

CANDY MECHANICS EVENTS GUIDE 2020



CANDY MECHANICS

Magical Chocolate Experiences
candymechanics.com

HELLO

Here at Candy Mechanics we create personalised event experiences that will leave your clients and guests completely amazed.

Have an experience in mind?
Jump straight into our menu.

LOLPOPS

ICE CREAM

BRANDED CHOCOLATE

BESPOKE OPTIONS

CREATE IMPACT WITH PERSONALISED EXPERIENCES

Attract footfall, increase dwell time and build affinity
with an experience your guests will love.

Perfect for all types of events.



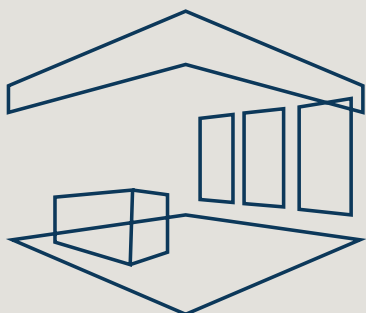
**BRAND
ACTIVATIONS**



**EXPERIENTIAL
EVENTS**



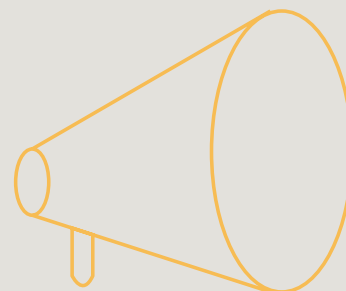
**AWARD
SHOWS**



EXHIBITIONS



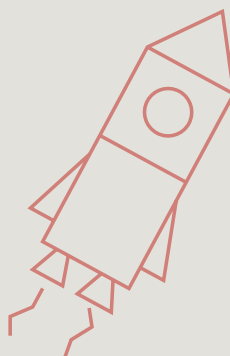
MEETINGS



CONFERENCES



**GALA
DINNERS**



**PRODUCT
LAUNCHES**



**PRIVATE
PARTIES**

L O L P O P S

Your face in chocolate!



