

LAB001 LAUNCH

Why we are here:

Create activations that will amplify your positioning and generate sales.

Develop loyalty and foster growth.

Keys to success:

- Promote LAB001.
- LAB001 as the hero.
- Focus on Llyodminster.
- The ability to replicate as we grow.
- HC compliance.



Awareness

Generating eyeballs and consideration.



Acquisition

Generating prospective followers, customer database and ongoing conversations.



Retention

Strategic incentives and creation of brand fans through ongoing TOMBA and reminders.



Experiences

Badge factor
engagement
opportunities
that will generate
organic sharing.

Education

Who we are and
why we're different.

Future comms

Opt in email
Communication.

Social

Opportunities
for acquisition /
follower increase.

Branded merch

Strategic, high
impact branded
giveaways.

02 Setting the stage

TAPPING INTO LLOYDMINSTER CONSIDERATIONS AND RESEARCH

TAPPING INTO LLOYDMINSTER

Lloydminster was founded in 1903 by colonists and was built with the dream of being a British Utopian settlement, focused on the idea of sobriety.



CONSIDERATIONS AND RESEARCH

September and October are very light on events, and those occurring are not on brand.

Overall consumer traffic within Lloydminster is only warranted Friday/Saturday in most venues.



03 Opportunities

CREATING AWARENESS AND BUZZ
TICKET AND TOKEN
MISSING SOCK
OUR CONCEPTS

CREATING AWARENESS AND BUZZ

Leading up to the event

Ambassadors and a giant oversized washing machine placed in 19+ venues to create interest. Photos shared on social media.

Create the opportunity to speak about LAB001. Make connection to the speakeasy store front.

Storage for collateral (see next 2 slides).



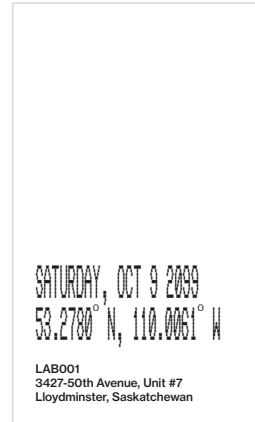
TICKET AND TOKEN – IDEA #1

A token to operate the machine.

Token used to advertise the launch date.
Bring to the event for a chance to win.



Front



Back

Where do all the lost socks go?

Give away ONE sock before the launch event as an invitation. Come to the event to receive the missing sock.



OUR CONCEPTS

1. Kolab Kcreates

Proprietary event series that is focused on art, music, and culture.

2. The Kolab Hotel

A curated pop-up that shines a spotlight on **LAB001**.

Education, awareness, product integration.

3. Kolab Nightlife

A collection of 19+ venues to showcase **LAB001** through digital panels and live ambassador activations.

ALT IDEAS Kolab Homebase

Enter into the light where fashion, art, and design excite your senses.

CONCEPT 1

CONCEPT 1 KOLAB KREATES

Kolab is anchored in the arts and the creative community, and we're going to give them an opportunity to be immersed in it, right in Lloydminster in a unique way.

Welcome to: KOLAB KREATES

CONCEPT 1 KOLAB KREATES

Kolab Kcreates is a proprietary event series (3 events) based in some of the most relevant venues in Lloydminster (music venues, galleries, etc).



CONCEPT 1 KOLAB KREATES

One part branding – one part product knowledge – one part entertainment (ALL experience!)

On-site experience elements:

- DJ / MC running the night.
- Live art demos – art competition on site in a bracket format (a call for local artists).
- Kolab Project battle of the bands, with 1 finale headliner.

Potential event venues

- Vic Juba Theatre.
- Gallery at Lakeland.
- Station 51.



