

CASE STUDY

Sharing defining moments

In an age of personalisation and interactivity, face-to-face communication is a powerful means to engage with your audiences' hearts and minds to influence behaviour, communicate effectively and leverage human capital and human connections.



CALVIN KLEIN LUXURY / SWITZERLAND

Challenge

With an increasingly crowded and competitive market place for luxury watches, Calvin Klein needed an inspirational and creative concept to showcase its new watch collection called FLY and set it apart from other luxury brands in its segment. The needed concept had to inspire clients, suppliers and employees of Calvin Klein and display to the fullest their new collection during their evening event at BaselWorld 2009.

MCI's solution

Concept

MCI developed a concept that would integrate elements of emotions, logic and thought processes to create a connection with the audience's hearts and minds.

The concept included a "Bird Cage" that would incorporate all of Calvin Klein's FLY

collection brand messages. This represented a unique experiential environment for the audience.

Realisation

The "Bird Cage" concept revolved around the perception that the audience was caged within a watch-case box. This perception was achieved through projected visual animations on the walls and the design and decoration throughout the venue. To showcase the watch collection and brand messages, elements of the FLY watch were placed throughout the venue in bird cages.

Results

The evening event stood out amongst the client's competing events and resulted in an increase in participants. The event also generated extensive media buzz and an increase in anticipated attendance on the client's booth.

Why MCI?

For over 20 years, MCI has been delivering creative event solutions for luxury clients worldwide.

As a full service agency, MCI offers a range of bespoke services to help companies grow globally, build markets, share defining moments, energize performance, and deliver operational excellence in the area of meetings & events.

