Tech and Digital Partnerships

Talenthouse. The global platform where brands and creators connect.

Art works.
Talenthouse is the leading creative collaboration platform

With over 770K creators and artistic influencers, Talenthouse enables technology partners to connect and collaborate with an un-precedented number of influential creators who make inspiring work and ideas to brief and at scale.


Talenthouse provides technology partners with a way to engage a highly influential and global creative community, who themselves are often early adopters of new technology. Marketers can showcase what their devices are capable of when put in the hands of talented artists. This works especially well for new product launches.
Create artwork for the new HUAWEI Mate 10

Campaign
- Huawei engaged Talenthouse for support with creating a bank of social assets that creatively captured how innovation in technology is a ‘journey, from the past, to the present and beyond’, and celebrate the new Huawei Mate 10 Smartphone
- Through the Talenthouse platform, HUAWEI were able to tap into fresh perspectives, ideas and original creative work from a global community of creators, tastemakers and artistic influencers

Result
- The Creative Invite overdelivered, and generated 438 artworks ranging from static illustration to animations and GIF work
- Work was featured across Huawei social media channels
Work by #TalenthouseArtist (from left to right), this page:
Maximiliano Lopez  France
Kersly Miñoza  Philippines
Katie Blackmore  South Africa
Ronald Valencia  Philippines
Capture #OneLess Stranger for Airbnb

Campaign
- Airbnb, in partnership with creative agency TBWA Chiat-Day, engaged the Talenthouse creator community to make on brief videos, artwork and photography which captured their #OneLessStranger mission - to reduce the number of strangers in the world.

Results
- Hundreds of pieces of work were submitted and shared from talented artists in 30 different countries. These were distributed across multiple Airbnb digital marketing channels, helping to create groundswell around the hashtag and dominate conversation.
- Selected Artists received financial awards and a portfolio / Skype review with TBWA Chiat-Day.
Imagine if Monet and Picasso weren’t strangers.
Create an alternative ad for the LG Watch Urbane

Campaign
- LG have partnered with Talenthouse on 3 initiatives to help bring to life their key phone and watch product launches, features and themes
- This example demonstrates how Talenthouse creators helped LG change the game on how the typical smart watch is viewed by the world

Results
- Hundreds of creators submitted alternative ads for the LG watch Urbane which were distributed by a paid media campaign

Work by #TalenthouseArtist (from left to right): True IVOry Italy Kayla Straker-Trotman Canada
TAKING THE PULSE OF YOUR LIFE

LG Watch Urbane

Work #TalenthouseArtist
(from left to right):
Nuno Da Silva Portugal
Wayan Suwitra Indonesia
Shaker Hammen India
Roman Mamontov Israel
Campaign

- IFA 2017 showcased a volume of new products never before seen by the industry, and gave the public first access to view the impressive new technologies.

- LG partnered with Talenthouse to identify Berlin based videographers, to use their local knowledge and creative skills to capture the IFA exhibition, the LG booth, as well as the lifestyle and cultural diversity of Berlin in innovative ways using the LG V30 camera.

- Talenthouse used a two stage BlackBook campaign to identify the best talent in a short time period. Project proposals and portfolios were submitted by vetted creators, from which two were commissioned to create a series of videos before and during the exhibition.

Result

- Four videos were produced using the LG V30 camera incorporating the ‘LIFE IS GOOD’ theme.

- 2 x 60” high spec videos captured the product demonstrations and Oled TV tunnel.

- Content was used online, complimenting LG Magazine articles.
Create playful visual storytelling art for LG V20’s Wide Angle Cameras

**Campaign**
- To celebrate the launch of the new V20 Smartphone, LG partnered with Talenthouse to engage visual artists around the world to create a bank of multi-media artwork inspired by the new Smartphone’s wide angle lens cameras and how they benefit everyday life.

