

EURONICS
2024

¡MI FESTA ES SU FESTA!

¡VAMOS!



Euronics loves a good party—especially one that's bold, unexpected, and a little over the top. Client introduced us at the briefing with two personas - Karl and Mari (who became our main go to characters). Mari is 33 years old and has been working at Euronics for six years. Karl is 24 and in his second year at Euronics. They are wonderful, enthusiastic, and cheerful Estonians. They love Euronics. And they are as calm as can be. The challenge: deliver a high-production experience that would blow their minds. The result? **AI.-AI. Amor**—a high-energy fusion of Latin passion made with cutting-edge AI.

For one evening we turned Mari and Karl to a telenovela characters Maria Fernanda and Miguel Angel. How?

A hidden Latin American speakeasy set the stage for a night of controlled chaos—

Kalev Sports Hall turned into two spaces. The pre-event buzz was electric, and when the curtains lifted to introduce the main hall, emotions hit a boiling point. Brass bands and fiery rhythms. AI-powered experiences, generated art, transformed spaces, added a futuristic twist to the celebration.

Sizzling moves and fiery flavours.

Passion, dance, and a touch of latíño drama defined the night. A massive paella pan stole the spotlight, quests shared food on tables like a big familia, while tequila flowed freely and Sriracha outpaced ketchup.

An awards gala? More like a telenovela.

We transformed the traditional gala into a dramatic telenovela-style spectacle, complete with AI-generated portrait awards and theatrical videos inspired by Latin soap operas. The night continued with interactive entertainment - guests tried their luck at AI poker, got digital makeovers at the photo booth, and received mystical fortunes from our AI oracle, all while the hottest Latin bands kept everyone dancing until sunrise.

¡MUY CALIENTE!

And just like that, Mari and Karl broke free from the eternal weight of Estonian winter slumber, laughing as they passionately debated over who had drunk more tequila and eaten more chili peppers.

We delivered an experience that blew their minds. Before we opened the new, larger room, accountants were furious, asking "Where are the tables and why the room is so small?"

Thanks to excellent pre-communication, guests arrived in costumes and had already learned some Spanish phrases (which they still use in their daily lives today).

96.1% of guests rated it a perfect "5"—the best score in years.