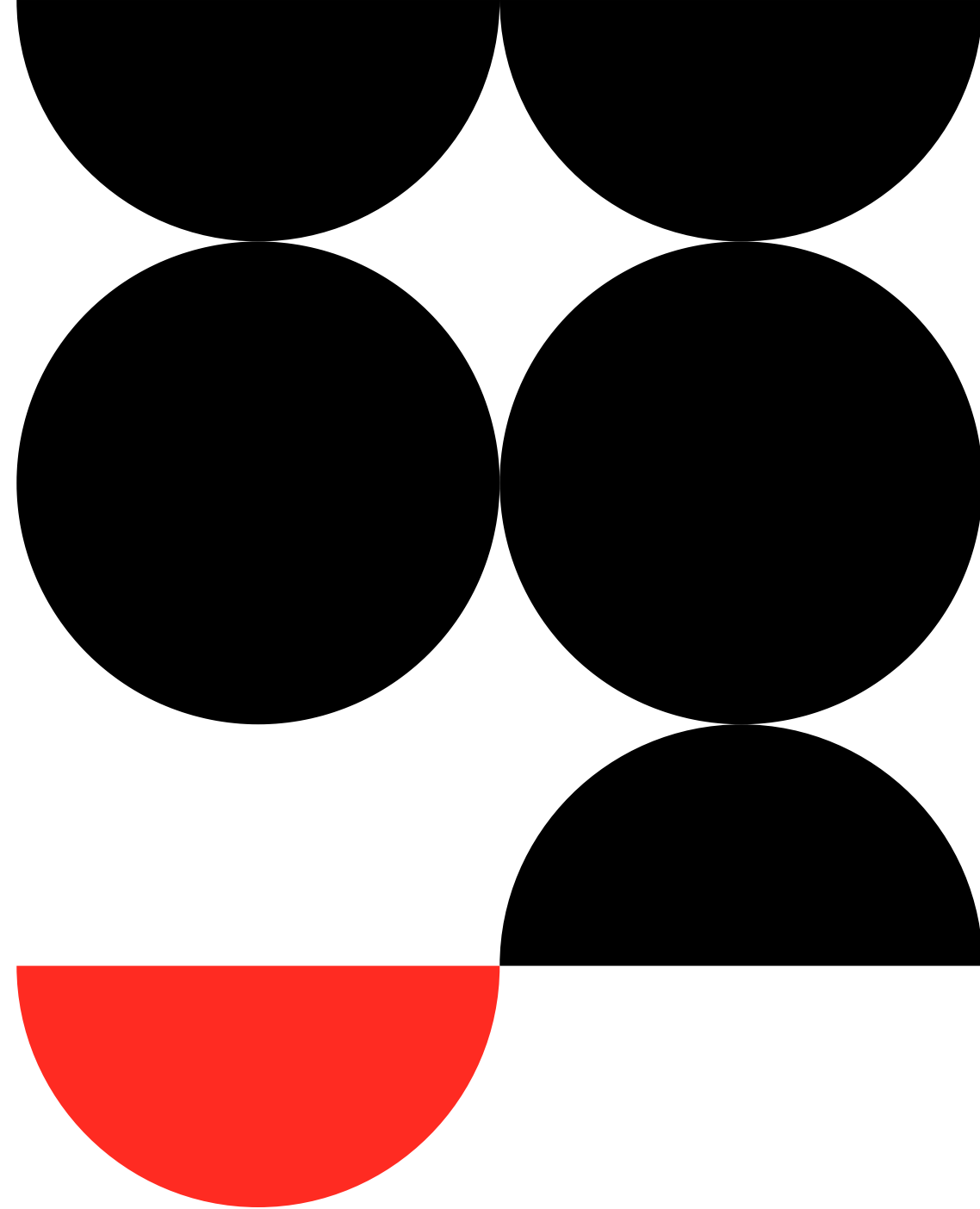


# CES | 25

THE **INSIDER** | Czarnowski Collective







# An inside look at the latest experiential marketing designs at CES.

CES is where the most progressive brands come to share their story with the world. No other conference has the diversity of brands, audiences, and press that CES does. It is a show that demands attendance and study. What follows is a summary of some of the most significant themes, wow exhibits, and relevant trends.

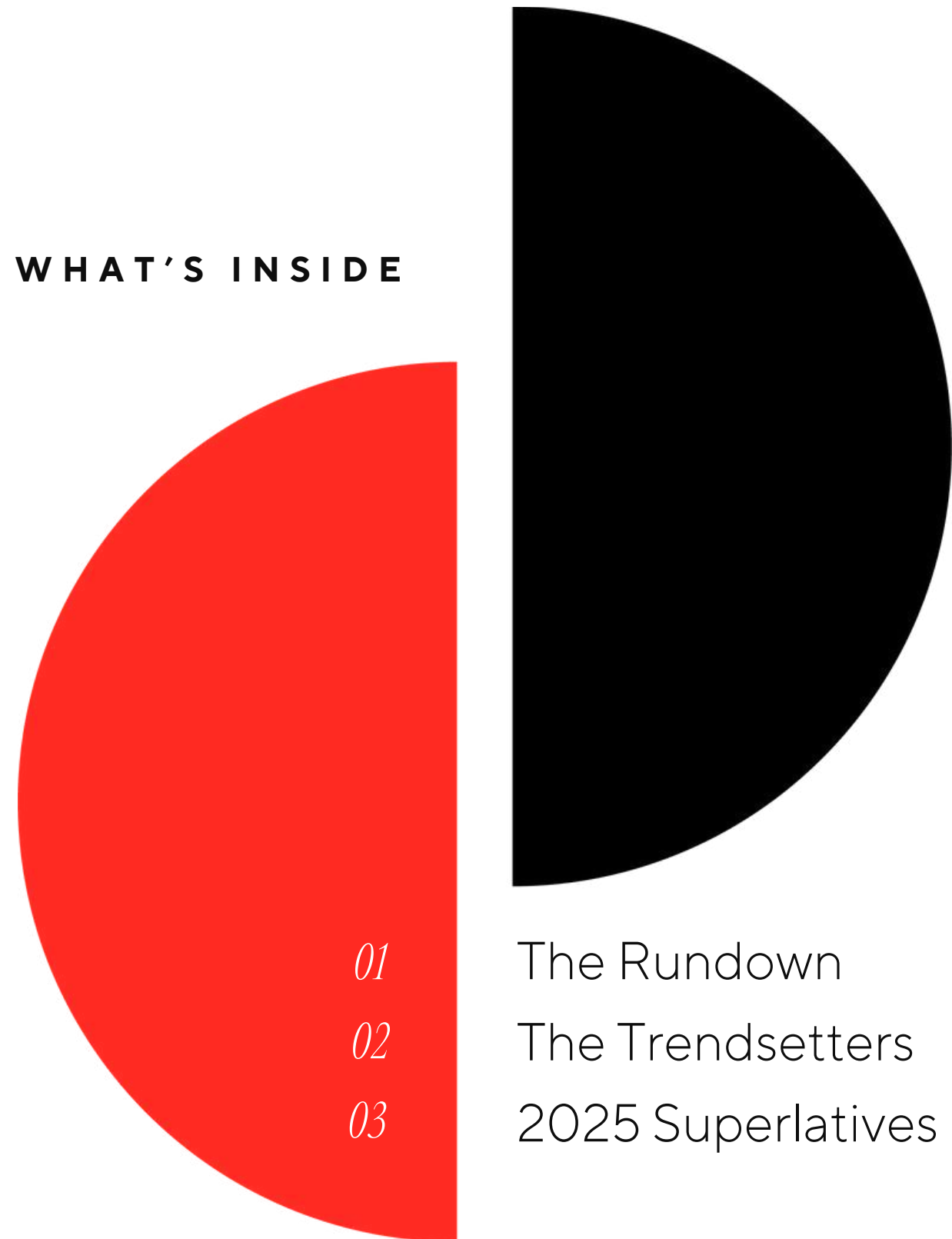
*“CES offers a unique chance to engage a global audience, and Czarnowski Collective has been helping our clients make their mark since the 1970s—adapting and evolving alongside the show as it’s grown over the years.”*

**PHILIP SCHLITZ**  
VP, GLOBAL HEAD OF  
BUSINESS DEVELOPMENT





## WHAT'S INSIDE



01

The Rundown

02

The Trendsetters

03

2025 Superlatives



 CES|25

# The Rundown

Just the facts, indeed. In this section, you'll find stats, macro themes, and all the ways that CES continues to evolve as quickly as the brands it showcases.



BY THE NUMBERS



ONGOING EVOLUTION



MACROTHEMES





2.5m  
SQUARE FEET

4500+  
EXHIBITORS

1.4k  
STARTUPS

141k  
TOTAL  
ATTENDEES

300+  
CONFERENCE  
SESSIONS

1200+  
SPEAKERS

6k+  
GLOBAL MEDIA  
ATTENDEES

500k+  
TOTAL SOCIAL  
MENTIONS

10.4k+  
SOCIAL  
MENTIONS/HR

BY THE NUMBERS

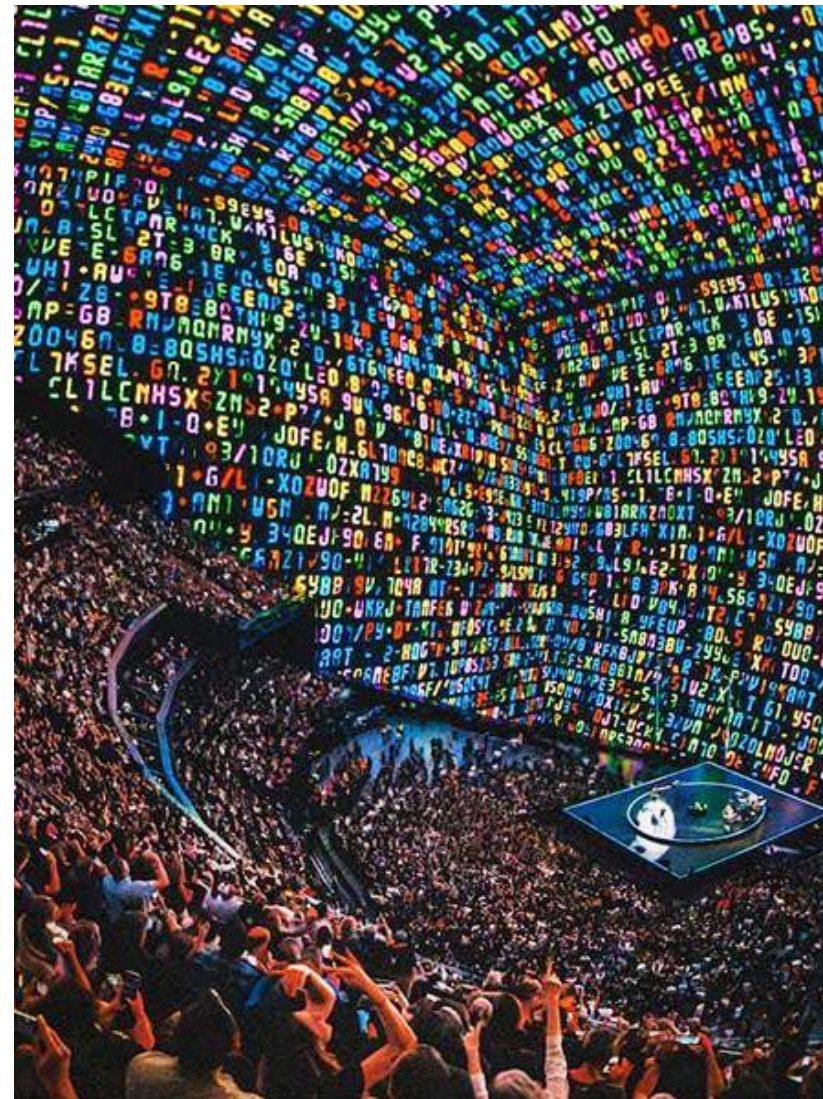
Record-  
breaking  
achievements

Every January, technologists, business leaders, entrepreneurs, and media from around the world gather at CES to explore the latest technological advancements and discover the future state of innovation. This year, the conference saw a record number of exhibitors, new venues, and strong attendance.



## ONGOING EVOLUTION

CES 2025 BUILDS ON LAST YEAR'S MOMENTUM BY EXPANDING THE PHYSICAL FOOTPRINT OF THE SHOW AND INCREASING THE NARRATIVE FOCUS WITHIN VENUES.



CES 2025 delivered another impressive performance, showcasing strong attendance, true innovation, and captivating showmanship. While the show's vibrant, carnival-like atmosphere and limited timeframe pose challenges for capturing attention and maximizing engagement, CES now offers brands more opportunities than ever to stand out and make their mark.

