



# Sensalab™

---

We design immersive brand experiences that turn attention into emotion — and emotion into lasting recall.

[sensalab.io](https://sensalab.io)

---

# Your brand gets attention. But attention isn't enough.

## Experiential Brand Experiences

End-to-end immersive activations designed to connect people and brands through interaction, emotion, and storytelling.

In a world saturated with ads, the brands people remember are the ones they can feel.

## What we do

We are a creative lab that designs immersive experiences and interactive dynamics for BTL activations, conventions, and corporate events.

J.P.



D.I.



I.H.



I.C.



C.I.



Our experiences may include:

**Custom interactive games** for activations, launches, and events.

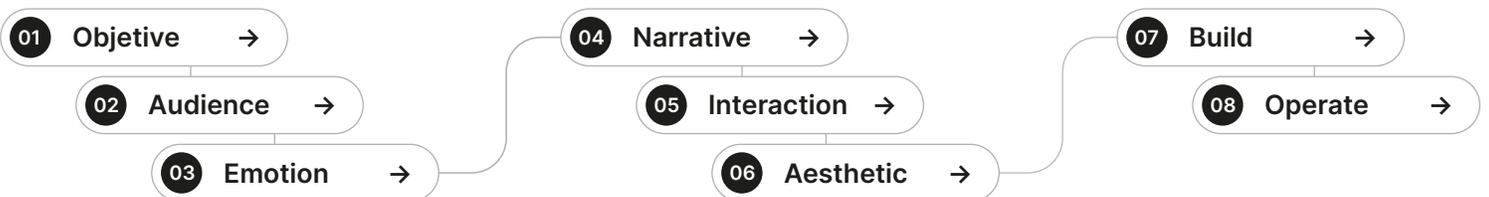
**Sensor-based interactions** using computer vision and real-time systems.

**Hybrid installations** combining screens, hardware, and digital content.

**Creative integrations** with CGI, avatars, animations, and motion capture.

**Pitch-ready concepts** when teams need fresh, executable ideas

## How we do it



We start by understanding the **objective**, the **audience**, and the **emotion** we want to trigger.

From there, we design the **narrative**, the **interaction**, and the **aesthetic** — selecting the right technology, **building the system**, and **operating it on-site** with precision.

**Everything is created to be scalable, reusable, and adaptable across events, cities, or campaigns**

# Why we exist

Brands compete for attention in an oversaturated world.

But attention without emotion fades fast.

People don't want more ads.

They want to play, discover, interact, and feel something real.

**Our purpose:** That's why we create experiences that cut through the noise and invite genuine participation.

## What makes us different



### White-label by design

We work behind agencies or directly with brands.



### Technology in service of emotion

Not gimmicks, real human reactions.



### Active participation

Experiences people choose to engage with.



### End-to-end execution

Concept, software, hardware, and content.



### Replicable systems

Built for scale and long-term use.



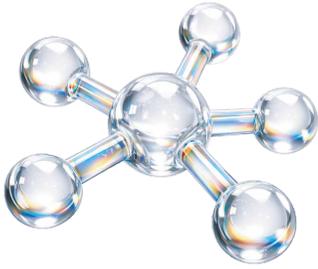
### Speed and flexibility

From prototype to production, tailored to each activation.

## Expected results

					✓ Voluntary, meaningful interaction.
				✓ Longer dwell time and deeper engagement.	
			✓ Reusable content for future campaigns.		
		✓ Real-time brand conversation.			
	✓ Experiences people actually remember.				
✓ Organic social media traction.					

# Who it's for



## BTL & ATL Agencies

Looking for innovative, ready-to-present proposals.



## Brands at conventions

Brands at conventions or product launches.



## Creative teams

Creative teams integrating technology.



## HR Teams

HR teams designing immersive internal experiences.



## Campaigns

Campaigns requiring sensory, participatory activations.

---

# Let's design an experience your audience won't just see...

# but remember.

Exploration session to:

**Understand** your activation or event.

---

**Define** the emotion to provoke.

---

**Propose** tailored ideas.

---

**Create** a demo or pitch ready to present.