



**søster**

PART OF THE BLACK TOMATO GROUP





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# who we are.

søster is a nomadic agency of thought leading creative and experiential experts. We help luxury brands to connect, motivate and inspire brand affiliates and customers by leveraging travel's innate power to build deeper connections.

As the sister agency to Black Tomato, we have a unique understanding of the world of travel and unparalleled access to industry insights, which enables us to deliver impactful creative content, brand strategy and global experiences.



# black tomato.

Black Tomato is a collective of award-winning travel experts, designing uniquely-tailored travel experiences for high net worth consumers. World-renowned for their transformative trips, spanning all corners of the globe, they have pushed the boundaries of experiential travel for over 18 years. We are proud to be such an integral part of the Black Tomato Group and a key milestone in the company's legacy.



We help businesses build brands of character and relevance. We create category-defining activations for brands.

We develop imaginative solutions that solve problems, spark emotion and incite deep, long-lasting brand loyalty.

# what we do.



# how we work.



## **We use unique, authentic and meaningful insights**

With exclusive access to future trends, industry expertise and analytics around customer behaviour, our connection to Black Tomato provides means we tackle your business problems with an unparalleled travel and lifestyle insight that underpins every strategic decision we make.



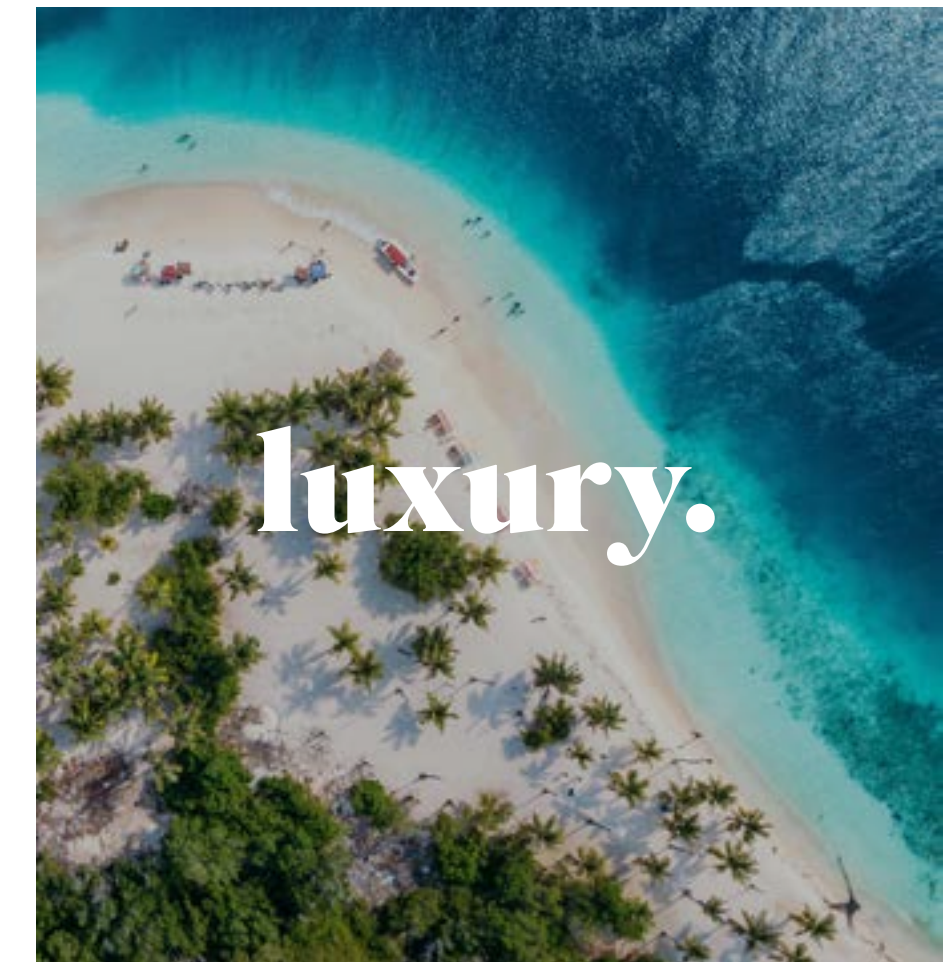
## **We have extensive knowledge of the high-net-worth luxury market**

With years under our belt creating bespoke experiences and producing high-quality content for luxury brands, we have developed a deep understanding of audience demographics and what drives the purchasing decisions of your most discerning customers.



## **We have global perspective with local knowledge**

As a nomadic agency creating both B2C and B2B campaigns for brands around the world, travel is in our DNA. This affords us a powerful network of industry-defining suppliers and global thought leaders to draw from when tackling your brief.

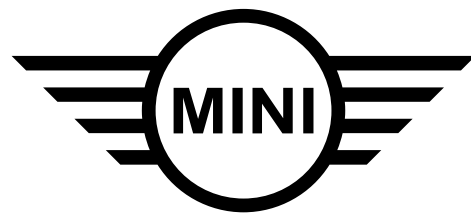


## **We are protean thinkers who work collaboratively**

Being a 3-in-1, integrated agency means we inject projects with our combined knowledge, resources, partnership opportunities, and experiential capabilities. Our collaborative approach ensures that every step of the way, you have a voice in the creative process.

