



20

+

YEARS IN BUSINESS

YES IS A CREATIVE-DRIVEN AGENCY OF DESIGNERS,
STRATEGISTS, AND INNOVATORS.

TheWallis

THE ARTS. DELIVERED.

A FEW OF OUR CLOSEST FRIENDS



+ ...

AREAS OF INFLUENCE

We design and produce unboxing moments, for people to connect with the brands they love.



TOURISM



SPIRITS



SPORTS



CPG



TECH



BEAUTY



FINANCE



ENTERTAINMENT



AUTOMOTIVE

+ ...



ESPACIO

THE JEWEL OF WAIKIKI
HOTEL OPENING

ABOUT

Media attention was the focus for the grand opening of this luxury Waikiki Beach Hotel. The architectural elements reflected in the interiors of the resort are on display here. We laser-etched a mirrored lid that opens to indigenous wood sculptured panels, a compartment to hold press materials and a branded telescope.



BEVERLY HILLS

CITYSCAPES
TRADE SHOW INVITATION

ABOUT

Beverly Hills Conference & Visitors Bureau takes it sales mission trade show to New York annually extending a message of exclusive, yet welcoming elegance to drive tourism and meetings to the city. Our custom invitation design highlights the Beverly Hills/New York Skyscrapers with dimensional mylar overlays, and seals with a magnetic Beverly Hills gold foil shield.





WALDORF ASTORIA

CLASSIC LUXURY
INVESTOR & DEVELOPER KIT

ABOUT

As AOR for one of Hilton Hotels' most prestigious brands, we launched the WA Collection of Hotels & Resorts. As part of the overall campaign, we also spoke specifically to investors and developers looking to fund new builds and to current hotel owners interested in WA management contracts. We sourced original knobs from the 1920 hotel and gilding them to create the centerpiece for this drop-down style investor/developer kit.



AMSTEL

WITH A TWIST
PRESS & MEDIA KIT

ABOUT

For Amstel's lemon-flavored product launch, we designed an oversized, lemon shaped (15" diameter injection mold) branded cooler, messengered to press and media heading to the Hamptons on Memorial Day weekend for an exclusive pool party. The floating cooler arrived with the beer on ice, and a branded USB bottle opener loaded with brand info. — wrapped in a custom, hand-sewn "lemon bag" for easy carry. More than 1B+ impressions.





HEINEKEN

BEHIND THE STAR SEEDING KITS

ABOUT

Heineken is proud of the quality of ingredients that go into making their premium beer. We collaborated with the brand and their PR agency to develop an influencer program — creating and distributing influencer kits over the course of the year, in multi-city pop-up installation events. Several kits were installation specific — and all creative focused on ingredients and premiums.





MOËT & NBA

ELEVATE YOUR GAME
INFLUENCER KIT

ABOUT

A two tiered box with a pull out drawer, gets you ready for tipoff with Moët & Chandon, the official Champagne of the NBA. This kit wraps in a two-tone basketball material, and the courtside layout is embossed with metallic finishes. Recipients enjoyed an “at-home” Moët cocktail moment, paired with gold-leaf sprinkled popcorn, making them the MVP of the celebration.



SMIRNOFF SORBET

GOOD TASTE IN FASHION
MEDIA & INFLUENCER KIT

ABOUT

Smirnoff's Sorbet Light Vodka was released during New York Fashion Week, with a co-promotional product launch between Smirnoff and OPI. Contents of the kit included nail polish colors that related to the three Vodka flavors — Raspberry, Mango, Lemon — the kit included a 750ml bottle of Vodka, flavored mini-bottles, a branded peep-toe boot sculpture, custom swizzle sticks, and a lipstick-shaped USB with the brand product information. All housed in an over-sized litho wrapped box complete with leather snaps and a carry handle.





