



THE
SHIFT™

INTRODUCING THE SHIFT.



Vodafone Mercedes McLaren F1 Lap Record - Mount Panorama, Bathurst NSW.



TURNING **IDEAS** INTO
ASSETS FOR BRANDS,
AND DELIVERING THEM
TO THE WORLD.



THE SHIFT IS AN AWARD WINNING, FULL SERVICE AGENCY, KNOWN FOR CREATING MOMENTS THAT CONNECT **BRANDS** WITH THEIR **PEOPLE**.



We are a **B-Corp Certified business**, committed 100% to the planet, people, our community and social responsibility.

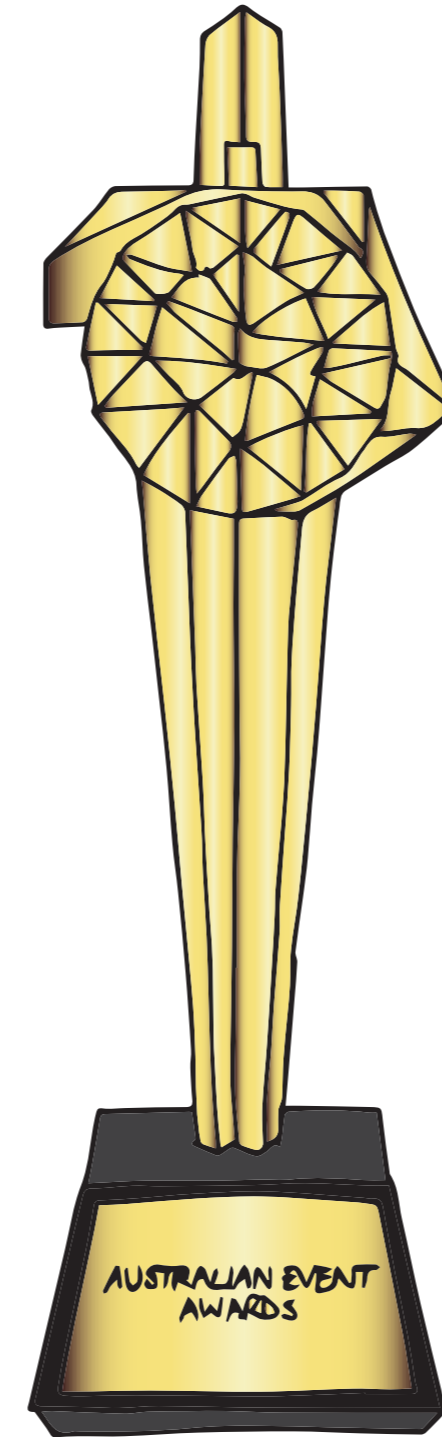
As a company we have pledged that all campaigns and projects from The Shift will have a **mandatory** minimum of two **UN Sustainable Development Goals** incorporated.

Our **commitment** to a sustainable world is to provide **1%** of our profits to a not-for-profit organisation that supports the growth of our industry.

On top of this, we donate **2% of staff hours annually** to a charity or community cause they are passionate about giving back to.



Awards are not what guide or define us, but celebrate the **hardwork and dedication** of our dynamic and incredible team.

