

Wired Store 2005

Tracy Kessler and the TK New York team collaborated with Wired Magazine to develop and execute creative ideas that integrated over 48 different advertisers and their products into a month long hands-on "experience store" in Manhattan's SoHo. Together, with Wired Magazine's marketing department, we managed teams responsible for pre-production design, development, and execution. TK New York upheld product image and client reputation by closely designing creative content for in-store activities. Additionally, we assisted in the coordination of the store's weekly parties and events spot-lighting various high level advertisers such as Sony, Nokia, Motorola, Volkswagen, PlayStation, Nikon, and Adidas among others.