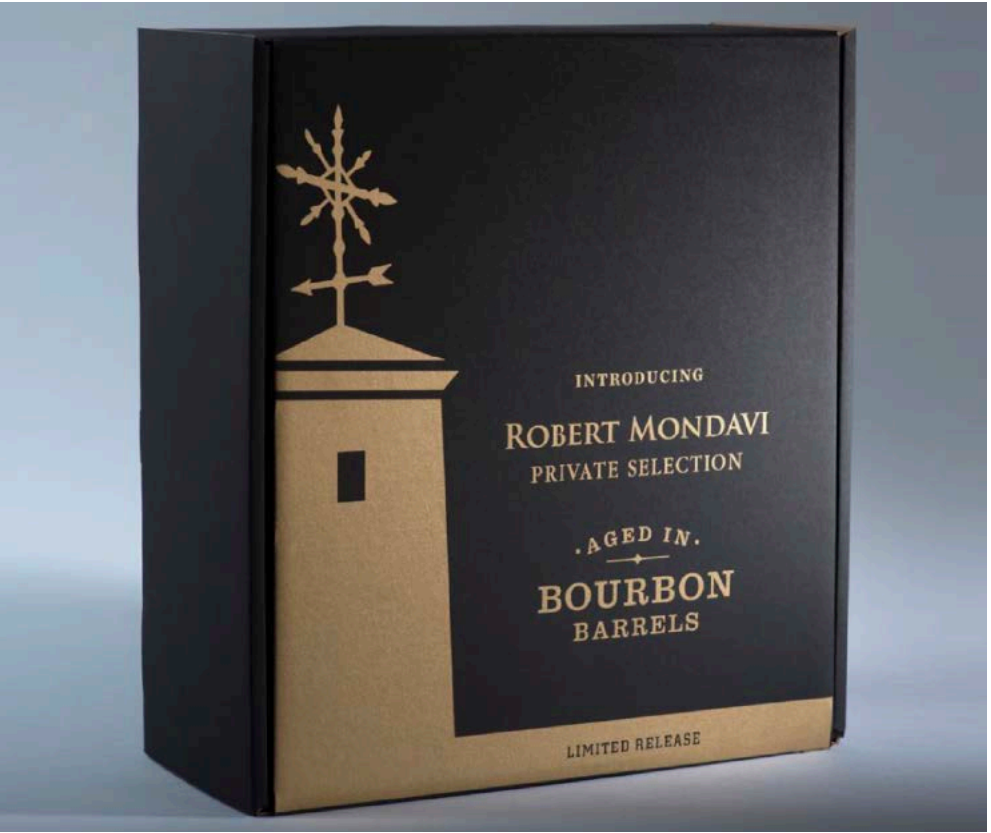
ROSÉ COURVOISIER

“UNLOCK YOUR CURIOSITY”
NEW PRODUCT LAUNCH & PRESS KIT

ABOUT

Releasing a blended liqueur to a female specific (21-35 demo), the brand promise was to "unlock" the new taste of this wine and cognac blend. Building our design concept on unlocking, we created a complex box with a hinge lock mechanism — using the visual real estate on the interior door panels to print brand-specific cocktail recipes.





ROBERT MONDAVI

AGE MATTERS
LIMITED RELEASE LAUNCH

ABOUT

Bourbon-aged, Private Selection Cabernet called for the real thing. We sourced and branded, oak mini-casks to help promote and tell the story behind this special blend. The unboxing experience was completed with a reusable cask, custom glasses and a branded wine opener.

