



## Product Launch Case Study

<b>Type of Event</b>	Product Launch
<b>Industry Type</b>	Technology
<b>Numbers</b>	70 journalists from Europe
<b>Location</b>	Gran Hotel La Florida, Barcelona

### Client Comment

*"Thanks for all your hard work over the past few months and of course the past week on the event. I'm so impressed by your professionalism and efficiency. Having you both on the case really took a lot of stress out of the planning and implementation process and I appreciated your guidance and advice. No doubt we will work together again. I look forward to the next event! "*

### The Brief

Design and create a Press Launch to showcase the client's design capabilities with the new photo printing products, to strengthen press relations with key lifestyle and gadget press across Europe and to establish the client as a highly innovative and quality consumer lifestyle brand.

### Our Solution

Exclusive use of one of the best and most design-led hotels in Europe to present the products with top-level industry speakers on design in the technology market, create designer rooms to show the printers in 'the home' and finish with a candlelit outdoor dinner with far-reaching views of Barcelona.

### Return on Investment

Coverage in non-traditional titles around Europe that focus on design and integral technology and functionality created excellent PR for the client and product.