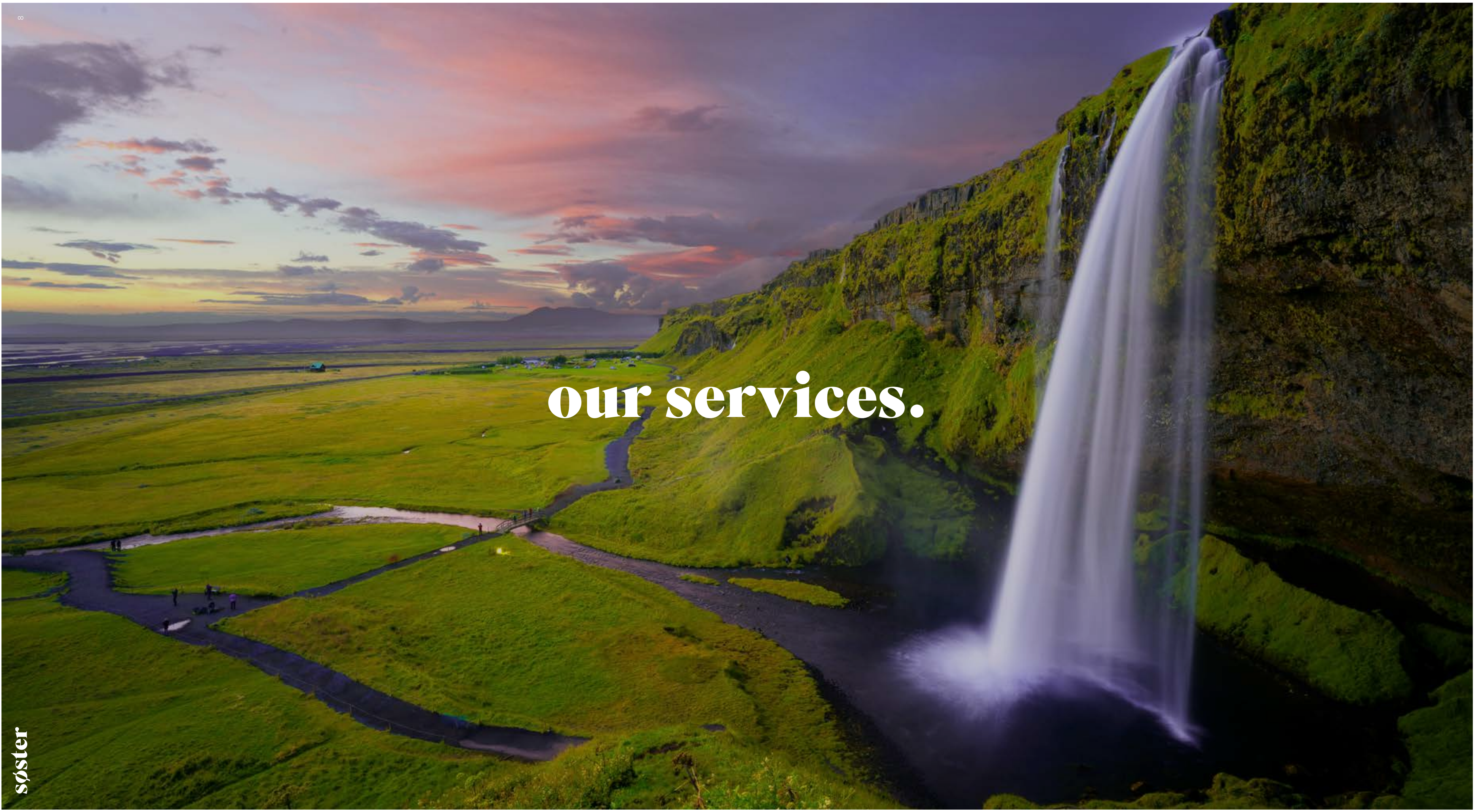
# the company we keep.

You are in good company.





# our services.





## OUR SERVICES

# events & experiences.

**Looking to captivate your audience and bring your brand to life?**

Meaningful interactions are what bring brands to life. We create, produce, and manage aspirational events and remarkable experiences for some of the world's most renowned brands. Coming from an award-winning travel company means we think globally and have a vast network of trusted suppliers to collaborate with. Engaging all of the senses, our activations are fully bespoke and are crafted to motivate, influence, inform and inspire audiences.

### **Some of our events & experiences services:**

- Immersive events
- Product launches
- Event conceptualisation
- Event production
- Conferences & summits
- Team offsites
- Promotional campaigns
- Delegate gifting: pre-event, on-site or post event
- Marketing & communications planning





## OUR SERVICES

# global incentives.

### Looking to deliver powerful incentives that motivate and inspire?

Incentive programmes are about more than just a nice trip. They're a valuable business tool to engage your entire company and, for those who travel, an opportunity to reconnect, recharge and fuel individual and collective progress. We design and deliver incentives that embody your company vision and reflect your business objectives. As master planners, we build outstanding itineraries with unrivalled access to cutting-edge travel experiences that your team won't have experienced ever before.

#### Some of our incentive services:

- Incentive trips
- Travel rewards
- Brand ambassador trips
- End-to-end event management





## OUR SERVICES

# prize promotions.

**Looking for expertly crafted prize promotions with seamless delivery?**

We create, execute and deliver engaging prize promotions that fit seamlessly into your overarching marketing strategy. With vast experience delivering meaningful and unique rewards, our focus is on leaving long-lasting memories that foster deeper connections between brands and their audiences for lasting customer loyalty.

### **Some of our prize promotion services:**

- Campaign strategy & creation
- Prize packages
- Campaign management
- Promotional expertise





