

TONTON

W H E R E C U L T U R E C O N N E C T S

THE WHY

We're not an agency
that understands culture.

We're a culture
that built an agency —
connecting brands
with the communities
we're part of.



THE WHO

We don't rely on trend reports —
we experience culture firsthand.

We are a team of **young
professionals engaged in
the communities,**
conversations, and spaces
shaping contemporary
culture.



THE WHAT

OUR CORE

Activation and marketing agency
with offices in Berlin and Cologne.

OUR APPROACH

Helping brands become part of the conversation
by connecting them with culture & communities.

OUR SUPERPOWER

Based on a strong network, we deliver sales,
production, events and social media.

OUR HIGHLIGHT

Our own event space and café provide the perfect
setting for a variety of events and brand activations.



THE CAFÉ TONTON

The perfect stage in
prime location.

We own a unique space
for cultural **experiences**,
brand **collaborations**,
and great **coffee** in the
heart of Berlin Mitte.





CAFÉ TONTON REGULAR SETUP

The café is open from Tuesday to Saturday, serving high-quality coffee, refreshing soft drinks, a selection of croissants, and a rotating variety of cakes.

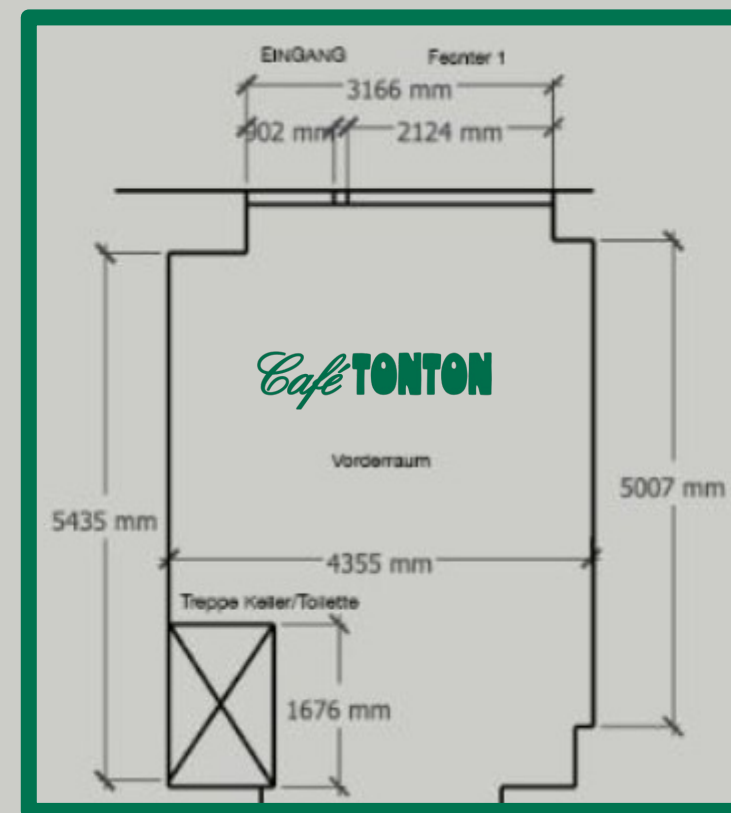
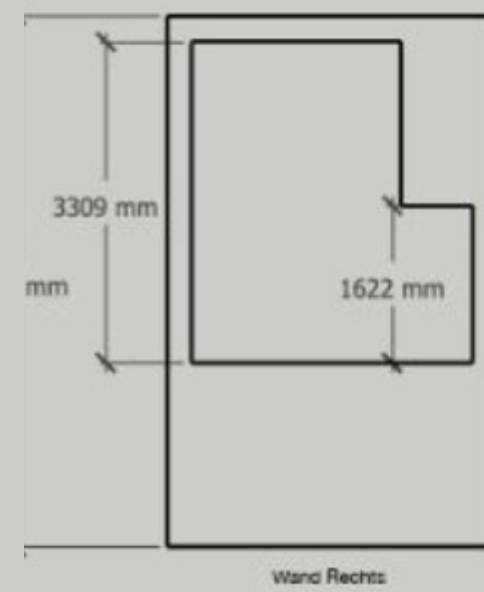




