

RENEGAÄDZ
ENTERTAINMENT BRAND CONTENT

2023 CREDENTIALS

WHAT WE'RE ABOUT

Communications *shouldn't be boring*. All brands have the opportunity—*maybe even the responsibility*—to entertain their audiences. We help them do this by *creating content*—no matter the scale—that combines *long-term, engaging storytelling* with *precise brand messaging*.

If we recommend producing a TV show, throwing a concert, or doing a crazy PR stunt, it's not just because we think it's cool—even though it is cool—it's because it's going to deliver.

Every brand has a story to tell and we have the contacts and know-how to put together all the right pieces to tell it: locally, regionally, and globally.



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WHAT WE DO

Creative Strategy - Development - Production

Ambassadors (management, content)

Art & Artists (management)

Events (planning, execution)

Music (production, licensing, distribution)

Video (concept, packaging, production, distribution)

ESG (making sustainability sexy)



AWARDS

We rarely start projects with the goal of awards, but we ended up winning more than a few anyway.

Global: Cannes Lions

Regional: Golden Drum

Local: ADC, Effie, IMC



GOLDEN
DRUM



Selected Projects

Selected Projects: Content

CZECH INSURANCE ASSOCIATION

Concept & strategy support, Production support



“13 Minutes”

The Czech Insurance Association, a consortium of government and NGO organizations, needed to change the national conversation about speeding after decades ineffective and typical “road safety” campaigns.

Results

- Cannes Lions winner
- Full length documentary shown on national TV and is currently streaming on Netflix



[VIDEO LINK](#)

PORSCHE

Concept & strategy, Artist management, Production



Tom Gets A Taycan

Porsche wanted to reach a new and younger target group to introduce them to their new electric car, the Taycan. We reached out to Tom Holland and brought him and his family to Porsche headquarters in Germany to see and feel the Taycan firsthand. He shared his experience on Instagram to his millions of fans.

Results

- Opened new, younger target group to Porsche
- Instagram engagement in the millions



[VIDEO LINK](#)

LEGO

Concept & strategy, Artist management, Production, Distribution



LEGO Dots: "Girls Themselves"

LEGO wanted to promote Dots, its customizable jewelry line, in a way that inspired young girls to be confident about being themselves. So, we commissioned and produced a song and video by two top Czech female artists to get the message across.

Results

- 1.3m views on YouTube
- Used as benchmark showcase within LEGO internationally
- Massive earned media reach



[VIDEO LINK](#)

VICHY

Concept & strategy, Artist management, Production

Menopause Is Not A Pause

We created a podcast with two well known Czech personalities – Eva and Karolína Houbová – that takes on the “taboo” subject of menopause in a lighthearted and entertaining way.

Results

- Showcase benchmark within Vichy internationally
- Audience in 10s of thousands

VICHY
LABORATOIRES

MENOPAÚZA
NENÍ PAUZA
EVA A KAROLÍNA HOLUBOVY A HOSTÉ

[VIDEO LINK \(in Czech\)](#)

NERUDNÝ FEST

Concept & strategy, Production

“Words Matter”

We brought Václav Havel back to life as a hologram that gave a live, uplifting speech to a massive crowd on Prague’s Wenceslas Square for the anniversary of the Velvet Revolution in November 2021.

Results

- Live audience of 100.000
- Full national media coverage
- High SoMe engagement

Nerudný fest



[VIDEO LINK](#)

[MAKING OF LINK](#)