## OUR SERVICES

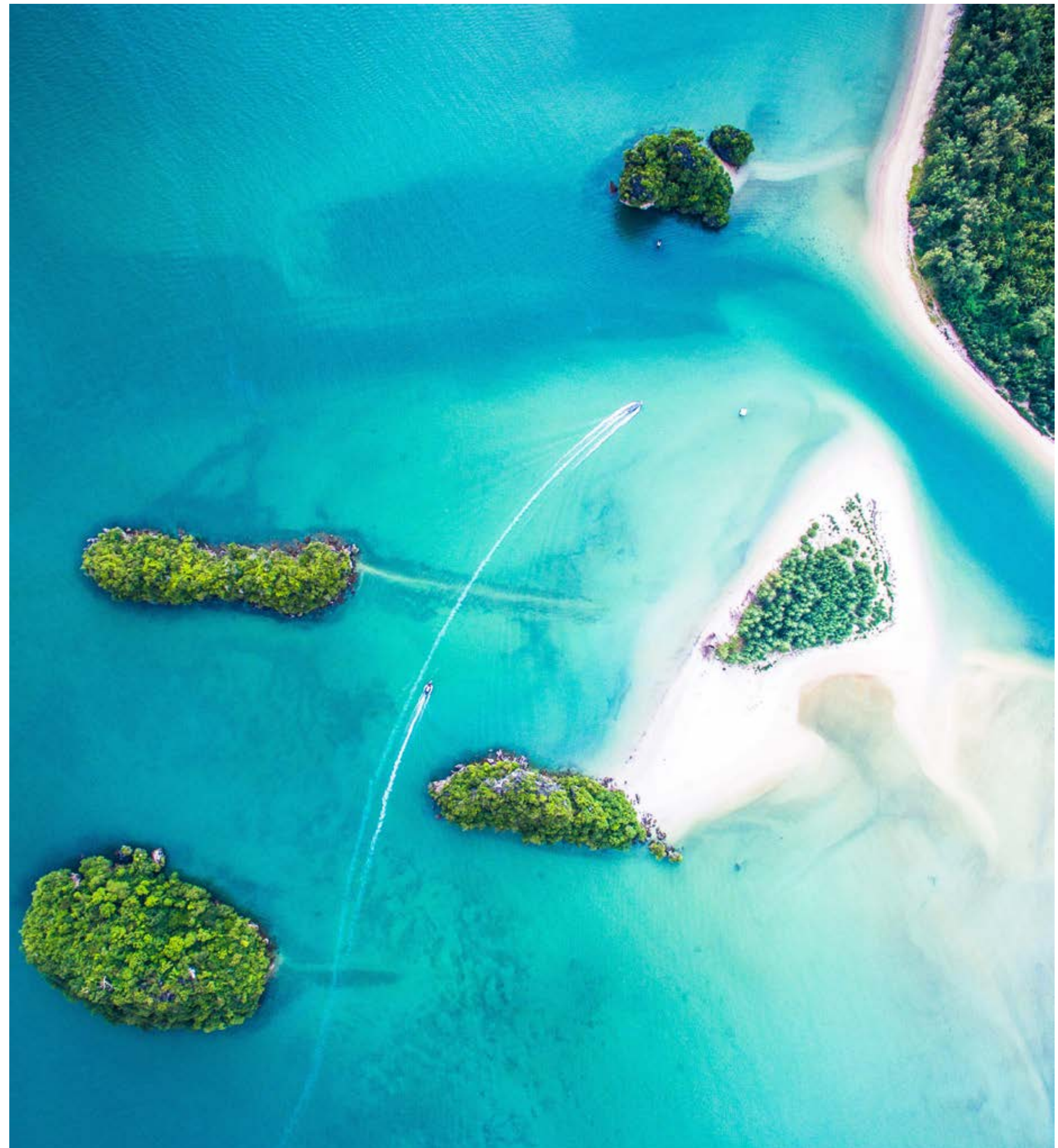
# competition judging & winner selection.

**Want to significantly increase brand awareness and commercial goals through consumer competitions?**

With a board of trained judges, our in-house team has extensive experience in running qualitative winner selection for creative entries on a global scale. We cover every aspect of the process, from strategic set up and criteria creation to managing the competition and scoring and validating all entries for final winner selection.

### **Some of our competition services:**

- Scoring and validating entries
- Criteria creation
- Winner selection
- Prize fulfilment





## OUR SERVICES

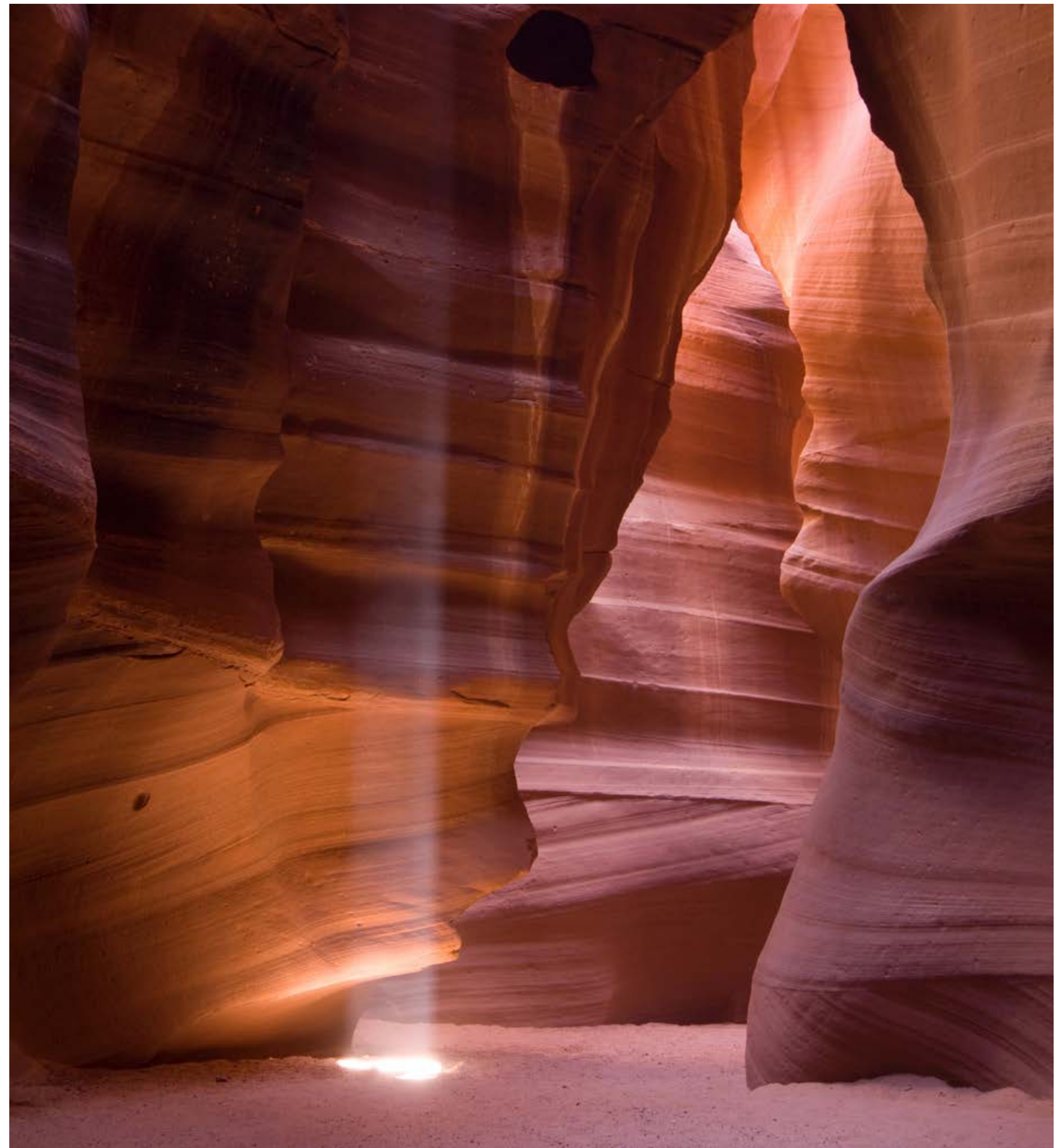
# influencer & press trips.