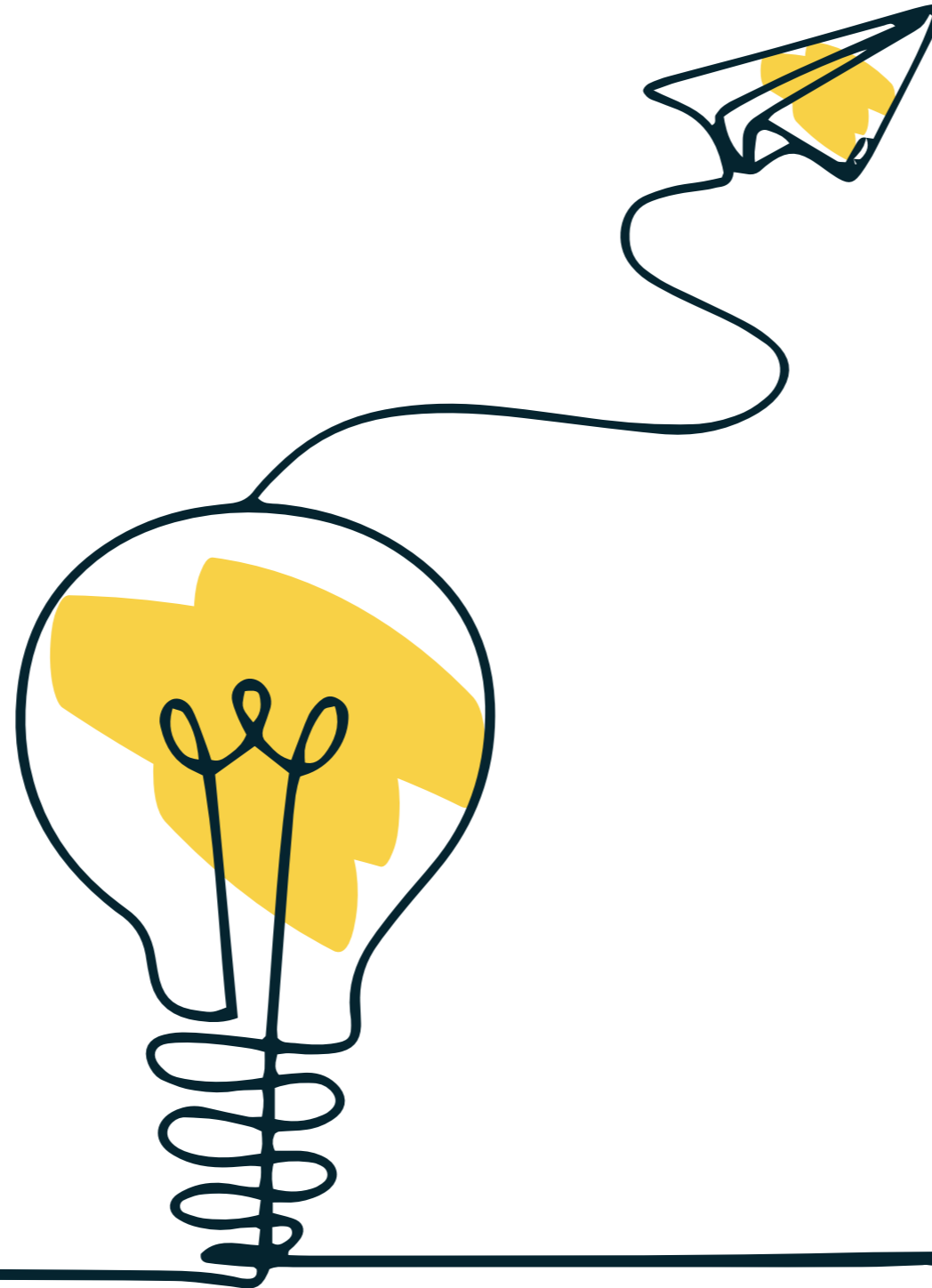


We are honoured to have been awarded:

Public Event Management Company of the Year
&
Best Brand Event of The Year

2023 Australian Event Awards.

The underlying ethos of The Shift is to make a **positive change to the world**, inspiring the **creation of unique events, products and assets**, bringing **brands to life and igniting their future campaigns**.



SPORT, ARTS & ENTERTAINMENT

Without Boundaries

Pushing Global boundaries with an 'Anything's Possible' approach.

STUDIO

Limitless Creation

Igniting brands and events through our event marketing and design studio

BRAND CAMPAIGNS

Memorable Moments

Bringing brands to life, creating unique moments that connect brands with their people.

CAUSE

Creating a Voice with Purpose

Developing event marketing campaigns and projects for brands and not-for-profits.

