



SensaLab™

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

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.

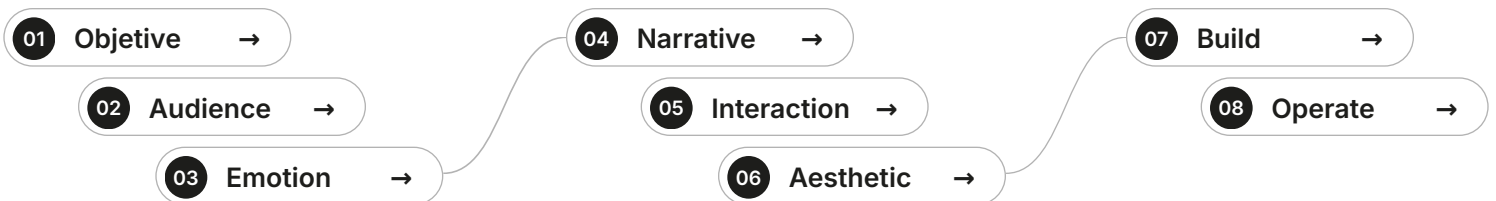
Sensor-based interactions using computer vision and real-time systems.

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

Experience formats

Modular, proven formats we adapt to each brand, venue, and audience. Every one is designed to be reused across events, cities, or campaigns.



Virtual Reality

Immersive VR for launches, showrooms, and brand worlds — headset-ready and built to run all day.



Talking Mascot

Real-time animated characters that see, listen, and talk back to the crowd.



Interactive Tables & Floors

Touch and step-reactive surfaces powered by computer vision. Multi-user and brandable.



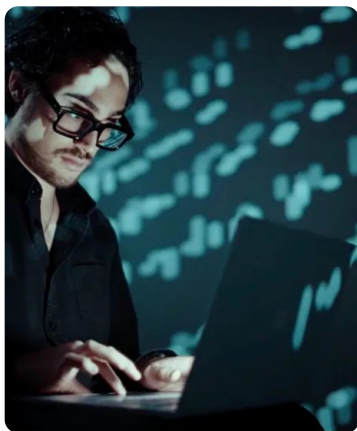
Competitive Mini Games

Multiplayer games with leaderboards and prizes. Built for queues, dwell time, and repeat play.



AI Photo Booth

Guests become characters in seconds. Generative portraits in your campaign style, shareable to social.



AI Commercial Films

Cinematic spots produced with generative video and CGI. Faster, cheaper, full creative control.



Videos That Pop Out

CGI / FOOH content that breaks the frame — for 3D billboards, social, and out-of-home.



Interactive Walls

Projection and LED walls that respond to gesture, movement, and presence.

All formats can be combined, white-labeled, and delivered end-to-end: concept, software, hardware, content, and on-site operation.

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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.



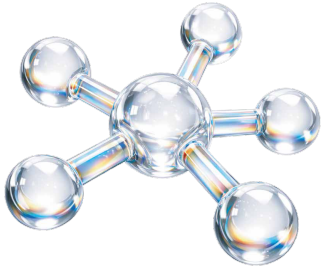
Replicable systems
Built for scale and long-term use.



Speed and flexibility
From prototype to production, tailored to each activation.

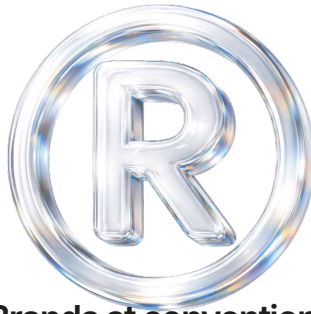
Expected results					✓ Voluntary, meaningful interaction.
				✓ Longer dwell time and deeper engagement.	
			✓ Reusable content for future campaigns.		
		✓ Real-time brand conversation.			
✓ Organic social media traction.	✓ Experiences people actually remember.				

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...

Understand your activation or event.

Define the emotion to provoke.

Propose tailored ideas.

Create a demo or pitch ready to present.

but remember.

Exploration session to: