

Rookies
at work

SUPERCARGING BRANDS

#WEAREROOKIES

ROOKIES
SUPER

AT
CHARGING

WORK
BRANDS

WE ARE HUNGRY
FOR NEW PROJECTS
& VISIONS

WHY?

BECAUSE YOU NEED A
BRAINSTORMING PARTNER.
YOU HAVE THE IDEA BUT NEED SOMEONE
TO MAKE IT HAPPEN.
YOU ARE STUCK IN EVERYDAY BUSINESS
BUT STILL WANT TO PURSUE NEW GOALS.

HOW?

WE WILL **SUPERCARGE YOUR BRAND**
BY SUPPORTING YOU WITH
CREATIVE CONCEPTS, ADS,
EVENTS, DESIGNS, CONTENT
AND SOCIAL MEDIA CAMPAIGNS
TAILORED TO YOUR NEEDS.



WHAT TO FIND

08	ROOKIES WHAT WE DO WHO WE ARE
16	EVENTS LEVEL UP CIRCLE INDUSTRY RED BULL BC ONE CYPHER AUSTRIA RED BULL DANCE YOUR STYLE AUSTRIA KULTURSCIENE FORUM 1 SALZBURG
26	PRODUCTION & CONTENT CREATION RED BULL BC ONE BATTLE-X GERMANY RED BULL BC ONE COLLECTIONS SES VIDEO CONTENT VIDEOS RED BULL VIDEO CONTENT
34	GRAPHIC DESIGN & BRANDING BRAND BUILDING & CREATION APPAREL DESIGN
40	SOCIAL MEDIA MARKETING STRATEGY & GUIDING
44	GET IN CONTACT SUPERCHARGE YOUR BRAND

**OUR PHILOSOPHY IS TO DIG DEEP,
FIND THE ASPECTS THAT SET YOU
APART FROM YOUR COMPETITION,
AND DEVELOP SOLUTIONS
THAT EMPHASIZE YOUR
UNIQUE CHARACTER.**

ROOKIES

OUR SKILLS

SOCIAL MEDIA MARKETING

Social media marketing is more than regular posts on all available social media channels. It is about understanding the different audiences and algorithms of any given platform to reach the right viewers with your message. We can work with you on your strategy, handle uploads, and keep the audience engaged with real human community management – no bots on our watch.

EVENTS

Events bring people together, which allows you to forge meaningful connections based on your company values and brand message. Nothing compares to shared emotions and experiences. That is why we love organizing events. No matter if it is about a cultural event, a competition, or a celebration to launch your new product – we will find an exciting approach to make it happen.

GRAPHIC DESIGN

We create art with a purpose. Our designers find visual ways to achieve your goals or solve your problem using imagery and text. The results stand as an aesthetic expression that communicates your brand image and your values in the blink of an eye.

PRODUCTION & CONTENT CREATION

Every communication channel has its own requirements. A video running in cinemas needs a different polish than one for your website or even Tik Tok. The technical side differs as much as the needs of the userbase. We can handle your complete production or content creation for any medium or advise and support your team.



Rookies
at work

DESPITE **OUR NAME,**
WE ARE NOT NEW TO THE GAME.
ROOKIES AT WORK STANDS AS A
METAPHOR FOR OUR WAY OF
APPROACHING EVERY PROJECT AS
SOMETHING NEW YET UNSEEN BY
THE WORLD.

THE CEOs

**STEFAN
HINTERECKER**

Stefan overviews the Rookies' work from a holistic perspective. He makes sure that your and our visions translate into reality.