FIFA Women's World Cup 2023 '25 Days To Go' Launch - Sydney Harbour Bridge.



BRAND EVENTS

Unique Major Events, Media/Broadcast, Content



Red Bull X-Fighters Global Finale - Cockatoo Island, Sydney.



BRAND EVENTS

Unique Major Events, Media/Broadcast, Content



Red Bull Street Style Football Final - Bondi Icebergs.

Red Bull Balloon Dive - Lostock Dam, NSW.



BRAND EVENTS

Unique Major Events, Media/Broadcast, Content



Red Bull Billy Cart - Melbourne, Vic.

Vans 'The Lizzie' Launch Event - Melbourne, Vic.



House of Vans Australia Sydney, NSW.



BRAND EVENTS

Unique Major Events, Media/Broadcast, Content



ARTS & ENTERTAINMENT

Projection Mapping, Sculptures, Light Installations

PLAY Manly - Sydney, NSW.



PLAY Manly - Sydney, NSW.

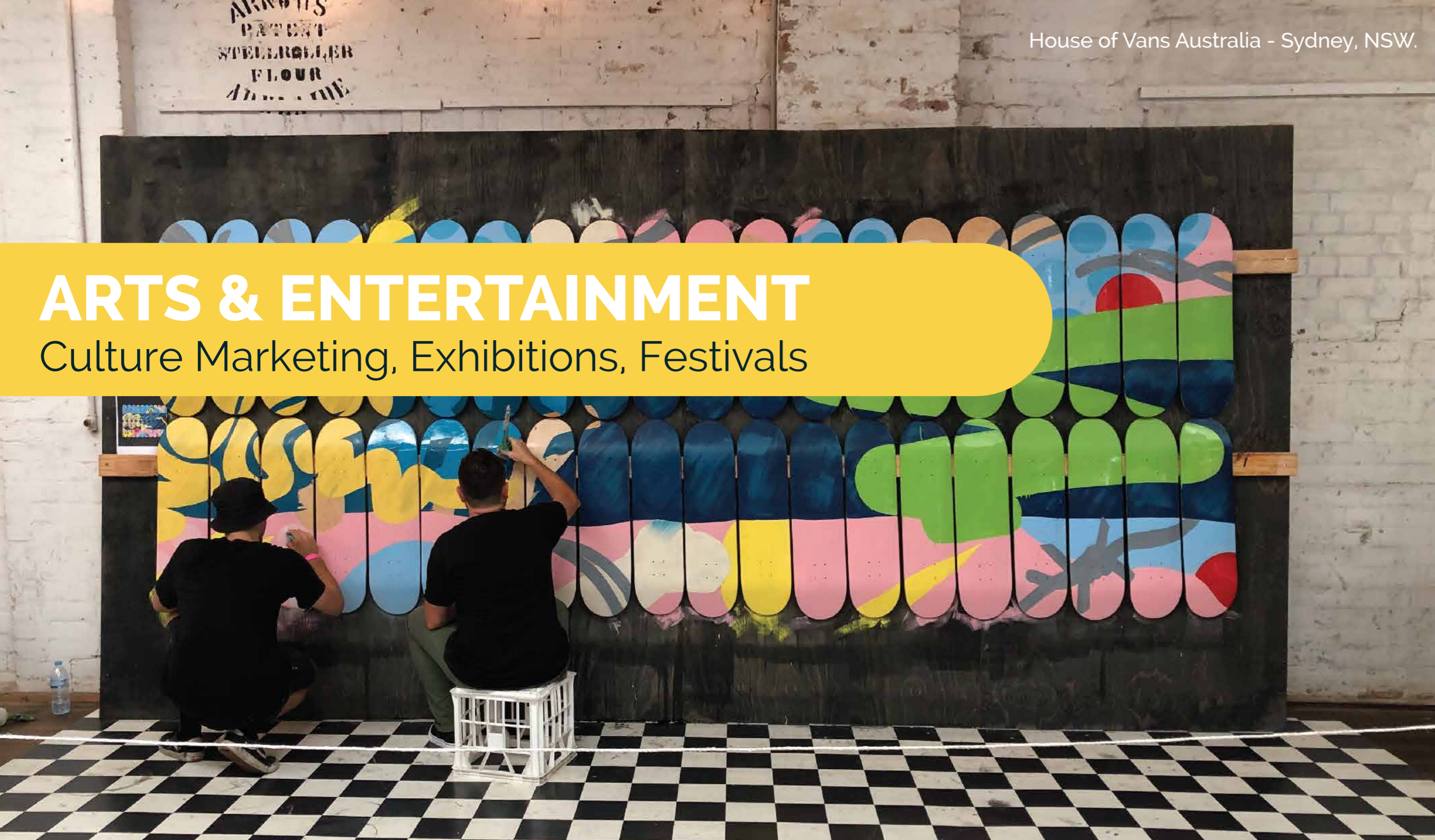
BEAMS Arts Festival - Chippendale Streets, Sydney.

