



Blackbeam

***SPECIALISTS IN EVENT
TECHNOLOGIES & CREATIVE
EXPERIENCES***

We deliver immersive impact by engineering large-scale projection and precision AV, that helps agencies win attention, press and unforgettable campaign moments

Most campaigns are seen. The best are experienced and shared



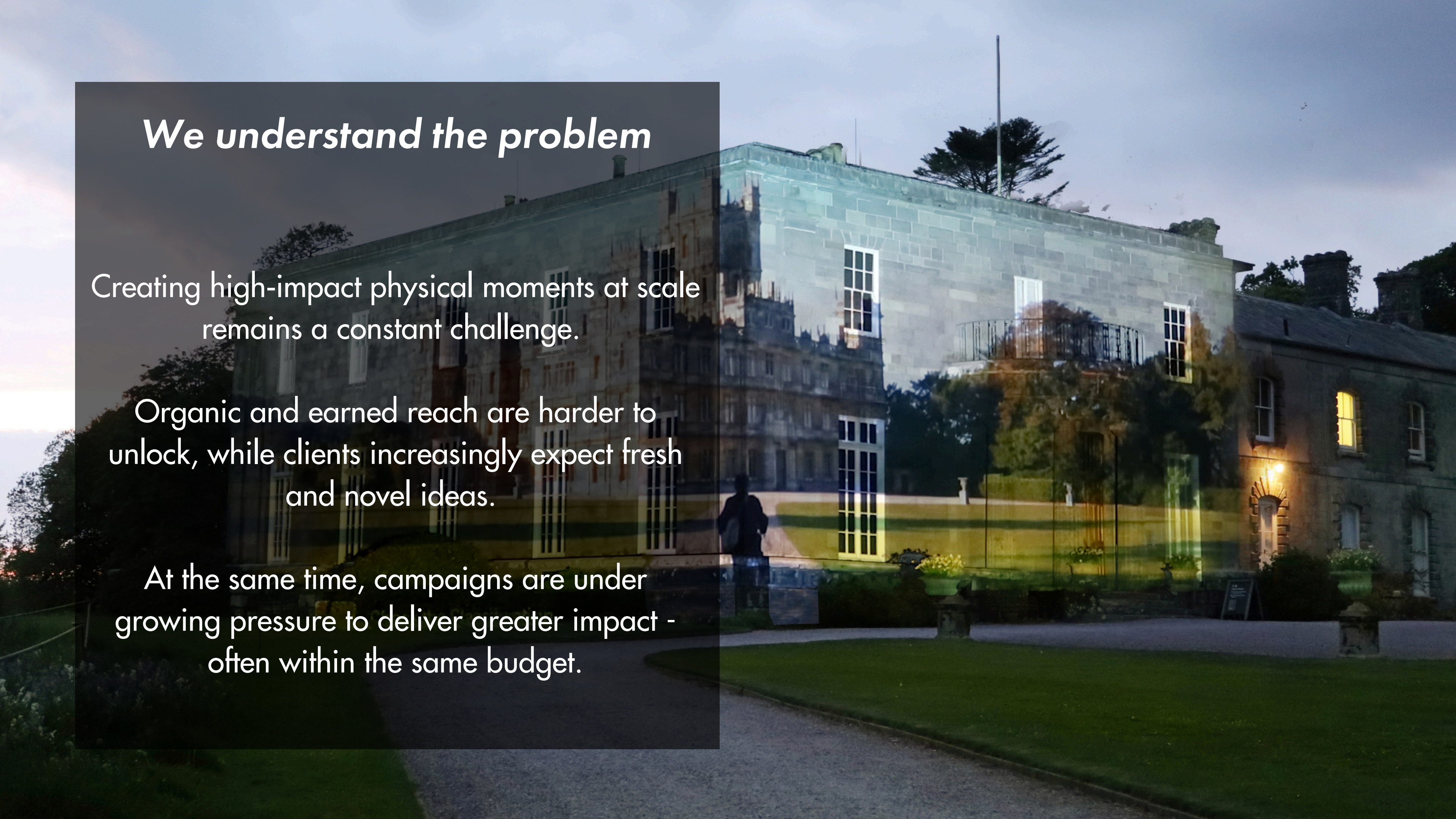
**EARTH
ACTION
NORTH DEVON**

We understand the problem

Creating high-impact physical moments at scale remains a constant challenge.

Organic and earned reach are harder to unlock, while clients increasingly expect fresh and novel ideas.

At the same time, campaigns are under growing pressure to deliver greater impact - often within the same budget.



We turn spaces into media - delivering high-impact projection and lighting experiences that scale effortlessly across locations, environments and campaigns.



One idea - multiple sites

Extend a single creative across landmarks, venues and regions with seamless multi-site delivery

Blackbeem
Cinematic

Supports

Creative

WELCOME
ABOARD

UK

Transform existing spaces into media
Architecture, public space and retail environments become cinematic canvases for bold, attention-grabbing storytelling



***Instant attention, no build
required***

Fast, agile deployment creates high-impact moments without physical installation - ideal for launches, pop-ups and time-sensitive activations.