This year, the event continued to expand its global influence while optimizing the attendee experience with three primary campuses, each centered around a distinct theme. This strategic compartmentalization allows attendees to dive deeper into their areas of interest, ensuring a more relevant and impactful experience.

Speaking of themes, *Dive In* led the CES messaging this year, denoting how the conference programming lives at the intersection of innovation and humanity, and would explore how the two collaborate to tackle global challenges and shape a future that's already taking form.



### SHIFTS:

- Aesthetics
- Partnerships
- Reappearances
- Debuts



## ONGOING EVOLUTION

# CES has sorted into industry neighborhoods

### LVCC: CENTRAL HALL

The original hall for the show. This is where major tech players bring their A-game.

### LVCC: NORTH HALL

Health and wearable technology brands.

### LVCC: SOUTH HALL

Design and source brands.

### LVCC: WEST

Auto, construction and industrial tech brands.

### LVCC: PARKING LOT

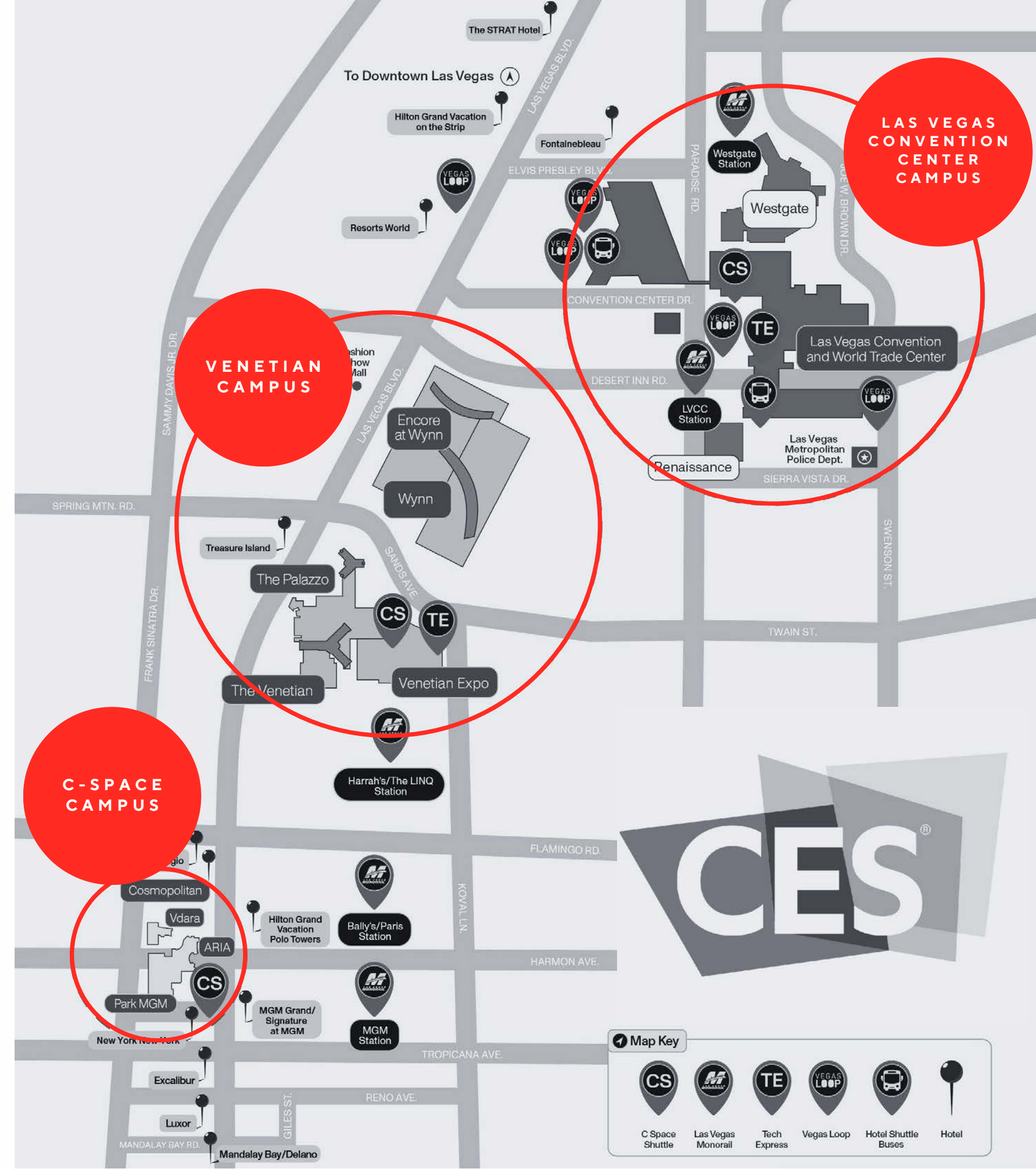
Notable brands like Google and BMW opted off the show floor to stand out from the cacophony of the halls.

### VENETIAN CAMPUS

More intimate spaces and meeting rooms for tech and consumer brands.

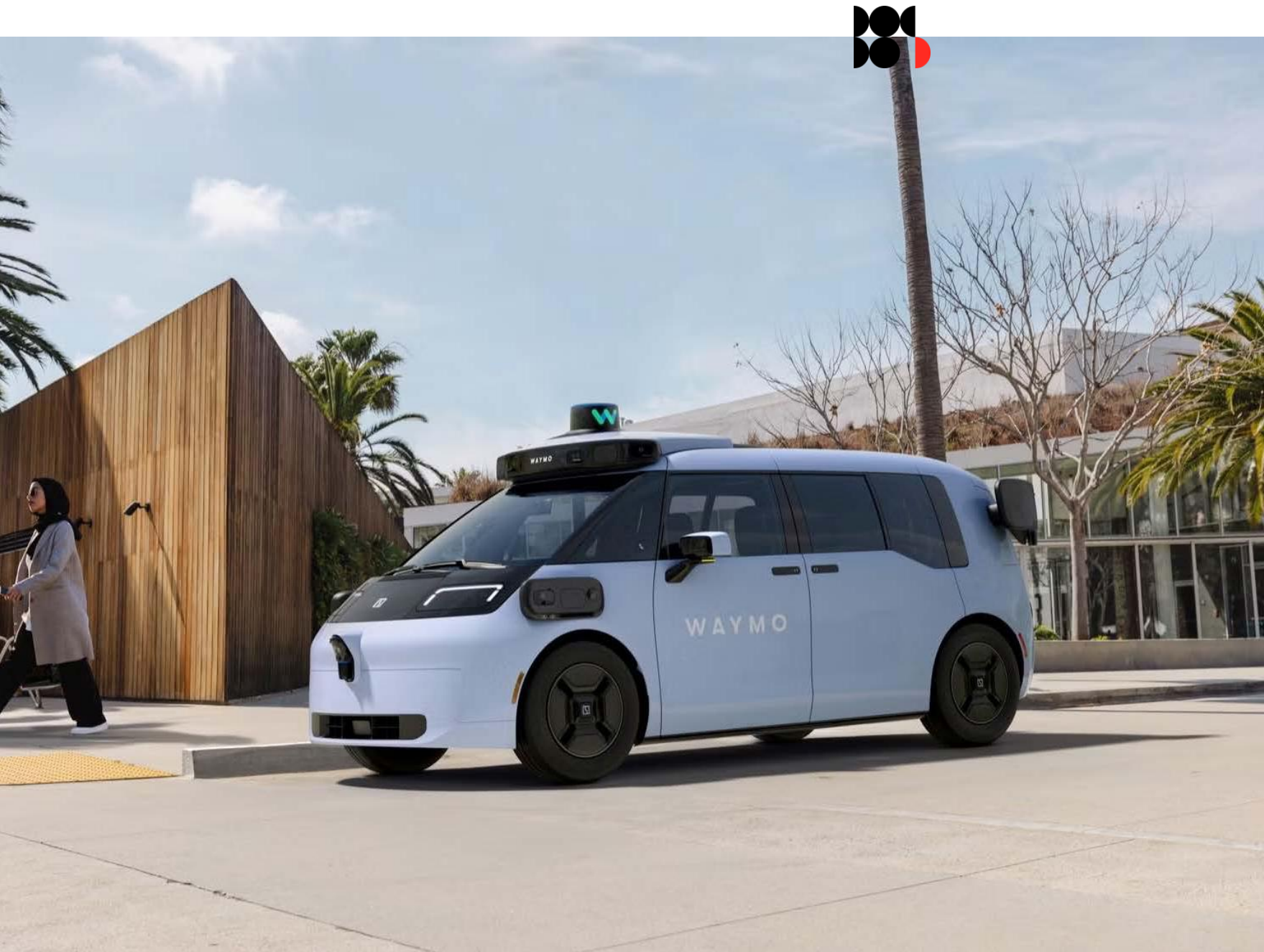
### C-SPACE CAMPUS

A recent addition, designed to house media and streaming brands.



MACROTHEMES

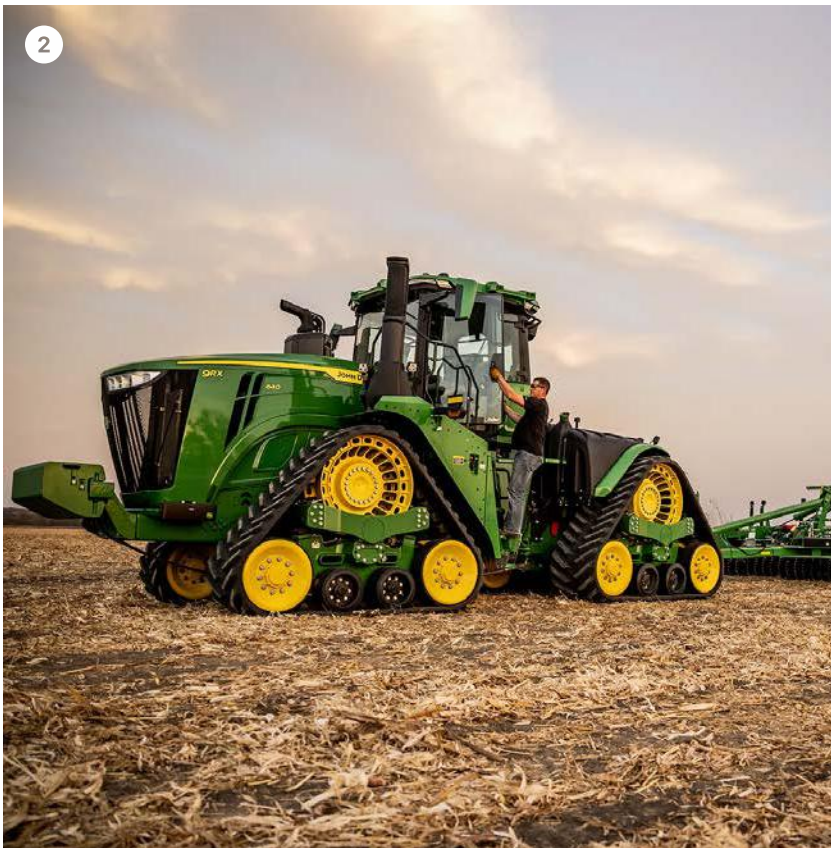
Tech has moved from intuitive to adaptive to congizant



While CES 2024 announced the arrival of AI as a message, CES 2025 moved it from a message to an embedded technology in nearly every product and platform possible. This is aligned with way tech has shifted the meaning of the term "smart" from intuitive to thinking. Our experiences with machines are increasingly adaptive and animate. From cars and boats to vacuum cleaners and pet devices, autonomous tech is leading the charge across industries.

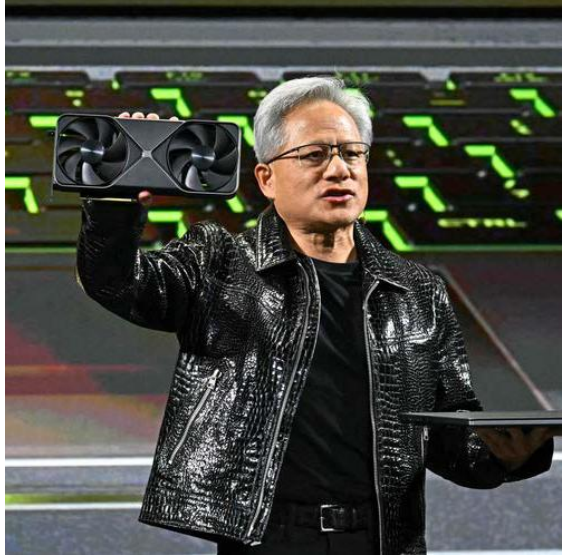


- 1. Autonomous vehicle **Waymo** brand showed off their ecosystem.
- 2. **John Deere** showed several new autonomous vehicles across agriculture, construction, and commercial landscaping.
- 3. **Roborock**'s latest vacuum cleaner, the Saros Z70, not only features the new StarSight Autonomous System 2.0 for more precise navigation and mapping, but also has a robo-arm to pick up stray socks.