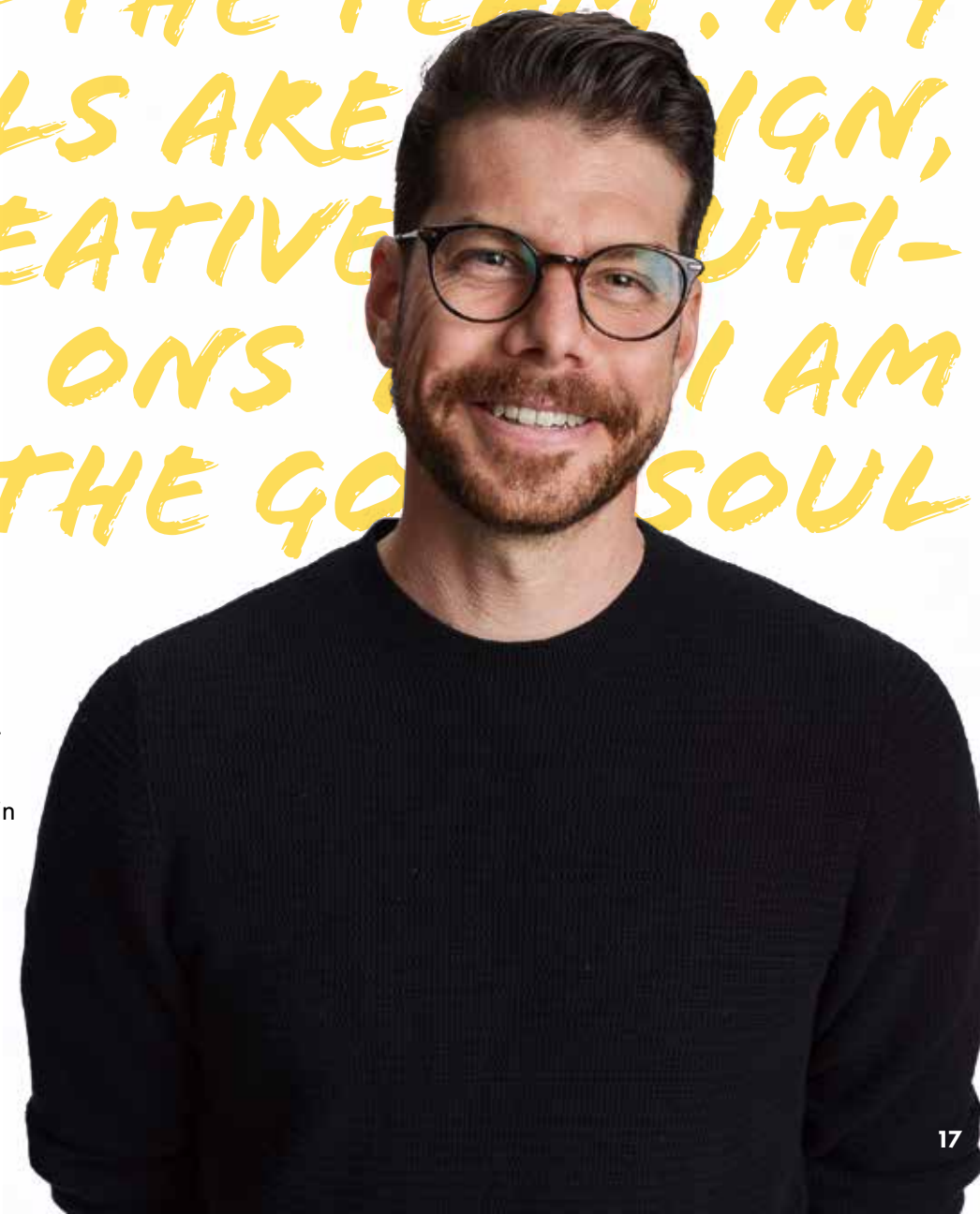
HI, MY NAME
IS STEFAN. I'M THE
ONE THAT HAS THE
BIG OVERVIEW OF THE
TEAM. MY SKILLS
ARE: EVENT MANAGE-
MENT, RESOURCE
PLANNING, BOY



HI, MY NAME
IS PHILIPP. I'M THE
CREATIVE HEAD
OF THE TEAM. MY
SKILLS ARE DESIGN,
CREATIVE CON-
CEPTS. I AM
THE GO-TO SOUL

**PHILIPP
LAMPERT**

Philipp creates designs that blend the borders between art and function. His domain is translating your message into images that say more than words ever could.



**EVENTS BRING PEOPLE TOGETHER,
WHICH ALLOWS YOU TO FORGE
MEANINGFUL CONNECTIONS BASED
ON YOUR COMPANY VALUES AND
BRAND MESSAGE.**

EVENTS



CHECK OUT THE
AFTERMOVIE



© Fabian Stoffers

LEVEL UP

ENTERING A NEW WORLD

LEVEL UP is the new Gaming and eSports festival founded in 2021. It's a collaboration with Messezentrum Salzburg (exhibition center Salzburg) and aims to gather like-minded souls who seek to explore virtual worlds or compete in digital arenas. It is about coming together and celebrating a common passion. It elevates the community and adds the real-world component to digital life.

