

RS

RUSH SOCIETY

THE BRIEF

At the start of the year, Rush Street Interactive wanted to bring its people together to reflect and build excitement for what lay ahead.

The ambition was to celebrate as one company and strengthen a shared sense of culture. The challenge was a limited budget and a familiar setting - the everyday office. How could we deliver a memorable internal experience that strengthened unity and engagement with the culture of RSI within these constraints?

HOW DID WE DO IT?

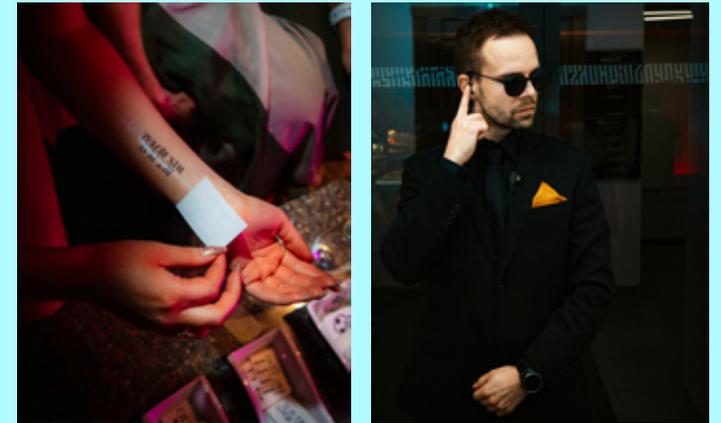
Rather than competing with large-scale productions, we focused on **understanding human behaviour: curiosity, belonging and emotion.** We reframed the gathering as something employees didn't simply attend, but gained access to. We created the creative concept, **The Rush Society** - an exclusive modern secret society that transformed a routine office into a shared collective story built on suspense and mystery through simple human moments.

Clever cost-efficient layers with maximum impact:

- Cryptic **secret messages** in precommunication
- **The Society's Gatekeeper** - a bouncer at the entrance, shifting mindsets from workday to club night and building suspense through ongoing interactions with guests
- **Custom membership cards**, turning attendance into belonging
- **"Secret members"** embedded within a collective game
- **The Keeper of Secrets** - host carrying the narrative throughout the night
- **The Initiation** - a shared ceremony welcoming members into the society
- **The Rush Line** - unexpected phone calls delivering secrets, play and anticipation
- **The Sound of the Rush** - a custom anthem performed collectively
- Custom society-inspired temporary tattoo station
- Decor built around society mottos woven into the office

THE RESULTS

The Rush Society transformed a simple internal gathering into a **powerful shared narrative, turning constraints and human behaviour into a creative advantage.** The experience elevated cultural pride, strengthened connection and set the tone for the year ahead - reinforcing RSI as more than a workplace, but like a secret club people actively want to belong to.



Guests shared:

"Best event yet, hard to top!"

"Entire program was super well thought through to the tiny details."

"Nothing to add other than I think it was the best RSI New Year's celebration I've been to yet. Thank you so much for this!"