*“The cognification era is clearly upon us, with automotive leading the way (and your toaster in a close second!). What were once inanimate objects are now ‘thinking’ machines, capturing and sharing powerful data from your freezer to the freeway.”*

**JONERIC AMUNDSON,**  
EXECUTIVE CREATIVE DIRECTOR

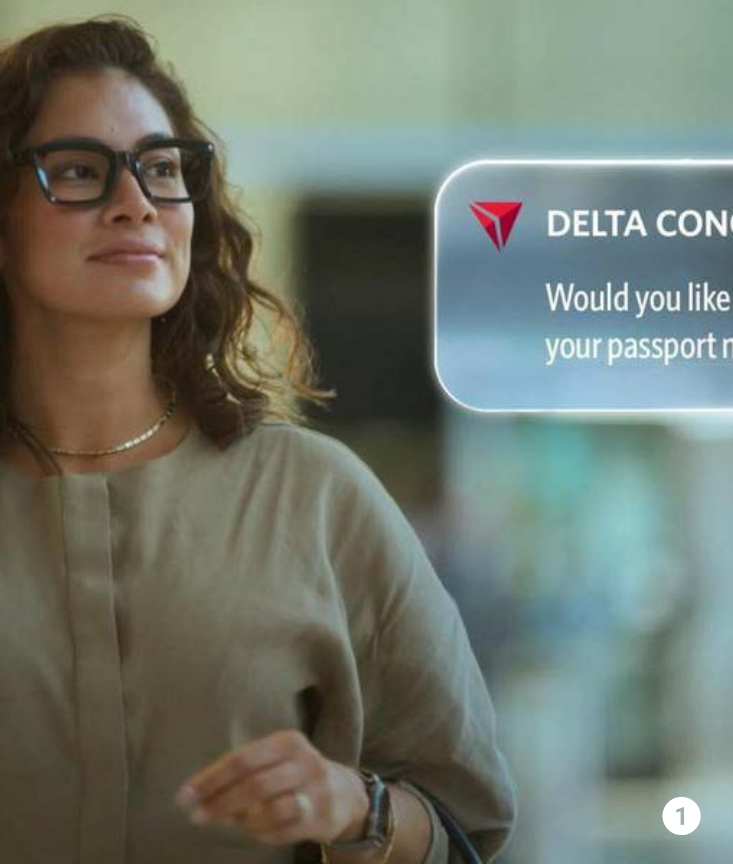


**MACROTHEMES**

AI + robots

Keen to dominate the progression of AI is **Nvidia**’s Jensen Huang, who believes that “the next frontier of AI is physical AI.” At his keynote on Monday, he announced the launch of Nvidia Cosmos, a world foundation model designed to understand the physical world — with the intention that its learnings will be applied to robotics and industry AI. Excitement around humanoid robots benefiting from physical AI was emphasized. As Huang says, “the ChatGPT moment for general robotics is just around the corner.”





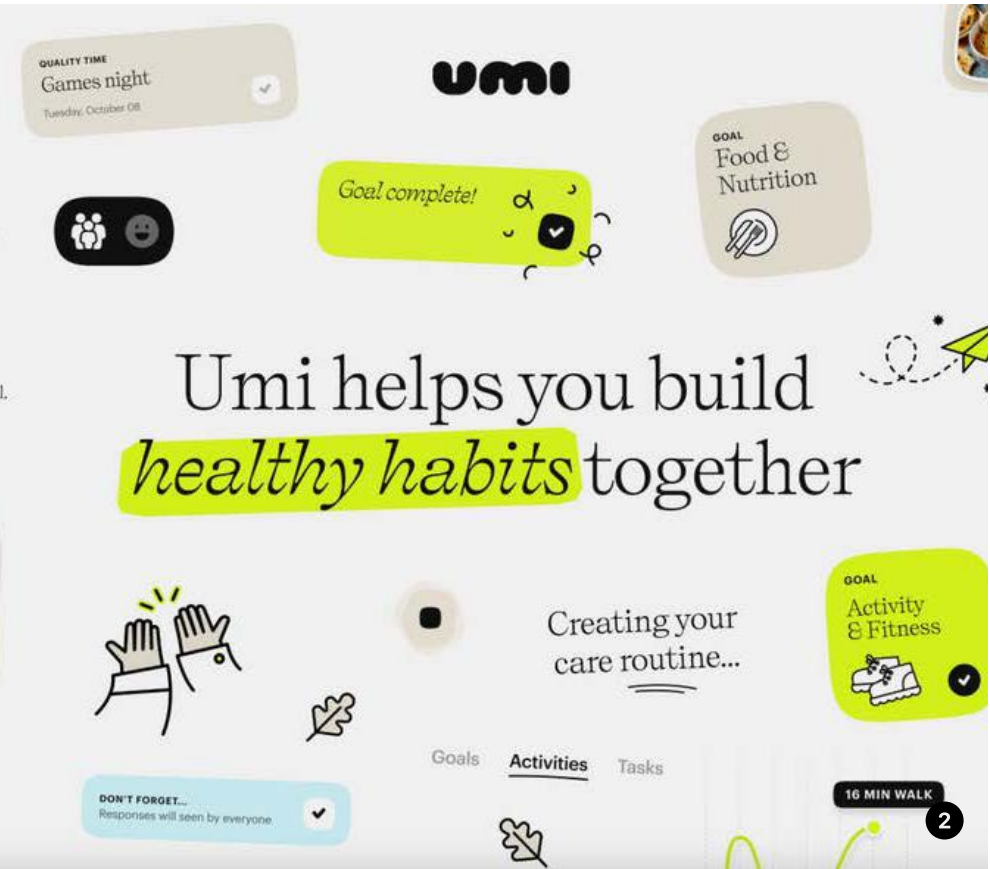
1

## MACROTHEMES

### Life concierge

Savvy AI virtual assistants from Panasonic and Delta showed how an integrated intelligence can transform what's possible in digital interactions both at home and on the go.

1. **Delta** pulled the curtain back on Delta Concierge, a personalized AI system embedded into the Fly Delta app. This AI-powered travel assistant recognizes the traveler, their status, the context of their trip, their destination, plans, and options instantly. Delta Concierge is integrated with Uber, making transition from air to ground travel a seamless one.
2. **Panasonic Well** launched Umi, a family wellness platform and coach. In practice, Umi is a digital assistant that boosts positive habits, communication, and organization.



2

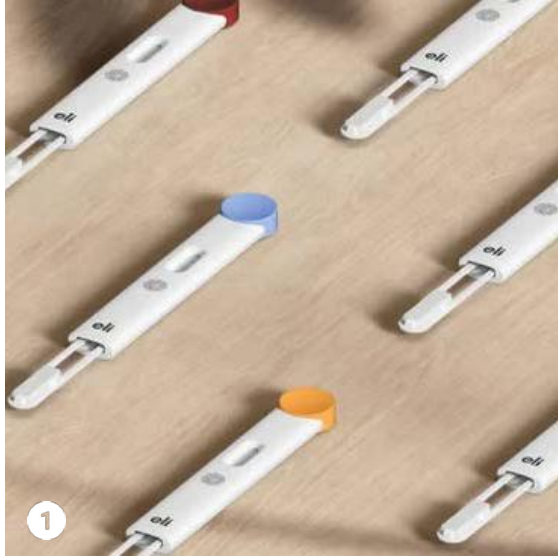


## MACROTHEMES

### Fountain of youth tech

Brands brought some interesting tech that wards off aging and boosts overall health.

1. Winner of the CES Innovation Award for Digital Health, **Eli Health's** Hormometer can provide health insights with a swab of saliva by enabling users to monitor and analyze hormone levels.
2. **Ageless Innovation's** age-inclusive games were designed to promote connection, much like **Rendever's** immersive virtual reality (VR) Alcove Sanctuary.
3. **Lemmy** presented a companion care robot designed to not only connect with smart home features, but also increase and extend independence in the elderly.



1



2



3



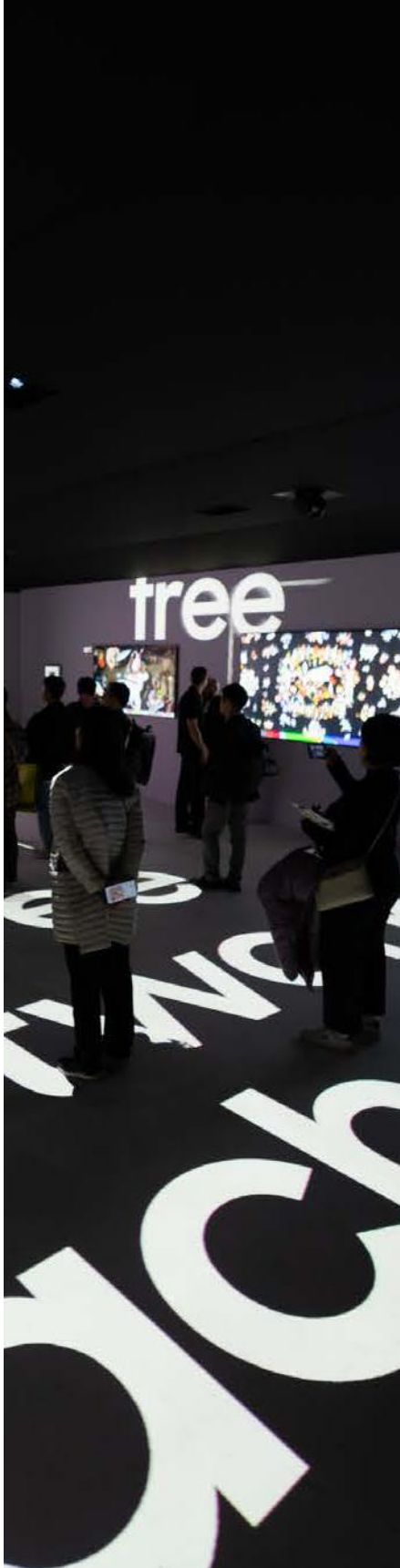
SPACE FOR SPECTACLE



AI EVERYWHERE



TOOLS OF ENGAGEMENT



CREATING THE THIRD PLACE



TAKING IT 360

CES|25

# The Trendsetters

This year's Trendsetters garnered tidal crowds, media buzz, and social amplification. These trendsetting brands are leading the way at CES and in the experience industry as a whole. The following pages illustrate the strategies these brands are using to achieve success in one of the most competitive environments in brand experience.

*"CES 2025 showcased the power of innovation and imagination, where pioneering brands not only led the dialogue but also redefined what's possible in the ever-evolving experience industry, setting the tone for a transformative future."*

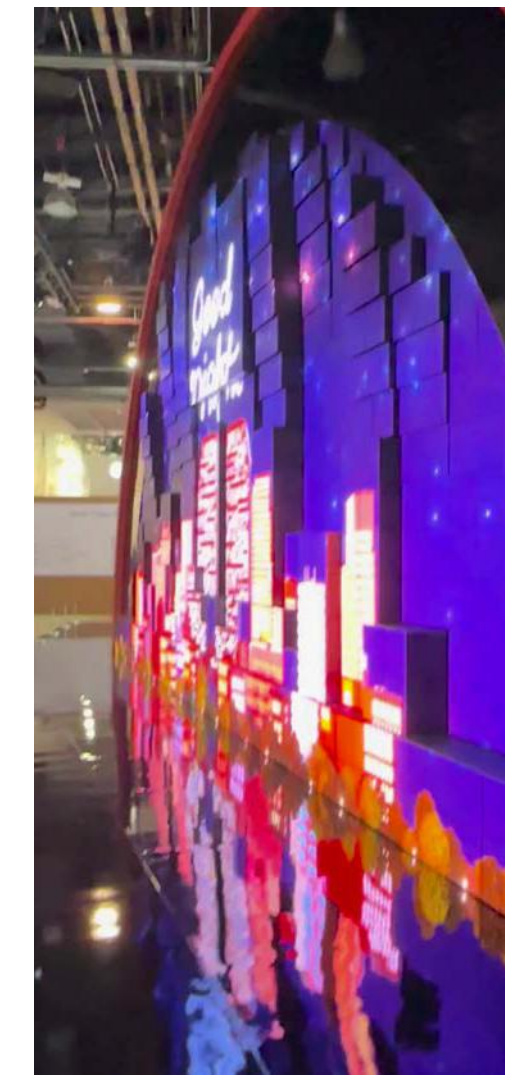
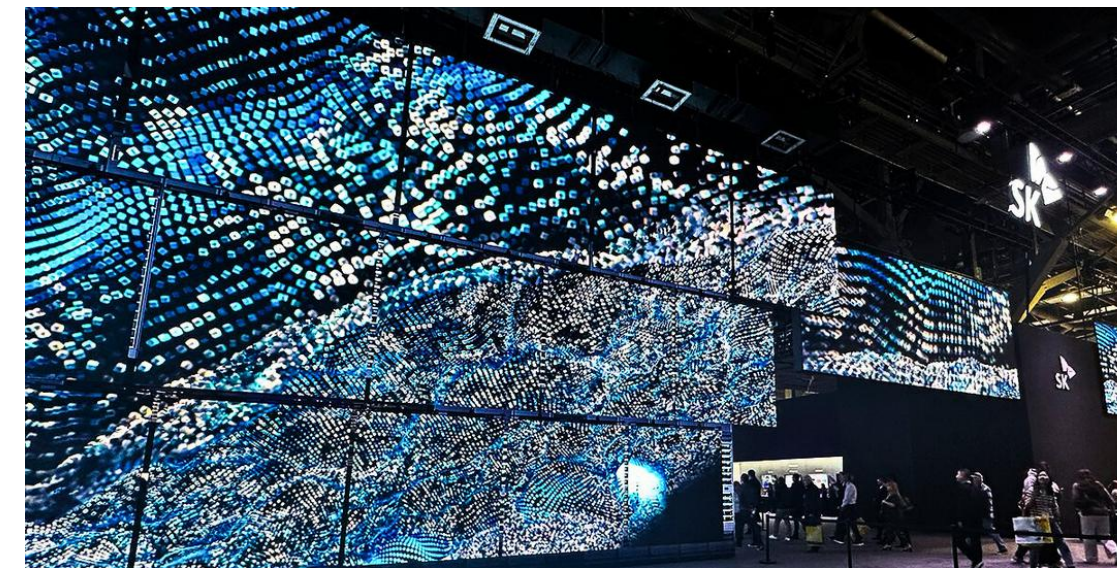
**CHUCK BAJNAI,**  
VP CREATIVE + DESIGN