At LEVEL UP, visitors can play, check out the newest developments in the industry, watch exciting tournaments, dive head-first into VR experiences, exchange with streamers and other celebrities from the scene or chill with old and new friends. But there is more to explore. As new additions in 2022, there will be DJ sets, tabletop and card arenas, a drone race area, and for the first time an area for 18+ games to accommodate those who prefer headshots over throwing banana peel.

There are plenty of opportunities for partners to join the LEVEL UP experience. You can be sponsoring an area, hosting your own space, becoming a streaming partner, organising a tournament or presenting your new games or gaming-relevant products or services. If a young, tech-driven and affluent target group speaks to you, we encourage you to invest in your future and send us a message and get in while you are still early.



© Fabian Stoffers



© Fabian Stoffers



© Fabian Stoffers

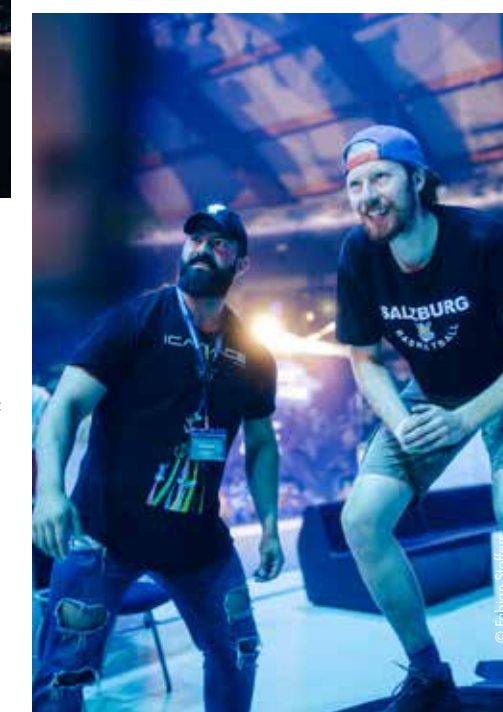
Great action on the main stage holding talks and professional eSports tournaments.

Visitors have the chance to experience all different facets of eSports & Gaming at LEVEL UP.

LOOK AT
THIS!



[/levelupsalzburg](#)
[/levelupsalzburg](#)
www.levelup-salzburg.at



© Fabian Stoffers

CIRCLE INDUSTRY

INTERNATIONAL BREAKING BATTLE

Circle Industry is the project that started it all. Long before we were Rookies at Work, we were a group of dancers who felt a void in the Austrian breaking scene, that wanted to be filled. There was a need for a stable, professional, and most of all inspiring breaking festival, that connects the Austrian scene with the international dance world.

For over a decade, Circle Industry has done precisely that. Our event management skills come from doing this event and serving the local dance scene as the professional event agency, that it deserves.



CHECK IT OUT
ON YOUTUBE



Circle Industry brings the worldwide dance community to Salzburg to inspire the Austrian scene since 2009.



© Poschner Photography | Rookies at Work



© Poschner Photography | Rookies at Work

The view from behind the
DJ at the Circle Industry
Finals at Szene Salzburg.

RED BULL BC ONE CYPHER AUSTRIA

THE AUSTRIAN ROUTE TO RED BULL BC ONE

Red Bull BC One is the most prestigious breaking competition of the decade. We are the hands-on agency that has run the Austrian qualification event since day 1.

The Red Bull BC One Cypher Austria brings together the country's breaking elite in iconic locations like the Semperdepot or Volkstheater Vienna.

This night is all about finding out who is the best to represent the Austrian breaking community at the world final.

Impressions from the Red Bull BC One Cypher Austria 2019. Volkstheater Vienna was the place to be.



© Ulrich Aydt / Red Bull Content Pool



© Little Shao / Red Bull Content Pool

RED BULL DANCE YOUR STYLE AUSTRIA

WHO WINS? YOU DECIDE!

Red Bull Dance Your Style takes dance and entertainment to another level. In this all-styles dance battle, the audience decides who advances to the next round and ultimately takes home the title.

Therefore, Red Bull Dance Your Style is the place to be for outgoing personalities and born entertainers. Red Bull Dance Your Style is open for all dance styles. Therefore every battle is a genre-bending exchange of personal expression forms that is not seen in regular dance competitions. The audience will experience the whole package of street dance art forms from hip-hop to house, locking to popping, whacking, voguing and many more.



© Philipp CARL Riedl / Red Bull Content Pool

The first-ever Red Bull Dance Your Style Austria went down at Volksgarten Vienna and had the audience on the edge of their seats from start to finish.