**Result**
- Through the Talenthouse platform, LG were able to tap into out of the box thinking, and generate a vast range of work from illustrated GIFs to stop motion paper art films.
- The Creative Invite generated 286 creative works.
- Selected Artwork formed part of the brand’s ongoing ‘Life is Good when you Play More’ campaign.
Work by #TalenthouseArtist
(from left to right, from top to bottom):
Hitesh Lakhyani India
Christoffer Löfberg Sweden
Diego Barrera Colombia
This Page: Elena Maykhrych Ukraine
Capture remarkable adventure and action sports moments for LifeProof’s Summer Unleashed campaign

Campaign
- LifeProof partnered with Talenthouse to source travel and adventure inspired social content to fuel their ‘Summer Unleashed’ campaign
- The aim was to drive brand awareness and engagement of their durable phone covers through branded content within the adventure and action sports target markets
- Talenthouse devised a 3 step campaign allowing LifeProof to identify talented creators
- Via Talenthouse Amplify, selected work was shared by hand-selected influencers, who encouraged followers to share adventure stories under #wearelifeproof

Results
- Stage 1 of the campaign received 635 submissions. 50 Finalists were selected and received the LifeProof products to capture static and moving content showing the product in use
- Through Talenthouse Amplify, the campaign generated 2.5M impressions and 95,000 engagements
Work by Talenthouse Artists Clement Hodgkinson, UK

From top to bottom: Jonathan Williams, Germany, Alexander Gorham, UK, Anja Müller, Germany

Jake Baggaley, UK
Create multi-media artwork for Microsoft and Currys PC World

Campaign
- Currys PC World and Microsoft engaged Talenthouse for support with producing impactful social creative that would inspire tech savvy female customers to upgrade their tech - by highlighting how much things have changed in just five years

Results
- Overall the Talenthouse community produced 418 creative works including illustration, photography, short videos and animated gifs
- Talenthouse developed a targeted media campaign engaging Influencers alongside paid social media, achieving a reach of 6.2 million
- Curry's PC World developed a dedicated landing page showcasing the selected work alongside articles highlighting key statistics and the benefits of upgrading

# SO FIVE YEARS AGO
BEFORE YOU COULD SWIPE RIGHT

Work by Talenthouse Artist
(left to right):
Paul Anscomb, UK
Vera Maerker, Germany
Jamie Hobbs, UK
Elena Maykhritchuk, Ukraine
Selcuk Gucer, Turkey
Did you know that 60% of people use their laptops more than once a day?

So why are we putting up with outdated technology?

While most of us wouldn't be seen dead with a new, tech-filled mobile phone, it seems the same can't be said for laptops, and not all of us are sharing our tiny, heavy, cluttered PCs.

According to a recent survey, 52% of people surveyed use their personal laptops more than once a day, and it's amazing that less than half would consider upgrading within a few years.

We were keen to explore how far technology had moved on in the last few years, so we approached the Talenthouse community of creative brains to give us their thoughts on this matter and help bring it to life with artwork, as you'll see, we got some pretty interesting results.

Meet our Top 10 Inspired Content Pieces

Click on the images to read the content.

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I wanted to make sure my submission didn’t rely too heavily on stereotypical gender symbols. Instead, I was inspired by thinking about what modern women do. Whether working from an office or home, modern women are busy. As such, many have probably teamed all sorts of tech-related gadgets from the previous few years that add more clutter to their place of work. Though that’s using it simply, illustrative style to show the difference between a cluttered desk versus an uncluttered one, it would help to support women that try to simplify and consolidate their tech so they could make their work as easy as possible.

— Hannah Anastasi
Create Artwork for Nest

Campaign
- Nest partnered with Talenthouse to help create a collection of engaging and thumb-stopping assets for use across social media and a 2018 marketing campaign

Result
- The campaign generated 400 creative works that captured one of Nest’s many products at work - via ‘illustration over photography’

Work by #TalenthouseArtist (from left to right), this page:
- Mauro Martins Brazil
- Hyvoky Nguyen Vietnam
- Abby Hersey USA
Work by #TalenthouseArtist:
Katie Blackmore  South Africa
Design billboard artwork for HTC ONE

Campaign
- HTC challenged the Talenthouse artistic community to create eye-catching billboards that would appeal to their target audience of taste-makers and creative enthusiasts.
- Artists were invited to capture the features of the HTC ONE in their work whilst incorporating a city theme.

Results
- Selected submissions were produced into 48 sheet billboards and featured in key cities across the UK.
- The campaign was supported by a wrap event in London where works were put on display and artists mingled with HTC customers and VIP'S.

