

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.



DIAGEO FMCG / IRELAND

Challenge

To celebrate the 250th anniversary of global brand Guinness, parent company Diageo needed an inspirational and creative concept to celebrate 'Arthur's Day' in honour of Arthur Guinness signing the 9,000 year brewery lease in 1759. The concept had to engage, inspire, reward and motivate employees of Diageo with event delivery replicated at three locations in Ireland, Northern Ireland & the UK in a special "Toast to Arthur" as part of the worldwide "Arthur's Day" Celebration.

MCI's solution

Concept

MCI's concept was centralized around the iconic image that is a pint of Guinness & the world renowned Guinness brand. MCI's ability to deliver the concept in 3 unique venues while capturing the essence of "Arthur's Day" was the key to our success.

Realization

MCI's creative events team selected 3 unique, contemporary venues that matched the ambience of the Guinness Storehouse & used intelligent production, complimented with custom furniture, linens & artwork to realise the overall event concept. The entertainment & its staging was stylised to match that of the studio venues for the "Arthur's Day" event.

Results

The success of the three "Arthur's Day" events delivered by MCI created a huge talking point among the 2,450 guest employees of Diageo, resulting in a highly motivated team and exceeding client expectation.

Why MCI?

MCI combines an innovative approach, award winning expertise and full production services to deliver a range of bespoke services to help companies grow globally, share defining moments and deliver operational excellence in the area of meetings and events.

Building Community



mci