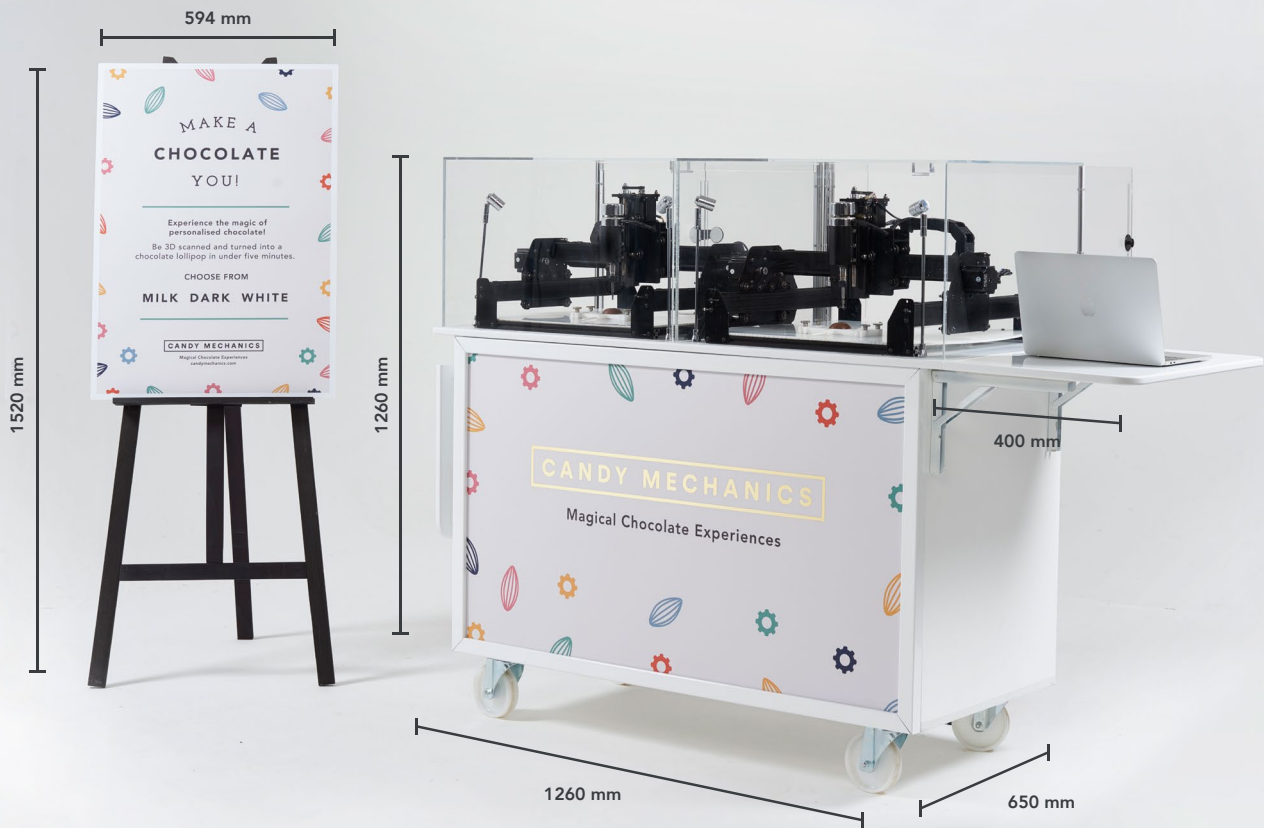
MAKING THE MAGIC HAPPEN

Turn guests into chocolate lollipops. Our live carving technology turns your guests into sweet confectionery in just 5 minutes!

Hire starts at £1,500 and includes:

+ 2 Candy Mechanics

+ all the chocolate you need!



Create 20 lolpops an hour with 1 cart and up to 60 an hour with 3 of our carts.

NEW 2020!

Slick and streamlined, our new Candy Carves are faster than ever before! Our modular system means that multiple machines can be used together to meet all the demands of your event.



Create 45 Lolpops per hour with 3 machines.
Starting from £1,500 for 3 hours.

AT YOUR EVENT

Let your guests experience the magic of personalised chocolate!

STAGE 1



SCAN

Guests take a seat at the Candy Cart and then, using our scanner, a mechanic will capture their 3D scan.

STAGE 2



CARVE

The scan then gets sent through to our Candy Carve. The guests watch as their heads appear in chocolate!

STAGE 3



PACKAGE

Lolpops are then packaged up using a card insert and presented in a clear box. See page 20 for more information on bespoke branding options.



A fully themed adventure to delight visitors.



Purpose:

To bring Fox's Walking Dead experience to life at ComicCon Portugal. A fully themed adventure aimed at attracting footfall, delighting visitors and building brand affinity.

What We Did:

Our crew dressed up as FOX officers to serve up delicious personalised Lolpops over the 5 day event. Carts were custom branded, bespoke packaging was created and a dedicated selfie area completed the experience.



2000+ Lolpops made



1500 people through the door across 5 days!



30+ press mentions



300+ social mentions





Driving footfall to increase engagement and dwell time.



Purpose:

Webeo wanted to attract more people to their stand at expos so they could demo their tech and capture leads with a memorable experience which also increased social mentions and brand affinity.

What We Did:

Visitors were attracted over to Webeo's stand, intrigued by the chocolate carving.

Their team then gave software demos in exchange for receiving a Lolpop. This led to increased product and brand education with an average stand dwell time of 10 minutes.



600+ leads captured over a 2 day conference.



Av. 10 minute dwell time



We were very happy with
the service Candy Mechanics
performed at all locations –
certainly unique and a fantastic
experience for O2's customers
to be a part of!

- **Damian McCarthy**

O₂

ICE CREAM

Personalised gourmet delights.

INSTANT ICE CREAM

Treat guests to a taste sensation with our magic Icy Cart.

Delicious ice creams are created in under 2 minutes.

The liquid ice cream is deposited by mechanical arms on to -20° plates, mixed till frozen and then tasty ingredients and fresh sauces are folded through.

Pricing starts at
£949 and includes:

+ Bespoke menu with
4 flavour combinations

+ All the ice-cream
you need

+ 2 Mechanics to
run the event



Personalise to your event with four curated gourmet flavours,
cart branding and even customised logo wafers!

INSTANT ICE CREAM

Bursting with sophisticated flavours and using the finest ingredients, our Innovation Director Will Leigh has delivered a menu to delight.

#1

Blueberry Cheesecake

Blueberry compote combined with cream cheese and nuggets of pie crumb. Finished with a sprinkle of lemon zest.

#2

Mocha Cookie Crumble

Monmouth coffee paired with Speculoos cookies, chocolate crumbs and a generous squeeze of chocolate fudge sauce.

#3

Passionfruit Brownie

Tangy passionfruit curd mixed with decadent Crumbs & Doilies brownie and chocolate pie crumb.

#4

Death by Chocolate

Decadent Crumbs & Doilies brownie, crunchy oreos and a drizzle of chocolate fudge sauce.

#5

Gone Nuts

Deliciously crunchy Ferrero Rocher mixed with sweet and silky Nutella on a chocolate base.

#6

S'mores

The American classic in ice cream form - toasted marshmallows, dark chocolate chunks and pie crumb.

#7

Apple Pie

Tart bramley apples are coupled with crunchy pie crumbs; a drizzle of salted caramel brings the perfect balance.

#8

Lemon Meringue Pie

Tangy lemon curd is paired with lightly crushed meringue and pie crumb.



Have ideas for specific flavours that reflect your event or brand?
Talk to us to develop a specific menu made just for you.

BRANDED CHOCOLATES

Great sweet giveaways.

NEW 2020!