BATA

Strategy, Artist management

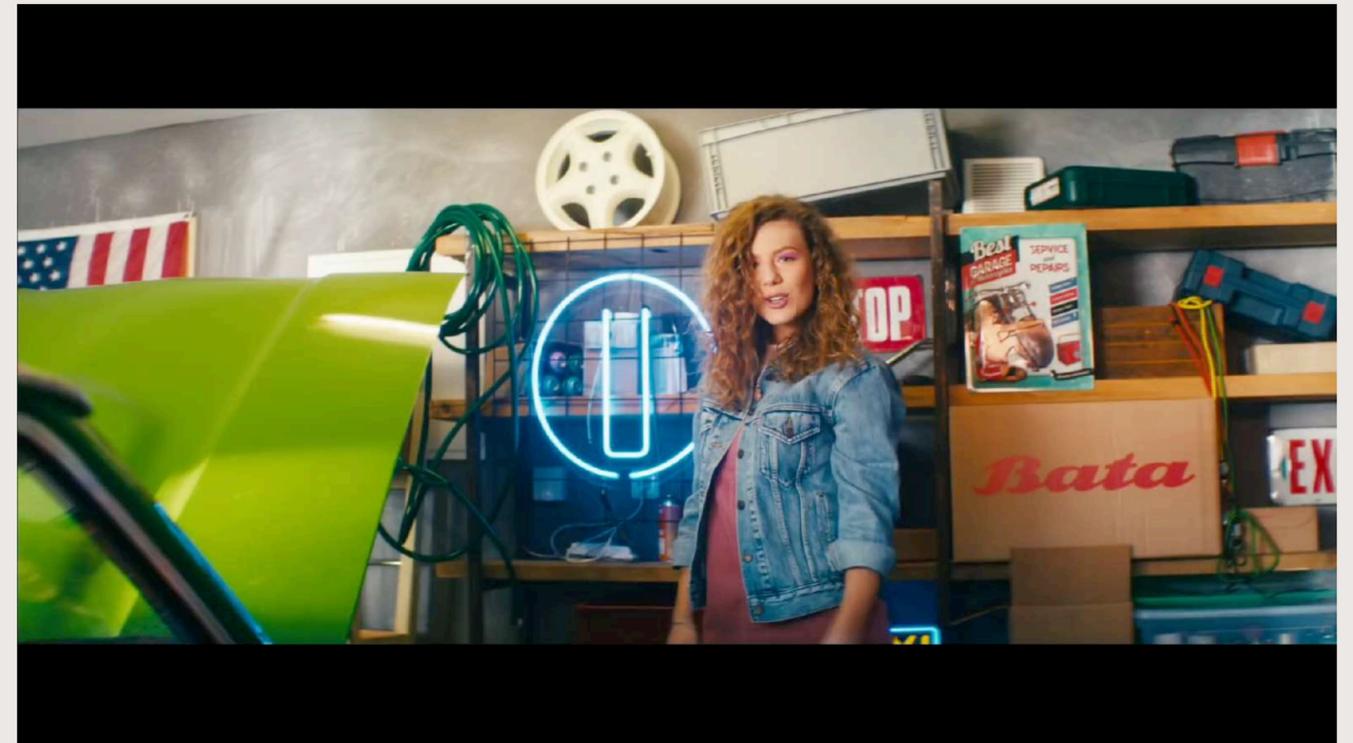
“Enemy”

Lenny is a famous Czech (and international) singer. Bata is a famous Czech (and international) brand. As luck would have it, Lenny was releasing a song about female empowerment at the same time Bata was launching a campaign on the same topic. We saw the opportunity and put them together.

Result

- 1.7m views on YouTube

Bata



[VIDEO LINK](#)

MASTERCARD

Concept & strategy, Artist management, Production

Priceless Storytellers

Mastercard wanted a priceless story about Prague, so we hired two of the city's most famous creatives - Eva Herzigova and Jan Saudek - to produce a campaign about the city and all its wonder.

Result

- 400% increase in views on [PricelessCities.com](https://www.pricelesscities.com)



[VIDEO LINK](#)

MASTERCARD

Concept & strategy, Artist management, Production



Cashless Prague

Mastercard wanted to promote contactless payments in Prague, so we teamed up with the city's most trusted guide - Janek Rubeš - and made an entertaining video on how to go cashless in the capital.

Results

- 70k views with no media support



[VIDEO LINK](#)

