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2023. Takis needed to launch their new tagline, 'A full con Takis.' To kick off the campaign, we created a Taki Squad featuring three Gen Z leading creators whose identities and content aligned with Takis' values.



We started off with a Shooting of our Taki Squad: Nil Ojeda, Ceci Army and Gemita for both our socials.





2023. Because we needed Takis to be everywhere, we collaborated with Bresh to organise the biggest parties in Ibiza, Madrid and Barcelona

- Activations, merch, CGI, VIP experiences and a lot of RRSS content.



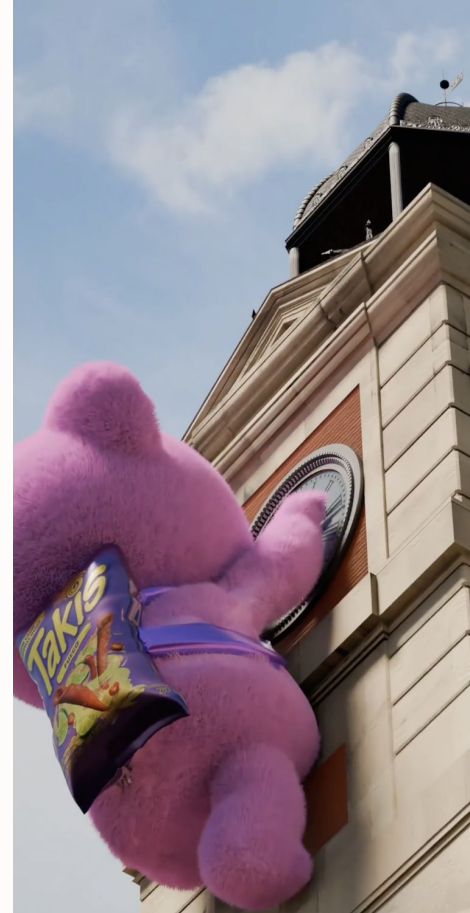
[Click to play
Activation](#)



[Click to play
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[Click to see
Merch](#)



[Click to
play CGI](#)



2023. We needed to launch the new formula for Takis Fuego on a budget, in a disruptive way, and with the goal of going viral.

- *Spoiler alert: We nailed it by 'stealing' a truck full of Takis and sharing it with our target audience. *Click to watch.*



2023. Christmas was just around the corner, so yeah, it was getting chilly, and had to talk about Takis' "fire". We came up with the idea of setting our Takis Squad a challenge.



A challenge where they had to melt two giant blocks of ice to retrieve the bag of Takis frozen inside. *Click to watch.*



2024. Dragon Sweet Chilli, Takis new flavor, had just hit the shops in Spain, and we were in charge of announcing it.

- We shared a dragon sighting, hit the streets at night and hid our dragon at store closings of shops and collaborated with MowhackmaniaBob.



[Click to play](#)
Activation



[Click to play](#)
MowhackmaniaBob



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CGI



MERCADO MARAVILLAS

2023. They needed to refresh their look and tone to adapt to changing formats. We had to appeal to a younger audience without alienating the older generation.

■ “El mercado de la gente que sabe comprar” – a concept that stays true to the authenticity of the market and the ‘savoir-faire’ of the target audience.



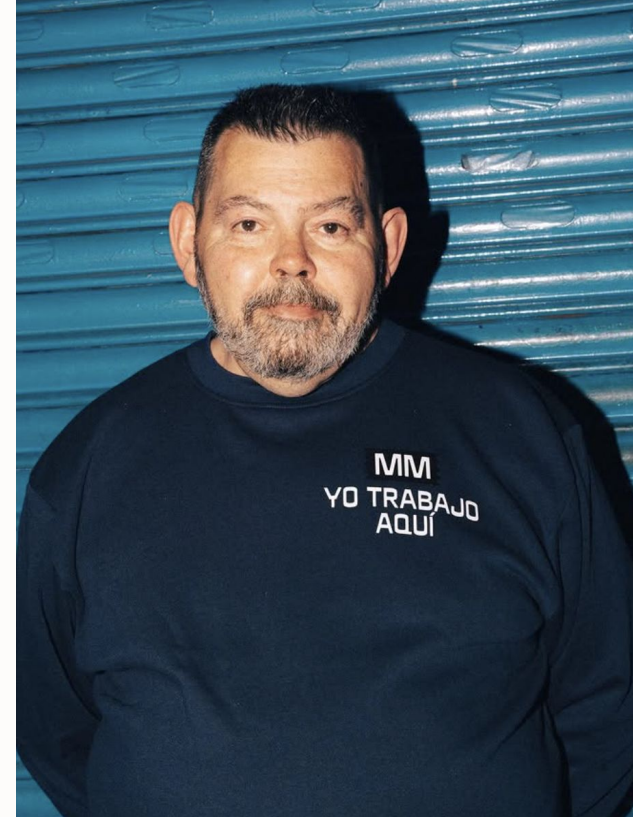
DORADA



PUESTO 227

**PESCADERÍA
EL BESUGO**

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our Instagram



- A selection of the personalised uniforms we made.



2022-2023 Merkal needed to spruce up their social media game, so we took advantage of their Spring-Summer and Autumn-Winter campaigns to incorporate edgier concepts.

■ A selection of the Spring collection launched in 2023.





■ A one shot for Sketchers for their Autumn 2022 campaign.



2023. According to Google, Alcalá del Júcar is the town with the steepest slopes in Spain. A beautiful town, but hard to explore if you're not wearing the right shoes... Meet Agapina.



An online and in-store campaign to showcase Merkal's key value: comfort. *Click to watch.*

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