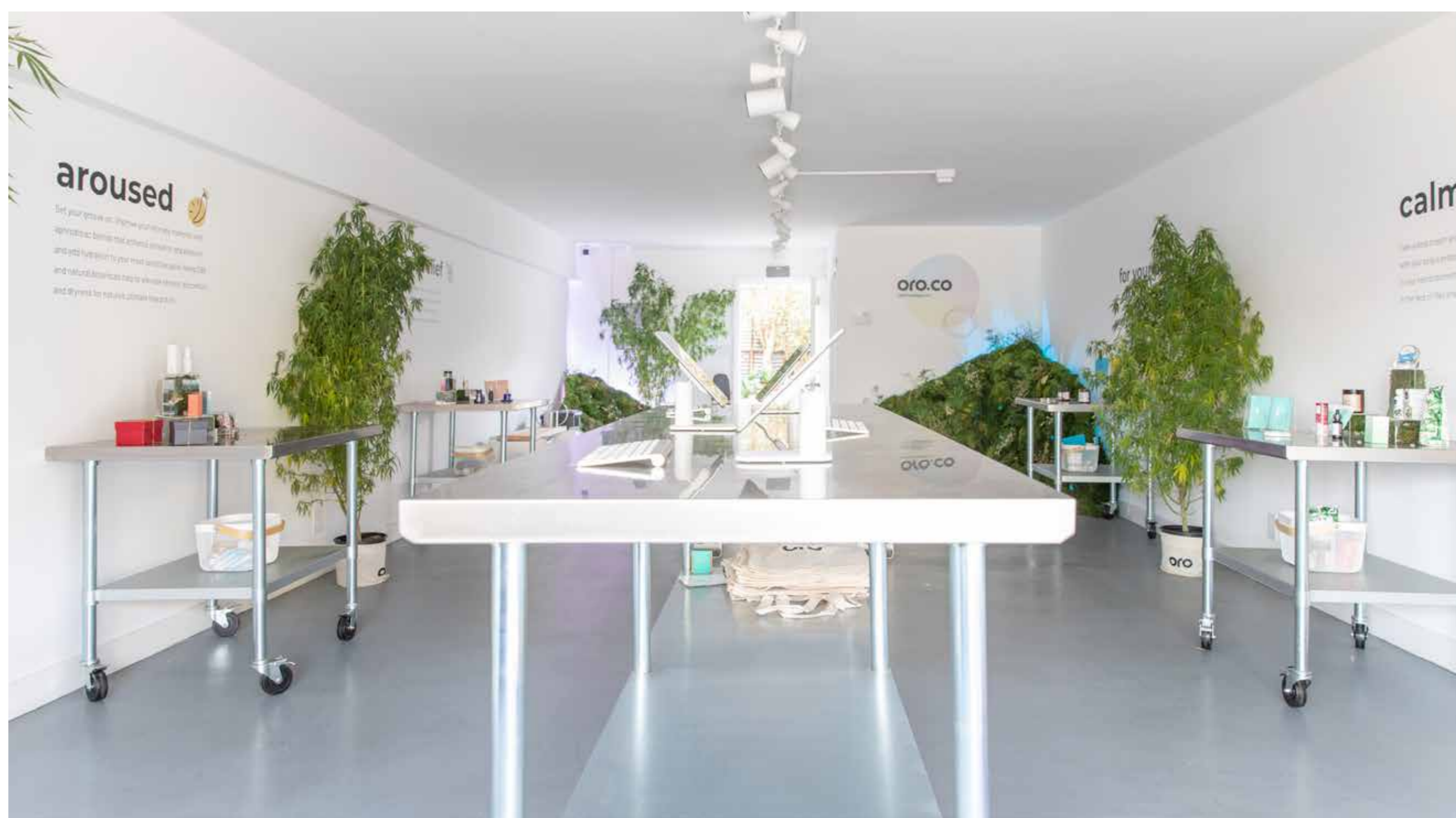
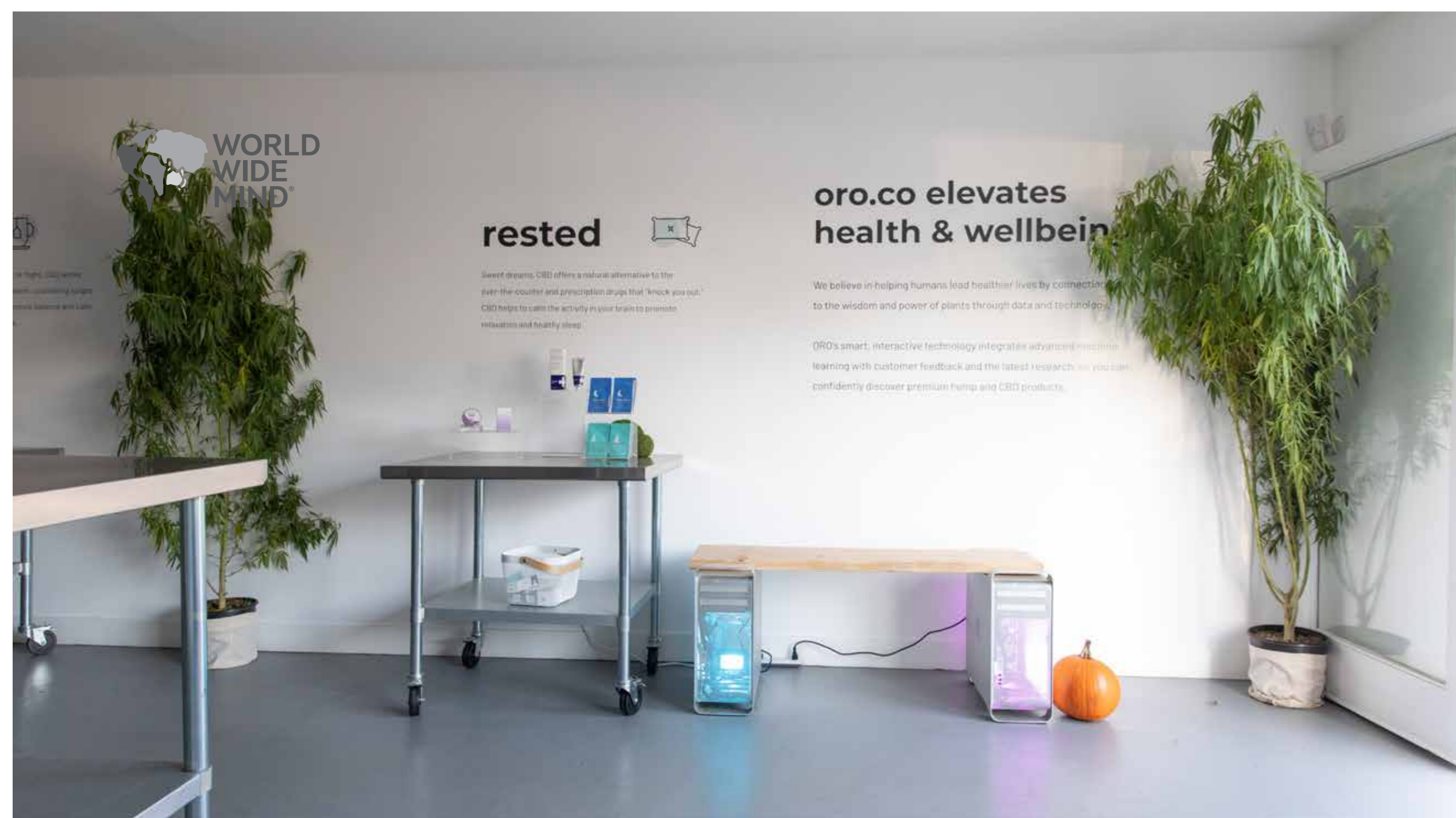
We believe in helping humans lead healthier lives by connecting you to the wisdom and power of plants through data and technology.