## THE TRENDSETTERS

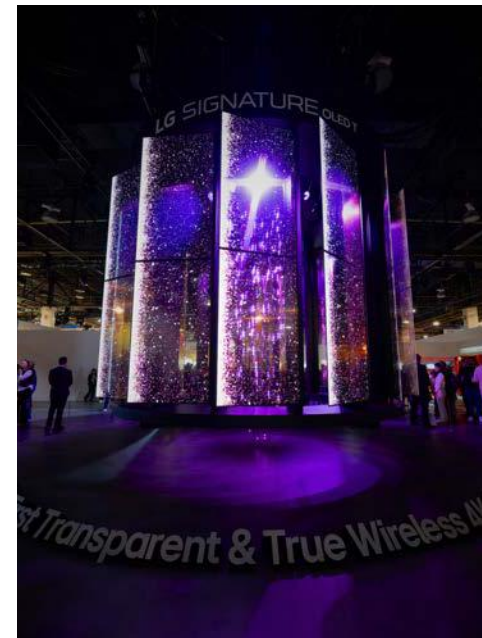
# Space for spectacle

The first challenge brands have to overcome at CES is being seen — stopping the flowing crowds and drawing them in. This year saw brands across halls use physical scale, brilliant technology, and even, in some cases, impossibly huge machinery to deliver that stopping power before allowing staff and deeper attractions to bring people in further and keep them engaged.



*“Almost by definition, the CES monoliths we create for LG (among others) have never been done before. To create these traffic-building, show-stopping spectacles, we build teams that extend from design to production to structural engineers and the LVCC facilities team.”*

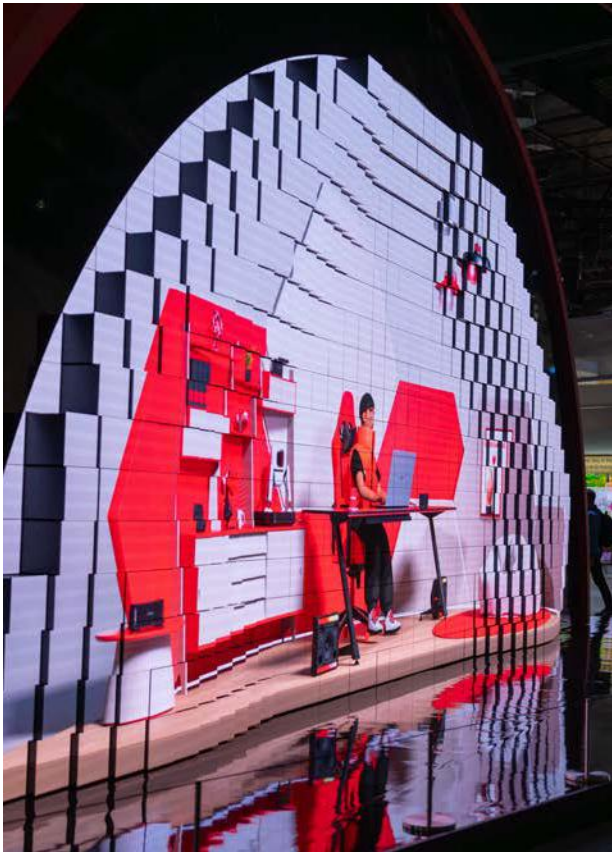
**RACHEL SPRINGMEYER,**  
VICE PRESIDENT OPERATIONS



SPACE FOR SPECTACLE



LG’s booth was designed to have distinct zones representing a complete day: morning, noon, and night. Each section featured stories supporting LG’s theme of “space as a service,” demonstrating how the brand’s AI-powered innovations enrich daily routines. This macro narrative helped attendees make sense of what could have otherwise been an overwhelming amount of tech stories.



RISE AND SHINE

This vignette featured an Intelligent Home that understands and adapts to users’ needs by offering proactive solutions to make each day smoother, along with a personalized living environment that is both safe and hyper-connected. Case in point: An AI-enabled fridge that uses a transparent OLED door to help you keep track of what's inside.



CONNECT AND CRUISE

This area featured an AI-based, in-cabin sensing solution and Vision AI mobility concept designed to bring greater safety, convenience, and hyper-personalization to the future mobility experience.



GEAR UP AND GAME

Visitors were invited to partake in an AI-optimized and unparalleled gaming experience with LG’s ThinQ ON, which can connect with a variety of IoT sensors and devices, makes it easy to create a personalized gaming station and control mood settings with just the touch of a button.



SPACE FOR SPECTACLE



JOHN DEERE

For people wondering what John Deere is doing at CES, know that they had an autonomous tractor ten years before Google had an autonomous car. Providing food and shelter for the eight billion people who live on Earth is no small task. And Deere shows they're up to the challenge with their agriculture and construction machines and technology. They reinforced this big purpose with large machines that drew eyes and acted as an irresistible social media draw as people climbed into the cabs for a picture. Deere led keynotes, held SME sessions, received journalists, met with large customers, and recruited tech talent from this space.



SK

SK presented their vision for creating a sustainable future and contributing to the advancement of humanity through 21 items, including four AI data center (AIDC) solutions for AI, energy, operation, and security. They drew people into the booth with their sophisticated thematics across a grandiose LED installation and then used this scale to create contrast with a more intimate interior. Here, vignettes orbited an artistic LED column symbolic of SK AI Data Center's dynamic data flow.



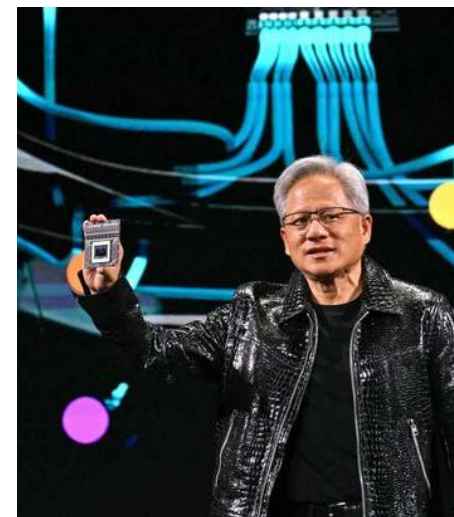


## THE TRENDSETTERS

# AI everywhere



At CES 2025, we witnessed a quiet transformation in how brands express artificial intelligence — shifting from technical spectacle to lifestyle enabler. As AI becomes more integrated into our world, brands aren't just showcasing capabilities. They're developing unique voices through experiences, each finding their own vision of an AI-enhanced future. They're crafting distinct ecosystems that move beyond features and specs, showing us how this technology might seamlessly weave into our daily lives.



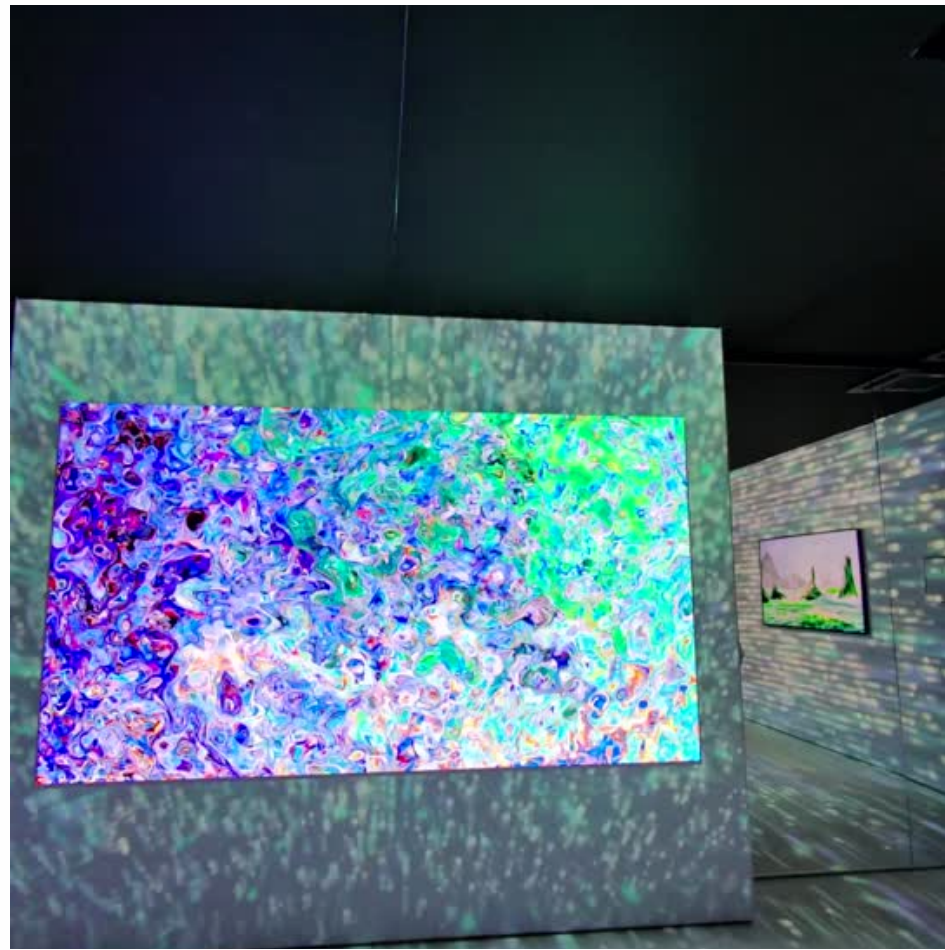
*“Last year AI was the shiny new toy, now everyone is talking about it. This year everyone was creating their own unique playground with AI infused.”*

**KIRE DAVIS**, SENIOR STRATEGIST





AI EVERYWHERE



## SAMSUNG

Samsung's vision of this AI-enhanced world came to life through Samsung City, where their artificial intelligence flowed through screens like a digital aurora. This wasn't the first glimpse of Samsung City — we saw an early version back in 2021 that placed halos of light around products. But at CES 2025, Samsung City was completely transformed. Intelligence emanated from within the devices themselves, each becoming a portal for this fluid AI presence. The cityscape wove this seamlessly through multiple facets of life: from personal moments to shared spaces and from daily rituals to collective experiences. The "AI for All" narrative wasn't just about tech capability — it demonstrated a future where artificial intelligence exists as naturally as light or air, moving from technology that announces itself to intelligence that flows through the fabric of our daily experience.