**After the best storytellers on social media to create content that resonates with your audience?**

As creative storytellers and brand marketers ourselves, we know what makes for great content. What's more, our unrivalled access to cutting-edge travel experiences means we're master planners, building unique and inspiring itineraries that go against the grain. We pair the most inspiring elements of your brand with the world's most stand-out locations to create trips with an imaginative narrative.

### **Some of our influencer & press trip services:**

- Influencer strategy
- Campaign strategy
- Concepting & planning
- On the ground production & management





## OUR SERVICES

# creative.

### Want to give your event, incentive or press trip a creative boost?

We can bring your brand to life through evocative content that's underpinned with a solid, results-focused, strategic foundation. We anchor every aspect of an activation in a brand's values and consider its full potential in order to ensure that the experience makes a definitive impact before, during, and after it's happened.

#### Some of the creative services we offer:

- Event coverage: photography & videography
- Campaign strategy
- Digital marketing
- Marketing collateral
- Comms plan & assets
- Content & copywriting
- Microsites & apps





# case studies.





EVENT  
EXPERIENCE MANAGEMENT

## BENTLEY

# extraordinary journey.

### THE BRIEF

Bentley approached us to create an 'Extraordinary Journey', an iteration of their branded travel experiences. They were targeting VICs and also wanted to appeal to a younger demographic, capturing the interest of new potential customers. The core objective was to curate and deliver a trip that brought to life the passion points of these top-tier audiences: travel, art, architecture, music, sustainability, and food. The location was key; it needed to take place in an optimal environment, either in North or South America, that could really show off the function and beauty of the cars. Epic scenery and excellent driving routes were paramount, as well as the chance to provide guests with totally exclusive, 'not for sale', experiences. To maintain the sense of exclusivity, Bentley wanted an intimate group, with a target number of 8 couples, or 16 attendees in total.

### THE RESPONSE

We chose Santa Fe, New Mexico for its blend of scenic roads, artistic roots, distinctive architecture, diverse musical history, connection with the natural environment, and vibrant food scene. This off-the-beaten-path destination surpassed the typical US road trip itinerary and aligned with Bentley's unique identity. We created a program rich in exclusive and unexpected activities that provided a contextual backdrop for a stunning fleet of the latest Bentley car models. The three-day trip immersed guests in the brand from the moment they touched down in Santa Fe. The contemporary Bishop's Lodge Hotel appealed to the modern, lifestyle-focused traveller, featuring a pop-up 'Bentley Clubhouse' for socialising and brand exploration and on the first night, dinner was held at the iconic Santa Fe restaurant, The Compound.





Photography: Kelly Serfoss

## BENTLEY

# extraordinary journey.

### THE DELIVERY

Guests were enthralled by the Extraordinary Journey. Scenic drives and impressively photogenic moments were interspersed with irreplicable surprises, such as a pop-up drive-thru and a mesmerising tour of artist Ra Paulette's hand-carved caves, which lie on private land. We rotated the cars between guests so that everyone could experience a different model each day. Uber-luxe experiences were executed with slick synchronicity; guests were driven in the convoy of Bentleys to the Taos air strip where they stepped out onto the tarmac to find a pair of private jets (with interiors that perfectly matched the Bentleys, no less) waiting to fly them over the Rio Grande Gorge, back to Santa Fe. That evening, exclusive hire of Gerald Peters Art Gallery saw the classic Pueblo-style building turned into a stunning backdrop for an authentic dinner prepared by local chefs. The next day, an edible history lesson with award-winning chef James Beard introduced guests to the region's ancestral cooking techniques within the stunning surrounds of Rancho Alegre, a luxury private villa.

### THE OUTCOME

The Extraordinary Journey yielded exceptional results, deepening connections with Bentley's VIP customers and brand enthusiasts. Our personalised approach created immersive experiences that resonated with guests' lifestyles, fostering deeper brand loyalty among existing and prospective Bentley owners. Meticulous attention to detail fortified customer relationships, with attendees praising our thoughtful service, room gifts, and seamless itinerary. The event's distinctive activities that were rooted with a sense of place and offered a connection with Native American culture facilitated meaningful interactions. The sharing of these moments between guests and Bentley's Head of Product humanised the brand and nurtured guest relationships. Beyond sales, the trip set a precedent for Bentley as a purveyor of luxury vehicles and unparalleled experiences.



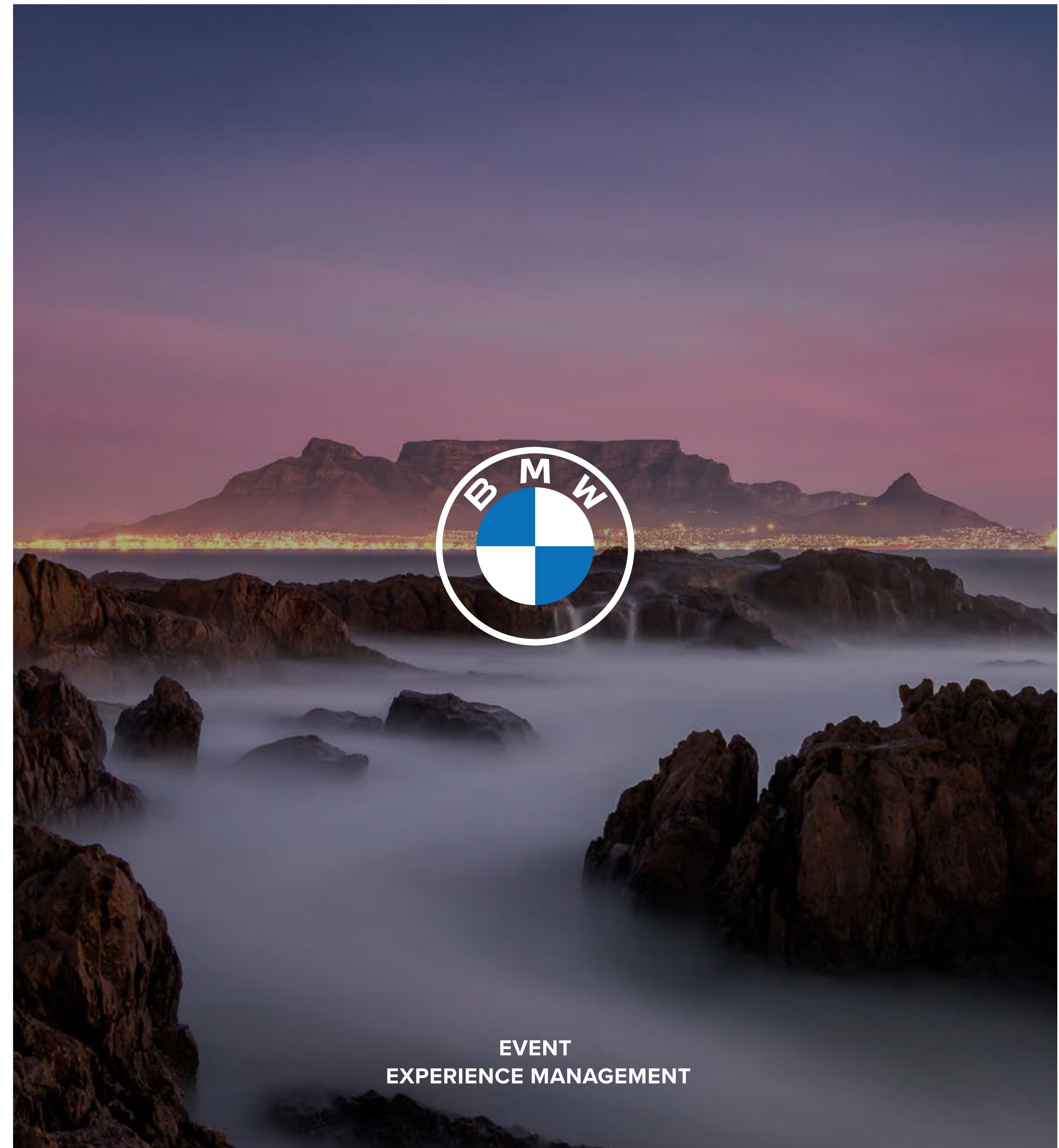
## BMW retailer convention.

