

**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:** Event Categories  
**Nomination Sub Category:** Art, Entertainment & Public - Pop-Up Event  
**Nomination Title:** Universal x Wicked – A Magical Retail Pop-Up Experience



1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 238 words used.**

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.

**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

- 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

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

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

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

4. 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>

**Attachments/Videos/Links:**

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

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