© Philipp CARL Riedl / Red Bull Content Pool

KULTURSCIENE

ART & CULTURE

Kulturschiene, which is a cooperation with the ÖBB and the city of Salzburg, transforms the square in front of the main station into a cultural meeting ground. The goal is to elevate the square and bring cultural value to a place where you don't expect it. Bringing additional people interested in culture changes the vibe of the space that is usually dominated by a rapid movement that only serves the need to get from A to B.

One pillar of Kulturschiene is the performances of national and international artists that display a wide range of disciplines from the world of street art that still radiates an aura of change. It connects disciplines that are considered a "high-culture" thing with life that happens everywhere. It intertwines elements of our society that we perceive as being separate. These connections bring a new life to the train station, strike regular people with excitement and inspire the youth to try out the arts themselves.

Another pillar is installations that turn the space into a beautiful display of contemporary Art. Workshops that enable other artists and art-interested folks to broaden their horizons or sharpen their skills are also happening regularly.

The whole package is completed by themed markets that present the goods of local artisans and creators.



© Stadt Salzburg/Günter Freund

FORUM 1 SALZBURG



EVENT MARKETING

For FORUM 1, a shopping center in the city of Salzburg, we create events that seek to transcend the shopping experience. Bringing culture, sports, arts and eSports into the buzzing atmosphere of a diverse crowd with different goals is a unique challenge.

We provide entertainment or distraction for those who are receptive to it while getting out of the way of whoever is there to simply shop and satisfy basic needs. One of the dedicated goals in the event series is to bring new people into the shopping center. The events are also an outstanding opportunity to integrate the shops as partners and create themed happenings that foster interest in specific products or services.

In case the demanding times continue, we now have a ton of expertise running events and productions in Covid-19 restricted environments.



The FIFA tournament in the mall gives all shop-partners and customers the chance to be part of the action.

**EVERY COMMUNICATION CHANNEL
HAS ITS OWN REQUIREMENTS.
A VIDEO RUNNING IN CINEMAS
NEEDS A DIFFERENT POLISH THAN
ONE FOR YOUR WEBSITE OR
EVEN TIK TOK.**

PRODUCTION & CONTENT CREATION

RED BULL BC ONE BATTLE-X GERMANY

THE UNDERGROUND BATTLE

Red Bull BC One Battle-X is an invitation-only exhibition battle held in secret locations all around the world. The competitors are curated from the host country's top breakers who go head-to-head with international heavyweights. Red Bull BC One Battle-X is a throwback to the times when dancers

battled everywhere to test their skills, without the need for judges. For the German edition, we coordinated the whole production on-site, led the technical installation, managed branding and catering, as well as the Covid-19 prevention concept.



Every secret battle has its unique setting: Germany went all-out „parking lot“ in cooperation with BMW.



CHECK THE
FULL VIDEO



The battles are curated to create epic dance encounters that would not happen in regular competitions.

RED BULL BC ONE COLLECTION SHOOTING

FASHION FOR THE ENERGETIC LIFESTYLE OF A DANCER



CHECK IT OUT
ON YOUTUBE



The Olympic Gold-Medalist Bumblebee, Lil Zoo, Junior and Kate look good in the Red Bull BC One Collection. Top model career incoming? Who knows.



Red Bull BC One stands for raising the bar of what dancers can do, and the Red Bull BC One Collection is a proud statement of this goal. It reaches beyond the dancefloor to give dancers and fans the possibility to show their appreciation while looking stunning.

In 2018 and 2020, we produced the entire ad campaign for the Red Bull BC One Collection. The dancers that presented the apparel are world-famous Olympic gold-medalists, Red Bull BC One World Champions, winners of the Battle of the Year and representatives of legendary crews. We embedded their breathtaking moves in architecture that emphasized their shapes and the colours of the clothes.

The tasks of Rookies at Work included managing the talent and the whole production crew, to get the most material out for print and online campaigns. The images

and videos were used on social media, the online shop pages or the Red Bull Shop and in editorial pieces related to Red Bull BC One. How did that turn out? See for yourself.



SES SOICIAL CONTENT VIDEOS

FITNESS WORKOUTS & RECIPES

We create an ongoing video-series of evergreen content for Spar European Shopping Centers. The clips promote a healthy, active and creative lifestyle, infused with the message to get the stuff you need from SES shopping centers.