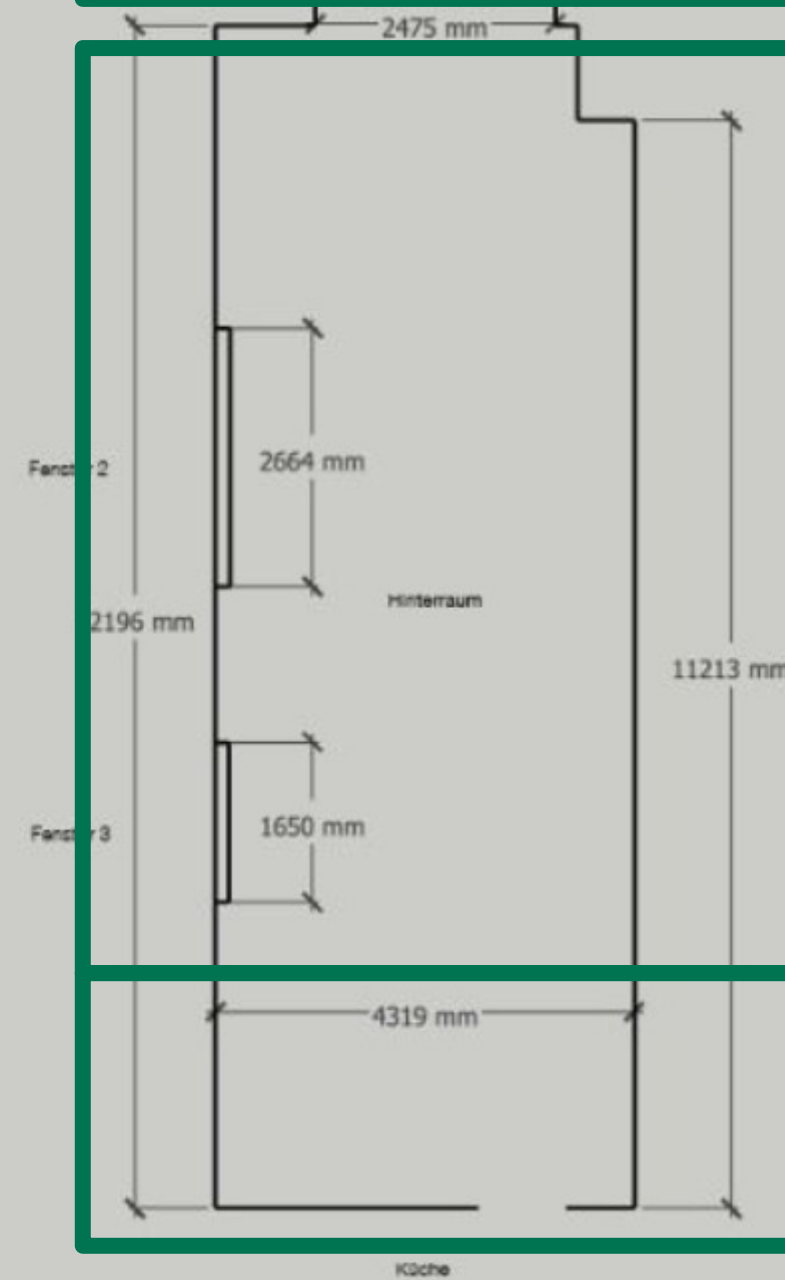
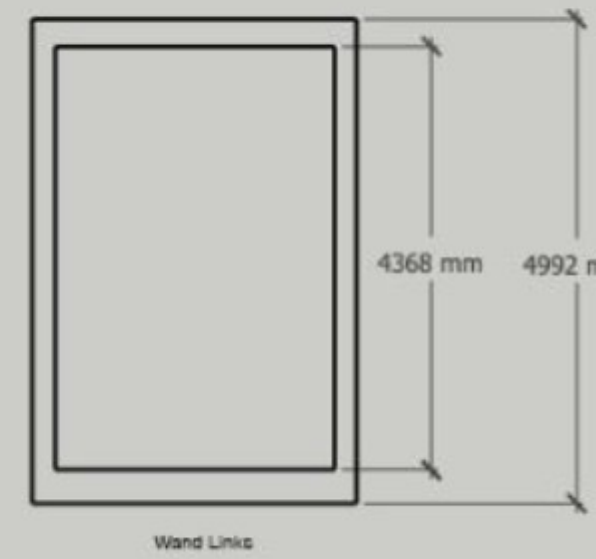
CAFÉ TONTON COLLAB SETUP

Our separate back area can be used as a showroom or event space. The entire café can also be fully branded, creating an immersive environment tailored to each partner or project.