ORO's interactive technology integrates advanced machine learning, customer feedback and the latest research, so you can confidently enjoy our premium hemp and CBD products.

*"WWM's inexpensive data gathering has empowered our business and allowed us to increase sales, as well as been invaluable for our future business planning."*

**- Thoryn Stephens | Founder & CEO**

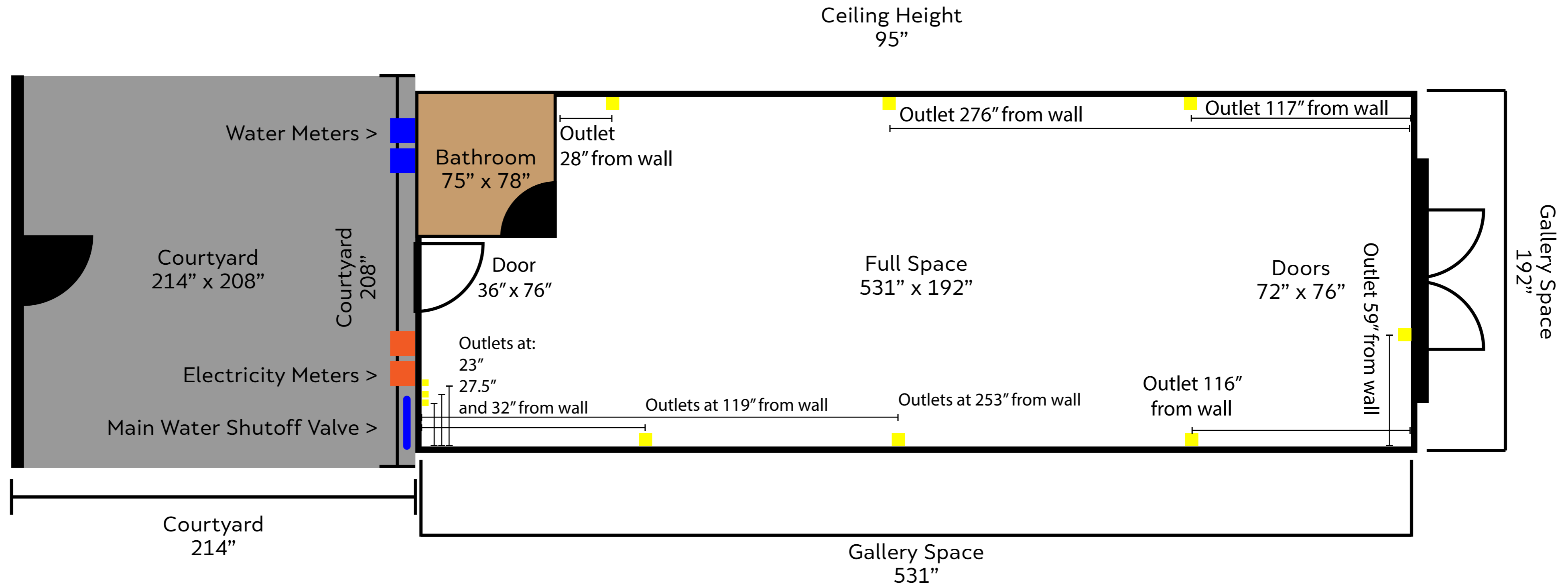






# FLOOR MAP

\*All measurements in inches



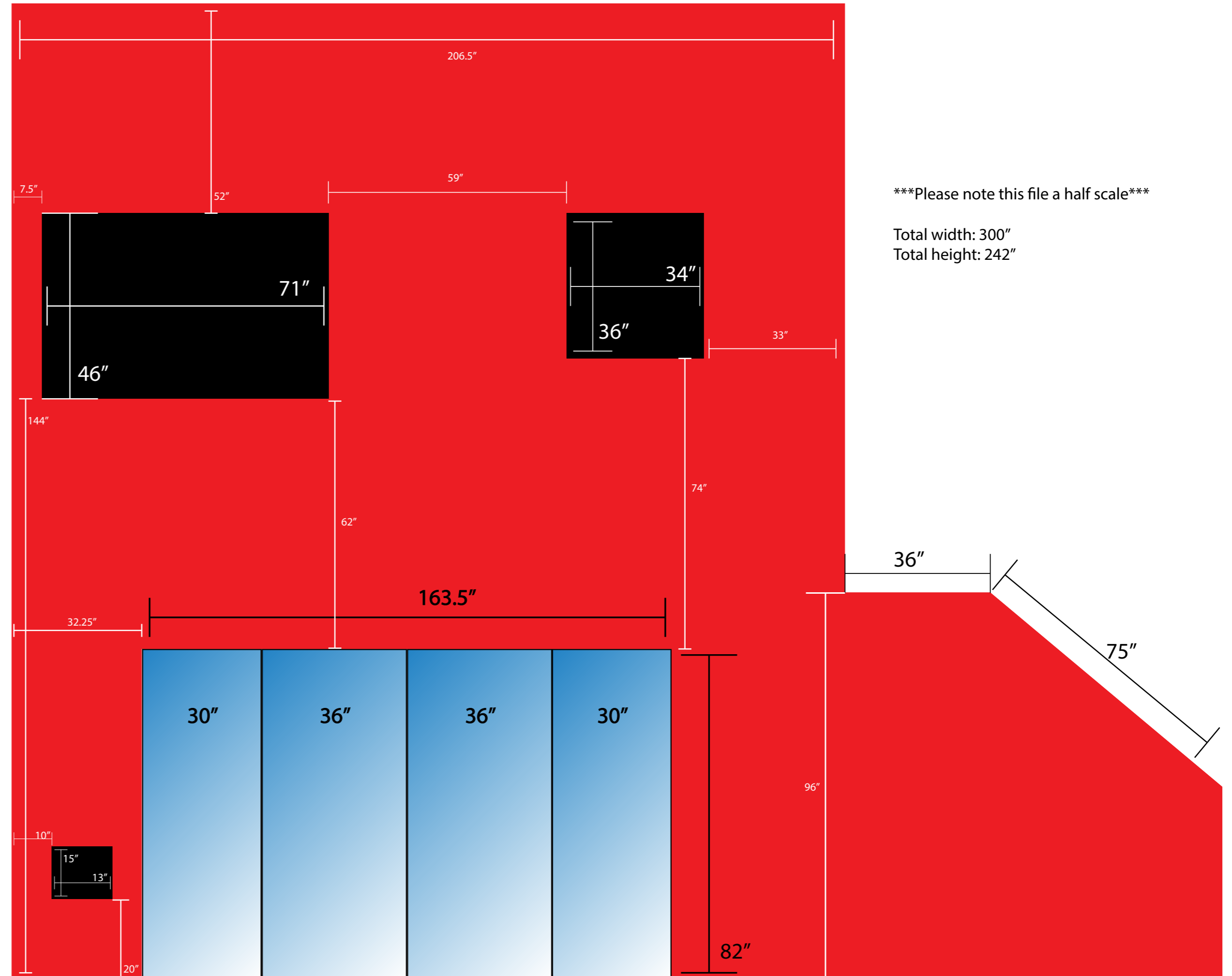


