

Company: Addvox, Mexico City, Mexico
Company Description: Addvox is a creative communications agency based in Mexico, specializing in PR, storytelling, and experience-driven campaigns that connect brands with culture and audiences across media, influencers, and digital platforms. From entertainment to tech, the agency partners with top-tier clients to craft campaigns that not only communicate—but captivate audiences.
Nomination Category: Marketing Campaign Categories - Industry
Nomination Sub Category: Marketing Campaign of the Year - Retail
Nomination Title: Universal x Wicked – A Magical Retail Pop-Up Experience



1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

September 11th and November 7th 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Universal x Wicked – Impact That Cast a Spell: <https://drive.google.com/file/d/1j6SfQScKNfoggghoJy01tzMybfdhjLf8O/view?usp=sharing>

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 69 words used.

Overview – Creating Magic Beyond the Screen

To build excitement around the upcoming film Wicked, Universal designed an immersive experience that transcended traditional promotion and turned retail spaces into enchanting storyworlds. This initiative aimed to merge entertainment, retail, and lifestyle into one powerful brand moment.

The goal was clear: bring Wicked’s magic to life off-screen, spark emotional connections with fans, introduce exclusive licensed products, and drive impactful consumer engagement

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 141 words used.

Strategy – A Spellbinding Multichannel Campaign

The Pop-up Experience:
We transformed key retail spaces into Wicked-themed pop-up activations — magical enclaves filled with exclusive merchandise, themed décor, interactive photo ops, and storytelling touchpoints that made fans feel like they’d stepped into Oz.

Retail as a Narrative Platform:
From product curation to visual merchandising, everything was designed to reflect the core themes of Wicked: friendship, empowerment, and transformation. Both general and specialized retailers became immersive brand touchpoints, where products weren’t just sold—they told a story.

Consumer PR & Marketing:

- Product PR amplified by influencers and content creators
- Strategic product placements and gifting moments
- Launch events timed with fan engagement peaks
- Seamless integration across online and offline channels

New Product Innovation:
We introduced exclusive, limited-edition product collections tied to Wicked’s most beloved characters and aesthetics—bridging entertainment and lifestyle in a fresh, consumer-friendly way

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 154 words used.

Results – Impact That Cast a Spell

Strong sell-through performance across both general and specialty retail

High foot traffic and dwell time in pop-up spaces

Earned media pickup across entertainment and consumer verticals

Social media amplification via influencers and fans, expanding organic reach

Clear growth in brand affinity, especially among Gen Z and Millennial audiences

Wicked-themed products became aspirational lifestyle items even before the film’s release

Differentiation – Why It Stood Out:

- A never-before-seen integration of storytelling + shopping
- Pop-up activations as emotional immersion, not just transactional moments
- A campaign that positioned Wicked as a lifestyle, not just a movie
- Retail used as theatrical stage, blending content, commerce, and experience

Legacy – A Blueprint for Future Launches

Universal’s Wicked experience set a new benchmark for how entertainment IPs can live beyond the screen, delighting consumers and retailers alike. This campaign proved that when storytelling and commerce converge, brands don’t just sell—they create cultural moments.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 14 words used.

Universal x Wicked – Impact That Cast a Spell: <https://drive.google.com/file/d/1j6SfQScKNfoggghoJy01tzMybfdhjLf8O/view?usp=sharing>

Attachments/Videos/Links:

[Universal x Wicked – A Magical Retail Pop-Up Experience](#)

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