The best promotional product experience at any expo. Our new live carving experience allows you to give guests a luxurious 100g chocolate card that's precision engraved with their name, your logo and anything else you can think of!



- + Starting from £799 with 1 machine for 3 hours
- + Create up to 35 Candy Cards per hour with one machine, or 105 per hour with 3 machines.
- + 1 Mechanic to run the event
- + all the chocolate you need!



Tailor to your event with custom branding options.

YOURPOPS

Make your occasion a sweet success with Yourpops!
Create your own branded design and we'll add a personal touch
by engraving the names of your guests live at your event.

Hire starts at £1,500 and
includes:

- + custom designed
Yourpop
- + 2 Candy Mechanics
- + all the chocolate
you need!

Made between 1 - 3 minutes
(depending on the design),
Yourpops are the perfect
product to delight a high
number of guests in a
short amount of time.

Create up to 120 Yourpops
an hour with 1 cart and up to
360 an hour with 3 carts.



next

Driving footfall to increase engagement and dwell time.



Purpose:

NEXT wanted to celebrate Father's Day with sweet personalised gifts made in-store. This heightened the in-store experience and built affinity with the NEXT brand while highlighting their range of personalised gifts.

What we did:

Custom Father's Day designs & swing tags were created for NEXT using their brand guidelines.

Buzz was created in-store with the personalisation stations attracting footfall and generating excitement with NEXT's existing loyal customers.



200+ Yourpops made!



Next experienced the best sales in-store since Christmas!

A true delight having Candy Mechanics at the Guardian's Changing Media Summit 2017. Both us, our delegates and our speakers were highly impressed and we can't wait to work with them again soon!

- Sophie Kinsella

**The
Guardian**

BESPOKE OPTIONS

Add custom branding.

BESPOKE OPTIONS FOR CHOCOLATE

Build your own events package with bespoke branding.

Lolpops, Yourpops and Candy Cards

Create in any colour with a logo and short message.

Easel Board

A1 Sized Board with information about the Lolpop process and chocolate flavours.

Candy Cart Board

Co-brand the front of the cart with your own branding and design!



Templates for bespoke artwork will be provided by Candy Mechanics

BESPOKE OPTIONS FOR ICE CREAM

Build your own events package with bespoke branding.

Stickers & Wafers

Add your logo to our bio-degradable tubs and edible wafers to create a completely branded experience.

Easel Board

A1 Sized Board with your own customised menu made for the event.

Candy Cart Board

Co-brand the front of the cart with your own branding and design!



Templates for bespoke artwork will be provided by Candy Mechanics

PRE-MADE OPTIONS

Create custom chocolate giveaways from cards, logos or even people's heads! We'll create beforehand, ready for your event. Great giveaways, pre-made and ready to go.



LOLPOPS

We'll create your Lolpops prior to an event from keynote speakers, headline guests or CEOs.



CANDY CARDS

Personalise with your own design and message. Perfect for employee rewards, place settings, gift bag giveaways and much, much more!



YOUR POPS

A sleek chocolate lollipop carved with your logo, a personal message or a name, perfect for making your event memorable or as a tasty gift.

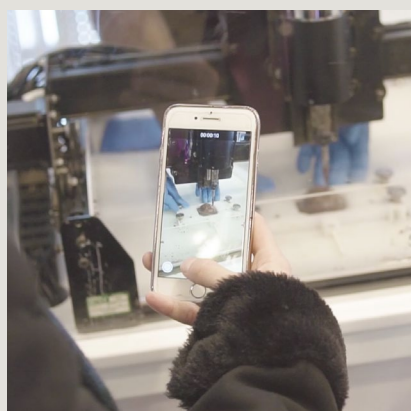
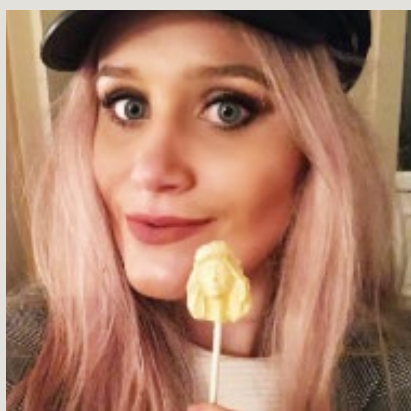
Working with Candy Mechanics was a great opportunity to maximize the impact of our event. They helped us build a great atmosphere and the 3D chocolate heads got everyone excited. It was a sweet collaboration that we would recommend to everyone!

- Vlad Stanculescu



MEMORABLE MAGIC

Creating moments that are instantly shareable.



OUR FRIENDS

ASOS



BBC

The
Guardian



Landsec

pwc

BLACKROCK®

Live
Union





SAY HELLO

If you would like to book a magical Candy Mechanics experience for your next event or have any questions please get in touch.

Give us a call:
0207 403 1094

Or drop us an email:
hello@candymechanics.com

CANDY MECHANICS

Magical Chocolate Experiences
candymechanics.com