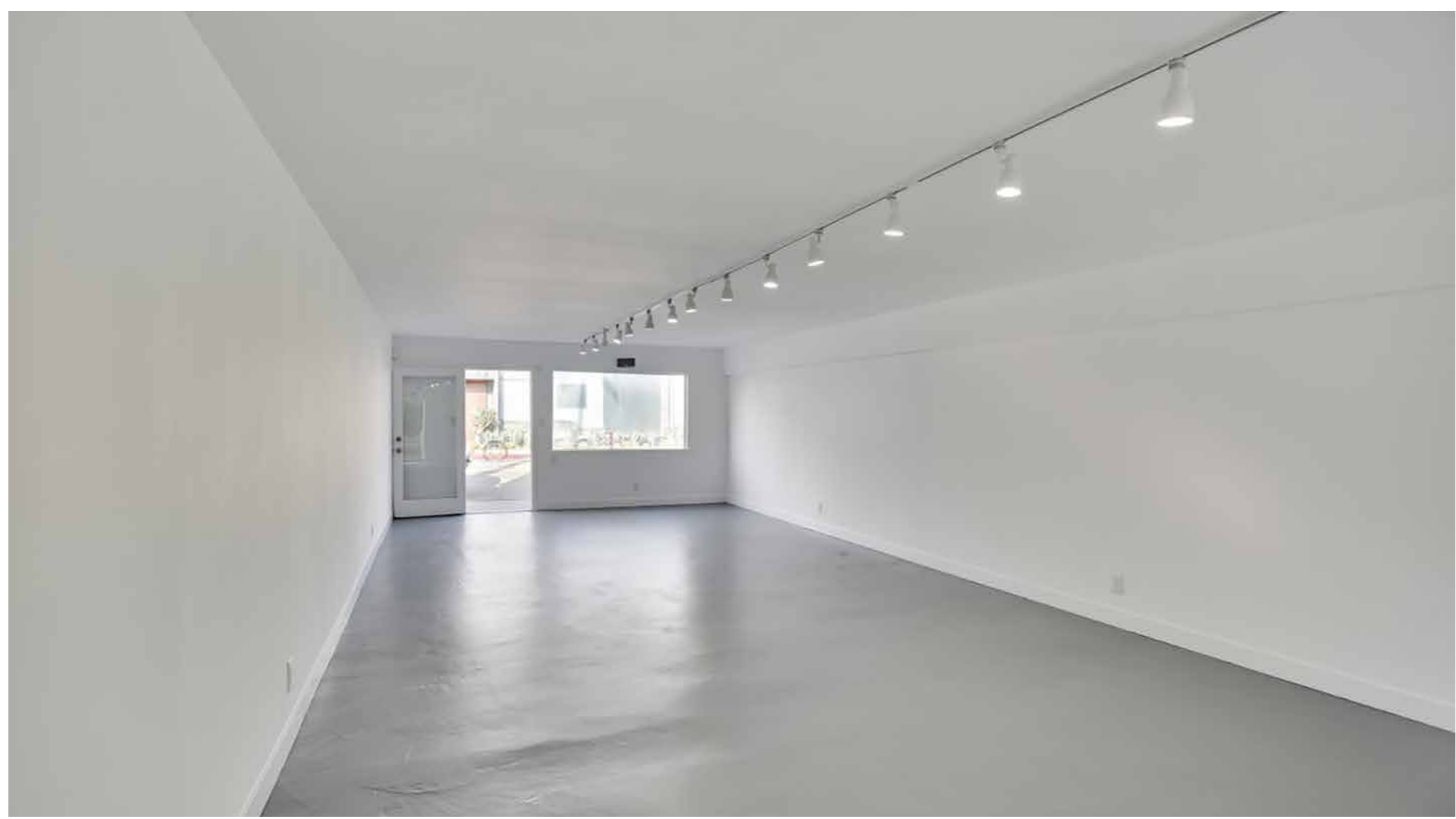
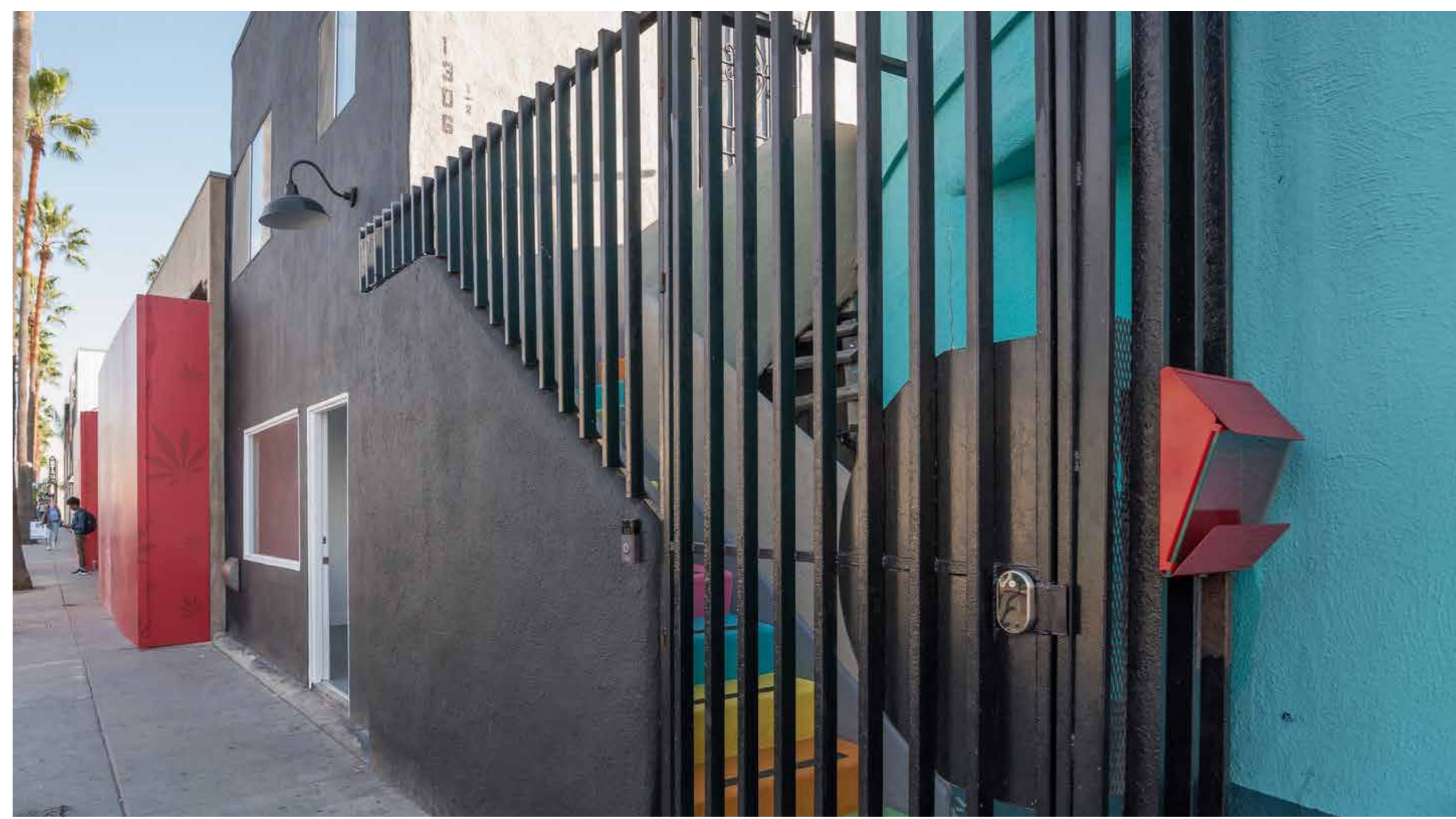
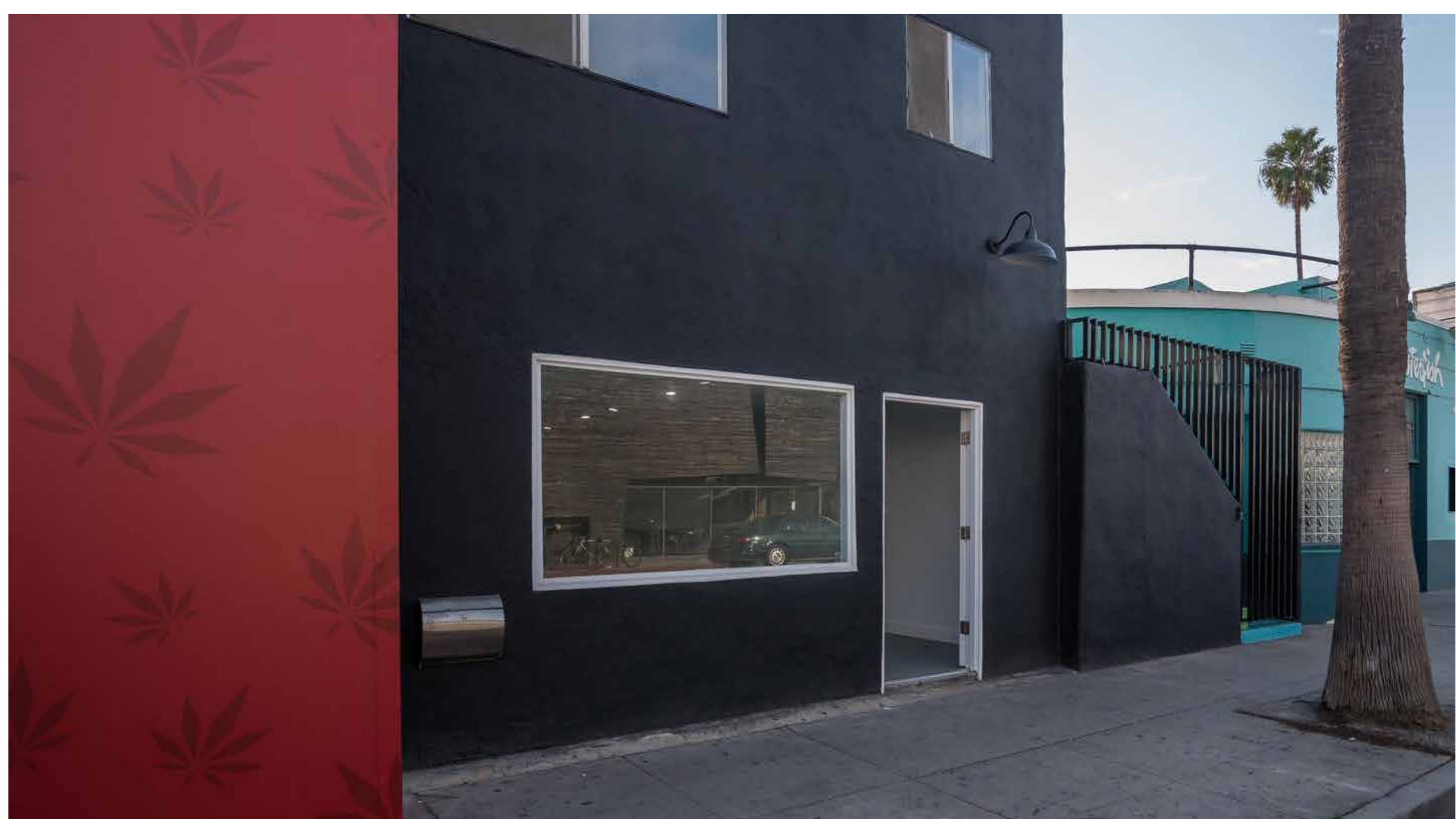
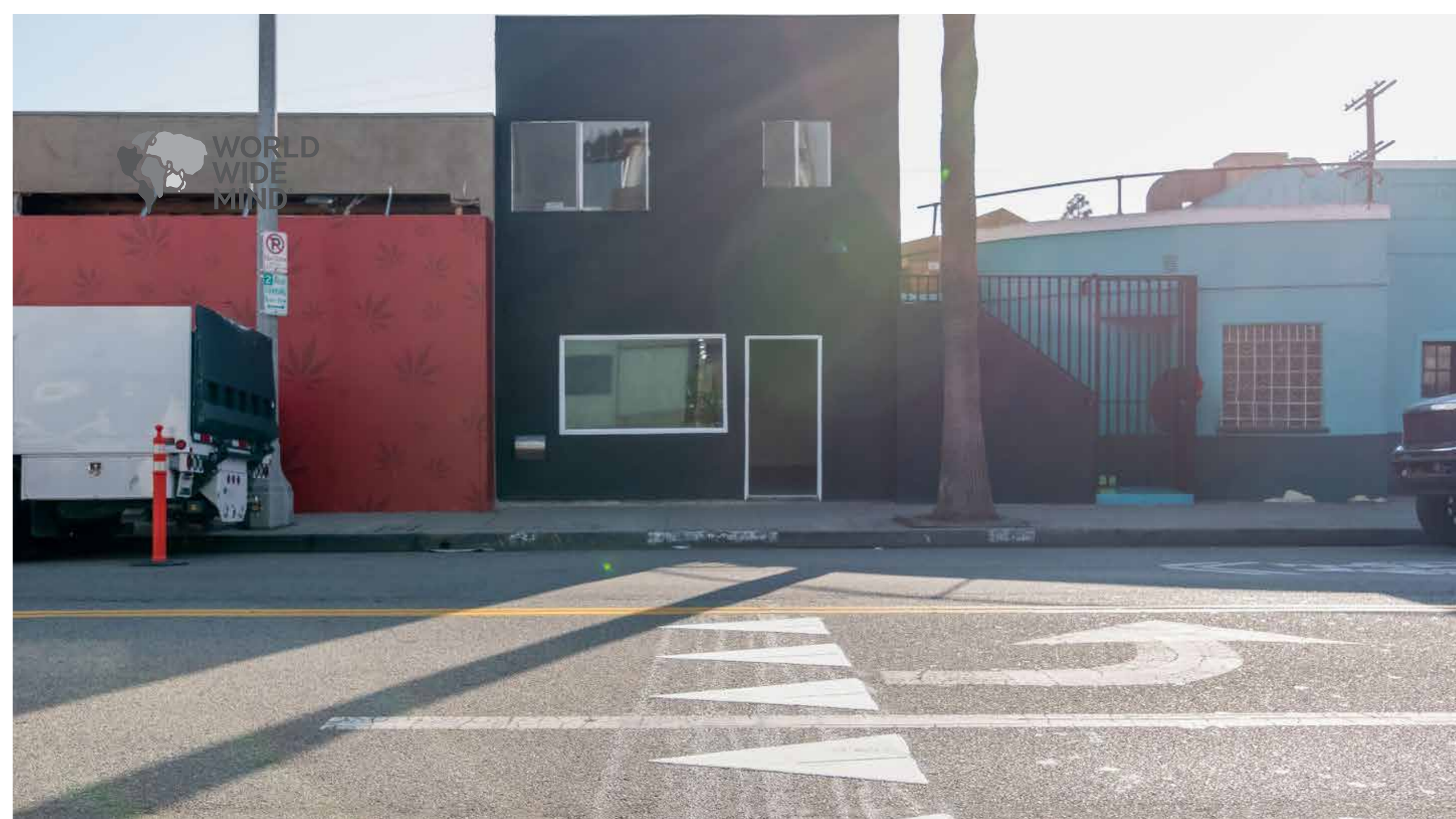
# SELFIE WALL/BILLBOARD