CONCEPT 2

CONCEPT 2 THE KOLAB HOTEL

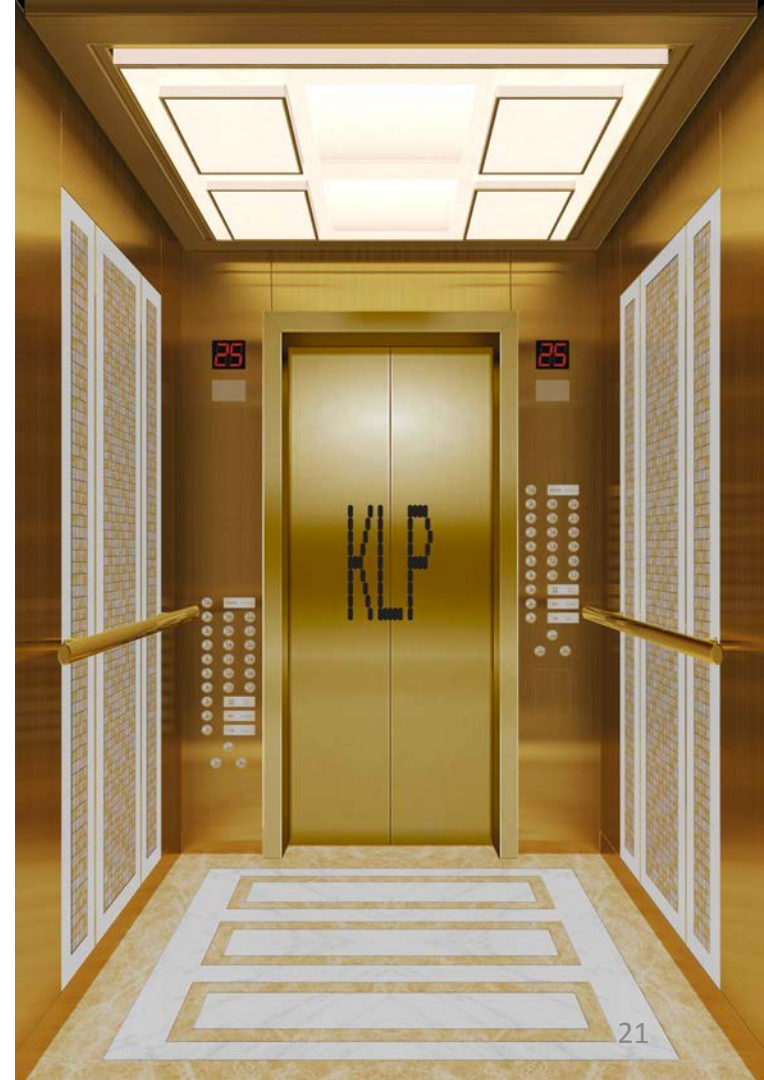
We're going to create the biggest party in Lloydminster this year.
A curated pop-up event anchored in art, music, and swag.

Welcome to: THE KOLAB HOTEL

CONCEPT 2 THE KOLAB HOTEL

The Kolab Hotel is a curated 1 night event where we fully takeover 1 full floor of a Lloydminster hotel.

Private elevator (branded interior and uniformed concierge) takes guests to our rented floor.



CONCEPT 2 THE KOLAB HOTEL

As the guests get off the elevator they are immersed in a blend of music, hospitality, and entertainment:

- Hospitality areas
 - Food and beverage bar.
- Music
 - DJ or band playing.
- Entertainment
 - Themed rooms examples.
 - Gallery / live art demo.
 - Technology visual effects room.
 - Swag room (Kolab t-shirt/swag press).



CONCEPT 3

CONCEPT 3 KOLAB NIGHTLIFE

To generate scale, we'll create a program that creates awareness at the most relevant 19+ venues in Lloydminster.

Welcome to: KOLAB NIGHTLIFE

CONCEPT 3 KOLAB NIGHTLIFE

Digital advertising and brand ambassadors
19+ venues (varying demographics).



CONCEPT 3 KOLAB NIGHTLIFE

VIP Access for Kolab invitees

- We'll decorate and own a section within targeted bars and create a VIP area branded as Kolab Project.