VODAFONE

Concept & strategy, Artist management, Production

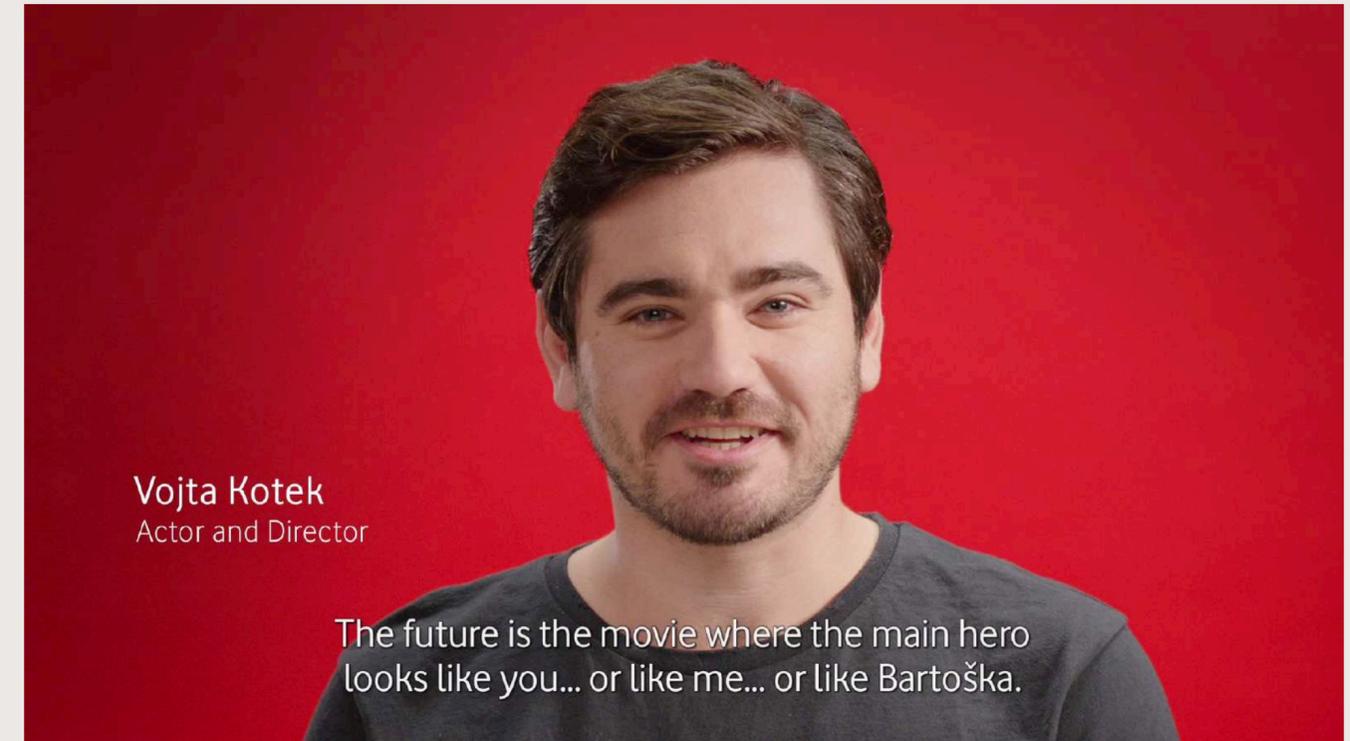


The Future Is Exciting

Vodafone wanted to let people know that the future is something to look forward to, not be afraid of. They wanted to use well-known personalities to send this message, but didn't have very much time to do it. So we reached out to our network of celebrities and influencers to quickly create a supercut video that got the point across.

Results

- Organized and produced video with 16 celebrities in record time
- 200k views on YouTube



[VIDEO LINK](#)

BATA

Concept & strategy, Artist management, Production

Me & Comfortable With It

We created a brand manifesto for Bata's global message of empowering women no matter their size, shape, lifestyle, or beliefs.

Results

- Video used as a showcase and template for every Bata market to follow for their localized content
- Millions of public views worldwide

Bata



[VIDEO LINK](#)

Selected Projects: Event

MUMM CHAMPAGNE

Concept & strategy, Event management, Production

“Ples sobje” (Your Own Ball)

Gala event to celebrate yourself and the opening up of society after COVID.

Results

- Original event sold out in record time
- Ples sobje perceived as Czech Met Gala
- Contracted for follow up event in 2023



[VIDEO LINK](#)

PORSCHE

Concept & strategy, Artist management, Event planning, Production



Soul Electrified

To launch Porsche's first electric car, the Taycan, to the 26 markets of Central and Eastern Europe, we rented out a high-voltage testing facility on the outskirts of Prague and created an immersive three-act play about the history of electricity performed by La Putyka. At the end, the car was revealed to over 300 international VIPs and influencers by being lowered from a 30 meter high ceiling.

Results

- 9.6m total audience, 3.3m reach, 1.4m reach within target group, 650k post interactions, 130m Insta story impressions
- EUR 212k media value



[VIDEO LINK](#)

PORSCHE

Concept & strategy, Artist management, Event planning, Production



Contradictions At Play

A car launch disguised as an art exhibit is how we introduced the newest member of the Porsche fleet in 2017. We created an unforgettable event in Prague for VIPs from 26 markets featuring “contradictions that work” like a hip-hop orchestra, unique food pairings, and the works of 10 internationally known visual artists

Results

- 9 pre-orders at event



[VIDEO LINK](#)

PORSCHE

Concept & strategy, Artist management, Event planning, Production



Sportscar Together Day

To celebrate the 70th anniversary of the Porsche brand in Central and Eastern Europe, we brought over 350 VIPs from 26 markets together with members of the local public at the Silesia Ring in Poland for an unforgettable two-day experience that ended with a private concert by Jamiroquai.