House of Vans Australia - Sydney, NSW.

BEAMS Arts Festival - Chippendale Streets, Sydney.

ARTS & ENTERTAINMENT

Culture Marketing, Exhibitions, Festivals

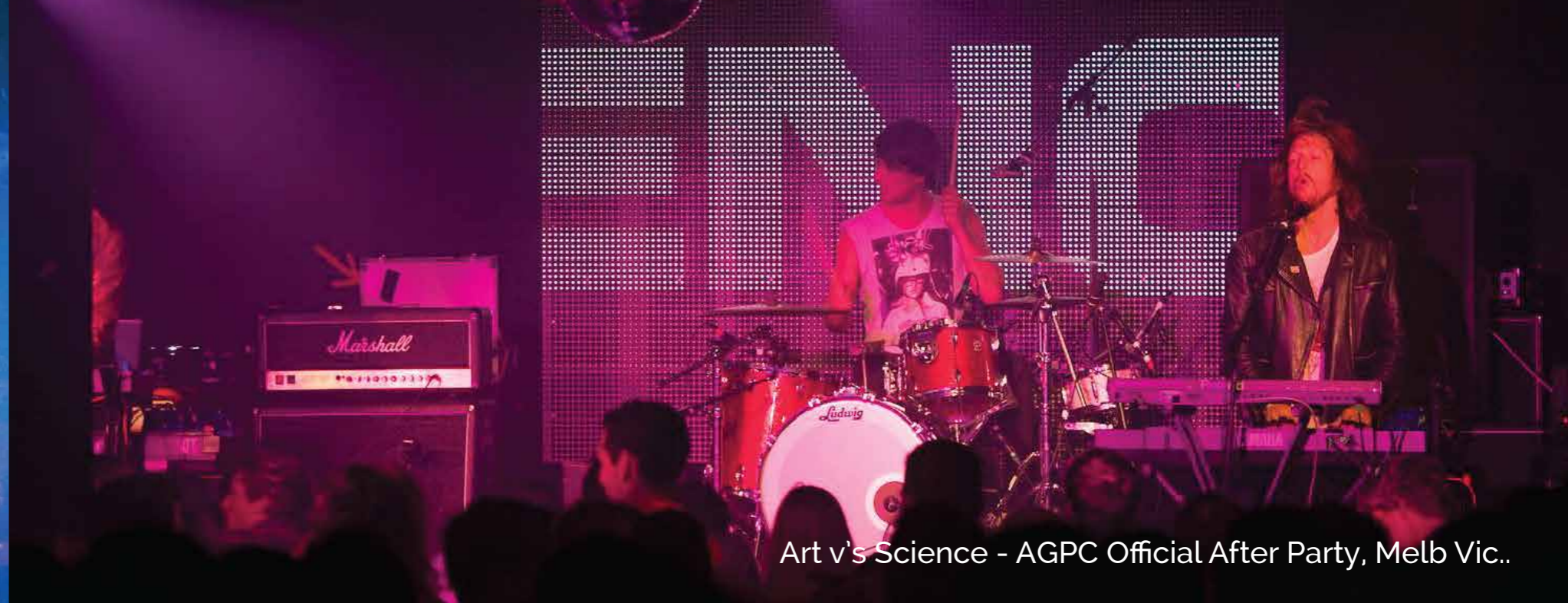


Shadow Wars - Cockatoo Island, NSW.