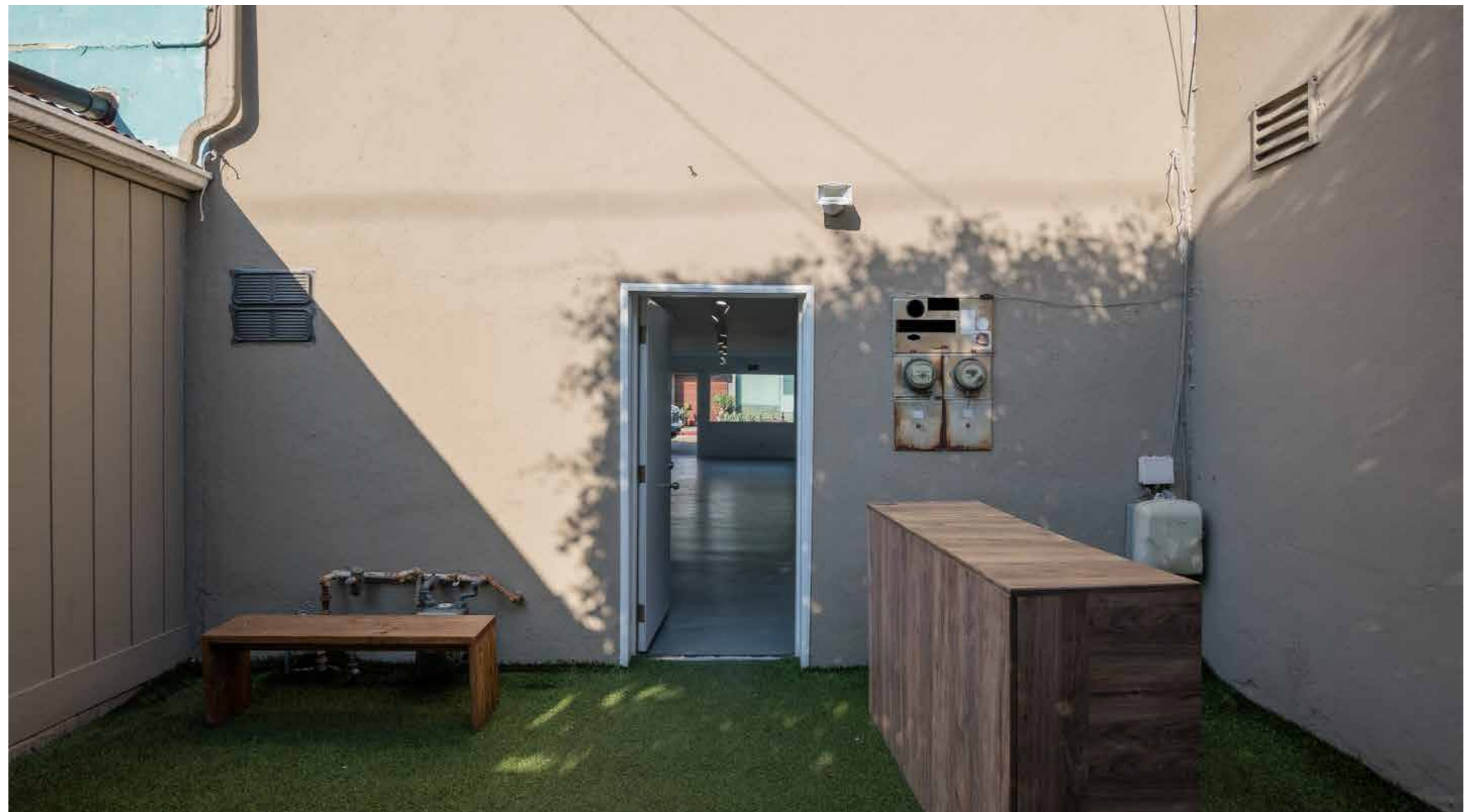
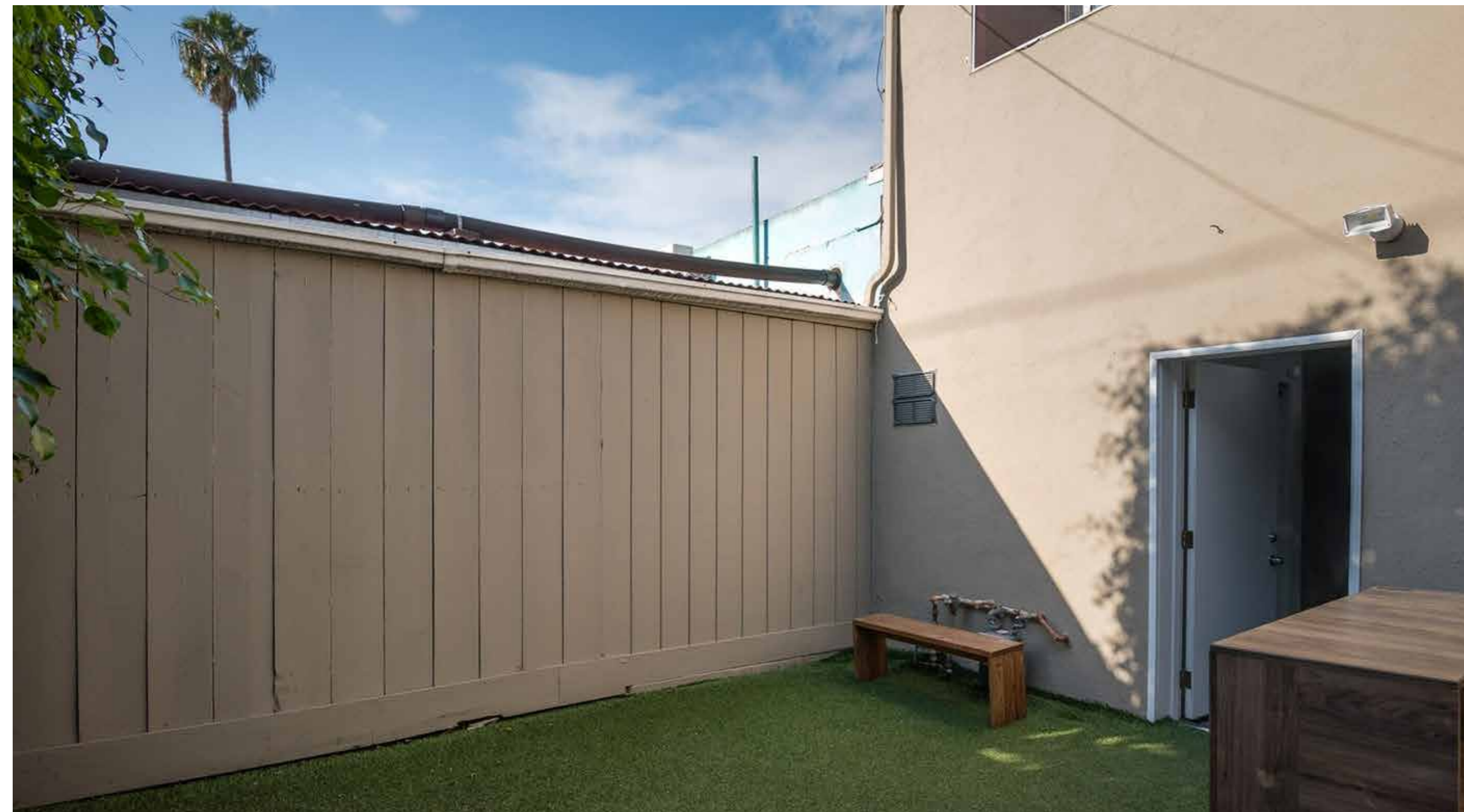
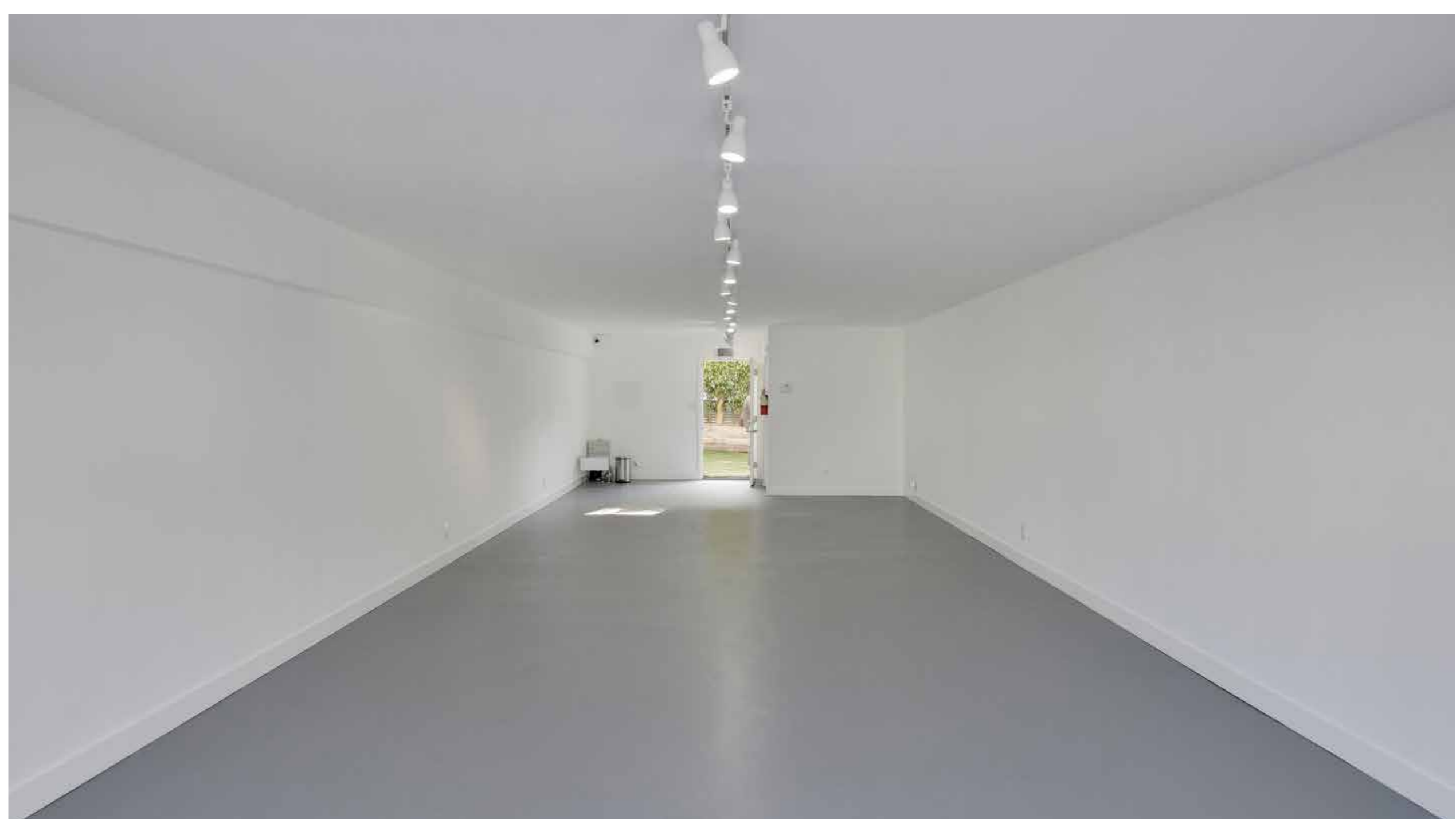