Every single clip gets the love it deserves and is carefully crafted to tell its story appealingly. No matter if the topic requires studio shooting, outdoor locations or even a drone operator.

For this series, we work with expert influencers who already have their own audience. This builds trust as the influencer's expertise adds to the credibility of the clips. Furthermore, it exposes the Spar European Shopping Centers to the audience of the influencer and vice versa. A win-win situation.

The videos are released on a monthly schedule on all the social media channels of SES shopping centers throughout Europe.



CHECK IT OUT
ON INSTAGRAM



HOMEMADE ICE CREAM



OUTDOOR WORKOUT

Finishing touches on the makeup of our model Olivia before shooting an SES clip.

RED BULL VIDEO CONTENT

WATER vs FIRE: MENNO vs LIL G

The two world renowned B-Boys Menno and Lil G battle it out as avatars of the elements water and fire. No use of digital special effects, computer generated imagery and other digital tricks. Lil G was literally on fire. We coordinated parts of the production and logistics.

While the dancers' style alone would make that battle legendary, the raw elements' collision takes it to the next level in a one-of-a-kind clip.



JUST HAVE A LOOK
BEHIND THE SCENES



All photos © Leo Rosas/Red Bull Content Pool



© Markus Berger/Red Bull Content Pool



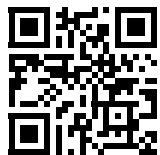
On the set:
The Red Bull BC One All
Stars watch a crew mate
perform in the Infinity Cube.

INFINITY CUBE

Mirror cabinets are known from literature and movies. They stand as a symbol to overcome obstacles and challenges by outgrowing your biggest opponent: yourself.

We have put the Red Bull BC One All Stars and a camera guy in a cube of mirrors and lights to extend their moves. Inside that cube it seems that the dancers perform and move to infinity.

Our team was in main charge of coordination, the production of the cube and the artist handling.



IT'S A
MUST-SEE CLIP



© Markus Berger/Red Bull Content Pool

**OUR VISUALS ARE AN AESTHETIC
EXPRESSION OF YOUR MESSAGE OR
COMPANY VALUES. THEY TELL THE
STORY THAT NEEDS TO BE TOLD.**

GRAPHIC DESIGN & BRANDING

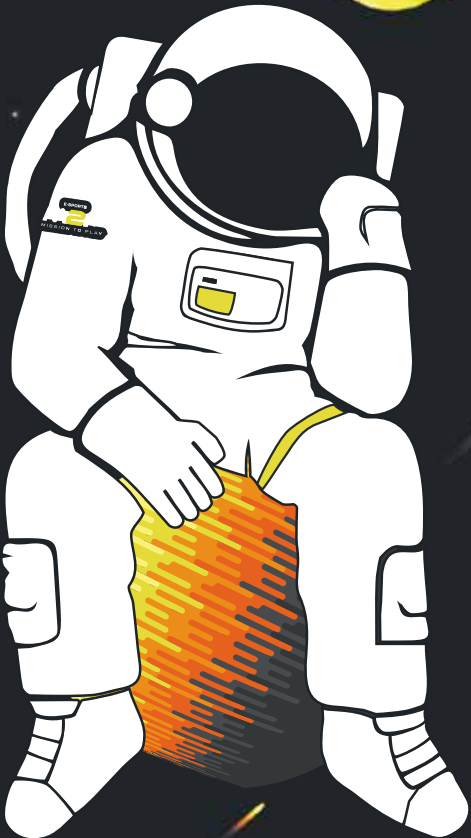
BRANDING



MISSION 2 PLAY

The corporate design of your brand or product line is an extension of the logo. If the logo is the short story that introduces you, the corporate design is the novel that becomes a bestseller.

Mission 2 Play is a gaming platform for streamers. The corporate design takes us to a gaming universe and displays elements of space travel, exploration and galaxies far, far away...



BRAND BUILDING & LOGO DESIGN

A lot of people fail to realise that a professional logo and a consistent theme can go a long way towards turning a business into a recognisable brand. So a logo is the visual representation of your brand and its values. A well-crafted logo also conveys your message and invokes trust in your company, product and business.

Our design team will do this for you. Just let us know about your vision and what's important to you.



This logo was created as a seal and tells the whole story without any explanation. Well done.

APPAREL DESIGN

BRANDING IS MORE THAN POWERPOINT

Branding is the art of conveying your values and identity without the need to explain them. It tells the story of who you are, where you come from, and where you are headed.