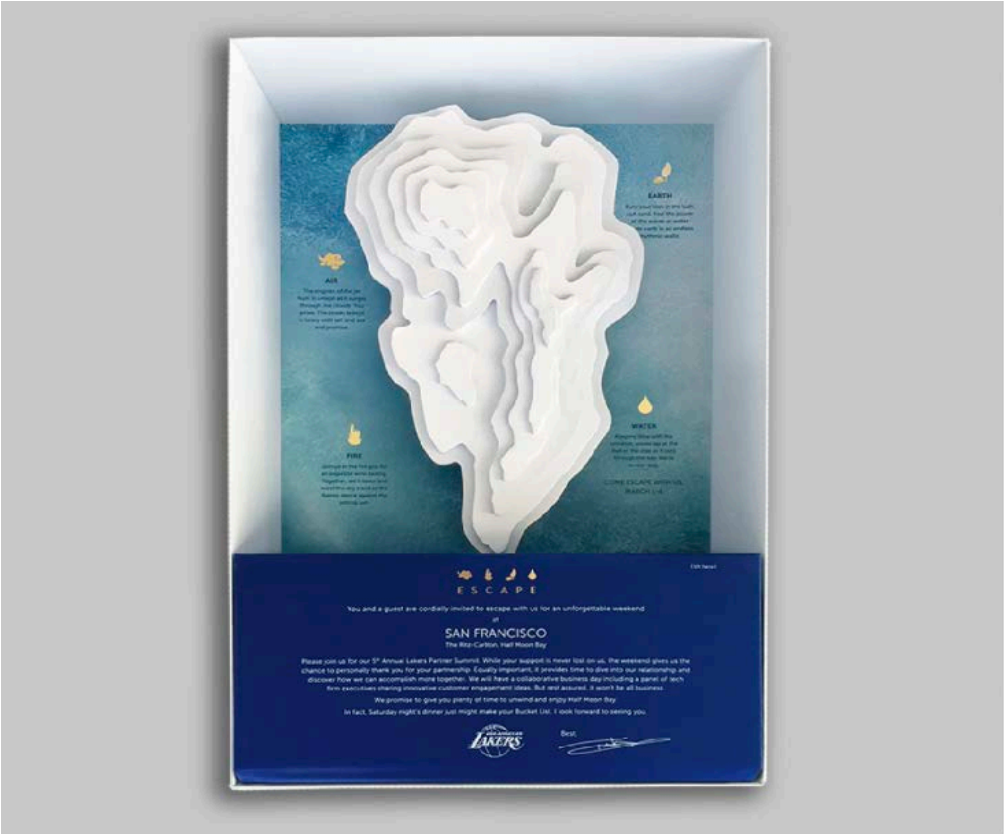


LA LAKERS

ESCAPE 2018 PARTNER SUMMIT INVITATION

ABOUT

The LA Lakers host an annual weekend for their sponsors and partners, we branded “ESCAPE”. The invitation must evoke the destination, set the tone for the exclusive event — and house a premium alcohol. This year the finale dinner held on Alcatraz Island inspired us to design a large-scale invitation featuring a dimensional, topographic sculpture, surrounded by the NoCal natural environs of Half Moon Bay — complete with signature welcome, event agenda, and locally sourced Half Moon Bay Vodka.





LA LAKERS

EVOLVE
2019 PARTNER SUMMIT INVITATION

ABOUT

The 2019 weekend retreat was set in the heart of the NoCal wine country, where the grapes are always the centerpiece. The location deep in the forest amid spectacular flora, fauna and indigenous trees, inspired us to create laser-etched carved walnut wood telescoping boxes to showcase, house and protect the wine. Foil-stamping the wood “Save the Date”, tying it up with the tagline - “Engage | Evolve | Elevate” - wrapped with a cedar button and string closure.





LA LAKERS

ELEVATE
2020 PARTNER SUMMIT INVITATION

ABOUT

Set in the Arizona Desert, the landscape informed the design. With the finale dinner held at a private estate — a glass house built into a rock formation — we used a faux rock inset to house the premium spirit (Cincoro - a new tequila brand), sealed the box with a bent acrylic lid, and wrapped it in faux croc. and leather closures. All copy was embossed and foil stamped onto the various material layers.