CAFÉ
SPACE



COLLABORATION
SPACE

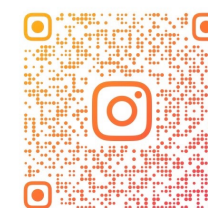
KITCHEN

**LIKE WHAT
YOU SEE?
LET'S TALK.**

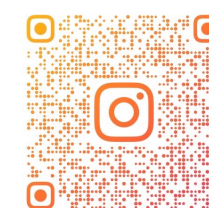
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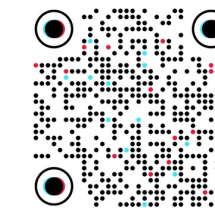
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@tontonagency
tontonagency

MERCURIAL MUSEUM FOR NIKE

Locker Room turns Mercurial Museum.

Together with **11teamsports**, we celebrated the launch of the new Nike Mercurial “Break’Em” Pack with an immersive **pre-launch experience**.

In collaboration with a Berlin-based football club, we invited a youth team aged 13–17 to experience the Mercurial world first-hand. We transformed the club’s locker room into an immersive Mercurial museum, show-casing the boot’s history, evolution and innovation.

The players put the new Mercurial to the test in **dribbling, sprint and football challenges**, fully equipped in the latest gear.

The experience ended with prizes for the top performers.



← Click & Catch the Vibes

COMMUNITY EVENT BY BUFFALO

For Buffalo, we hosted a **creative community event** designed to bring people together, celebrate the brand and make the evening all about self-expression.

Guests enjoyed good vibes, delicious snacks and an inspiring atmosphere — but the highlight was getting creative together.

As part of the experience, **guests had the chance to customize their own Buffalo shoes, transforming each pair into a unique, one-of-a-kind piece.** A fun and personal way to connect with the brand while giving everyone the freedom to create something that was truly their own.



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DAILY PAPER

FW26 SHOWROOM

From September 15–20, Daily Paper transformed Café TonTon into an **immersive brand experience**.

The space featured **FW25-inspired drinks, store activations, and a limited-edition t-shirt for the team and selected influencers**.

The experience ended with an **exclusive RSVP event for taste-makers, friends & family**, where guests enjoyed complimentary drinks and received a first personal look at the FW25 collection in a fully branded environment.



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CLARKS SS26 SHOWROOM

The project showcased an immersive **Clarks Pop-Up Showroom** highlighting the brand's heritage and creativity.

Key features included:

- Wallabee customization,
- Exclusive custom-made fobs, and
- A live tattoo artist that added a cultural edge.

A curated special menu completed the experience, creating a **dynamic environment that connected craftsmanship, community, and contemporary style.**



Clarks
ORIGINALS™ X *Café* **TONTON**



Clarks POP-UP SHOWROOM

TIECKSTRASSE 1 | 9 AM – 6 PM
AUGUST 7–9 | BY APPOINTMENT ONLY

Discover iconic styles • Available for purchase all week •
Customization via laser machine possible

CAFE TONTON TAKEOVER | AUGUST 4-9
Enjoy Clarks inspired specials all week long.



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SOLEBOX x NEW BALANCE

For the SOLEBOX x NEW BALANCE GREY DAYS, **Café TonTon** was fully branded for a **week**, featuring a special menu with grey donuts, grey foam matcha, and an interior styled in the grey days visual identity.

The week ended in a tasteful **influencer dinner**, including product **seeding** and a freshly prepared three-course grey menu, creating a fully immersive brand experience.



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solebox®
 **grey days**

join us for the
solebox x New Balance
grey days

discover a specialty menu along the lines
of grey days at the pop-up grey café
powered by café tonton.