When we talk about well-crafted apparel, we seek the gear that introduces you when you enter the room. Colors, typography, patterns, and your logo are the fabric with the most significant impact.



Branding needs to be as extraordinary as you. It is an expression of your mission, without the need for words.



DETAILS AND QUALITY MATTER

The material and processing quality make the difference between a high-quality product and replaceable wares for the masses. Adding meaningful details that align with your brand's character creates something unique.



BUILDING OUR OWN STREETWEAR BRAND

Esteem is our own clothing brand that promotes an urban, creative and active lifestyle of pushing individual borders to strive for greatness. The raw materials are fairly traded with an emphasis on sustainable supply chains.

Esteem is open to collaborating with creators from the fashion space and everyone who needs custom gear.

Have a closer look: www.thisisesteem.com

**SOCIAL MEDIA MARKETING IS
MORE THAN REGULAR POSTS
ON ALL AVAILABLE CHANNELS.
IT IS ABOUT UNDERSTANDING THE
DIFFERENT AUDIENCES AND
ALGORITHMS TO REACH THE RIGHT
VIEWERS WITH YOUR MESSAGE.**

SOCIAL MEDIA MARKETING

SOCIAL MEDIA

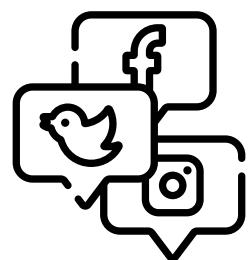
CONTENT CREATION AT ITS FINEST

The strategy is to reach people with content that is valuable to them. It's proven, timeless, and sustainable.

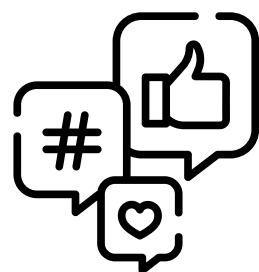
The tactics and methods we apply to reach that goal differ for every social media platform. A short text for Twitter, an image, or carousel for Instagram, a live stream for Facebook, a short clip on TikTok or a long video on Youtube. They all can tell the same story, but they need to do it differently to speak to the people who use the platform.

We understand those differences and are fluent in the various languages that are used online. Therefore, we can take your message and translate it into handcrafted, individual content that resonates with your customers. Tell us about your idea and we can handle the conception and production so that your story is told the right way.

Some of the platforms prefer highly polished content with looks straight out of a Hollywood studio. In contrast, others want a raw and unedited flavor, straight from the cellphone camera into the app. On LinkedIn, you want to present with a business attitude. On TikTok, it's more like Karaoke or a casual chat with friends.



” WE MAKE
GREAT STORIES “



Due to algorithm changes, the requirements can be different from one week to the next. It's our job to know what works, so you can focus on your message and making the impact you seek to have without worrying about the details.



Tracking and analyzing a post's performance allows for a constant improvement of the content and your individual strategy.

IT'S MORE THAN JUST A NICE PHOTO

With the uprising of good cameras on mobile devices, nice photos are everywhere. Therefore nice simply doesn't cut it anymore.

The knowledge of professional photographers, videographers, and designers is more important than ever if you want your content to stand out. Image composition, lighting, color-grading, a good taste for spacing and typography. All of these are requirements that take your content from the mediocre „nice“ to the pro league.

In the pro league, we are working with a team that knows how to do things. We want to share the power of that team with you and help your content to stand out.





LIKE WHAT YOU SEE?

LET'S
SUPERCARGE YOUR BRAND
AND DO SOMETHING GREAT



hello@rookiesatwork.at
+43 (0)662 876 424

CLIENTS & PARTNERS



THANK YOU FOR BEING A FRIEND!



IMPRESSUM | IMPRINT

Rookies at Work GmbH Supercharging Brands
Wilhelmsederstraße 13 | 5020 Salzburg | Austria

CEOs: Stefan Hinterecker & Philipp Lampert
FN: 401824 v | UID: ATU68165727
+43 (0)662 876 424 | hello@rookiesatwork.at

Photos: Not marked with a photocredit © are proprietary of Rookies at Work GmbH
Printed on ecofriendly paper.

/raw.Rookies
 /rookies_at_work
 /company/rookies-at-work
www.rookiesatwork.at



Rookies at Work GmbH Supercharging Brands
Wilhelmsederstraße 13 | 5020 Salzburg | Austria

 /raw.Rookies
 /rookies_at_work
 /company/rookies-at-work
www.rookiesatwork.at