Red Bull Culture Activation - Melb, Vic.

G-Shock 30th Anniversary Bliss N Eso - Melb, Vic



Art v's Science - AGPC Official After Party, Melb Vic..

ARTS & ENTERTAINMENT

Launches, Brand Activations, After Parties.



House of Vans Australia - Sydney, NSW.

CORE SPORTS

Unique Events, Content Projects



Red Bull Dirt Pipe - Mount Beauty, Vic



Red Bull Rails - Jindabyne, NSW

Red Bull XRay - Picton, NSW



CORE SPORTS

Unique Events, Content Projects



Red Bull Ride MTB - Jindabyne, NSW



Red Bull WQS Athlete Camp - Casuarina, NsW



Red Bull Dirt Jam - Surfers Paradise Beach, Qld



Red Bull Cape Fear - Shipsterns Bluff, Tas.



CORE SPORTS

Endemic Event Marketing, Content, Activation.



Vans Park Series - Sydney, NSW.



TOTAL Fan Zone - Aust F1 GP Melb



Casio Edifice Brand Activation - Aust F1 GP Melb



BRAND CAMPAIGNS

Brand Activation, Media Events, VIP Hospitality



Casio Anti-Theft Displays- Aust F1 GP Melb



Vodafone F1 Media Launch - Bathurst, NSW.

TOTAL Challenge Fan Zone - Aust F1 GP Melb, Vic.



BRAND CAMPAIGNS

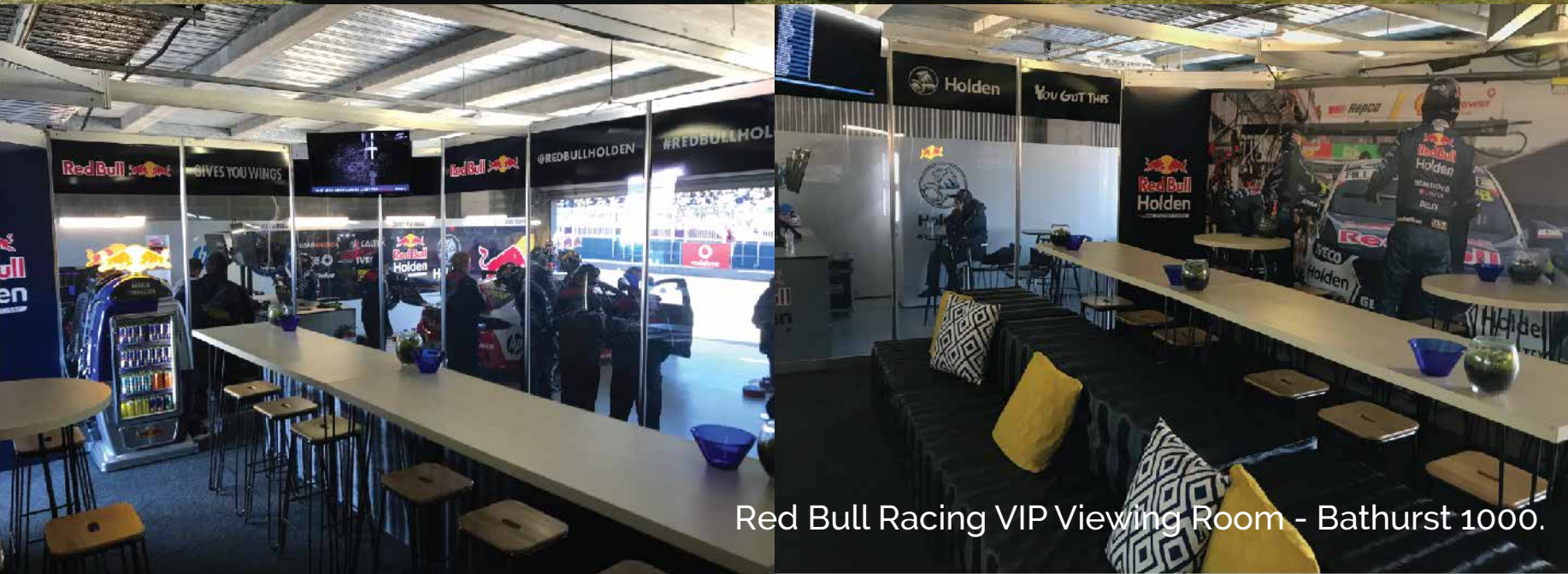
Fan Zone, VIP, Live Site, Branded Content