### THE BRIEF

After a competitive pitch process, we were appointed to create and manage the BMW Group UK and Ireland Retailer Convention 2023, which would take place as part of a six-day, five-night trip to Cape Town. BMW's key objectives were to deliver strategic messaging about the next three years in the business, motivate the Retailer Network, foster positive relationships between the Retailer network and Senior Management, and create unforgettable experiences and 'wow' moments.

### THE RESPONSE

We discussed the client's key objectives, carried out a robust site inspection with them, and conceptualised a program that was both strategic and creative in its approach to achieving their goals. This was set to be the first UK organised international event in several years, and experiential marketing is an integral part of BMW Group UK's brand strategy, so the event and itinerary were both highly immersive and impactful. With 392 Investors and Owners, as well as Heads of Business, (plus everyone's partners), travelling to Cape Town in the off-peak season, we ran a dual program for the two groups with staggered arrival and departures but with 3 core overlap days. To facilitate this number of people we coordinated 392 international flights plus 197 connecting flight and a total of 6 nights of accommodations at two of the city's top hotels - One&Only Cape Town and Belmond Mount Nelson.



EVENT  
EXPERIENCE MANAGEMENT



## BMW retailer convention.

### THE DELIVERY

Our itinerary struck the perfect balance of business, partner programs, and unforgettable experiences. The convention was held at Maker's Landing, a reimaged ferry terminal that's now an incubator for local food entrepreneurs. This stand-out venue allowed for a large stage set up for 200 people, plus space to showcase two of the BMW Group's vehicles. The seven members of the management committee were joined on stage by BBC broadcaster Babita Sharma and guest speaker David Fishwick. From a motivational talk by Nelson Mandela's private secretary to drinks atop Table Mountain and a music festival at a privatised vineyard, we spoiled guests with experiences that money can't buy. We had 11 søsters on the ground overseeing every detail and working closely with partners to meet objectives with agility. A strategic comms plan built excitement with teaser emails, videos, and gift packs, while a microsite and onsite app provided all necessary information. Post-event materials maximized ROI and tied seamlessly into the brand identity we had crafted for the entire convention.

### THE OUTCOME

The convention showcased our expertise in exceptional events that seamlessly blend delivering key business aims with luxury and unique cultural experiences. The program successfully excited and energised retailers for the future of the business, with important talks that left a lasting impact. The post event was extremely positive from the network and BMW staff alike. Post event, an online photo gallery and a film created by our on-site videographer allowed guests to relive the whole experience.

**“I just wanted to say a HUGE thank you for what was clearly a massive amount of organisation for the Retailer Convention. The event was simply fantastic and something the whole team should be immensely proud of. Every person that I spoke to during our time there said nothing but extremely positive things. The events team from the UK and SA couldn't have been nicer, more supportive or helpful. Thank you again for making it an event that we will always remember and talk about.”**

**“A huge thank you to the whole team for an event to never forget. There was so much hard work, care and passion from everyone involved. The verbatim from our Retailers has been beyond our wildest dreams. I'm looking forward for a full review with the søster team, and a well-earned drink together!”**

*- James Morrison, 1 Series Product Manager BMW Group UK*





An aerial photograph of a lush green vineyard in Italy, with rows of grapevines stretching across rolling hills. A dirt road winds through the vineyard. In the background, there are small houses and more hills under a clear sky. The word "ROUTE" is overlaid in large, white, sans-serif capital letters across the middle of the image. To the left of the word is a white icon of a wine glass tilted to the right.

ROUTE

INFLUENCER TRIP  
EXPERIENCE MANAGEMENT

## ROUTE

# influencer campaign trip to italy.

### THE BRIEF

Route approached us to boost their social positioning, reach, and awareness. by portraying their brand story and personality through social media content. Leveraging the reach and influence of Route VIPs and top lifestyle content creators, we curated, produced, and delivered a first-of-its-kind multi-city content trip. The destination itself made for a great storytelling piece, as Italy was where Route's founder was when he had the initial idea for the company.

### THE RESPONSE

Route is an all-in-one post-purchase app that is reimagining the ecommerce experience. With a compelling lifestyle angle, consumers discover products through Route's network of personalities and creators. With this in mind, we knew we needed to curate and deliver events specifically focused around creating lifestyle content that would garner the attention of Route's target audience via social media.

