

HOSPITALITY



Objective:

Luc Belaire was looking to host an event activation in support of the brand's upcoming champagne release for a target audience of women ages 24-43. They wanted to host an engaging activation to intrigue the demographic, convert their participation into sales, and give back to a local non-profit organization.



Challenges:

A younger target population must be interested not only in the event activity, but also the organization that is benefiting from the fundraiser. To boost exposure of the event, the story must be framed in a way that is interesting to the surrounding community.



BG Solutions:

- Pre-event social planning to ensure consistent and on-brand messaging.
- Identify key stakeholders to attend the event.
- Provide on-site support at all events.
- Create the event concept of 'Roses and Rosé.'



BG's Direct Impact



5% increase in social media engagement and followers during the event weekend



Exposure from the event and social media efforts help land a feature on The View.



The event was a sold-out hit and several Luc Belaire bottles were purchased



Assisted in raising \$1,000 for the local nonprofit

LUC
BELAIRE
FRANCE