

ATTRACTING GLOBAL PRESS COVERAGE WITH HIGH-LEVEL EXPERIENTIAL PRODUCTION

Chaplin's World by Grévin



PROJECT

Event Production, Experience

LOCATION

Corsier-Sur-Vevey, Switzerland

TARGET AUDIENCE

Local & International media, VIPs, government officials

SERVICES

Logistics, Creative, Audio & Visual



CHALLENGE

The organisation wanted to create a first-class, high-level experience for guests with creative entertainment solutions; guarantee the same level of quality and prestige as the Chaplin's World museum; provide seamless logistics and smoothly manage invitations.

SOLUTION

Delivery of a high-energy experiential style production, with a strategic mix of: red carpet, photocall, live music, close-up entertainment, private visits of the manor and cocktail dining in the studio. A press conference held in the attic of the manor attracted both national and international journalists guaranteeing high media visibility.

RESULTS



+3000

VISITORS
THROUGHOUT
THE 3-DAY EVENT



140

LOCAL &
INTERNATIONAL
JOURNALISTS



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CREATIVE
CONCEPT
INCORPORATING
6 ELEMENTS

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