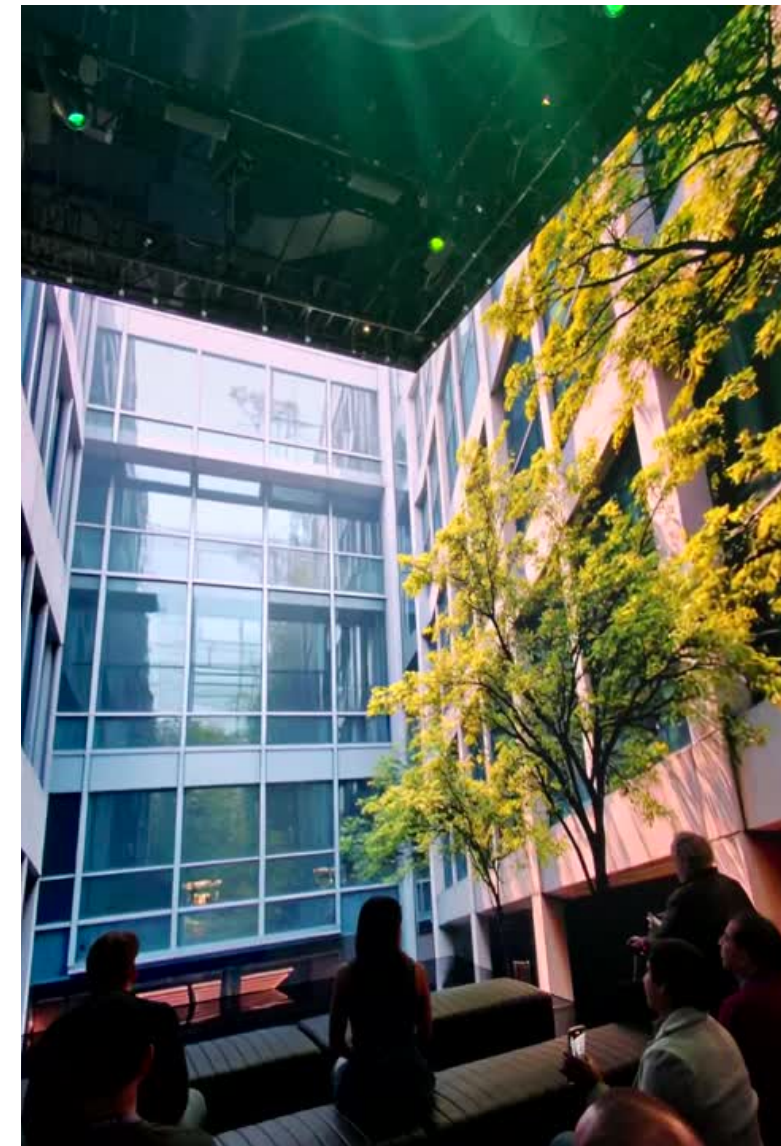
## AI EVERYWHERE

When every brand has AI, it's not about having it — it's about how you express it



### SIEMENS

Siemens offered another expression of AI's proliferation at CES — showing how transformative tech can orchestrate change while remaining widely understated. Their showcase intertwined stories of real-world impact through partnership, from sustainable textiles to desert agriculture, while their immersive theater painted tomorrow's possibilities. In their vision, the most profound presence was the quietest one, conveying its impact through the tangible achievements of their ecosystem.



### BOSCH

Bosch showed us what happens when a century of trusted engineering mastery naturally flows into the AI era. Their “#LikeaBosch” ecosystem demonstrated how deep expertise evolves in the age of AI. This was an experience both meticulous and deeply human, from helping your child sleep safely to enhancing how vehicles think and respond. The space spoke with a bold confidence found only in those who have spent generations perfecting their craft.





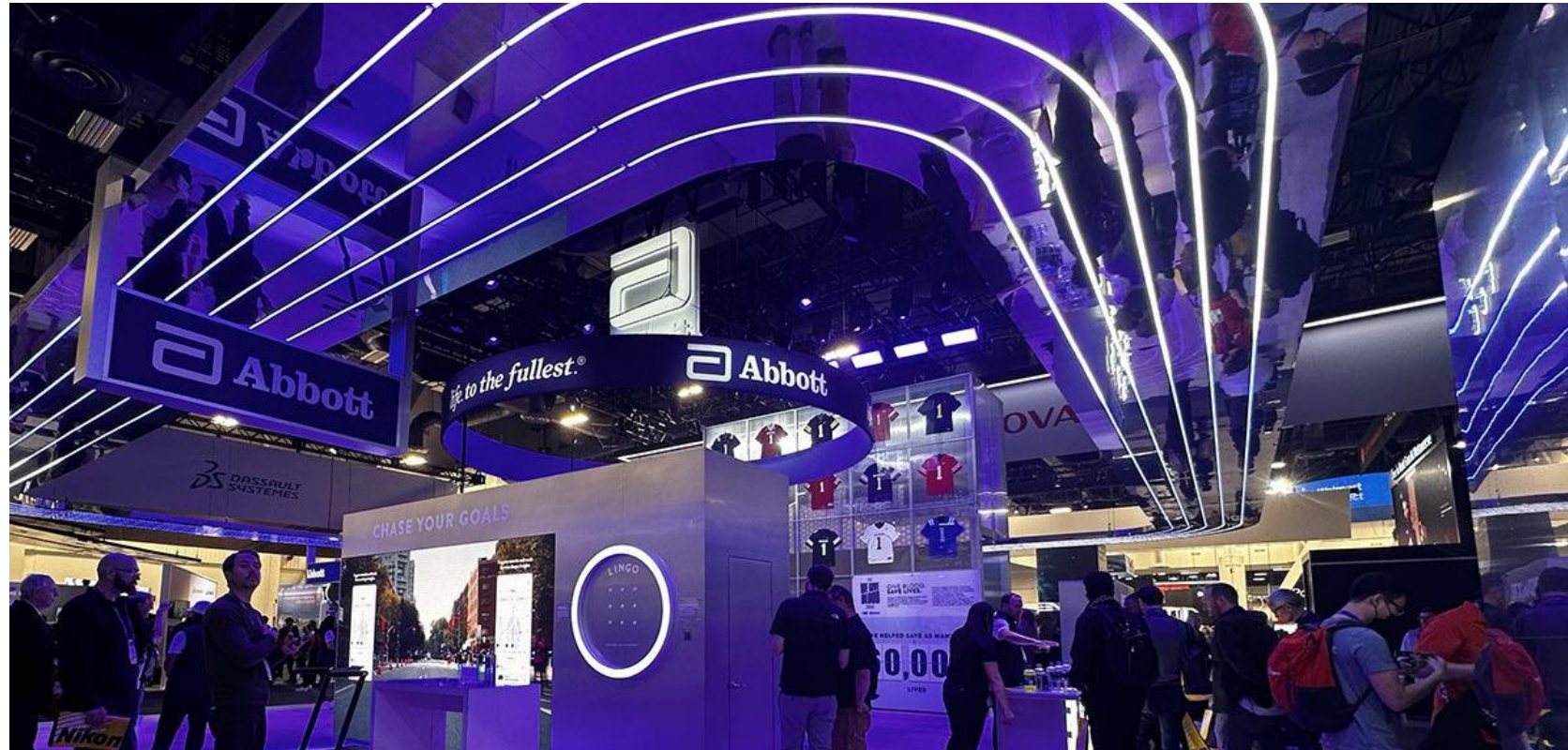
## THE TRENDSETTERS

# Tools of engagement

At CES, every brand faces the same challenge: how do you make people stop, look, and truly engage? In a space where cutting-edge tech is table stakes, breakthrough engagement isn't about showing more — it's about inviting deeper. What made CES 2025 fascinating wasn't just the innovation on display, but how brands crafted their invitations to explore it. The most magnetic moments came from brands who understood the power of leaning into one engagement tool, whether through **education, entertainment, aesthetic appeal, or escapist experiences**. These dimensions created distinct pathways to discovery. Most brands excelled by mastering one, creating moments that pulled you in through that singular strength. But there was one brand that achieved something extraordinary: harmony amid the noise.

*“Brands this year embraced dynamic, multifaceted approaches to engagement, seamlessly and successfully blending together digital and analog activations within the same space.”*

**BRIAN TEPLITZKY,**  
SENIOR CREATIVE STRATEGIST



TOOLS OF ENGAGEMENT



Abbott’s booth at CES 2025 stood out as a masterclass in engagement, utilizing all four of the aforementioned elements in tandem.



GAMING

Inside the fitness-inspired booth, gaming enthusiasts were drawn to a Wii-style, interactive experience that cleverly showcased Abbott’s new bio-wearable Lingo and a simple memory game station which helped to spotlight Abbott’s groundbreaking traumatic brain injury (TBI) blood test.



BIG TEN WALL

At the heart of the booth was a towering Big Ten basketball jersey wall, designed to celebrate and promote an inspiring cause — a recent blood drive initiative. It was a striking visual and emotional centerpiece, perfectly tying together Abbott’s mission to create the best and most innovative health technologies and products to help people live their healthiest, fullest lives.



SAMPLING

Abbott provided a refreshing and practical takeaway at their Pedialyte station, where attendees could grab free samples to go. This thoughtful gesture resonated with visitors, reinforcing the company’s commitment to science-backed, advanced hydration.



## TOOLS OF ENGAGEMENT

### Entertainment



#### PANASONIC

Panasonic brought its "Well into the Future" theme to life by showcasing its latest innovations in sustainability, home appliances, and lifestyle tech — with the launch of the Panasonic Go initiative taking center stage. Engaging touch points, such as a wellness bar offering nourishing beverages and interactive product demos highlighting Panasonic's new AI-driven technologies, were strategically placed throughout the exhibit, ensuring continuous entertainment at every turn. The brand kicked it up a notch by bringing show biz to the show floor with a live performance from international star DJ Steve Aoki, energizing the crowd in honor of Technic's 60th anniversary.

*"Investing in GREAT talent can elevate your game within the experiential space; Aoki is a reputable, industry veteran who authentically promoted a Panasonic (Technics) product, delivering a fresh perspective of the brand to new audiences."*

**HALCIE SVOR-BERNSTEIN,**  
VP ACCOUNT SERVICES



## TOOLS OF ENGAGEMENT

# Education



## MOBILEYE

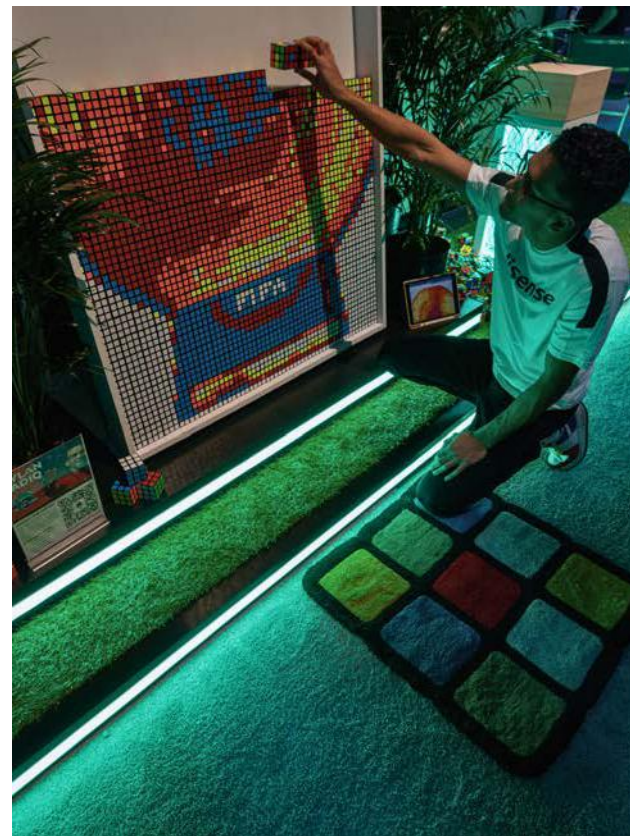
Continuing to take advantage of the 40'+ ceiling heights in the West Hall of the LVCC, Mobileye ditched the curved, forced perspective LED walls from CES 2024 and opted for a complete re-design – aptly named the “City of Mobileye” – featuring oversized, edge-lit shapes from their brand identity intended to replicate a glowing downtown skyline. Cleverly, product education zones were housed in each building structure.

Attendees could explore the company’s various levels of autonomous driving through an interactive plexiglass car installation or grab a seat in the theater and participate in hourly programmed panel talks on the thrilling future of the company.



