

BRAND ACTIVATION CASE STUDY

How Bogues Group used key relationships and engagement tactics to complement, elevate and activate our client's vision.



Overview:

According to a March 2020 survey of 830 meeting professionals worldwide conducted by Meeting Professionals International, 96% of respondents experienced event cancellations due to the novel coronavirus and safety guidelines issued by the Center for Disease Control and World Health Organization. 25% of those respondents reported having to cancel more than 25 meetings or events scheduled in 2020.

Considering the continued developments and state shelter-in-place regulations related to the novel coronavirus, Microsoft created a unique engagement opportunity for their employees' children who are home: a vigorous virtual program called YouthSpark AI: Home Edition. The program was designed to introduce youth and young adults to STEM skills and concepts that will inspire and empower them to achieve more. The event featured remarks from Hero Medal Recipient Gary Littrell and NASA Apollo Astronaut Charlie Duke, video gaming tutorials and other interactive activations.



Challenge:

Though these programmatic elements were compelling, Microsoft needed a keynote speaker to captivate their energetic and trendsetting audience.





Approach:

With less than 10 days of notice, Bogues Consulting Group secured top talent, exhibited the ability to think creatively, and provided unmatched customer service. BG secured NBA Guard Seth Curry to give a keynote speech and introduced engaging event design elements, including a live Q&A segment with Seth Curry to increase at-home participation. Microsoft had a goal to increase employee engagement, and retention while keeping employees' children entertained.



Results:

The private internal virtual brand activation welcomed more than 115 participants for a high-energy half-day experience (10:00 AM–2:30 PM CST) tailored to support working parents. Attendees praised the speaker's inspiring personal story, which sparked meaningful conversations around resilience and leadership. Interactive gamification elements kept participants engaged throughout the day, creating a fun and collaborative atmosphere. Post-event surveys showed a 95% satisfaction rate, with many noting they felt more connected to the company—appreciating the thoughtful employee focused programming, citing higher employee retention.