Built for any environment

From heritage landmarks to modern retail and public spaces, we deliver visually arresting work in complex, real-world settings.



Blackbeam helps agencies win more experiential briefs and generate earned media through high-impact lighting and projection activations across multiple locations - designed to drive attention, footfall and shareable content.



Case Study 1: Transforming North Devon Hospice Nightwalk

The Challenge

*Event was losing money and at risk of being cancelled
Core message and emotional impact had been lost*

Our Approach

*Reimagined the experience with strong storytelling & purpose
Delivered a standout, high-impact event
Built a trusted, intuitive partnership with minimal briefing*

What Changed

*Clear, compelling messaging throughout the event
Elevated participant experience and engagement
Established Nightwalk as a flagship fundraising event*

***“From near cancellation to
flagship fundraiser —
transforming Nightwalk into
a high-impact, revenue-
generating experience.”***

Results & Impact

Commercial & Audience Results

Turnaround from negative → positive fundraising

95% positive participant feedback

Increased engagement across social & community

Client Impact

Event now successful, meaningful and here to stay

Trust built: "We don't need to say much – BB just gets it"

Expanded partnership across multiple events

Wider Influence

Referral to other hospices seeking the same "wow factor"

NDH named UK Charity of the Year (Third Sector Awards)



Case Study 2: Brand Activation for Earth Action North Devon

The Challenge:

Transitioning from Plastic Free North Devon → Earth Action North Devon

We needed to

Signal a clear strategic evolution

Retain existing brand recognition

Cut through local media noise immediately

Avoid high costs of traditional OOH media

The Approach:

We delivered a high-impact, resource-efficient activation strategy, with fixed-point Hero Activation, Agile Projection Mapping.

Transformation of an iconic landmark into a bold, branded canvas, creating a single, authoritative visual moment for press & socials.

*Activated guerrilla style Multi-Site Rollout, with a series of mobile light activations across locations
Turned the town into a live gallery for the new brand
Integrated Content Capture*

From rebrand challenge to high-impact, multi-channel launch - delivering visibility, content, and efficiency in a single activation

Strategic ROI

- Amplified Organic Reach
 - Designed for shareability → organic social spread
 - Extended reach far beyond physical locations
 - Reduced reliance on paid media
- Resource & Cost Efficiency
 - Combined:
 - Brand activation
 - Content production
 - One deployment = full asset library (stills + video)
 - Maximised utility per £ spent
- Accelerated Brand Authority
 - High-impact visuals acted as a pattern interrupt
 - Faster recognition vs digital-only rollout
 - Reduced time-to-market for new identity

*Delivered a “wow factor” not achievable with static media
Immediately embedded the new brand identity in the public consciousness*

Case Study 3: Creative UK Investor Summit – Landmark Activation

The Challenge:

Creative UK needed a high-impact visual anchor to:

- Reflect regional ambition

- Showcase creative talent

- Extend reach beyond the summit

The Approach:

Agile Projection Mapping - We transformed The Box into a live media canvas, with Hero Landmark Activation.

An iconic building became the summit's focal point, with:

- Street-Level Media Installation

- Public-facing, high-visibility experience

- Content-First Delivery, showcasing talent

- Activation captured as premium digital assets



A landmark turned into a high-impact media channel, amplifying the summit far beyond its physical footprint

What It Delivered:

Instant visual authority

Strong public + digital presence

Strategic Value:

