

DONKEY KONGTM BANANZA

The logo for 'Donkey Kong Bananza' is centered on a dark, textured background. The words 'DONKEY KONG' are in a red, blocky font with yellow stars in the 'O's and a trademark symbol. Below them, 'BANANZA' is in a large, 3D yellow font with a cracked texture, set against a grey rock-like base. The base has a colorful, iridescent glow along its bottom edge.

LEVEL↑UP



Level Up is an event production company specializing in the world of **video games**, based in **California**.

With over **10 years of experience**, it has established itself as a key actor in creating **immersive, engaging, and spectacular gaming experiences**.

They trust us





Creative
Director

CLÉMENT



Communications
Manager

VALENTIN



Finance
Manager

JULES



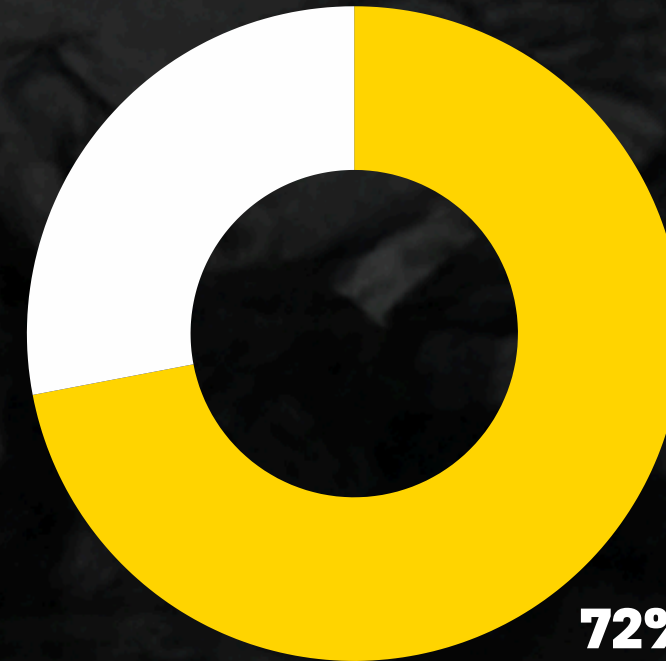
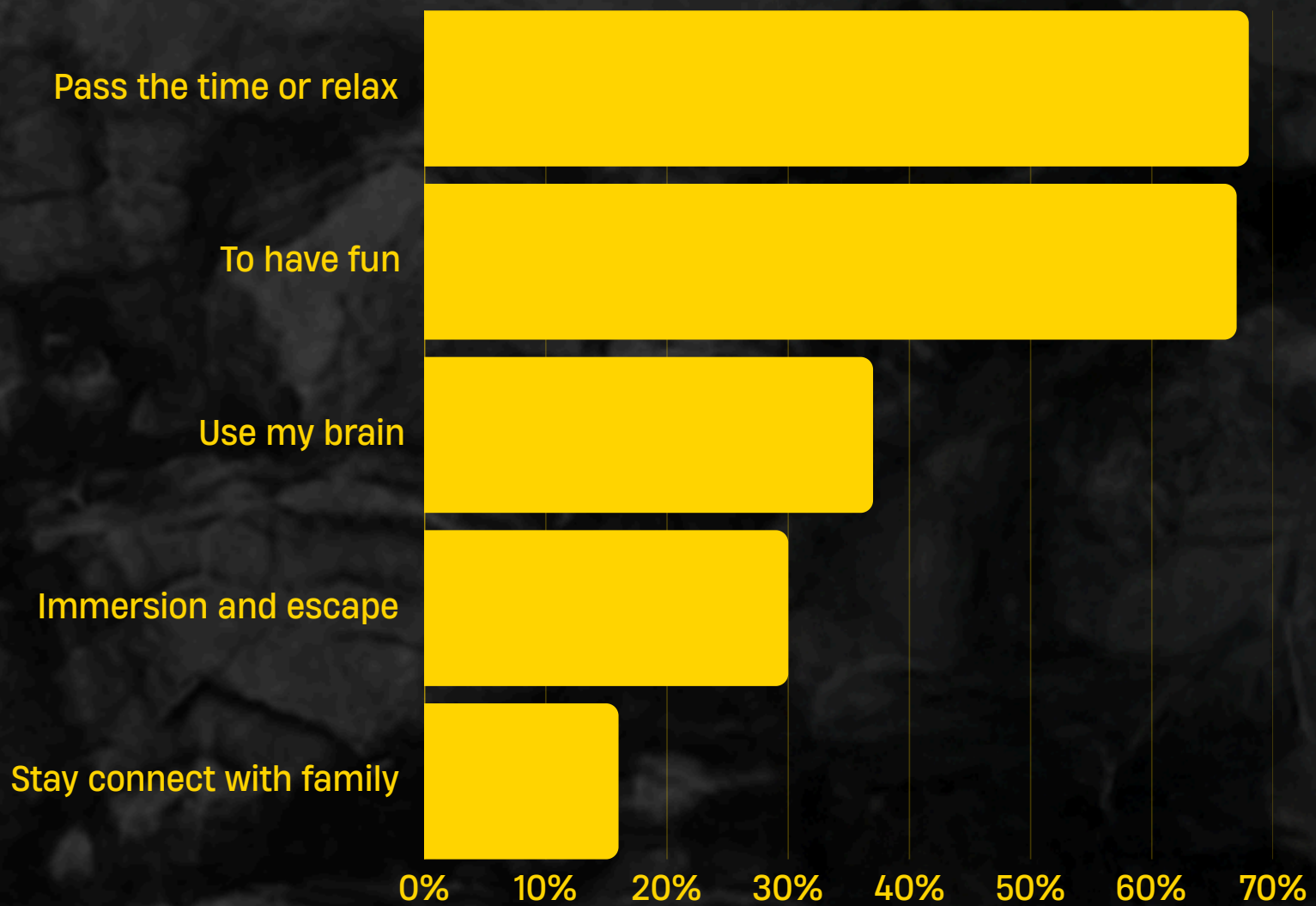
Event
Director