Results

- Entire event streamed to millions globally with Jamiroquai concert as the centerpiece



MASTERCARD

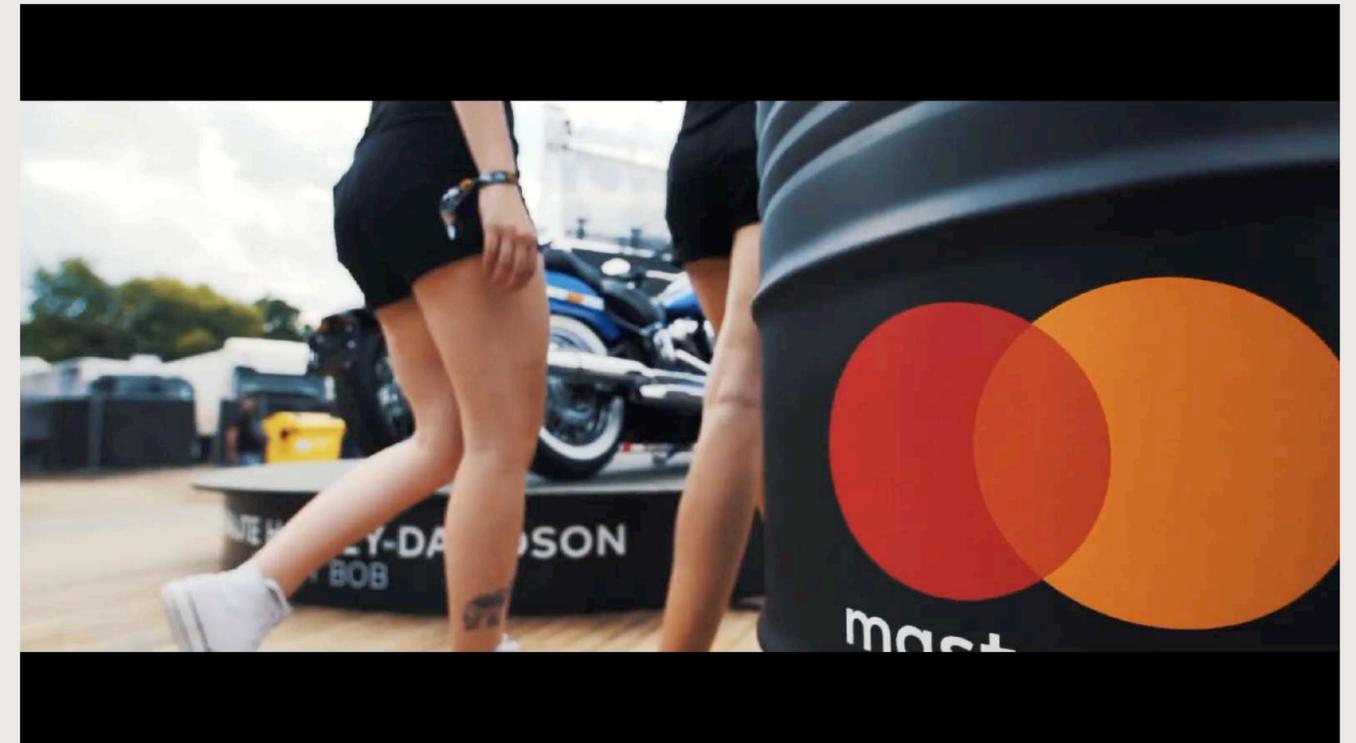
Concept & strategy, Event management, Production

Harley-Davidson 110th Anniversary

Mastercard wanted a priceless experience to help Harley-Davidson celebrate its birthday and share the joy with their fans.

