

CASE STUDY Staff event

SUMMER JAM

Perlenfischer

E-commerce | 1.200 employees

PROJECT

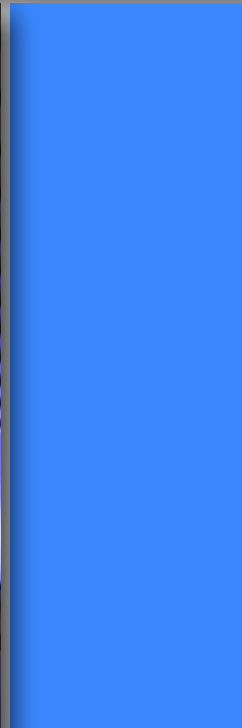
Summer staff party in a relaxed atmosphere

HIGHLIGHTS

- ★ Festival idea as a consistent theme throughout: invitation as backstage pass, employee bands as opening acts for the stage program, well-known headliner band as musical highlight
- ★ All marketing via flyers and posters within the company
- ★ Radio host as emcee
- ★ Exhilarating dance performance by a Brazilian samba and drum group
- ★ Beach game challenges as an active element

THE PERFECT LOCATION

6,000 m² indoor beach club located near the headquarters; 300 tons of sand; festival-style buffet with barbecue stalls, ice cream truck and cocktail bars; deck chairs in corporate colors and a Beach-Bowling-Contest.



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

"It was the most important project of the year for us. Thank you that I could rely on a creative realization in every project phase! The event was realized professionally, in-time and in-budget!"