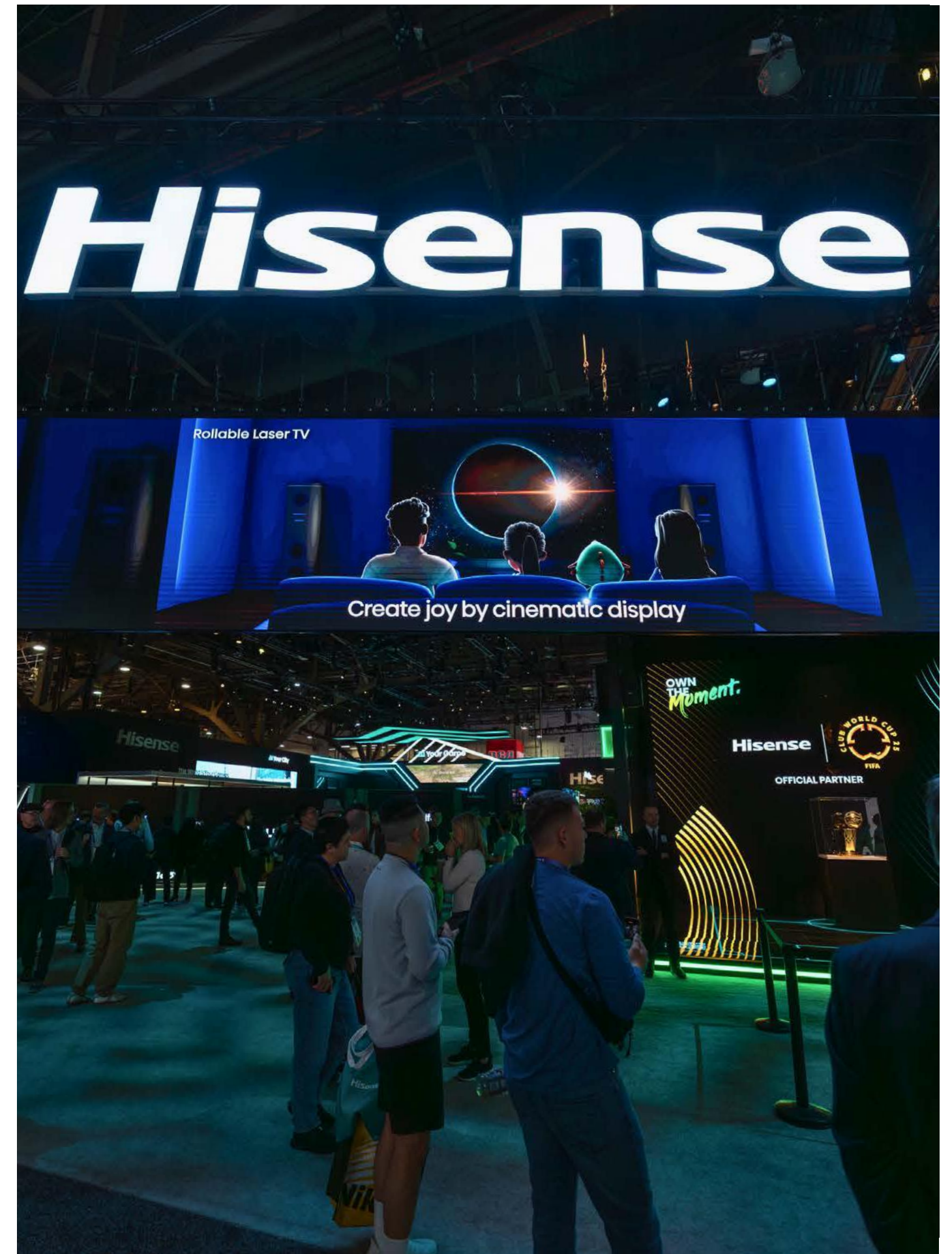
## TOOLS OF ENGAGEMENT

# Aesthetics



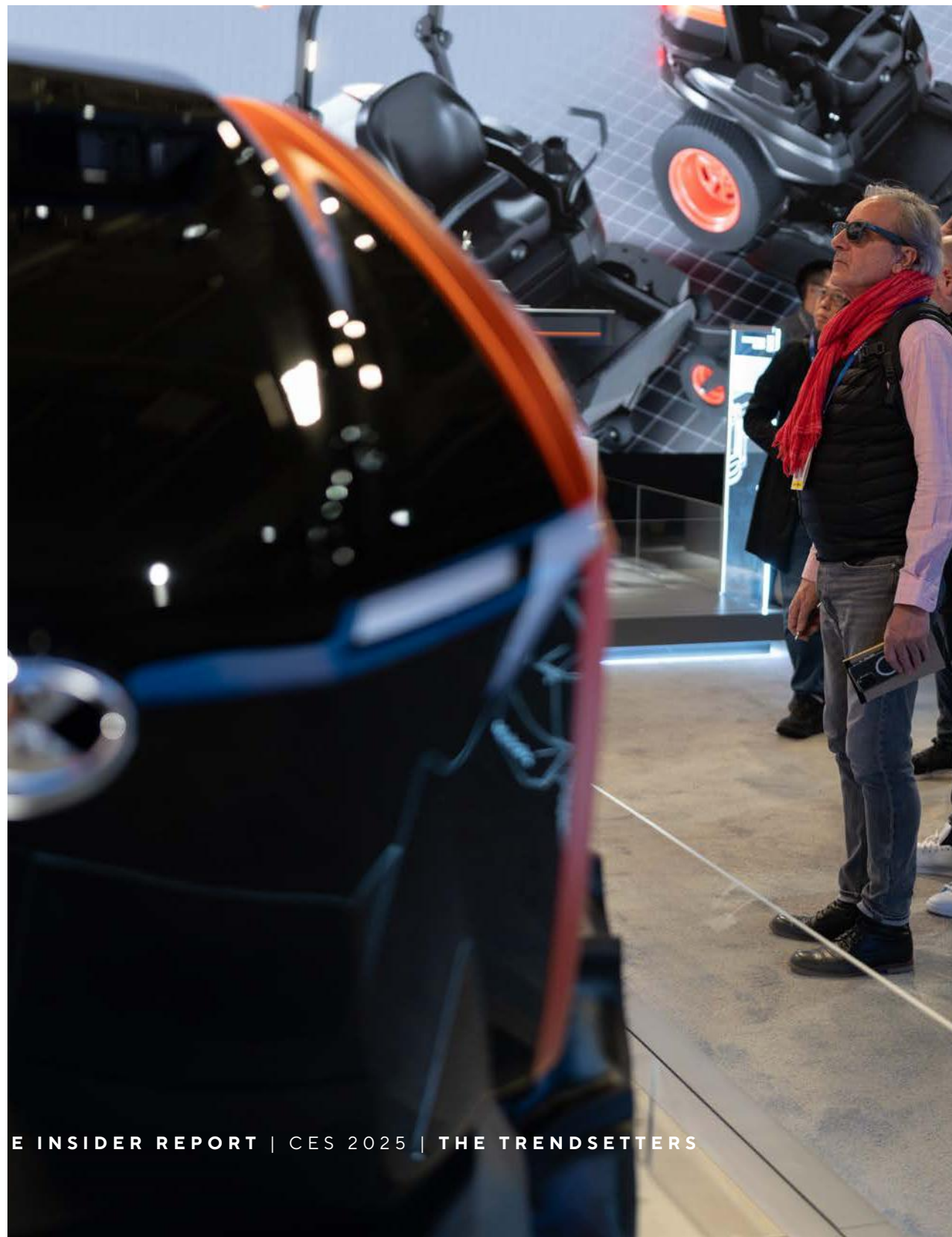
## HISENSE

Hisense demonstrated a deep understanding of aesthetics by elevating LED from display technology to architectural material, creating an environment that drew attendees and maintained their engagement. Their integration of dramatic lighting and programming created an entrance that commanded attention, while the LED perimeter placement minimized external distractions and directed focus to key storytelling moments. By balancing this technological architecture with thoughtfully crafted analog experiences, Hisense transformed their space into an environment that encouraged both exploration and meaningful interaction.



## TOOLS OF ENGAGEMENT

# Escape



## KUBOTA

Inspired by Kubota's mission "create products with all your heart and soul and they will contribute to society and bring prosperity," the Kubota experience provided an escape from an overly stimulating, bustling show floor with emotive story that showcased advanced technologies and innovation in beautiful, authentic agricultural settings.

Attendees were surrounded by 170 linear feet of LED tile, which served as a backdrop for storytelling: merging nature, technology, and humanity to create a moment of pause and reflection while viewing the actual equipment.

A curated collection of 40 video segments filmed in diverse settings like vineyards, orchards, and residential areas were balanced with product animations and digital overlays showing data collection and AI features. Panoramic views of a vineyard horizon were met with sweeping futuristic butterflies in takeover moments. Enhanced by dynamic lighting, custom ambient audio, and subtle scents of earth and grass, the escape was a multi-sensory experience.

*"Kubota's standout booth brought calm and focus to the otherwise chaotic CES show floor, providing a powerful brand statement."*

**SAM CONLOGUE,**  
VISUALIZATION DIRECTOR





## THE TRENDSETTERS

# Creating the third place

The "third place" presents a key opportunity for brands to foster casual, connection-driven experiences. Originally introduced by sociologist Ray Oldenburg in 1989, the concept refers to spaces designed for public relaxation and connection beyond the home ("first place") or the workplace ("second place"). When we think about CES attendees, the hotel functions as their first place while the exhibit hall and official programming serve as the second, leaving room for brands to craft unique third-place experiences such as lounges, meeting areas, and private programming.

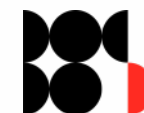
*"From brain breaks to immersive escapes, brands are filling the white space surrounding official programming with spaces that promote connection and relaxation."*

**MARGARET SHAUL**, SENIOR STRATEGIST





CREATING THE THIRD SPACE



## THE FEMALE QUOTIENT X IPSOS

Research and consulting firm Ipsos partnered with The Female Quotient to support FQ's mission-driven initiative, The Equality Lounge (formerly known as The Girls Lounge). Since 2013, this ongoing effort has aimed to advance gender equality in collaboration with leading brands across multiple industry events. At CES, the lounge was housed in the ARIA's Cathédrale space, providing attendees a tranquil escape from the busy conference. Guests could relax, connect with others, and enjoy live panel discussions in the space. A highlight of the event was FQ's annual Women Walk the Floor Tour held in partnership with Yahoo, which brought together over 200 women to explore CES 2025 as a united community.



CREATING THE THIRD SPACE

An owned oasis allows attendees to connect with your brand and with one another in an authentic way



VIA NT

Ad-tech platform Viant created a lounge-like exhibit strategically placed next to the C Space session area. The vibrant setup allowed attendees to take quick breaks, check emails, or chat casually with company representatives. With content kiosks and interactive displays, Viant provided an approachable environment where attendees could engage at their own pace, promoting brand familiarity in a relaxed, social atmosphere. They also created memorable moments such as their video booth in which attendees could walk away with a glamorous slow-motion video as a digital keepsake.



SONY

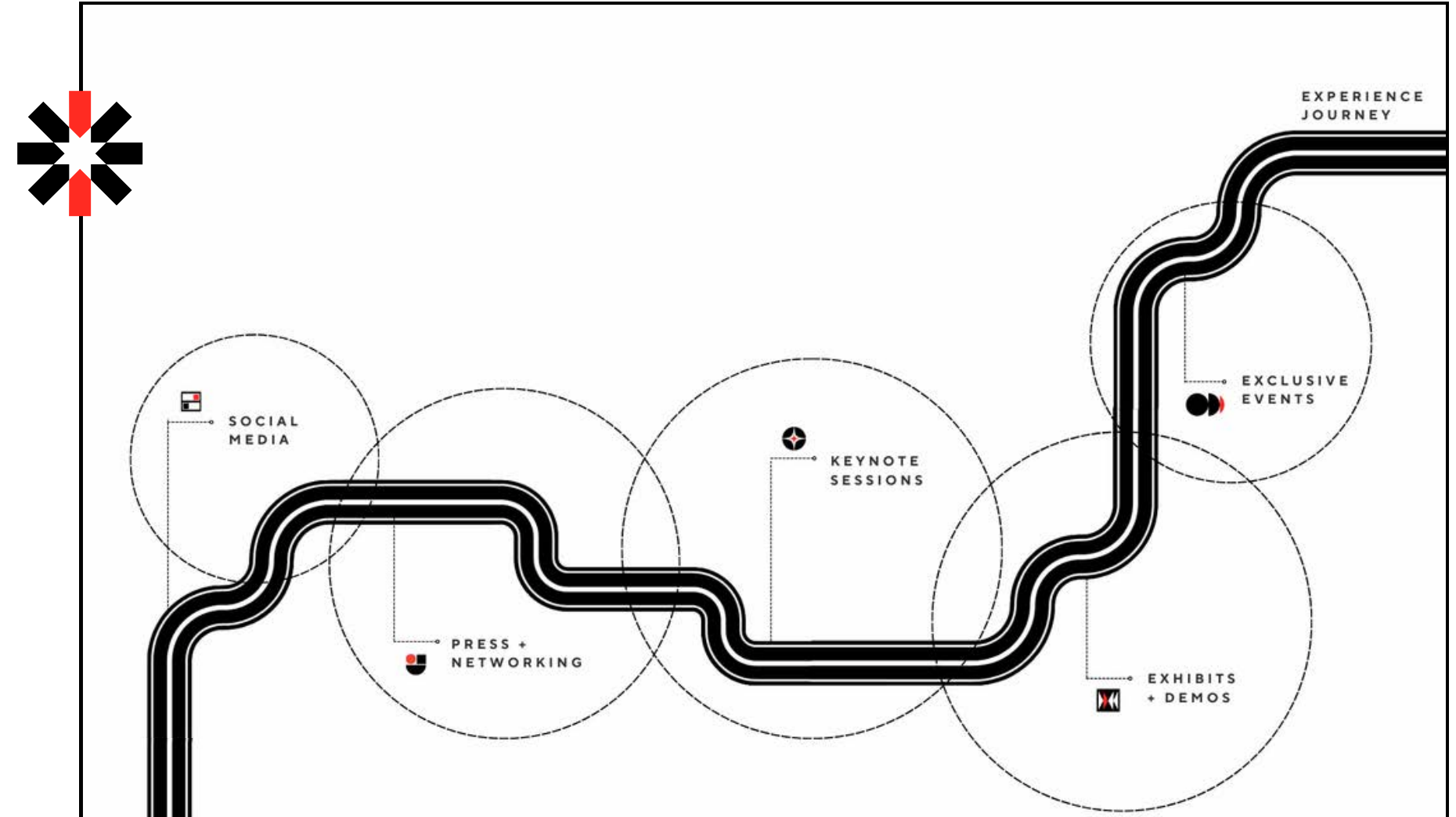
Sony reinforced its role as a leader in creativity by serving as the presenting sponsor of the CES Creator Space, an exclusive hub for “Connection, Creation, and Collaboration.” Located in the Central Hall Lobby, this vibrant hotspot was open to registered content creators and media members. It provided a welcoming space for attendees to relax and recharge, featuring on-stage programs, networking opportunities, workstations, recording pods, and break areas — all designed to inspire meaningful interactions and creative thinking.



