

Company: HeyMo® The Experience Design Company

Company Description: HeyMo® The Experience Design Company is a startup investment of TBWA\Istanbul into experience marketing business established in June 2017. We strongly believe in the power of moment and every moment is designed to be a happy HeyMo in the end. HeyMo® is an experience design company, expanding conversations through communities with experience marketing. We are linked to 18 nationalities.

Nomination Category: Creative Categories

Nomination Sub Category: Creative Team of the Year

Nomination Title: HeyMo® The Experience Design Company

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:

Essay of up to 650 words

2. 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:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

Total 479 words used.

Making experience-driven excellence the heartbeat of the brand.

HeyMo® The Experience Design Company has redefined experiential marketing by placing creativity, inclusivity, and emotional connection at the core of every project. Since January 2023, HeyMo has solidified its status as a regional leader, transforming brand communication through unique, immersive, and culturally resonant experiences.

Founded in Istanbul and now operating across 18 countries, HeyMo designs impactful brand moments in areas ranging from gaming and digital arts to large-scale corporate events. This rapid growth and global presence have been empowered by the strategic partnership with TBWA Worldwide, positioning HeyMo within the Omnicom Experiential Group.

What sets HeyMo apart is its flat organizational structure: everyone, including its founder, is titled "Experience Designer." This egalitarian model removes hierarchy, nurtures creativity, and fosters seamless collaboration. Diverse talents—from architects to illustrators—come together under one vision: to craft experiences that create a lasting emotional "Hey" moment.

In 2024 alone, HeyMo has completed over 150 projects with world-leading brands like Google, TikTok, Netflix, Nike, Disney, YouTube, Samsung, and Turkish Airlines. From the YouTube Festival to Google's Think Games, from the Akbank Leaders Summit with 1,500 executives to the Nike Wellness Festival, HeyMo has consistently delivered large-scale, high-impact experiences in record time.

Amid economic challenges in Türkiye, HeyMo maintained excellence without compromising creativity. By working within limited budgets, they showcased exceptional agility and value-creation through bold ideas and meticulous execution.

Innovation is the engine behind HeyMo's success. Each project is anchored around a single powerful creative idea, which must resonate with audiences both on-site and digitally. Whether through a Refik Anadol digital art premiere or a Tarkan-studded product launch, HeyMo ensures experiences are unforgettable, shareable, and brand-aligned.

HeyMo's influence extends beyond brand campaigns. Its Culture Next conference, Türkiye's largest content and trends event, has become a cornerstone for creative industries. At the same time, HeyMo is a pioneer in social responsibility—leading activism for animal rights and environmental consciousness through projects with HAYTAP and Rescue House.

Talent development is a critical focus area. HeyMo's internship program builds the next generation of experience designers through real project involvement, university partnerships, and long-term mentorship. Many interns are retained as full-time team members, ensuring a continuous flow of fresh thinking and leadership.

The agency's freelance project leader model allows flexibility and access to global talent, while equal pay and title policies foster inclusivity and fairness. The result is a motivated, agile, and collaborative team capable of turning ambitious visions into reality.

HeyMo's consistent growth reflects this approach: in 2024, the agency achieved a staggering 98.96% increase in gross revenue compared to its previous record year—an impressive metric in a complex market.

From Netflix series/film launches to the BMW i5 art car exhibition, HeyMo projects leave an indelible cultural mark. As trendsetters in experiential marketing, the team has inspired their peers to adopt a more purposeful, design-driven, and socially conscious approach.

4. In bullet-list form (up to 150 words), a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 105 words used.

- Delivered 150+ brand experience projects globally, across 18 countries.
- Grew gross revenue by 98.96%—a record year despite economic challenges.
- Opened new offices in Düsseldorf and Dubai to strengthen global footprint.
- Partnered with Google, Nike, TikTok, Netflix, Disney, Turkish Airlines & more.
- Led major events: YouTube Festival, Think Games Istanbul by Google & Deconstructor of Fun, Akbank Leaders Summit, TikTok for Business Apps Summit Istanbul 2024.
- Organized Türkiye's largest content conference, Culture Next 2024.
- Launched impactful projects like Refik Anadol's Inner Portrait for Turkish Airlines.
- Sustained a flat organizational model fostering equality and creative excellence.
- Mentored interns into full-time creatives through a structured talent program.



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Attachments/Videos/Links:

[HeyMo® The Experience Design Company](#)

[REDACTED FOR PUBLICATION]