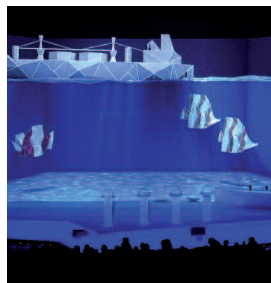


Innovation and making things happen

Objective: to convey an idea of the directions large petroleum companies are taking, and how each one should approach them. To inform and motivate by being both innovative and sustainable. To reduce the number of physical elements onstage, making the best use of resources. To show how close the future is.

Creative idea and description: every time you wake up, something has changed. If you are able to create something out of nothing, even the most insignificant thing can bring success. Transformation and change are permanently linked in a cycle of beginnings and endings, where the only thing that remains constant is evolution. Repsol is facing great changes in the sector and in the market of new energies, where technology and transformation are a key part of progress. The event was based around a single giant screen, reducing the number of physical elements in order to achieve sustainability: with the floor and table integrated into the video projection, immersive virtual scenarios were created, demonstrating that simplicity and technology can achieve change and evolution. By simply taking a step through a door, Repsol directors could be teleported to another dimension, representing the closeness of the future to the present. One step towards innovation and making things happen.

Staging and set design: onto a single giant screen, with the floor and table integrated as practical elements into the video, immersive virtual scenarios were projected, demonstrating that with simplicity and technology, change



and evolution can be achieved. Various 3D scenarios that metamorphose into the screen as a continuation of the auditorium. By simply walking through a door, Repsol directors could step in and out of another dimension, representing the closeness of the future to the present.

Media Mix: Attendees could register online, find information, post questions to be answered in the event itself, program reminders via e-mail and sms etc. After the event, the application allowed to view the entire video and to complete a questionnaire.

Results: using new means of communication: the technological market; cost-saving Greater range of reach and involvement; attracting the attention of the marketing network by using innovative stage and video techniques; very positive satisfaction questionnaire, with better results than in previous years.

[DATA SHEET]

Country: Spain
Organiser: SCP
Client: Repsol-Deme
Date: March 22th, 2012
Target: employees
Location: Madrid, Ifema
Budget: up € 500,000 to € 1,000,000