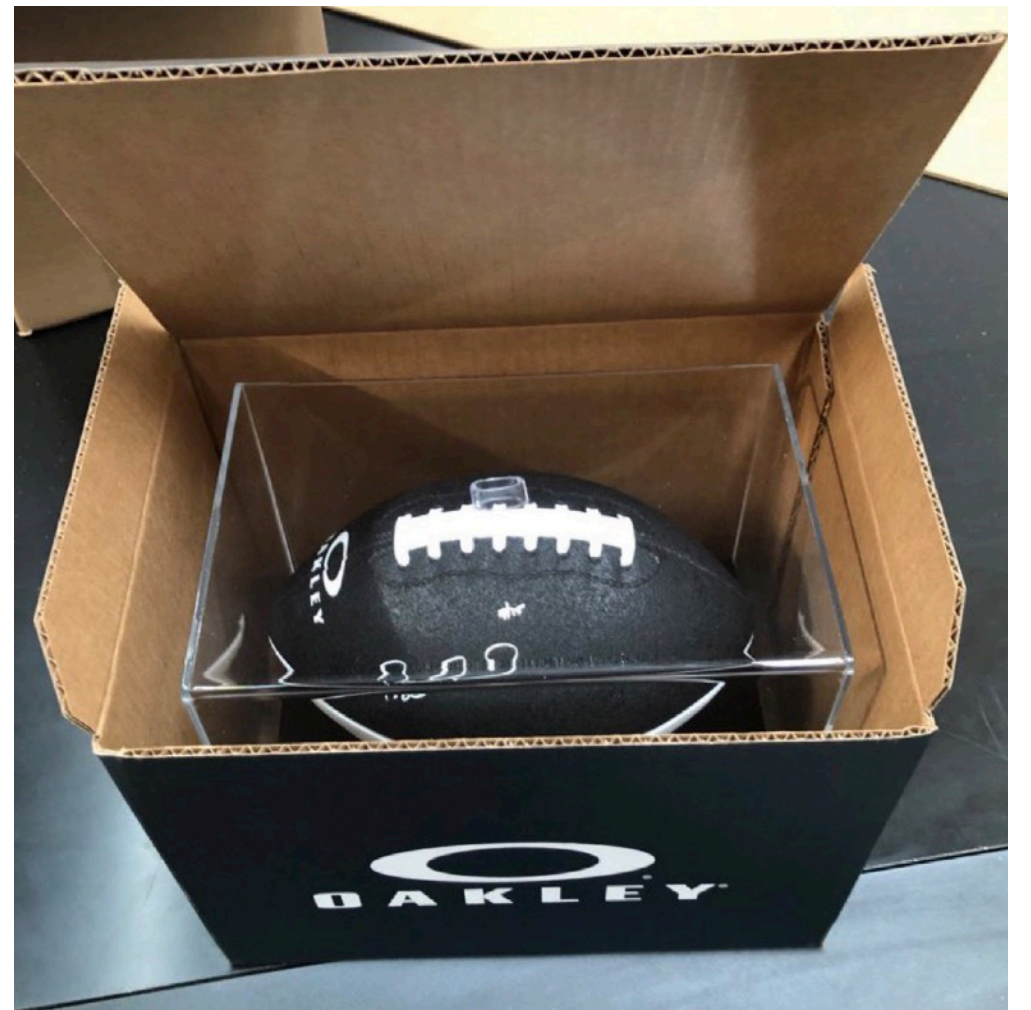


REDBULL TV

EXTREME SUMMER
INFLUENCER KIT

ABOUT

Extreme sports got some extreme attention on the SUMMER BIKE CHANNEL. Red Bull partnered up, looking to make an impact and extend their brand's reach. We designed limited edition, customized Troy Lee vinyl-wrapped MTB helmets. The branded helmet provided a dual function, opening as the lid for a custom-engineered base tray that housed the product and premiums.



OAKLEY

DOPE SHADES
PRODUCT LAUNCH
INFLUENCER UNBOXING

ABOUT

Top influencers had a good time on TikTok with the NFL's star quarterback's Oakley product launch. We designed a lucite display case to create a transparent, under-glass, unboxing moment. Lift off the display case and the recipient finds a custom injection-mold Mahomes branded football, open again to gain access to the glasses and a highly shareable moment.