BAPTISTE

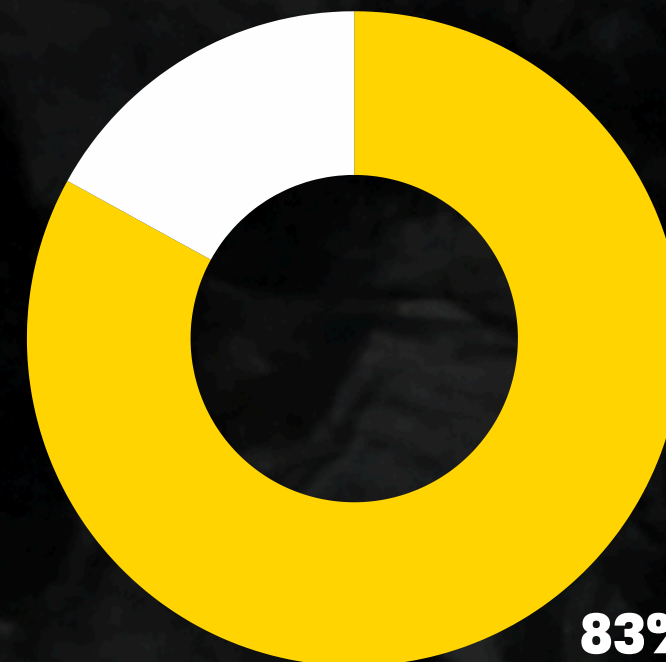
MARKET NUMBERS

In the United States, the average age of video game players is

36



72% of parents play video games



83% play video games with their children

ACTIVATION 1

THE DONKEY KONG ISLAND





Mission

- Turn the launch of Donkey Kong Bananza into a physical, unforgettable experience.



Location & Dates

- Golden Gate Park, San Francisco
- July 9–16, 2025



The Experience

- A jungle adventure brought to life, featuring:
 - Content creation zone
 - Adventure zone
 - Gaming zone
 - Merch zone
 - Food court



ACTIVATION 2

DONKEY KONG ON THE GOLDEN GATE





Location

- Golden Gate Bridge – lower structure



Timeline

- Installed June 16
- Remains throughout the event (end July 2025)



Creative Inspiration

Pays tribute to the original arcade game

- Donkey Kong climbing
- Barrels
- Vertical dominance
- Franchise nostalgia and iconic height references



ACTIVATION 3

DONKEY KONG GRAFFITI





Location

- Mission District, on 24th street



Timeline

- Installed 2 weeks before Donkey Kong Island
- Remains permanently



Creative Inspiration

- A mural 8 to 10 meters wide, vibrant and dynamic, directly inspired by the cover art of Donkey Kong Bananza.
- Style: Street art blending graffiti and acrylic painting.
- Key elements:
- Donkey Kong in the center, powerful and leaping forward
- Diddy Kong by his side
- Bursts of yellow, red, and turquoise colors to convey energy