## THE TRENDSETTERS

# Taking it 360

If CES Experience Design 101 is garnering attention and traffic — the masterclass is maximizing the footprint, the venue, or the city. BMW, Delta, and Amazon created highly functional experiences that activated on every benefit of being at CES, engaging their customers and the needs of the business or business units. They did this with strategic locations, flowing space plans, pre-marketing, scheduled programming, and special access.



*“When you have a complex business and message, orchestration of experiences and mediums before, during, and after is critical to creating an experience that is meaningful to attendees and valuable to the brand.”*

**ROXANNE MEHDIZADEH,**  
STRATEGIST





**BMW GROUP**   **ROLLS-ROYCE**  
MOTOR CARS LTD.

BMW Brings a "Little" Las Vegas Magic to CES 2025 for the Debut of the All-New UI/UX to the Neue Klasse.

1012.2024 PRESS RELEASE 

\*\*\* First-ever BMW Panoramic iDrive will define the in-vehicle experience of BMW's forthcoming "Neue Klasse" – or, "New Class" of vehicles –, which is set to launch in late 2025 \*\*\* Iconic US-based comedian Tim Meadows will host the BMW Press Conference on Tuesday, January 7th at 9:30 a.m. PST. \*\*\*

©Technology - Flux Maps - Arkhivemart, Content Concepts - Bkorealis



**TAKING IT 360 | BMW**

## BMW makes maximum impact

Nestled in the heart of the Central Plaza, the BMW Pavilion has become one of the must-see exhibits at CES year after year. In true 360 fashion, BMW generated and maintained excitement before, during, and after the event for the world premiere of the BMW Panoramic iDrive display. The activation kicked off with social media content and press releases teasing the new system and iDrive Shows which in turn built audience anticipation and attendance. Leading up to the opening day, an out-of-home placement on the Renaissance Hotel was synchronized with the reveal of the exhibit.



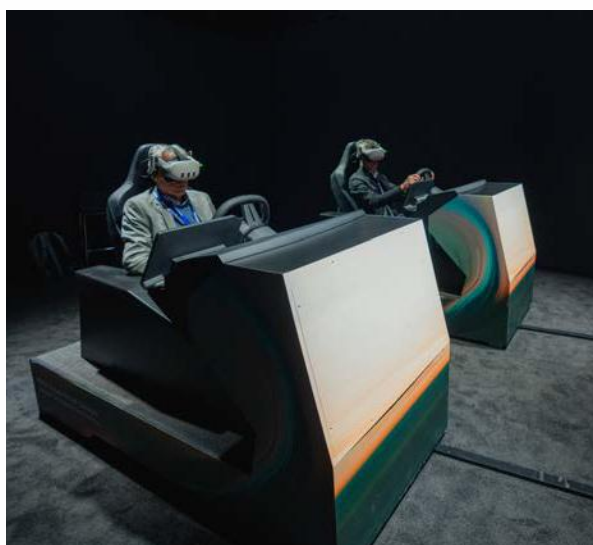
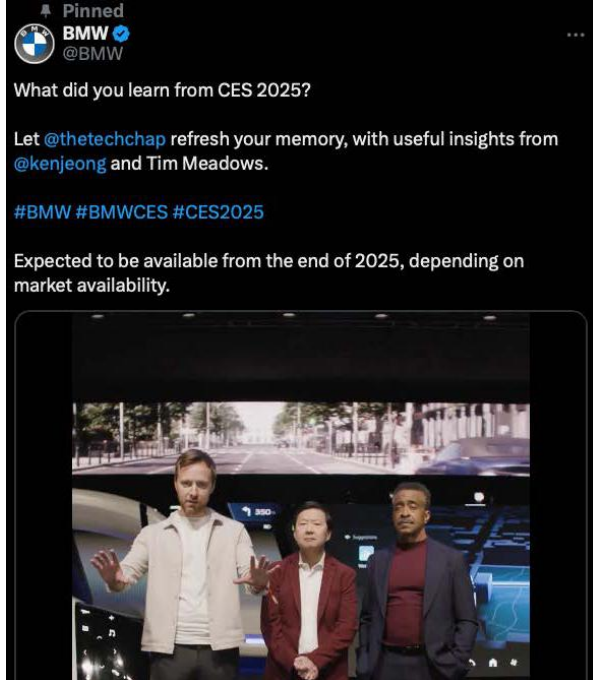


## TAKING IT 360 | BMW

# Experiencing the iDrive from a unique point of view



The on-site experience invited registered attendees to be “shrunk” and enter a 175-person theater transformed into a larger than life dashboard display showcasing the new in car technology. Here, curated presentations hosted by comedian Tim Meadows, featuring BMW product specialists, gave attendees an up close and personal look at what’s to come.



TAKING IT 360 | BMW

## Test drive or lounge in style

After the show, guests could unwind in an après-ski-style lounge where rejuvenating drinks and a DJ set the mood. Surrounding the lounge was an exclusive look at the latest BMW Vision concept vehicles while a dedicated area with Ride-&-Drive simulators offered guests an opportunity to experience the BMW Panoramic iDrive firsthand. Attendee traffic, engagement, and interest were captured throughout the experience—feeding into a nurturing program within BMW's CRM platform. And momentum continued post-CES as content from the live event circulated across BMW's social channels, as well as recaps highlighted in national and global press outlets.



TAKING IT 360

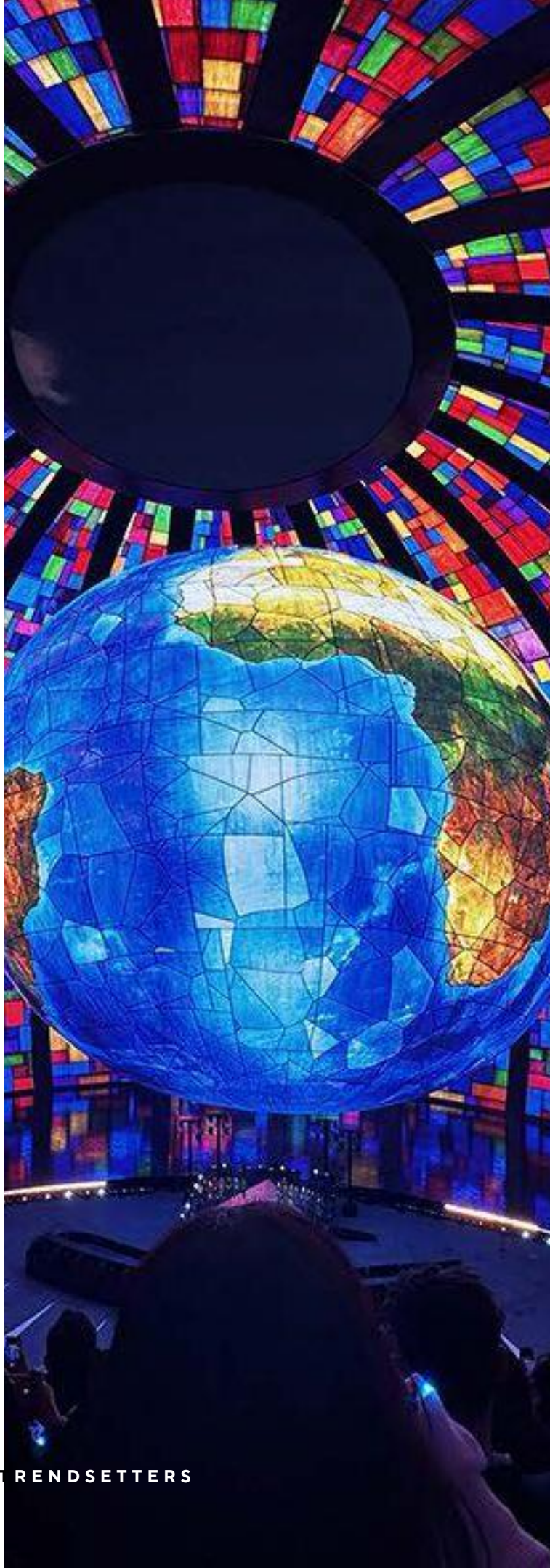


Delta Airlines celebrated 100 years In flight at CES 2025 and engaged audiences with exciting activations from the moment they arrived. .



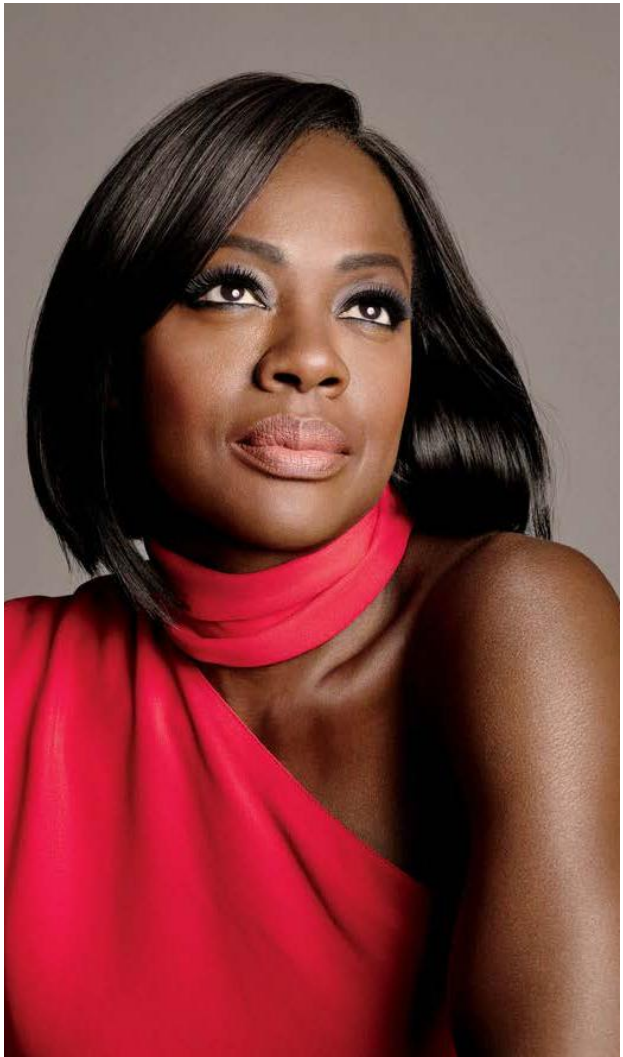
PRIORITY BADGING

Delta Skymiles members could avoid the baggage claim badge pick-up rush (and get exclusive swag) with a members-only station inside the Delta terminal at Harry Reid Airport.



SPHERE TAKEOVER

Delta punctuated their 100th Anniversary with a 360 takeover at the Sphere. CEO Ed Bastian kicked things off with a keynote that spoke to the launch of new tech, new lounges, and the new Delta Concierge AI. The presentation also included a guest appearance by Viola Davis, the voice of Delta Air Lines, Tom Brady and a performance from Lenny Kravitz.