REEBOK

JJ WATT CROSS TRAINER
PRODUCT LAUNCH
INFLUENCER SMASHING

ABOUT

When it comes to hitting the market, the bigger the pro athlete, the bigger the shoe deal. Watt, know for his vigorous workout routine, lead us to the kettlebell design idea. Limited, but far from limitless — we designed and built custom, branded breakable kettlebells large enough to hold size thirteen cross trainers for the release of NFL star J.J. WATT's Reebok branded sneaker. #HuntGreatness



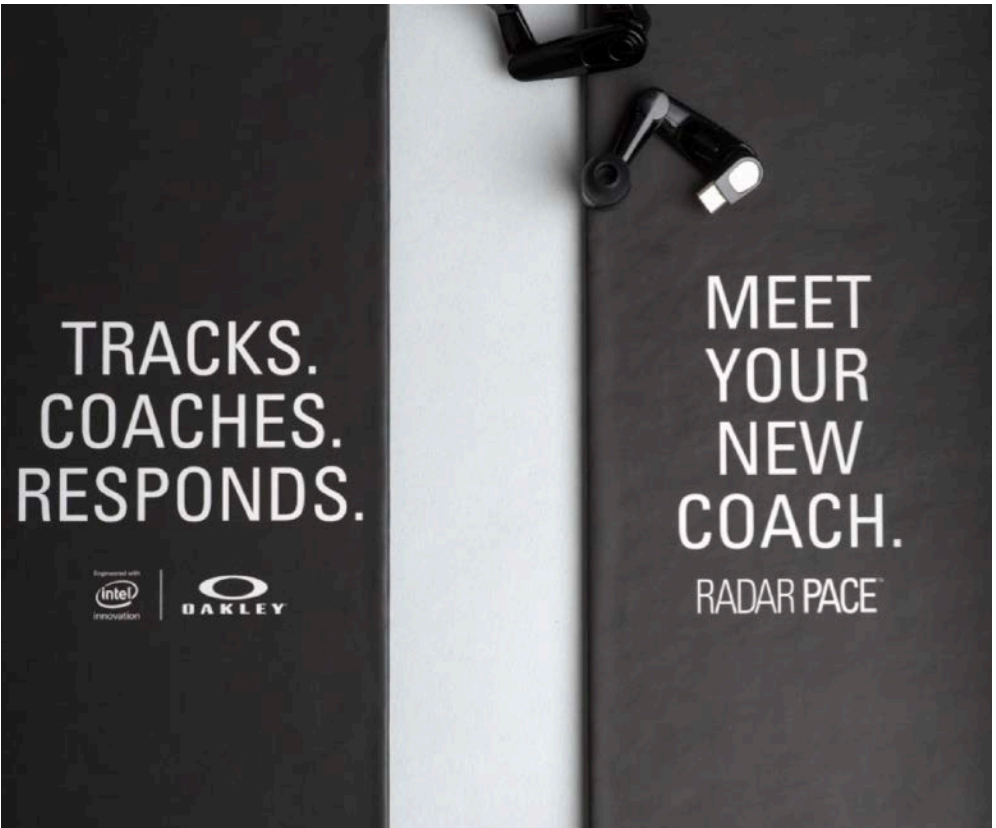


RADAR PACE

NEW TECHNOLOGY
INFLUENCER KIT

ABOUT

A new product category for this iconic brand required a captivating and compelling launch. We achieved this through motion: barn doors open in our "Rise Box" that showcases Oakley Radar Pace Sunglasses and Responsive Ear Buds. As the lids open, the center of the box RISES to reveal the product. High-low spot UV and four-color litho wraps complete the branding elements.





LA DODGERS

PITCHING FOR BIZ
AGENCY PITCH DECK

ABOUT

Our friends at WI, a multi-cultural global ad agency pitched to become the AOR for this legendary MLB team and needed an impactful way to tie the two together in their pitch deck leave-behind. The UBS drive held the presentation — we designed and crafted the container to resemble a baseball with a snap closure and iconic, raised, red baseball seams. W-I-N.



AMAZON STUDIOS

STRING OF WINS
EMMY AWARDS “FYC” MAILER

ABOUT

The concept and design for this must open ATAS (Academy of Television Arts & Sciences) members first Amazon Studio "For Your Consideration" mailer to drive Emmy Award votes, we decided, simple was best. Producing packaging that tied the content back to the overarching Amazon brand shipping - delivering the highest opening rate in FYC history. DVDs were housed in brand evocative, kraft envelopes within the familiar look and feel of that brown corrugated shipper —an Amazon delivery that delivered both nominations and wins.