ACTIVATION 4

DONKEY KONG IN THE SAN FRANCISCO CENTRE



📍 Location

- Westfield San Francisco Centre – central atrium
- One of the most visited malls in the city

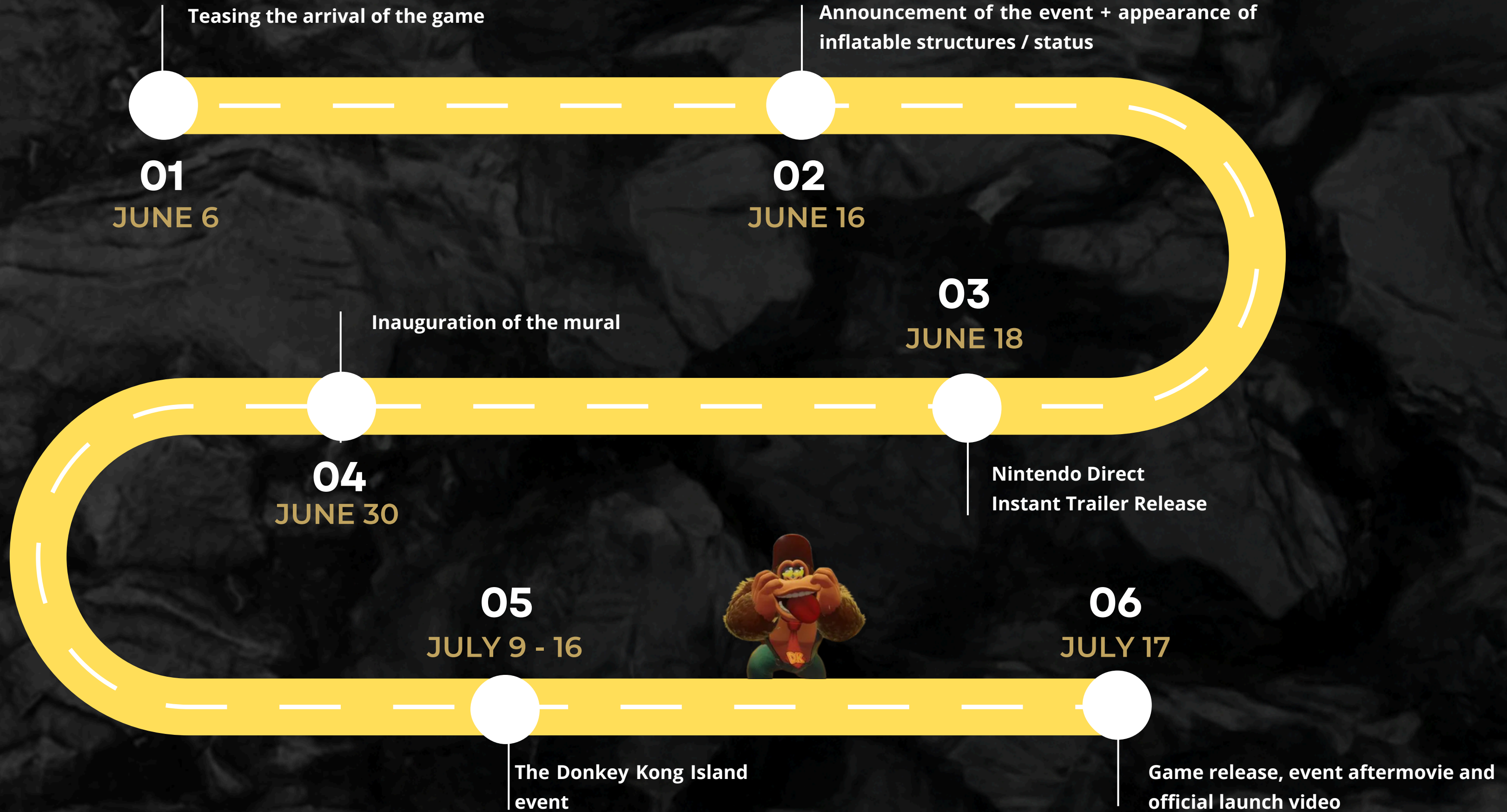
📏 Statue Description

- 4 to 5 meters tall
- Playful, family-friendly pose:
- Donkey Kong proudly holding a giant banana
- Humorous & nostalgic — rooted in the character's legacy

📅 Timeline

- Installed in mid-June
- Stays until end of July
- Ensures pre-, during-, and post-event visibility





 nintendoamerica 19 h

Voir la traduction

Suivre



Miss this morning's
#DonkeyKongBananza
Direct?