FUTURE OF FLIGHT

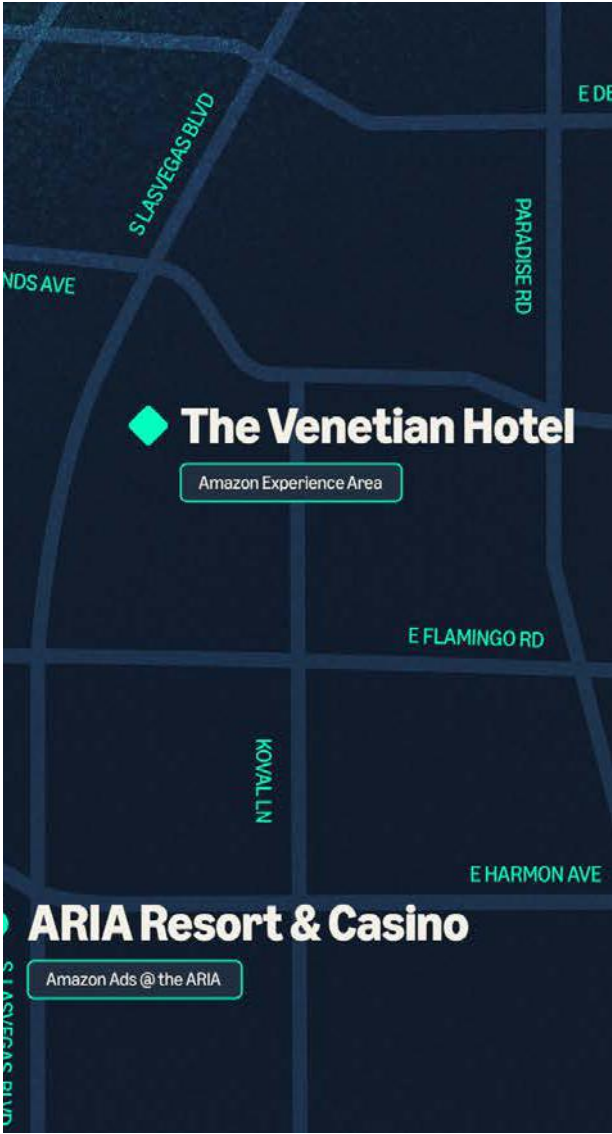
Attendees could walk through a Future of Flight gallery experience with a mocked up fuselage, VR flight simulators, and holographic planes that were also displayed on the outside of the Sphere.



TAKING IT 360



Amazon once again had a strong presence across all multiple CES campuses, offering attendees a hands-on look at innovations powering industries like healthcare, automotive, and beyond.



PLANNING AHEAD

Attendees could plan their visits with strong pre-marketing, detailed scheduling, and easy registration ahead of time.



LOCATION, LOCATION

Amazon's CES experience covered almost every venue because they pair segments of their businesses with the most relevant place. AWS could be found in The Venetian, Fire and Zoox in LVCC, and Ring in the Central Plaza. Amazon Ads held meetings and sessions in C-Space at the Aria and a private Amazon After Dark party at The Cosmopolitan.





**THE ROOKIE OF  
THE YEAR**



**THE BEST USE  
OF TECH**



**THE BIGGEST  
LITTLE EXHIBIT**



**THE GREENEST  
EXHIBIT**

 CES|25

# 2025 Superlatives

This year's superlatives celebrate the standout brands at CES that boldly explored new frontiers, adopted fresh strategies, and stepped up to make a lasting impact.



# The Rookie of the Year

## OSHKOSH

Oshkosh made a splash in West Hall by revealing a communal dimension to AI, awakening wonder in all of us by bringing the vehicles of our everyday heroes right onto the show floor in a way that transformed technical complexity into moments of discovery. Through an environment that invited attendees to climb into fire trucks and waste management vehicles, they created a space where these machines felt deeply approachable — demonstrating how AI can reinforce the vital connections that keep our communities running.

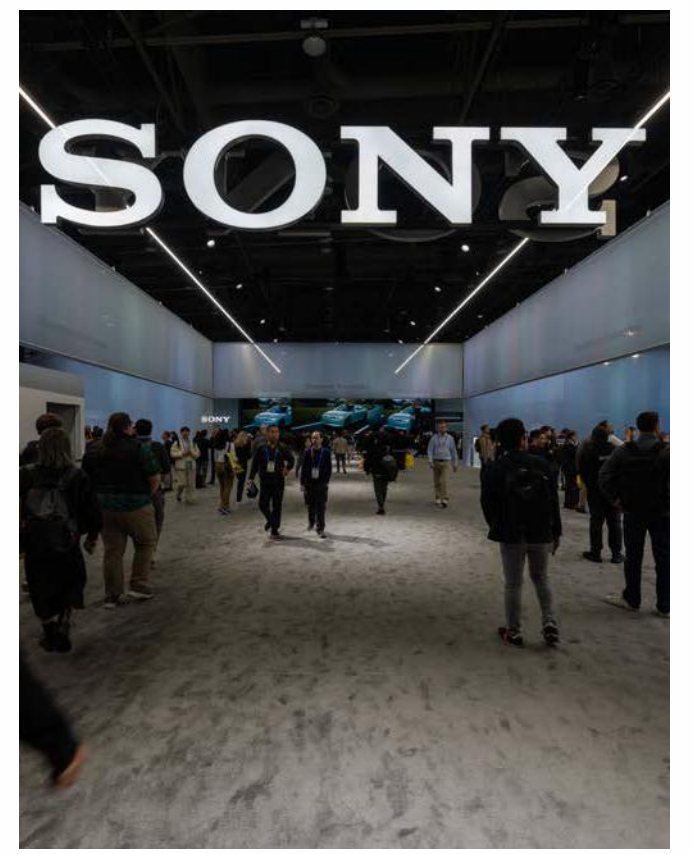




# The Best Use of Tech

## SONY

Sony's 4D experience brought the hit show and game *The Last of Us* onto the show floor through a smart blend of haptic floors, responsive lighting, and interactive gear that participants could actually hold and use. Through layers of responsive visuals, touch, scent, and dimensional sound, the space bridged physical and digital worlds — reimagining what it means to be apart of a story. The technology revealed where storytelling is headed, transforming us from content bingers to first-person players to actual characters within the narrative itself.



# The Biggest Little Exhibit

## INSTACART

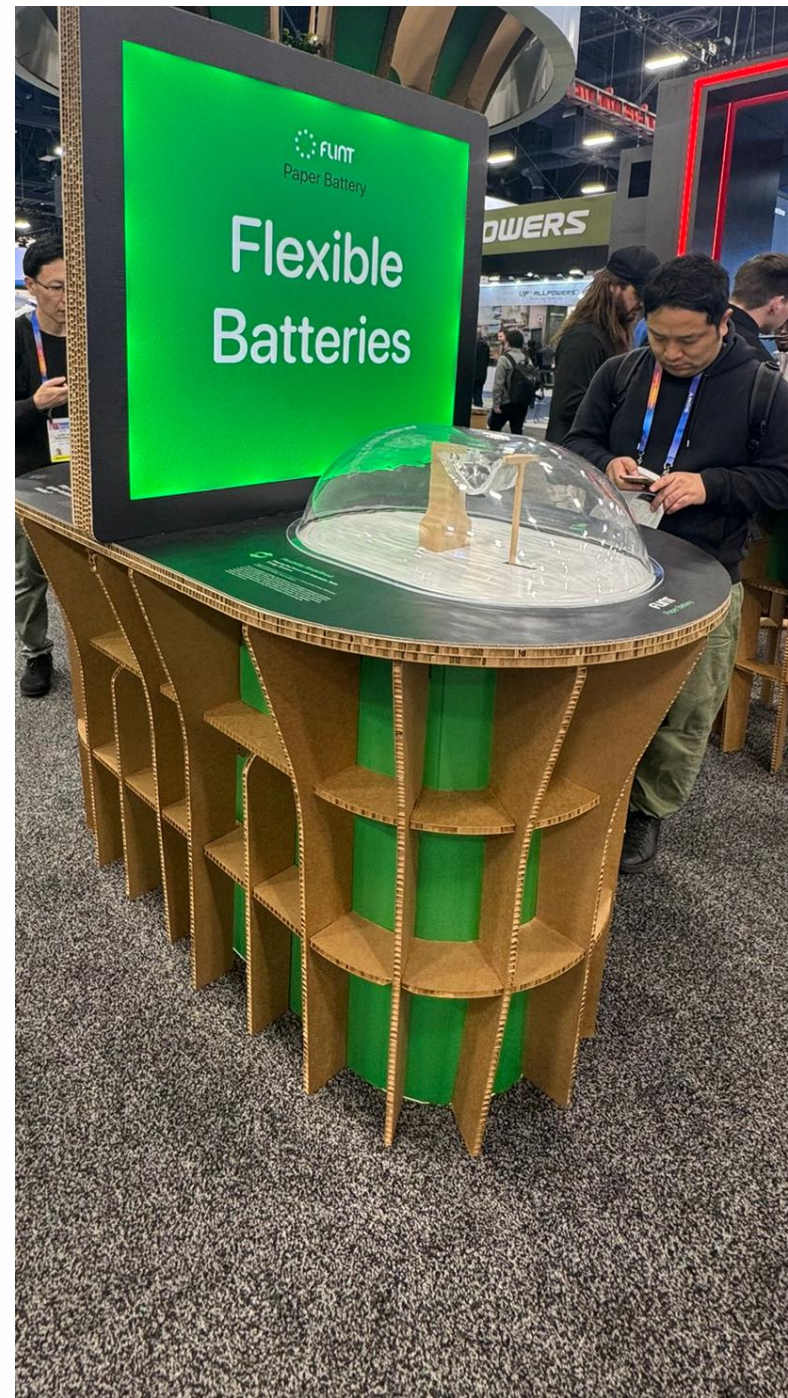
Instacart's exhibit in C Space delivered a small but mighty experience, spotlighting its diverse range of products and offerings — from off-platform solutions to smart carts. Attendees were guided by knowledgeable staff through interactive content modules and hands-on product demos, including a simulated shopping experience. The brand-centric architecture, paired with surprise-and-delight touches like take-home cooler bags and ice cream scoops, created a memorable and immersive experience in a compact space.



# The Greenest Exhibit

## FLINT PAPER BATTERY

Remember when sustainability dominated CES? While others quietly shelved their green promises, Flint decided to power the future with... paper. The award-winning battery tech on display turned heads with their entirely cardboard booth which proved how sometimes true innovation isn't just a different way of thinking, but the courage to execute it.







Czarnowski Collective

We hope The Insider inspires  
creative thinking for your brand.

**LET'S EXPLORE THE POSSIBILITIES TOGETHER.**

Connect with a member of our team at [insider@czarnowski.com](mailto:insider@czarnowski.com) or tap the link below to discuss how we can help you use these strategies in your next brand experience.

**DROP A LINE**



## THE INSIDER REPORT CONTRIBUTORS



**MARGARET SHAUL**

SENIOR EXPERIENCE STRATEGIST

As a strategist, problem solver, and connect-the-dots-er, Margaret helps brands create meaningful moments that leave a lasting impact. From pharma and agriculture to tech and tourism, her journey across the experiential and advertising world gives her a unique vantage point to help brands resonate with any audience in any industry.



**KIRÉ DAVIS**

SENIOR STRATEGIST

Kiré Davis is a sales enthusiast turned marketer who has since specialized in building impactful brand experiences for industry leaders. As an interdisciplinary thinker, he excels in reshaping traditional thinking, unifying disparate parts of the marketing mix, and delivering measurable outcomes.



**ROXANNE MEHDIZADEH**

STRATEGIST

Roxanne Mehdizadeh is on a mission to meaningfully connect people and brands through immersive platforms. Fueled by curiosity, she draws inspiration from exploring the world around her — along with internet scavenger hunts — to craft compelling experiences that provoke genuine action and true connections.



## THE INSIDER REPORT CONTRIBUTORS



**JONERIC AMUNDSON**

EXECUTIVE CREATIVE DIRECTOR

For close to two decades, Joneric has been helping brands create memorable human experiences and bring incredible stories and ideas to life. From working in the Big Apple with some of the world's biggest brands to small rural communities in the Philippines, his experience and expertise range from the cutting edge in innovative digital programs to one-of-a-kind live experiential solutions.



**BRIAN TEPLITSKY**

SENIOR CREATIVE STRATEGIST

With a creative background as unique as his innovative approach to experience design, Brian brings over 20 years of expertise in the live event space, specializing in consumer-focused marketing initiatives and multi-dimensional attendee journey development. His passion lies in finding strategic ways to leverage cutting-edge technology to create deeper, more meaningful connections as attendees explore and engage with a client's brand, products, or services.





<https://www.youtube.com/watch?v=7ITdHjJSImo>  
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