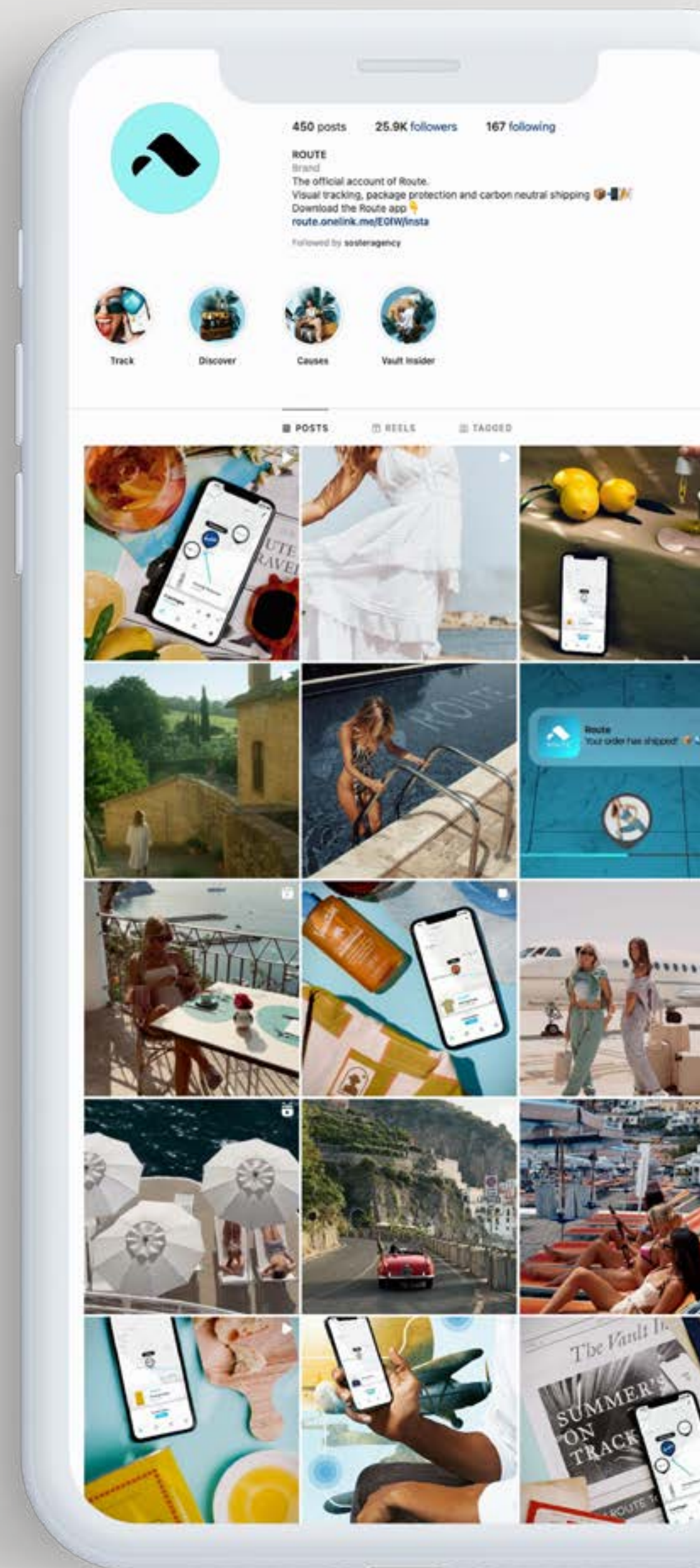


**“The most organised, well executed, and most importantly, the most enjoyable content trip I have ever attended.”**

*- Influencer*

**“søster thought through every phase of this trip, from flight and accommodation logistics to recommending exceptional experiences, with on the ground logistics mapped out and executed without a hitch. All with a STELLAR team of producers, who were not only consummate professionals but great people all-round. We are excited to move forward with our next trip with søster!”**

*- Route*



## ROUTE

# influencer campaign trip to italy.

### THE DELIVERY

We set the trip in Sicily, with a wellness and relaxation focus that helped guests settle in. The itinerary included luxury beach picnics, a private takeover at local salt pans, and a yoga masterclass. The group then travelled in style along the Amalfi Coast, enjoying Italian cooking masterclasses and dinner in a private lemon grove along the way. They drove through the hills in classic cars, toured the coast by Vespa, and took to the seas on private boat charters. Lastly, a jaunt to Tuscany involved truffle hunting, wine tasting in an iconic church, and a surprise firework display to ensure the epic trip rounded off with a bang.

### THE OUTCOME

Our itinerary provided the content creators with the perfect opportunities to produce stunning, thumb-stopping storytelling content of søster experiences that made a real splash on social. The trip directly resulted in 135 million impressions on social media, a 500% rise in Route social media traffic, and 4,365 app downloads, and both the clients and creators had an unforgettable time.



**AIRBNB**

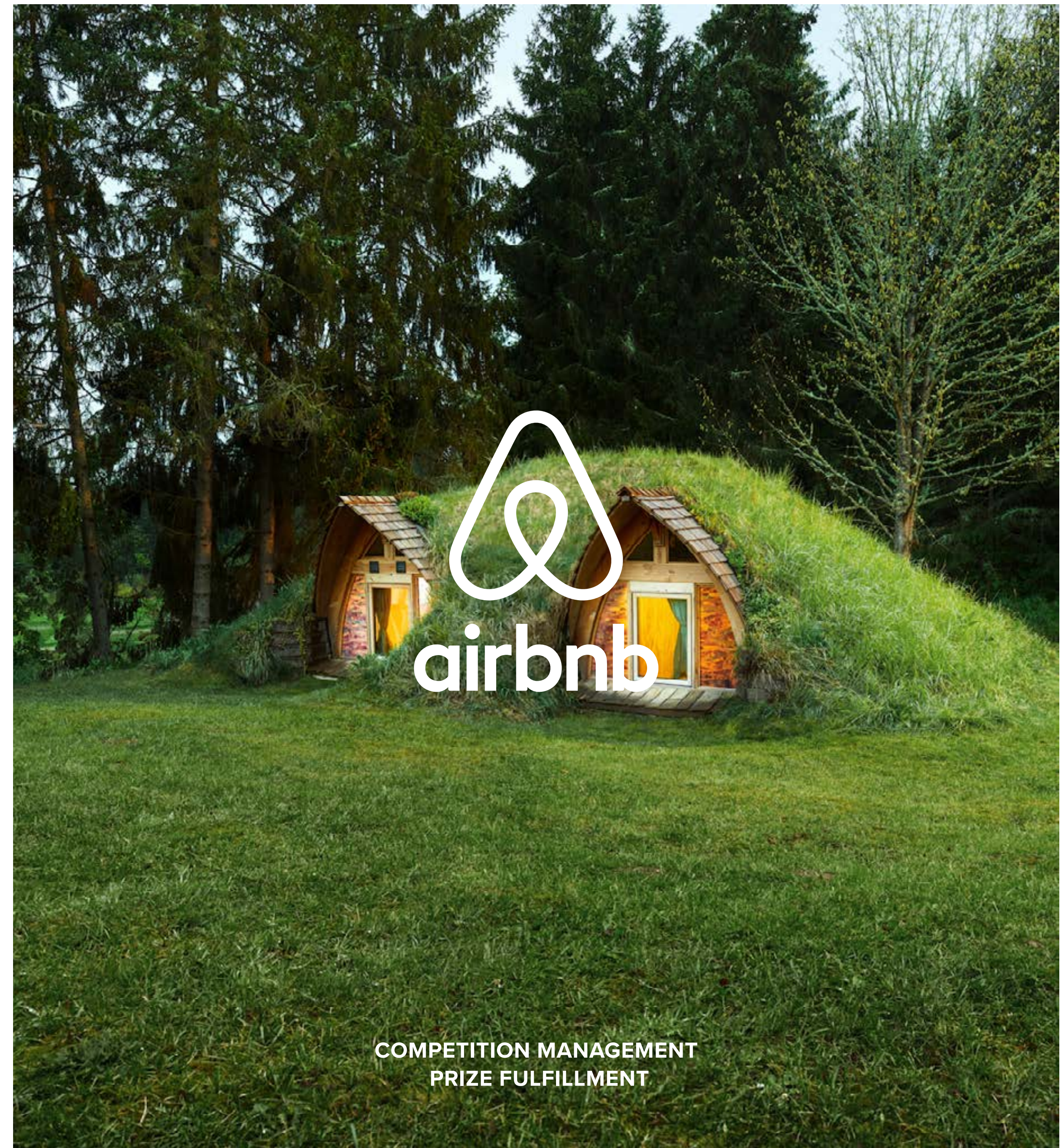
# omg fund.