 Catch up here!

Nintendo of America (@NintendoAmerica)

Donkey Kong Bananza, a brand-new 3D platforming action adventure is coming exclusively to #NintendoSwitch2 on July 17!
#NintendoDirect



 X • 02/04/2025 16:11

← Publications

Suivre

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nintendoamerica Smashing. Bashing. Crashing.

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 62,1K  696  1 267



nintendoamerica What surprised you most about this morning's #DonkeyKongBananza Direct?

18 heures • Voir la traduction

POKIMANE



 6,6 M

 9,4 M

 6 M

 4,1 M

 7,1 M

ZACKSCOTTGAMES



 5,4 M

 /

 52K

 273 K

 136 K

ANTDUDE



 574 K

 /

 /

 133 K

 /

ARLO



 735 K

 15 K

 /

 160 K

 7,1 M

LUDWIG



 6,7 M

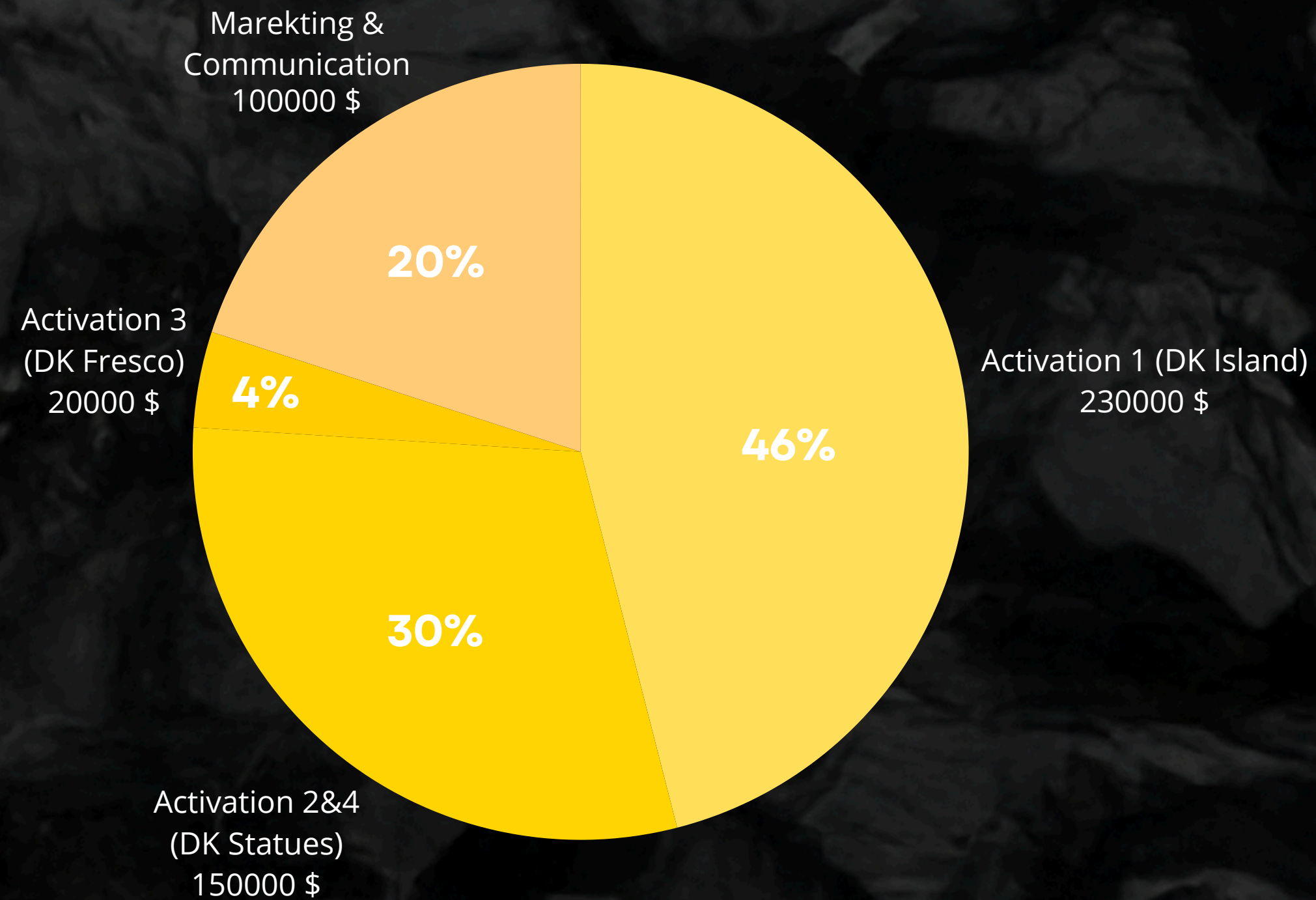
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 1 M