Work by
#TalenthouseArtist
(from left to right, from top to bottom):
- Daniel Weatheritt UK
- Callum Jagger UK
- Vincenzo Annunziata UK
- Kizz Ahdan UK

Previous page:
Michael Lester UK
A GALLERY THAT'S ALIVE

#HTCZOE
Campaign
- Oracle, in partnership with Zenith Optimedia, called on Talenthouse to amplify their media partnership with Computer Weekly, and generate a variety of interesting editorial assists
- Talenthouse engaged the global creative community to design the front cover of the Cloud Edition of the Business 20/20 report series

Results
- The campaign generated over 250 inventive submissions that visualised how cloud based computing radically transformed businesses and the way people work
- Several pieces were featured in Computer Weekly and across Oracle's channels
Illustrate 'work from anywhere' for Microsoft Office 365

Campaign

- Since 2013, Microsoft have collaborated with Talenthouse across several initiatives to connect with emerging creative talent and drive reach, engagement and conversations with millennial creators - in an authentic way.

- Talenthouse has provided Microsoft deep connections to emerging film-makers, photographers and multi-media artists who have helped them launch new products and amplify key events and sponsorships.

- This example shows how Microsoft engaged the Talenthouse creator community to help bring to life the theme 'work from anywhere'.

- Selected works were amplified across Microsoft consumer, social and influencer channels.

Work by #TalenthouseArtist
(from left to right, from top to bottom), previous page:
Gary Michael UK
Tom Pearson UK
Ololade Odeyemi UK
Daniel Weatheritt UK

This page:
Tom Woolley UK
Alexander Leo Cumner UK
Work from anywhere.
The world is your ...
Create digital wallpaper art for Dell®

Campaign
- Dell, in partnership with Mediacom Beyond Advertising and Mashable, engaged the Talenthouse creative Community to help bring new conversations around the new Dell XPS laptops

Results
- Talenthouse issued a Creative Invite which inspired over 2,000 Artists to make vivid, high-resolution wall papers which were featured in highly shared Mashable articles, presented at retail in Dell laptop screen demonstrations and at a customer event in London
Tell Yahoo Aviate’s product story through art

Campaign
- Yahoo! Aviate challenged Talenthouse to help tell their new app product story through multi-media artwork and short films

Results
- 500+ videos and artworks were produced by creators in over 40 countries, demonstrating that Aviate is not the typical home screen; it simplifies everything you do with your phone and ‘learns your moves’
- Selected works were featured across Yahoo! channels to drive awareness and app downloads
Work by #TalenthouseArtist (from left to right, from top to bottom):
Tom Pearson UK
Cesar Andret Bisbicuth Medina Colombia
Michael Dane UK
Ricardo Astudilo Roa Chile
Mihai Frigea Romania
Paridna Sakanarseth Thailand
Chris Huppert USA
Create an original avatar for the Intel® RealSense™ optimized ooVoo app

Campaign
- Talenthouse partnered with Intel on several initiatives to drive association with their key technology partners where Intel is at the ‘core’
- This campaign engaged creators to make avatars for Intel’s ooVoo messaging app

The campaign helped position Intel and the power of integrated technologies in the minds of creative community members, as well as sourcing engaging content for use across Intel partner channels

Results
- 500+ creative works and stories generated around each campaign
Work by #TalenthouseArtist (from left to right, from top to bottom), this page:
Tom Pearson United Kingdom
Yan Blanco Brazil
Emmanuel Gonzalez Mexico
Alfredo Gujarro Spain
Lose Laurent France

Previous page:
Pi Le Monde Lemon United Kingdom
Create a sticker pack for Viber inspired by your favorite city

Campaign
- Talenthouse developed a long-term partnership with Viber to drive app downloads and amplify their ‘Good Vibes’ brand positioning

- Talenthouse has hosted several Creative Invites calling on global creators to design Viber sticker packs which could be sold on Viber to amplify sticker packs which could be sold on Viber to amplify key campaign themes and #tags

- Each campaign was localised into 14 languages and activated Internally by Viber and Talenthouse

Result
- Selected Artists received financial fees and a revenue share on their sticker packs

- Work was also featured heavily across Viber’s social media channels and ‘Chats’
Work by #Talenthouse Artist (from left to right, from top to bottom):
Andru Gavris Russia
Pi Le Monde Lemon UK
Kimiya Justus Germany
Katerina Sidorova Russia
Nino Navara USA
Steve Gerald Indonesia