## THE BRIEF

Having worked with Airbnb several times before on a range of projects, we were particularly excited by the sheer scope and creativity of this brief. Airbnb's OMG! fund is a competition giving 100 winners \$100K each to build the 'craziest places on earth'. We were appointed to work end-to-end on the campaign to ensure it garnered global attention and pushed the envelope of design and hospitality innovation.

## THE RESPONSE

Our role in this monumental campaign spanned the ideation and development of the competition criteria, promotional consultancy, management of the competition and all communications, reviewing and judging entries, vetting winners, and facilitating prizes. To make as big a PR splash as possible, we worked diligently to ensure we collated newsworthy content that would be shared strategically across Airbnb's channels.





AIRBNB

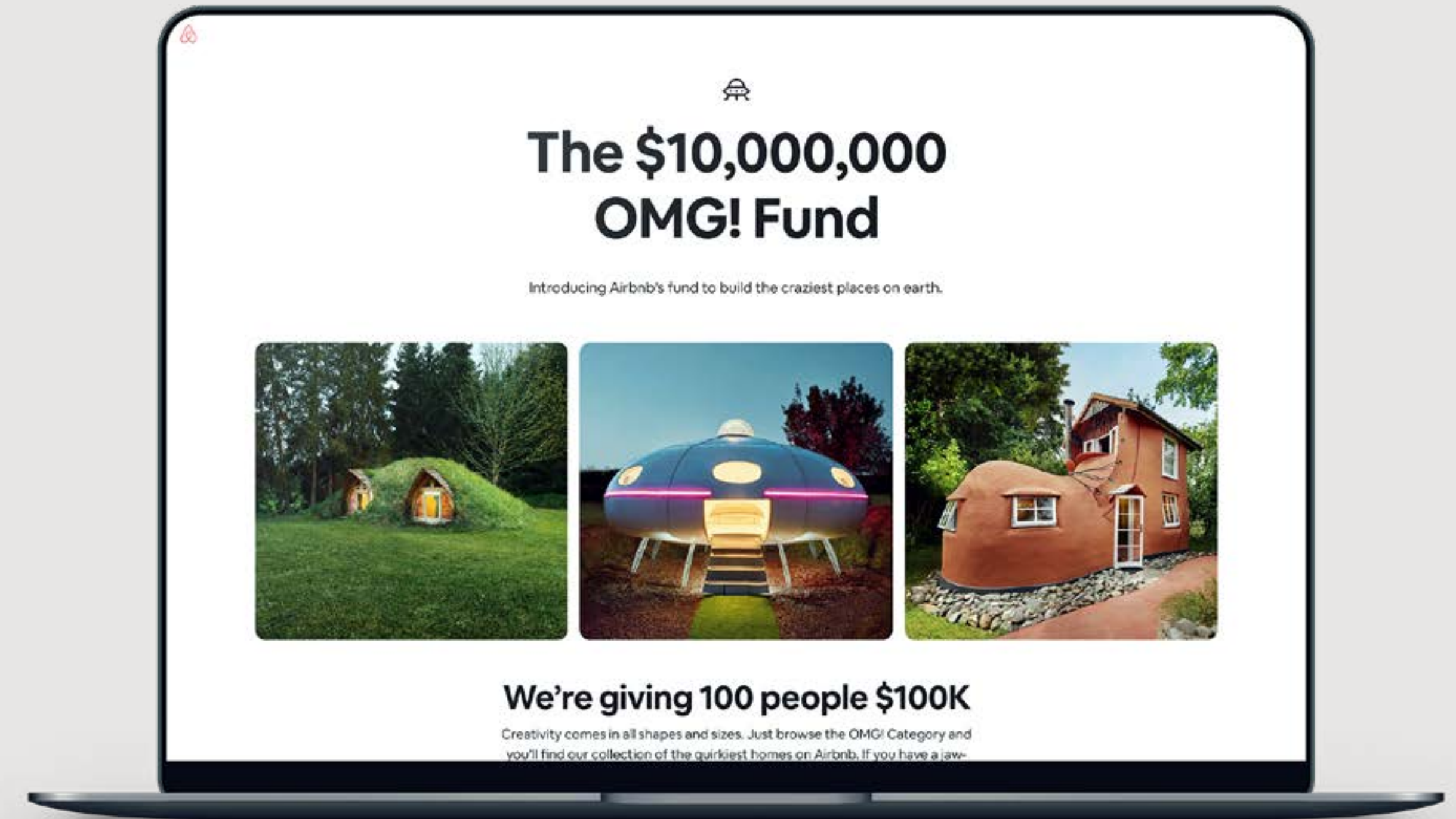
# omg fund.