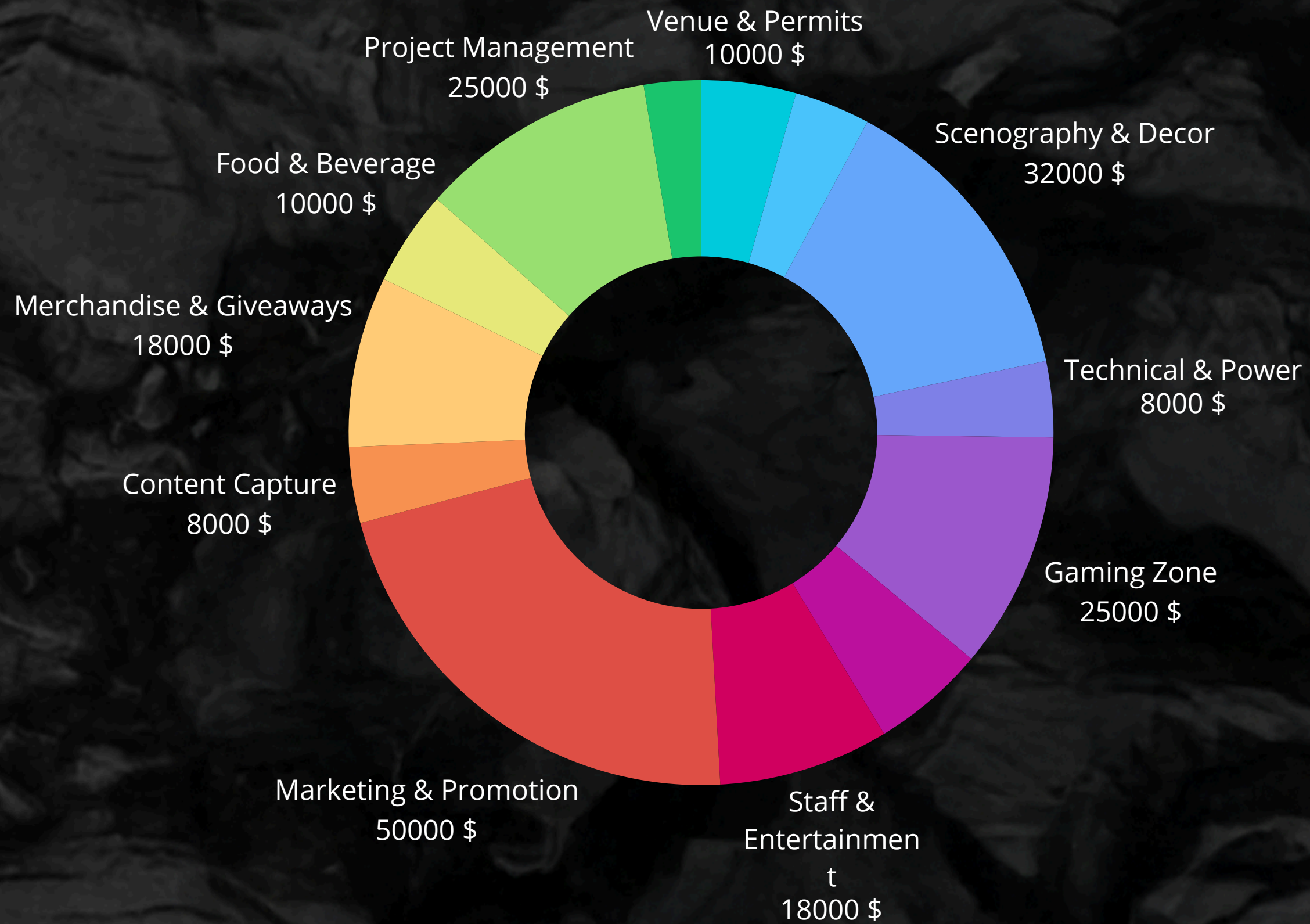
 1,8 M

 2,1 M

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BUDGET MAIN EVENT



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