AMAZON PRIME

PRIME DAY CONCERT INFLUENCER KIT

ABOUT

The high profile “at-home” concert in a mailer kit was released on Prime Day to promote the virtual album releases of three extraordinary musical artists. Complete with a video player, showcasing their new music and the talent’s favorite premiums. Each drawer designed with precision — dedicated to the artist and a few of their favorite things.





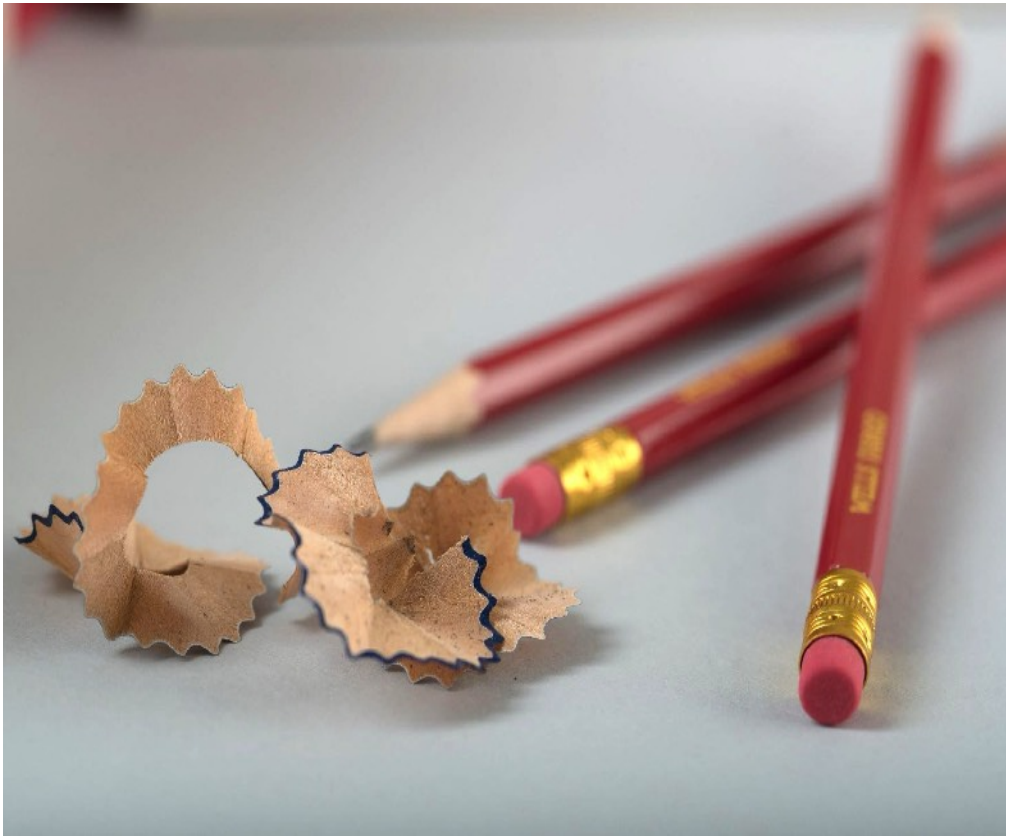
DOVE

REAL BEAUTY

BRAND CAMPAIGN INFLUENCER KIT

ABOUT

Dove's inspirational #MYBEAUTYMY SAY campaign (broadcast media buy, OOH, print, digital) needed a creative extension that could pack a "wow" to deliver prolific television creator Shonda Rhimes' important message. Our direct mailer displays the brand video on a player that sits on the reverse side of a branded clapper board, complete with custom box and sharpie for personalizing. The video features Rhimes encouraging young women (18-35 demo) to own their power and tell their own stories.