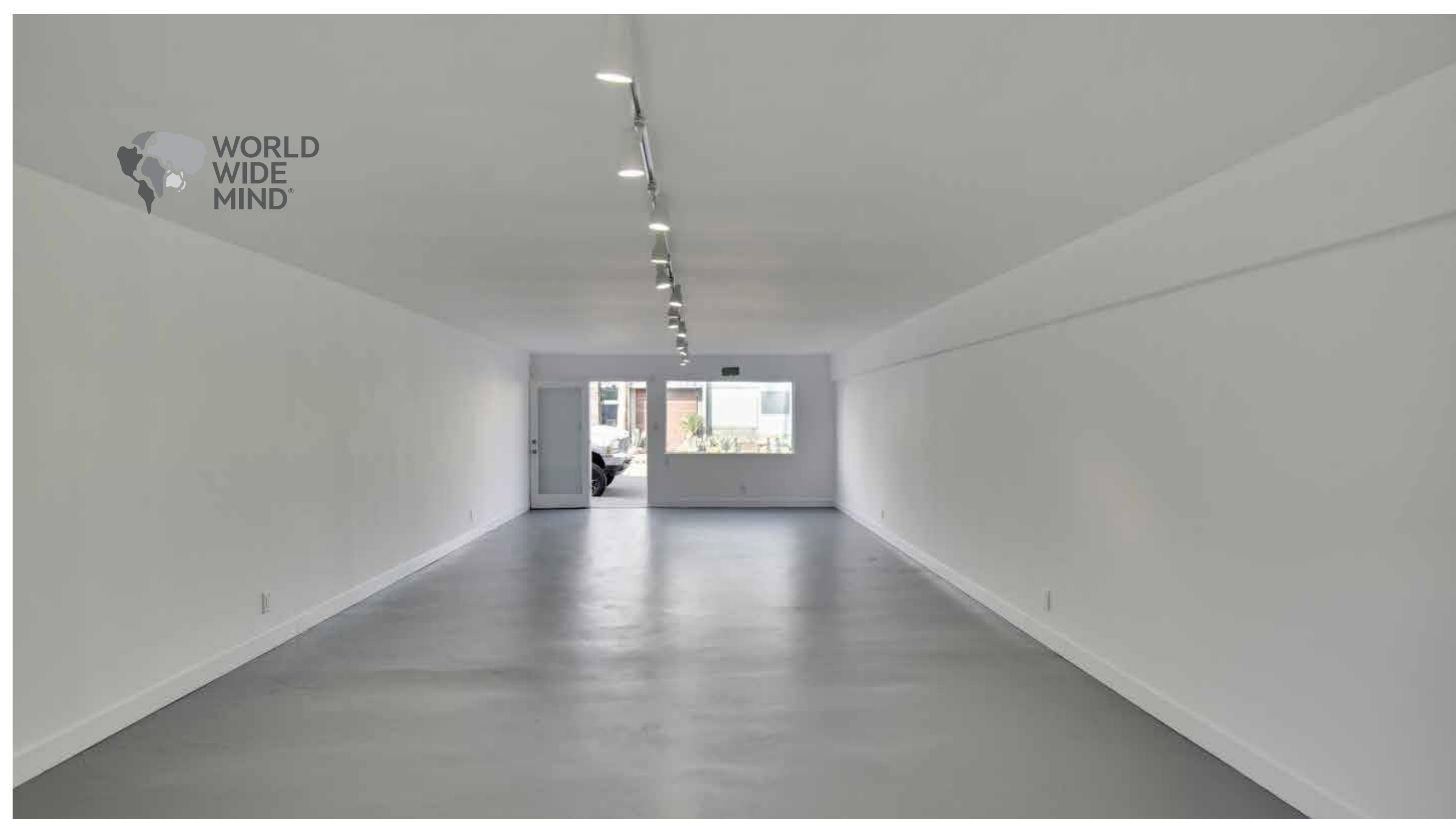
Catch the eye of influencers, shoppers and locals with a customized wall for your brand.

