



BRIGHTER THAN
THE SUN



Valerie O'Keeffe

Brighter than the sun

Brighter than the Sun (BTTS) is an experiential/innovation company that develops propositions for the corporate, leisure and sports industries. They combine creative mastery with technical wizardry to create new immersive experiences and at its core is a desire to affect audiences in ways they have not felt or seen before - 'World Firsts'. BTTS commercialise these experiences through intellectual property licensing and service agreements that include hardware provision and management contracts.

CEO and co-founder, Valerie O'Keeffe always had a passion and ambition to start her own business. Studying at night she completed a Masters in Organisational Behaviour from Trinity College Dublin. After working in Banking and Finance for many years, Valerie believed it was an ideal time to 'go for it'.

Set up in 2014, BTTS other co-founders include award winning Creative Director, David Torpey. From the beginning, it has been full steam ahead in terms of business development and winning sales. Corporate global demand for new immersive experiences by consumers is increasing and brand owners are under pressure to serve this need in more innovative and cost efficient ways.

BTTS use digital projection and a range of other methods to create real visceral effects for clients and their brands. There are two key components to the business - delivering world class content and delivering world class innovative ideas. To date, they have secured business in both categories. The company are currently working globally with an international player on a truly 'Worlds First' idea. A number of content projects have also been secured, including delivery of all the digital scenery for the Alvin and the Chipmunks 'The Musical' touring production in North America. Valerie believes BTTS is ideally positioned to grow and acquire space as the innovation 'go to' team for the latest thinking in visceral experience technology and effects.

www.brighterthansun.com