WELLS FARGO

TO THE POINT
CLIENT GIFTING PROGRAM

ABOUT

When Wells Fargo decided it was time to expand their client gifting program with a distinctive, segment specific premium, they turned to us to come up with something that felt reminiscent of days gone by. We designed a modern take on an old-fashioned pencil box. Each box was customized to diverse lines of business including compliance ready branded messaging, and personalized pencils housed in a sustainably sourced, recyclable packaging — color coded and interchangeable to ensure value and scale for a long shelf-life.

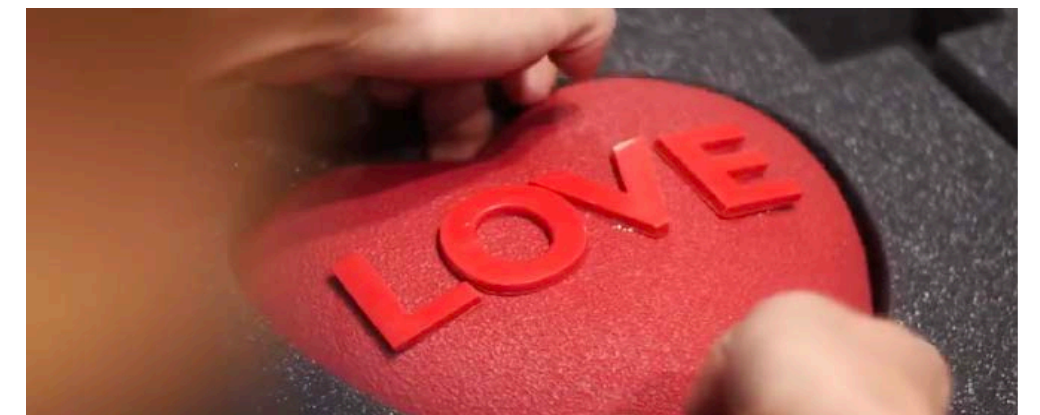
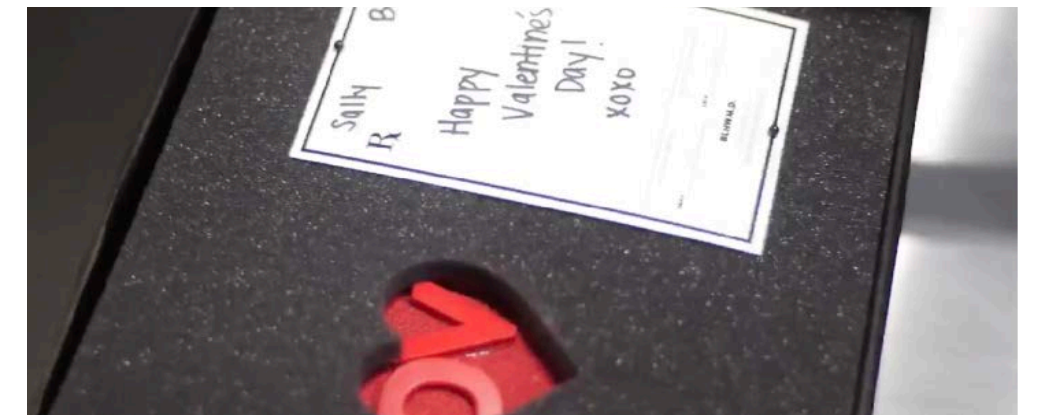


BUTTER LOVE & HARDWORK

LOVE IS A DRUG
RETAIL PACKAGING

ABOUT

Give them some Valentines love. Shipping an oversized, breakable, fine chocolate heart, is not a simple task. BL&HW came to us to find a well-crafted and designed shipping solution to ensure that the recipient would be the only one to "break their heart". 100% intact arrival — delicious!





AMPAS MUSEUM

CINEMATIC SHOPPING
RETAIL PRODUCT

ABOUT

We love creating product and collaborating in equal measure. Highlighted here are a few select designs for AMPAS, (The Academy of Motion Pictures Arts and Sciences museum gift shop. Placing Oscar squarely out in front here are mini-video books playing classic movies, sculpted & laser scored acrylic bookends, and locally sourced & branded handbags.