Vodafone Test Series Naming Rights Activation - National Tour.



Vodafone/Triple 888 Media Event - Sydney, NSW.



Red Bull Racing VIP Viewing Room - Bathurst 1000.



BRAND CAMPAIGNS

Launches, Media Events, Consumer Activations

Red Bull Racing V8 Team Launch - Sydney, NSW.

BRAND CAMPAIGNS

In-Stadium Activations, Media & Awards Events



Accor Hotel VIP Room Activation - NRL Grand Final - ANZ Stadium, Sydney



NRL 'Farewell Hazem El Masri' Activation - Sydney, NSW



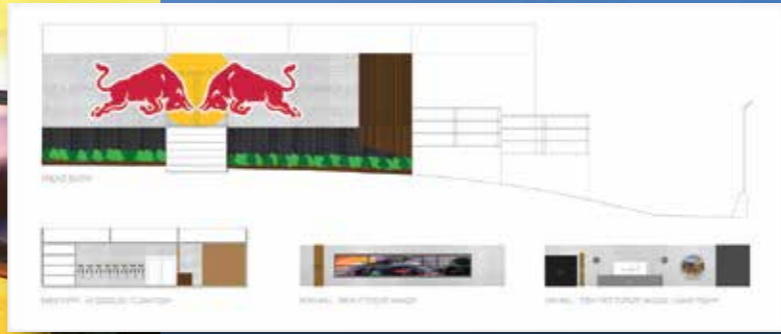
Golden Boot & RLPA Awards Night - Sydney, NSW



Bang & Olisen Product Launch - Sydney



Red Bull VIP Hospitality Suite - Aust F1 GP, Melb



House of Red Bull VIP Hospitality Suite - Aust F1 GP, Melb

BRAND CAMPAIGNS

Custom Built Hospitality & Guest Experiences



House of Red Bull VIP Box - Aust F1 GP, Melb



Red Bull X-Fighters Comp Winners - Sydney, NSW



BRAND CAMPAIGNS
Naming Rights Activation

ANZ Ben Hurr Customer VIP Activation - ANZ Stadium, Sydney



BRAND CAMPAIGNS

Australian Open Brand Activation





G-Shock x Hilltop Hoods Video Box Collectible



G-Shock X Bliss N Eso Watch Launch - Sydney, NSW.



