

CELEBRATION BRANDING CASE STUDY

Renessenz 100 Years Branded Celebration



AWARD: Graphic Design USA Winner

CHALLENGE: It's not often you get to celebrate 100 years of anything, but when you are a multi-national, multi-billion dollar fragrance and flavor ingredients manufacturer, as well as a provider of specialty chemicals for various other markets, you expect your anniversary party to exceed expectations. The challenge is to the exceed expectations of 500 customers, prospects, employees, families and management.

APPROACH: A lot changes over the course of 100 years. Our first step was to review ancient sepias, photographs, flyers and brochures to connect with the client's history and extract an event brand concept. Simultaneously, we constructed a graphic timeline of benchmarks that later were used in a 40-foot entrance leading to the outdoor party venue. As logo concepts were being developed, reviewed and refined, others of us were planning exhibit properties to display key product lines, safety, and community social responsibility. Caterers and entertainers from smooth jazz performers to clowns for children were contracted. Every guest received a pine tree sapling to plant in their yards, since Renessenz extracts turpines from these trees that are processed for flavorings and fragrances. Speeches were written, seating charts were made, video compilations were produced. Everything was considered to make this event worthy of a 100-year celebration. Every detail was checked, checked again, and checked a final time. After nine months planning and hard work, the day of the event arrived.

OUTCOME: Showtime! Tents, tables, booths, and other structures were assembled and installed days prior to the event, thanks to dry weather. Generators, power cords, water hoses and other utilities were in place and tested. The caterers arrived and began preparing while musicians tuned their instruments and balloon blowers created their inventory of cats and dogs. Soon the distinguished guests arrived, 500 in all, and everything was perfect! No hitches, glitches or disappointments! Of course, we delivered on time and in budget.