PRICES START AT:

Front Top and Bottom:  
**\$15,000/month**





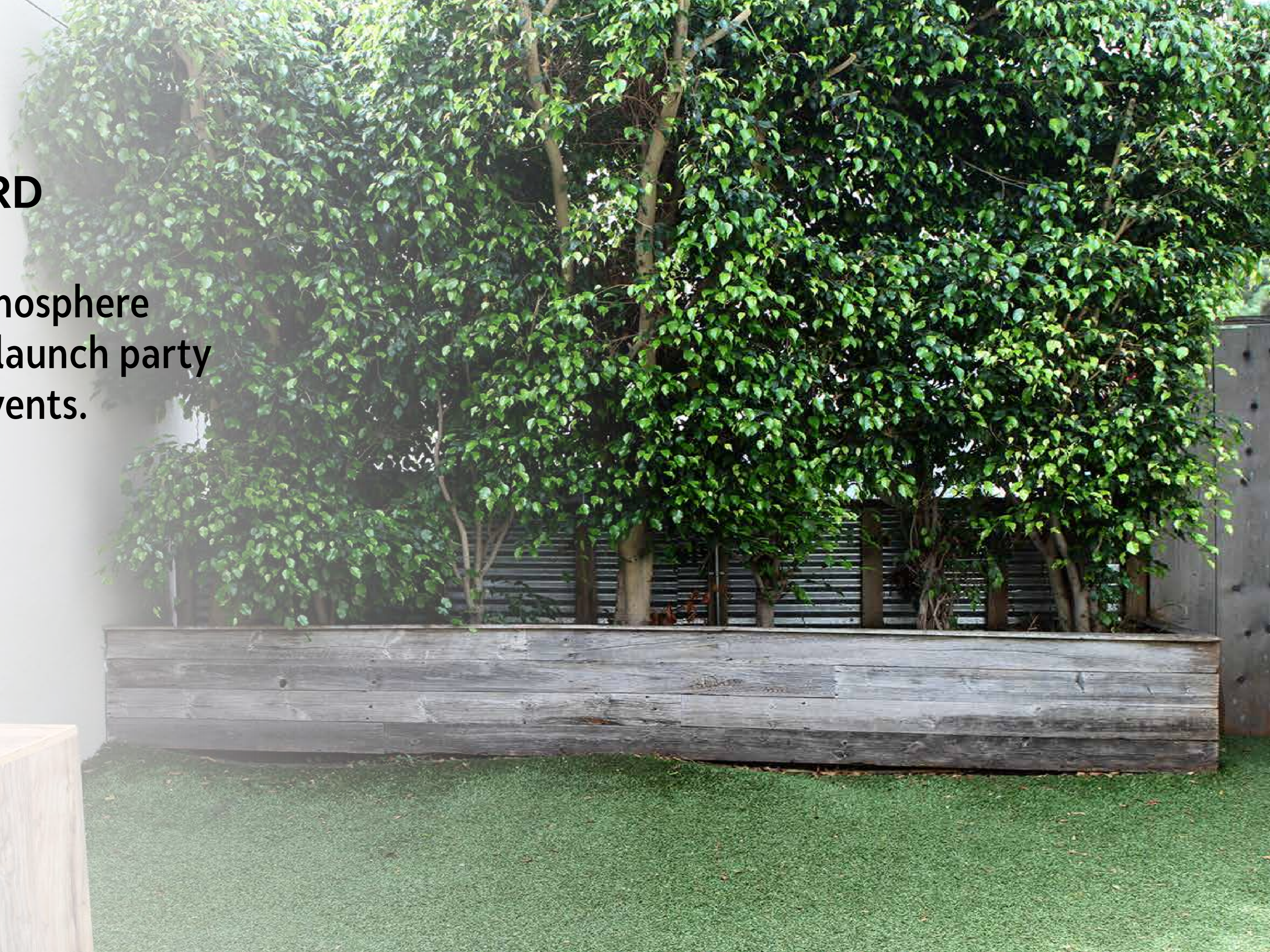






## COURTYARD

Perfect atmosphere  
to throw a launch party  
and host events.





# COLLABORATIVE POP-UP

## OPTIONS ON OFFER:

- First Friday Launch Party
- A Retail Associate
- Set Up Of The Space
- Selfie Wall/Mural/Billboard design and production
- Advertising and Marketing
- Email list to invite local customers and influencers

## AMENITIES INCLUDED WITH ALL RENTALS:

- High Speed Internet
- WiFi
- Bluetooth Sound System
- Security System With Alarm And Cameras





# CONTACT

For all booking inquiries, or general questions please contact:

**Danny Izarraras**

Danny@worldwidemind.com

Office: 310-314-3600