On-site activations including brand ambassadors

- Email capture + social followers acquisition.
- Branded swag giveaways.
- Demos/lifestyle attractions programming within the space for all.



ALT IDEA



These are our 'blue sky' ideas - to explore the art of the possible.

We will create an exclusive event that combines fashion, art and design. Exciting the senses and creating intrigue – enter the state of KLP.

Welcome to: KOLAB HOMEBASE

ALT IDEA KOLAB HOMEBASE

A pop-up enclosure in front of LAB001.

An illuminated entrance sets the mood and stirs intrigue.



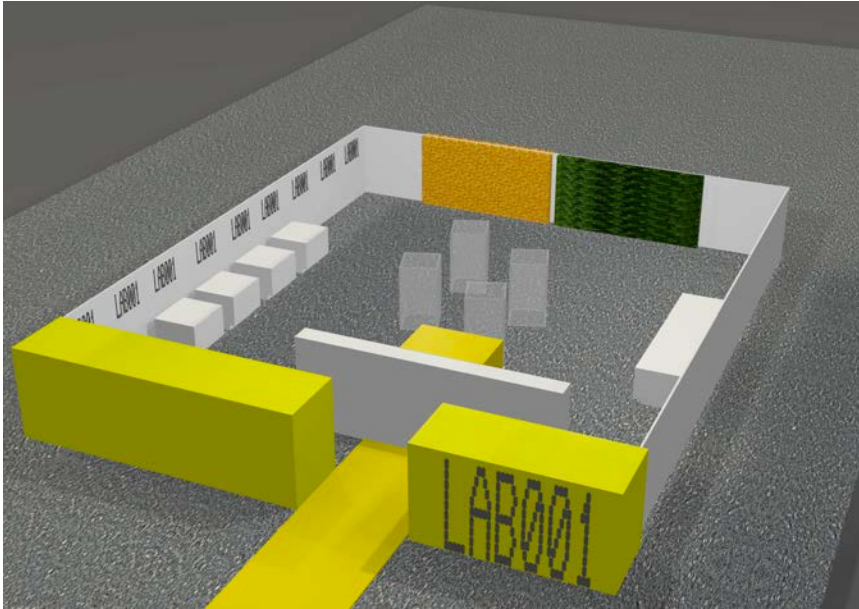
ALT IDEA KOLAB HOMEBASE

Street view.

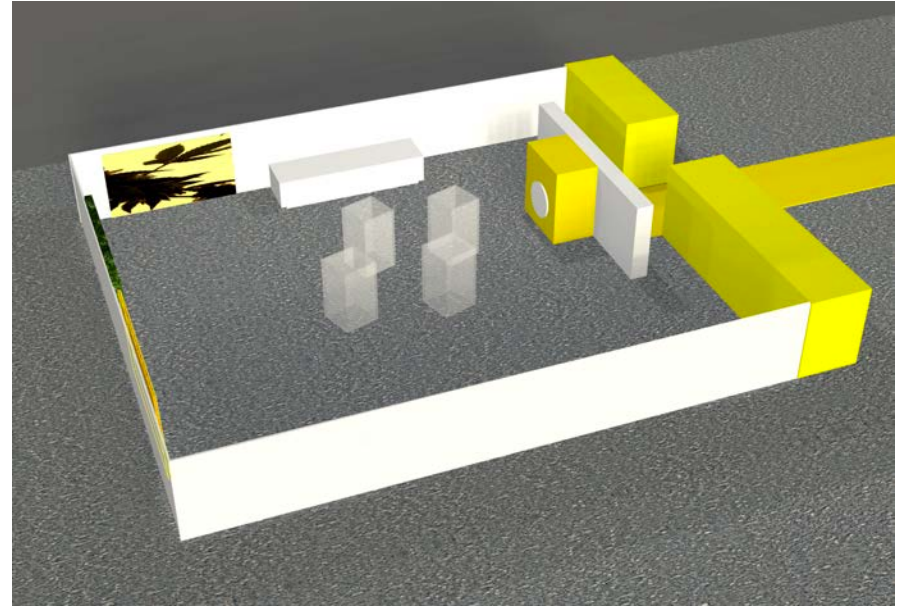
Yellow construction chalk sprayed on the parking lot ground to create a “red carpet”.
Two large yellow boxes create a grand entryway.