Technical Credibility

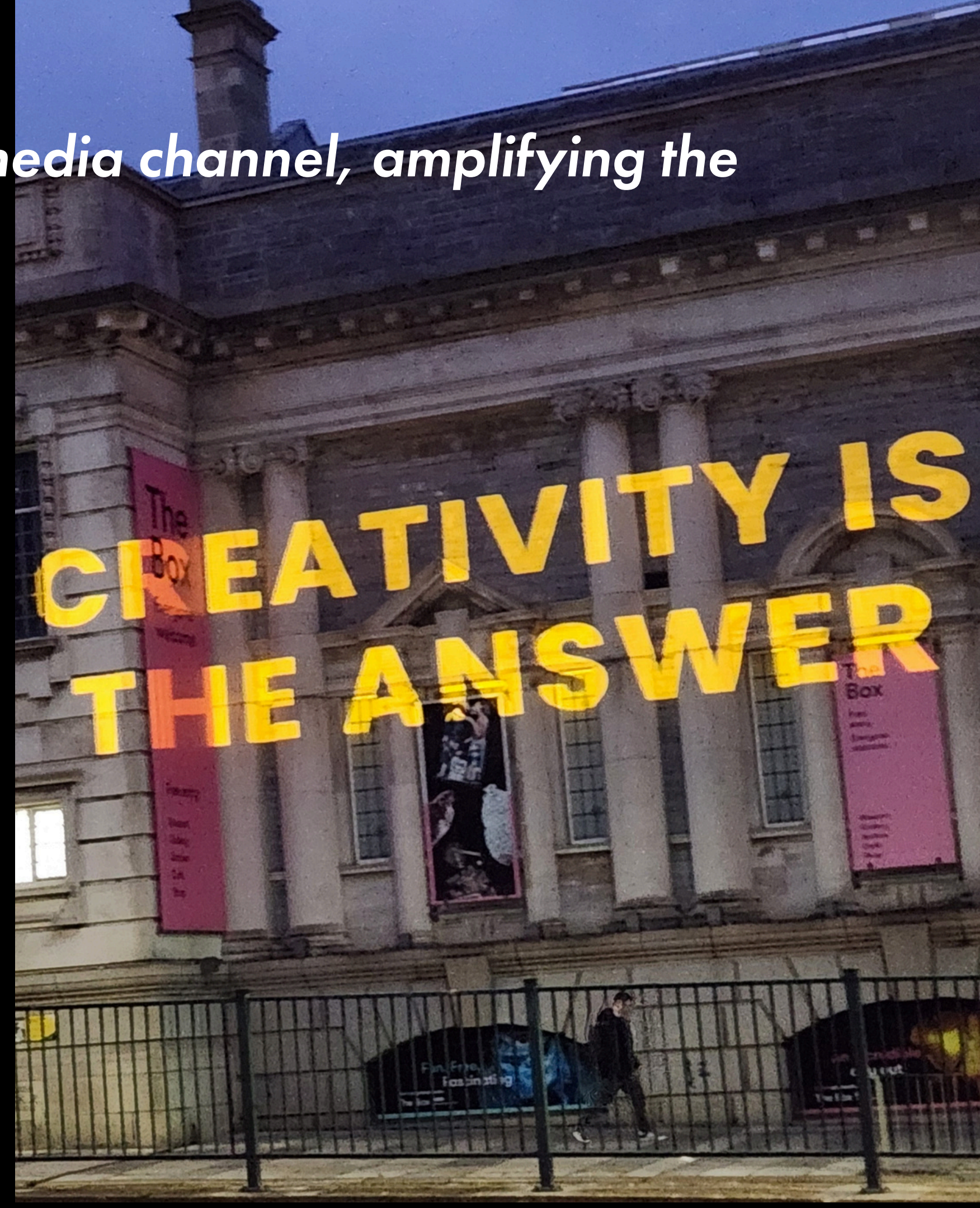
Complex heritage projection, delivered seamlessly

Visual Dominance

Claimed urban space beyond traditional media

Activation = Content

Live event created ongoing digital assets



We help you to

Win more pitches with bold, visual ideas that instantly bring briefs to life.

Deliver standout work through immersive experiences that transform spaces and capture attention.

Generate earned media with high-impact moments designed for visibility and social sharing.

Differentiate your agency with flexible, large-scale executions that go beyond traditional formats.



Clients benefit from high impact, instantly.

Buildings turn into cinematic brand stages that dominate attention.

Bold, social-first moments designed for viral reach.

Real-world engagement, with activated landmarks and high-footfall spaces people actually experience.

Proven reach driving footfall, earned media and measurable amplification.

Fast, flexible and scalable urban takeovers, rapid rollout and zero heavy installs. Big impact without big-budget spend.





Seamless by design

We slot into your workflow as an extension of your team—bringing creative thinking, technical expertise and reliable delivery at every stage.

ARNOLFINI

Centre for contemporary arts

ARNOLFINI

LIVE BROADCAST
City Campus

How we work with you

A creative-technical partner from idea to execution -
delivering seamless, high-impact results.

Collaborative from day one
We work as part of your team, shaping ideas
together.

Pitch-ready support
Bring us in early - we help turn concepts into
compelling, achievable ideas.

Flexible and scalable
From one-off activations to multi-location campaigns.

Simple, end-to-end delivery
We handle the complexity—so you don't have to.





We're built for partnership

We partner with your team to turn campaign ideas into real-world experiences, designing projection and lighting led moments that engage audiences and bring briefs to life. From early concepts through to delivery, we support the full journey, creating tailored activations with a clear, collaborative process that works seamlessly in your campaigns.

Simple, flexible, scalable

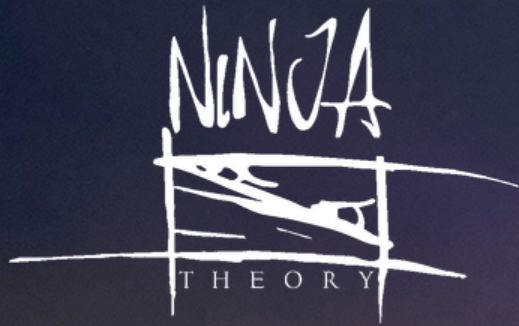
Flexible pricing tailored to each brief and campaign scale.

Scalable from one-off activations to multi-location and multi-media rollouts.

Simple to work with and agency-friendly - structured to fit your budgets and ways of working.



Our clients include



Let's work together

Bring us into your next brief or pitch.

We'll help shape the idea and bring it to
life.

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