May 19th - 23rd, 2025
Tieckstraße 1, 10115 Berlin



X-LARGE x TAKUMI

For the **XLARGE x TAKUMI SAPPORO** limited shirt release, an **exclusive rsvp-only event** was hosted, bringing together key guests and tastemakers.

The evening featured **energetic DJ sets**, a thoughtfully curated drink menu, and a **venue fully styled in the collaboration's visual identity**, creating an immersive environment that highlighted the limited edition release and celebrated the partnership.



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COOL RUNNINGS X ADIDAS

The **Cool Runnings x Adidas x Solebox 5k run** offered an engaging **community experience**, featuring **t-shirt customization** at a print station, **influencer seeding**, and a **fuel bar** to keep participants energized.

The event combined **fitness, creativity, and brand engagement** in a dynamic and interactive way.



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PUMA H-STREET ACTIVATION

In collaboration with **Puma** and the **Cool Runnings Club**, a unique community event was brought to life in Berlin.

Featuring an **energetic shakeout run**, vibrant vibes, and **live sets**, the event united people and celebrated the launch of the iconic Puma H-Street.

This project didn't just take place — it **inspired, connected, and left a lasting impact.**



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CATO X LULU LEMON

The Cato SportCrew brought the community together for **a day of movement, recovery, and connection** – powered by Lululemon.

Run together. Sweat together. Power up together. An event full of good vibes and shared energy — where everyone pushed themselves, had a great time, and headed home feeling even more energized than when they arrived. That's exactly our kind of event.



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VITAMIN WELL RUN CLUB

Good miles, good vibes & an even better community.

We teamed up with **Vitamin Well & Joseph Atelier** to host 150 people for a **wholesome Sunday community run** — bringing together good pace, good conversations and even better people.

After the run, everyone gathered to refuel and recharge with **delicious coffee, refreshing matcha, iced drinks and freshly baked croissants**.

A feel-good Sunday, great energy and a community that made the event a real success.



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SAUCONY X TONTON

During the Saucony Showroom Days, we created an exclusive brand experience through a **“by appointment only” sales showroom, offering partners a focused and premium environment.**

To connect with the local running community, we hosted an **early-morning run with the Run ‘n Rave Club**, bringing together around 60 participants.

The activation wrapped up with a **vibrant get-together featuring a DJ set and free coffee**, fostering community spirit and **strengthening Saucony’s brand presence in Berlin.**



← Click & Catch the Vibes

OMAH LAY

LISTENING PARTY

To celebrate the release of his new album “Clarity of Mind”, **Nigerian Afrobeats star Omah Lay** took over Café TonTon for an **exclusive private listening session** — bringing together **music, drinks, food** and his creative community for an intimate first listen.

We gave Berlin a taste of Omah Lay’s new world and the response was nothing short of legendary.



← Click & Catch the Vibes



ADIDAS AFCON

HUB 2026

From January 9–18 2026, we transformed our space into a vibrant Africa Cup of Nations Hub, in partnership with Adidas & Daily Paper.

Over the course of ten days, we brought the tournament to life with public viewings, African-inspired food & drink specials, and customized jerseys featuring exclusive designs inspired by the participating nations.

More than just a place to watch the games, the hub became a meeting point for football, culture and community — bringing people together to share the energy, passion and pride of African football.



← Click & Catch the Vibes

COZY CAFÉ SESSION

Together with **CozySoundSystem**, we hosted a **relaxed Sunday** afternoon bringing together good music, art and an inspiring community in a warm and laid-back atmosphere.

With **live DJ sets** and a **mini exhibition** by a local artist, the session created a unique blend of music and culture.

The session was designed as the first chapter of a **recurring event series**, creating a platform for future gatherings centered around music, culture and community.

The vibe: Come as you are. No pressure.
Just good people, good music & good vibes.



← Click & Catch the Vibes

ELYSIO STUDIO PARTNERSHIPS

For the Pilates studio “Elysio Studio”, we not only **curated and organized fitting brand partnerships**, but also helped bring the studio’s vision to life through a beautiful **community event in Stuttgart**.

From **connecting the right partners** to creating an inviting atmosphere, we supported the event from concept to execution — creating a **memorable experience centered around movement, community and wellbeing**.



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