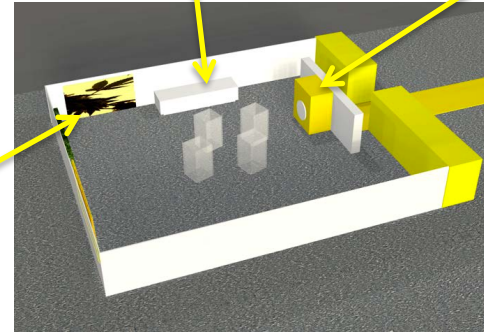
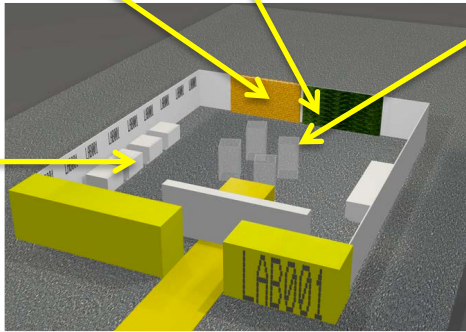
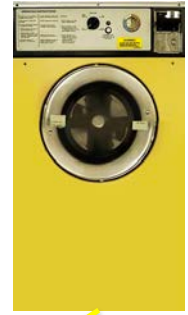
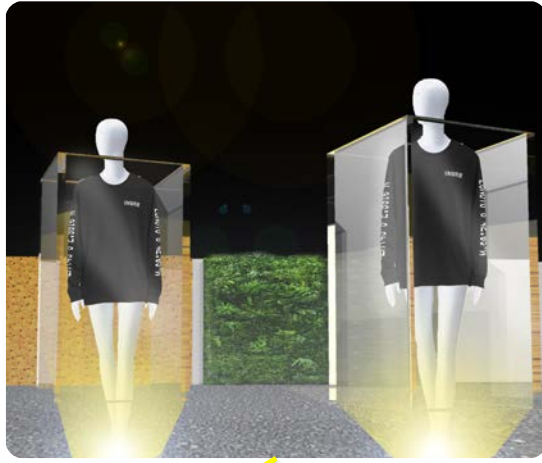
Top right down view



Top left down view



ALT IDEA KOLAB HOMEBASE



ZINE

The small runs give these publications a collectible aspect, feeling more premium in a world of online accessibility.

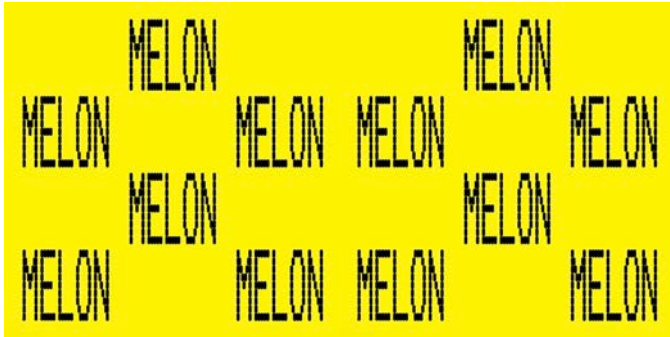
The Zine has been elevated – a status symbol that shows someone's interests and tastes while alluding to a certain subcultural intellectualism.



Quarterly print run

In-store loyalty program

Buy 6 grams of dried flower, get the 7th for free.



Digital D.M.

Data capture of email and phone for quarterly mail/SMS blasts:

- Send out current playlist.
- E-copy of Zine.
- Upcoming special events.

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