## THE DELIVERY

The competition attracted 300,000 entries from DIY enthusiasts, experienced architects, and everything in between. We designed and built multiple microsites and upload forms to manage entries, collect participant data and continue to collect the best possible content to seed out throughout the year. After strategically shortlisting 500 applicants in line with the criteria we had established, we worked closely with the Airbnb celebrity judge panel, which included fashion icon Iris Apfel, to select and review the final 100 winners. It was then time to reach out to the lucky 100 and begin the painstaking process of facilitated the \$10m in bank payments to recipients, so that they could begin building their architectural creations!

## THE OUTCOME

The competition was an incredible success, gaining global headlines for its originality from publications such as Forbes. The sheer level of creativity amongst entires was testament to the competition criteria and watertight communications which inspired applicants to truly think outside of the box. The work didn't end once the prize money had been delivered though; our team also managed all communications with the winners throughout the year-long build process and sent full financial reporting to Airbnb.







NU  
SKIN®

STRATEGY  
INCENTIVE TRAVEL  
EXPERIENCE MANAGEMENT

**NUSKIN**

## **morocco incentive trip.**

### **THE BRIEF**

Nu Skin needed to find a way to motivate brand affiliates to grow their businesses, while building brand loyalty amongst the top performers. Having worked with them before and considering everything we knew about them, we decided the best way to achieve their goals was through a wow-factor incentive experience, but it had to be BIG.

### **THE RESPONSE**

By embedding ourselves in the company culture and extracted the core values and driving factors of the brand through workshops and in-depth discussions, we knew exactly what this incentive programme had to fulfil. Our insight infused the entire planning process of the 250-strong team of brand affiliates and plus ones that were travelling. We were keen to maintain the personalised, intimate atmosphere of previous incentives while amazing them with something that felt entirely new and unique. We conceptualised a five-day trip that oozed luxury throughout, with a buyout of the Royal Palm spa hotel. This gave guests complete privacy, and gave us free reign to organise an unforgettable pool party to welcome them in style.





## NUSKIN

# morocco incentive trip.

### THE DELIVERY

Five days were jam-packed with bespoke activities, from a festival to showcase the best of Morocco's culture, to a decadent evening under the stars in a bespoke desert camp that vanished overnight. Local guides gave tours of Marrakech's famous medinas, and guests took part in a 'best bargain' competition that was judged at the closing gala dinner. The brand affiliates came from 15 European countries, so we ensured that the half-day conference which took place was translated live into six different languages.

### THE OUTCOME

The trip won a C&IT Incentive programme of the year award and surpassed the client's targeted guest satisfaction with a 9.44/10 result. We received reports from the stakeholders that distributors returned from the trip motivated, engaged, and ready to focus on their next target. Colleagues became friends, and there were even two successful marriage proposals on the trip!



# MINI tokyo incentive trip.

## THE BRIEF

Iconic British automotive company MINI approached us when incoming orders in the UK were falling behind other European markets, and morale and motivation across the business needed a boost. We suggested creating an inspiring incentive that would drive employee engagement within its sales force and reward them with an experience that would increase brand loyalty.

We instantly knew that the destination would have to be as charismatic, out-of-the-box, and quirky as the brand itself. Japan was a no-brainer; both its past and present reflect MINI's values and personality; the heritage and craftsmanship of the past, and the playful and technology-embracing present. To win a spot, their sales team would be judged on five different criteria ranging from sales volume to customer satisfaction, and the top 40 performing MINI Managers would be whisked away to Japan.

## THE RESPONSE

Inyo, the Japanese interpretation of yin and yang fuelled our creative approach. It encapsulated the destination's contrasting facets and unique sense of duality – from the sedate calm of Japanese zen gardens to the neon hues and lightning pace of the Shibuya Scramble Crossing – and weaved them into an engaging and emotive experience with a memorable, branded layer.

Strategic messaging that led with 'Discover your Inyo' was communicated across every touchpoint to galvanize MINI Managers and portray the incentive as an opportunity for collective transformation. Echoing a profound ideology but executing it in a playful way was distinctly on brand for MINI – a company with heritage roots, that isn't afraid to take risks. Visuals also referenced the theme of juxtaposition across both digital and collateral, and a bespoke wordmark made all comms instantly recognisable.





# MINI tokyo incentive trip.

## THE BRIEF

Retailers were divided into six leagues, based on their 2023 sales targets, and a monthly league table was published on a microsite which we designed and built to fit with the theme of the incentive. Timely newsletters and consistently updated content that was entertaining and informative ensured continued engagement in the months leading up to the once-in-a-lifetime trip. The incentive itself was a huge success and allowed the 40 top Sales Managers to be rewarded for their herculean sales efforts and get under the skin of the destination.

A purpose-built app allowed for seamless communication throughout the trip. The itinerary showcased Japan's playful, fantastical side with a Mario Kart race, robot show, late-night karaoke, and a trip to a Pokémon Café, alongside the rich tapestry of ancient tradition with a Geisha tea experience, samurai masterclass, sushi and sake pairing dinner and famous temples. We spoiled guests with surprise gifting that was MINI and INYO branded to tie in with the theme and destination.

## THE RESPONSE

The incentive we crafted was more than just a mere holiday. It was an opportunity for MINI Managers to explore the depth of Japanese culture, transcend from a state of working to a state of play, and rediscover the childlike wonder within themselves. They could celebrate their professional accomplishments while basking in unbridled fun, thus embracing their own duality as well as Tokyo's.

The resounding feedback from guests was that they were delighted to have visited somewhere they wouldn't have had the opportunity to explore privately, as well as have fun while networking; the trip benefitted them both personally and professionally. They returned home feeling motivated and engaged with their brand, ready to get back to work with a refreshed sense of inspiration and appreciation for their colleagues.



**“Taking 47 delegates to the lively city of Tokyo is no easy task, but the team at søster made it seem truly effortless. They clearly understood the brief and what we wanted to deliver, and from the planning to the execution the whole experience was brilliant. The programme delighted our guests, the feedback was incredible, and many remarked it as the trip of a lifetime – which is exactly what we wanted.”**

*- Holly Curry, Events and Brand Partnerships Manager, MINI UK*



# need more inspiration?

We've compiled an A-Z to give you a taste of the remarkable experiences, event solutions and campaigns we deliver.

[VIEW OUR EXPERIENCES](#)



# thank you

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**søster**