

CASE STUDY

## Product launch

# HEARTBEAT BERLIN

Perlenfischer

Pharma | 30 guests

### PROJECT

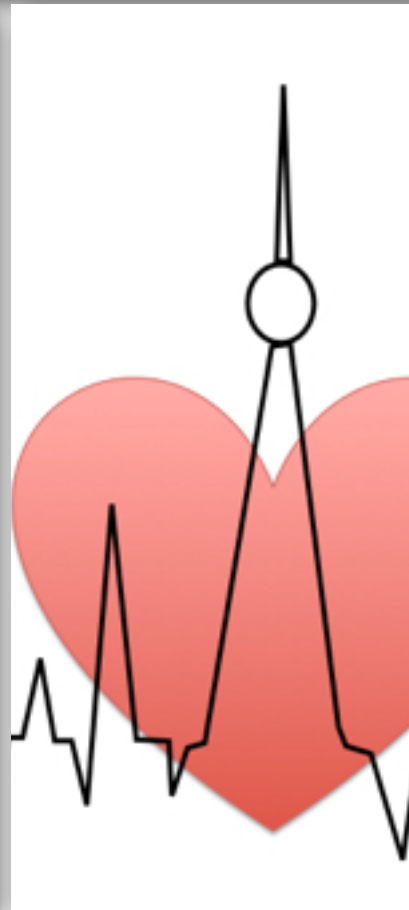
Product launch of a heart medication

### HIGHLIGHTS

- ★ Sightseeing and standup: city tour on a comedy bus
- ★ Insider tours with real "Berliners": urban living in private homes or urban gardening workshop in city neighborhood
- ★ Three-act dinner: starters on the luxurious Gourmet Liner restaurant bus against the backdrop of the Brandenburg Gate, main course with a view of the Victory Column, and dessert in the heart of Berlin's party mile
- ★ The scent of the capital: perfume creation à la Berlin

### THE PERFECT DESTINATION

Everybody knows Berlin, but it is a city that continuously reinvents itself, so it holds hidden corners that even natives to the capital have not yet discovered. They say Berlin is always worth a trip – and that's true, because the city is always full of heart-racing surprises!



... AND HERE'S WHAT THE CLIENT HAS TO SAY:

*"A truly creative concept, perfectly and smoothly executed. You showed us a whole new side of our capital."*