Results

- 110k visitors
- 10k Mastercard event cards issued
- 3k new registrations to [PricelessCities.com](https://www.pricelesscities.com)



[VIDEO LINK](#)

Selected Projects: Social & Activation

VODAFONE

Concept & strategy, Artist management, Event planning, Production

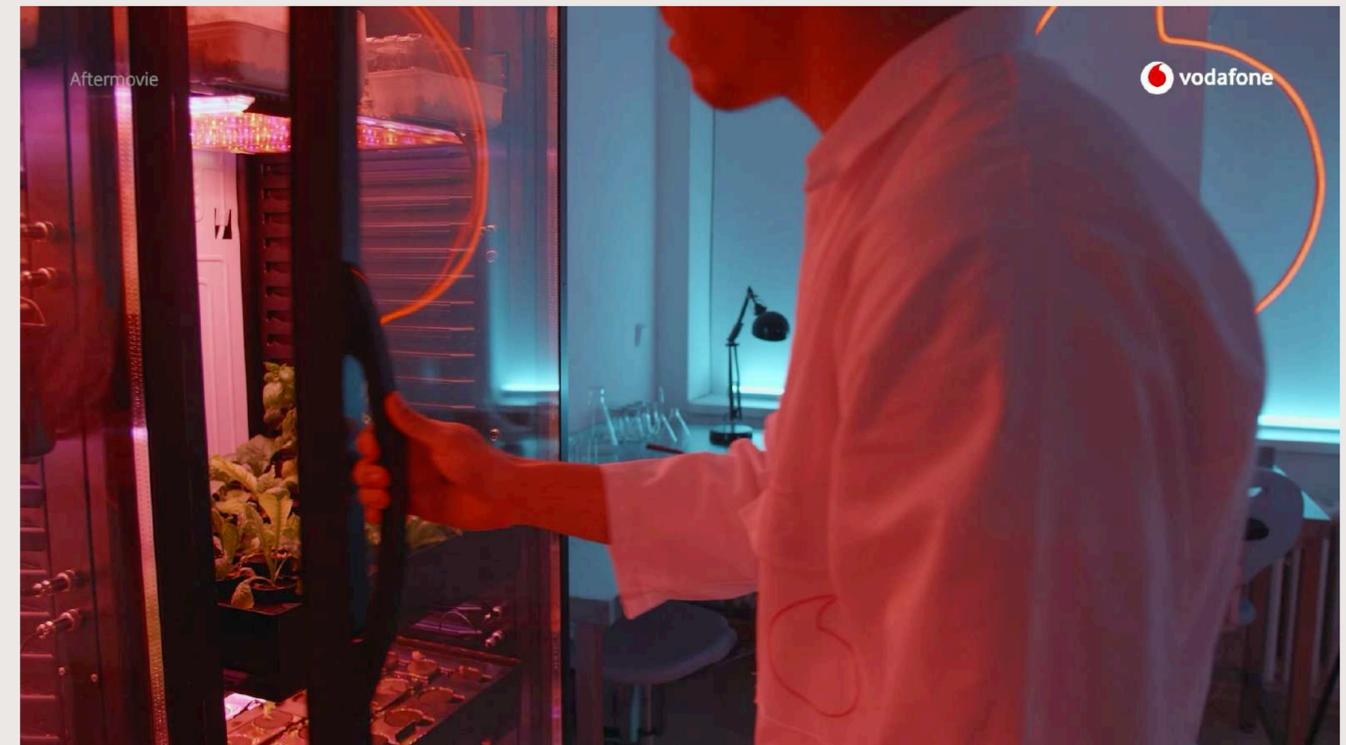


Marsonaut

As part of Vodafone's youth platform, we created a project to show how to grow food on Mars in a purpose-made structure that recreated the Martian environment. It was followed up with an event where well-known Czech personalities ate the food produced (in cooperation with McCann Prague).

Results

- International media reach: [New York Post](#), [India Times](#)



[VIDEO LINK](#)

MASTERCARD

Concept & strategy, Production



League Of Legends Statues

We created a set of statues based on League of Legends and then “stole” them, challenging the audience to find them and bringing the game into the real world. (in cooperation with McCann Prague)

Results

- 1.5k+ cards issues
- 9m+ impressions
- 11k online players
- IMC Czech (2x gold, 2x silver)



[VIDEO LINK](#)

VODAFONE

Concept & strategy, Artist management, Production



Our Own Superstar

Vodafone wanted to show support for its youth platform, #jetovtobe (#itsinyou). So we developed a contest, in cooperation with Ben Cristavao, for young musicians to win a chance to record at the famous Abbey Road and promote themselves with a video and sponsored concert. And this was how Sofian was discovered.

Results

- Sofian became a Czech superstar: headlines festivals, over 300k Spotify followers



[VIDEO LINK](#)

VODAFONE

Concept & strategy, Artist management, Event management, Production



#jetovtobě (#itsinyou)

Vodafone created a platform to help inspire youth to simply get up and do things, but they needed a memorable way to launch it. So, we put together a group of famous influencers, led by Ben Cristavao, and produced a bombastic video to kick the project off.

