

## 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.



## PATEK PHILIPPE

LUXURY / SWITZERLAND

### Challenge

Legendary Swiss watchmaker Patek Philippe decided to re-launch the Nautilus – a massively successful and iconic watch from the 70s – but sought a new theme to replace the original brand association with nautical sports. The watchmaker also wanted to keep the remodelled watch design under wraps ahead of the re-launch, to build suspense and create a buzz among VIP guests, clients and the media.

### MCI's solution

#### Concept

MCI proposed a theme that Patek Philippe simply couldn't resist – a 70s design-chic ambiance that recreated the freewheeling era of glamour that gave birth to the original Nautilus.

#### Realisation

MCI sourced vintage 1970s design furniture and décor, and combined this with a themed event strategy and communication tools to reach each target group. The addition of 1970s visual art, music, fashion and film clips combined to convey an authentic 70s atmosphere.

#### Audience

300 journalists representing global media on Day 1, and 300 VIP guests and clients on Day 2.

#### Results

This innovative event generated extensive global media coverage and proved a huge hit with guests, who revelled in the chance to relive the hedonism and flamboyance of the 1970s. Patek Philippe was very satisfied with MCI's creative and production capacities – and remains a loyal MCI customer.

### Why MCI?

MCI's creative teams were able to develop a striking, highly original concept that exactly responded to the client's challenge. MCI's production teams then expertly implemented the concept in a way that leveraged its full potential to engage clients, guests and journalists. The result was an unforgettable re-launch that further enhanced Patek Philippe's public image.