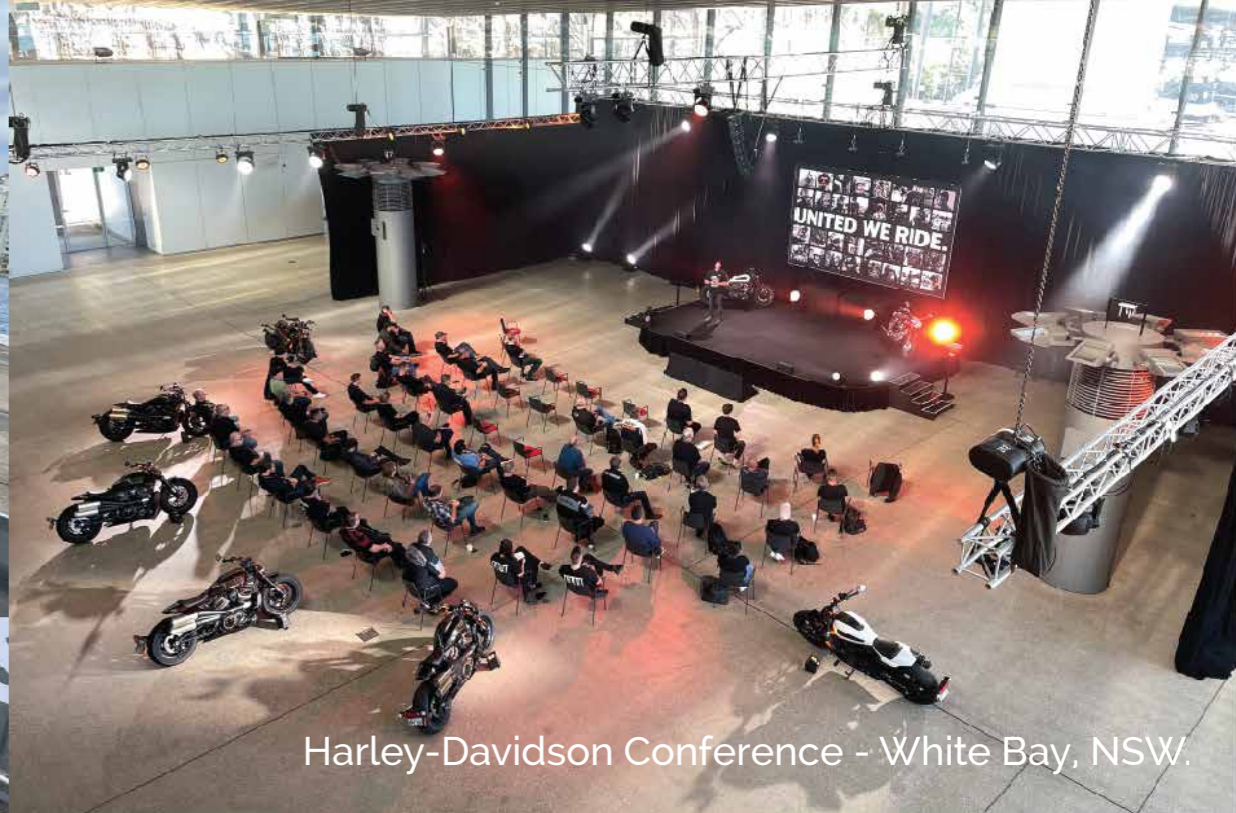
BRAND CAMPAIGNS

Bringing Brands & New Products to Life



BRAND CAMPAIGNS
Brand Activation, Retail, Athlete VIP, Launches

Reebok Activation - Down Under CrossFit Games, Sydney/Wollongong.



Harley-Davidson Conference - White Bay, NSW

ROADSHOWS

Conferences, Sales Events, Demo Tours

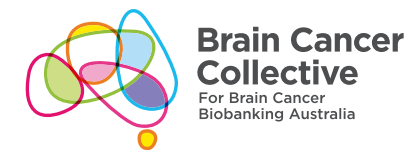


Harley-Davidson Demo Tour - National 27 Stops.

Harley-Davidson National Dealer Conference - Feathertop Winery, Vic.

BRANDS

Our Friends



Sydney
explorer

Sydney ♥ ellen

CONTACT

Getting in touch with [the-shift](#)

We'd love to talk to you about **your brand** and how we can take your future campaign to the **next level.**

Contact us at:
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the-shift.agency

Destination NSW 'Sydney Loves Ellen' Launch - Sydney, NSW.



CREATING WITHOUT BOUNDARIES