Results

- Millions of views
- Successfully followed up with entertaining and practical events / workshops across the country
- Launched concept of "Future Jobs" ([VIDEO](#))
- 5 Effies, 2 IMC Czech awards



[VIDEO LINK](#)

BATA

Concept & strategy, Artist management, Event planning, Production

The Pop-up Catwalk

To promote Bata's female empowerment campaign "Me, and comfortable with it" we worked with the famous, Czech-based, American singer Tonya Graves. We revealed a surprise catwalk in the center of Prague and invited "normal" woman to take center stage in an impromptu fashion show.

Results

- 1000s of people saw the event live
- 10s of people spontaneously took part
- Millions of online views

Bata



[VIDEO LINK](#)

Selected Projects: ESG

MONT GELE GEAR

Concept & strategy support, Production support

The Snow Report

MGG is a high-quality sports fashion brand dedicated to sustainability and transparency. We helped create an ESG report for them that clearly shows their commitment to their values and that people would actually read.

Results

- IMC Czech award



[VIDEO LINK](#)

PPF

Concept & strategy, Production

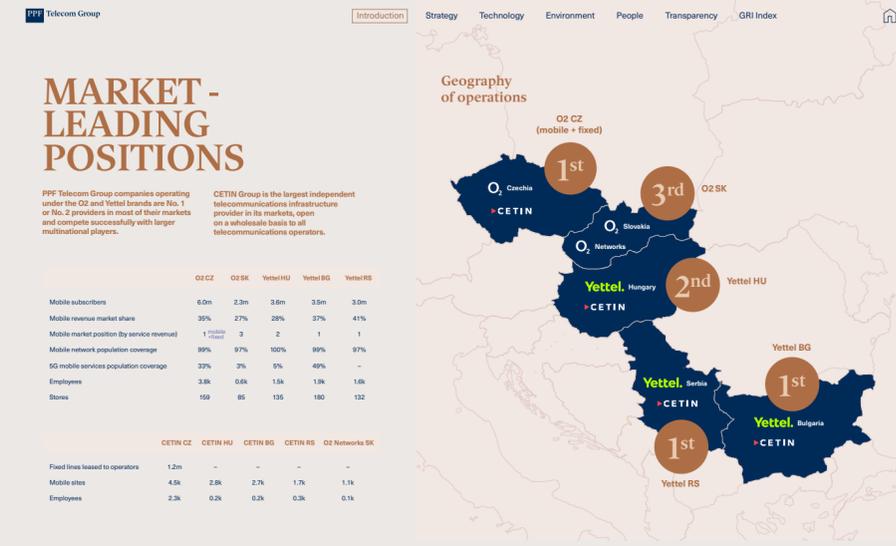


ESG Report

PPF is one of the Czech Republic's largest corporations, investing in virtually every sphere imaginable. They wanted to create an ESG report for 2021 that stood out from their competitors in a unique and engaging way.

Results

- We were contracted to follow up with their 2022 ESG report



Putting PEOPLE at the Centre of our Business

The Group's work entails:

- 1. Creating future leaders and encouraging women in their careers at PPF Telecom Group**
Existing investment in people and culture will be stepped up with the aim of creating equal opportunities for everyone.
- A PPF Telecom Group talent development programme will be set up to oversee the various initiatives already in place at our business units to improve diversity in the Group's talent pool and eliminate unconscious bias cultures.
- As a part of the talent development programme, the Group will introduce modules to encourage women to develop their careers at PPF Telecom Group and increasing female representation in managerial positions.
- Over the next 12 months, the Group will set specific targets related to the programme and its diversity policy.
- 2. Understanding the Group's employees**
To further enhance its corporate culture, employee engagement and relationship productivity, the Group will improve interaction with employees and take the time to understand what affects and motivates them.
- Our goal is to achieve greater than 60% participation in company surveys and to improve that percentage annually.
- 3. Understanding the Group's customers**
Getting to know our customers better, understanding their expectations, needs and desires will help the Group deliver the experiences they expect.
- We will continuously improve customer engagement processes to help us collect and incorporate feedback and continually improve our services and range of products.
- 4. Preventing injury in the workplace**
The records show that none of our employees have been injured fatally or suffered from life-changing injuries, and our goal is to maintain this safety benchmark.
- 5. Being an integral part of communities**
The Group's dedicated corporate citizenship programmes will continue to support local communities with donations and active engagement.

Thank You!

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