



Case Study

A Starry Night: Grand Opening Event for Standard Pacific Homes

The challenge:

Rise above the clutter of thousands of home developments and create a must-attend event and invitation to cement the impression of Alaqua in the minds of luxury home shoppers.

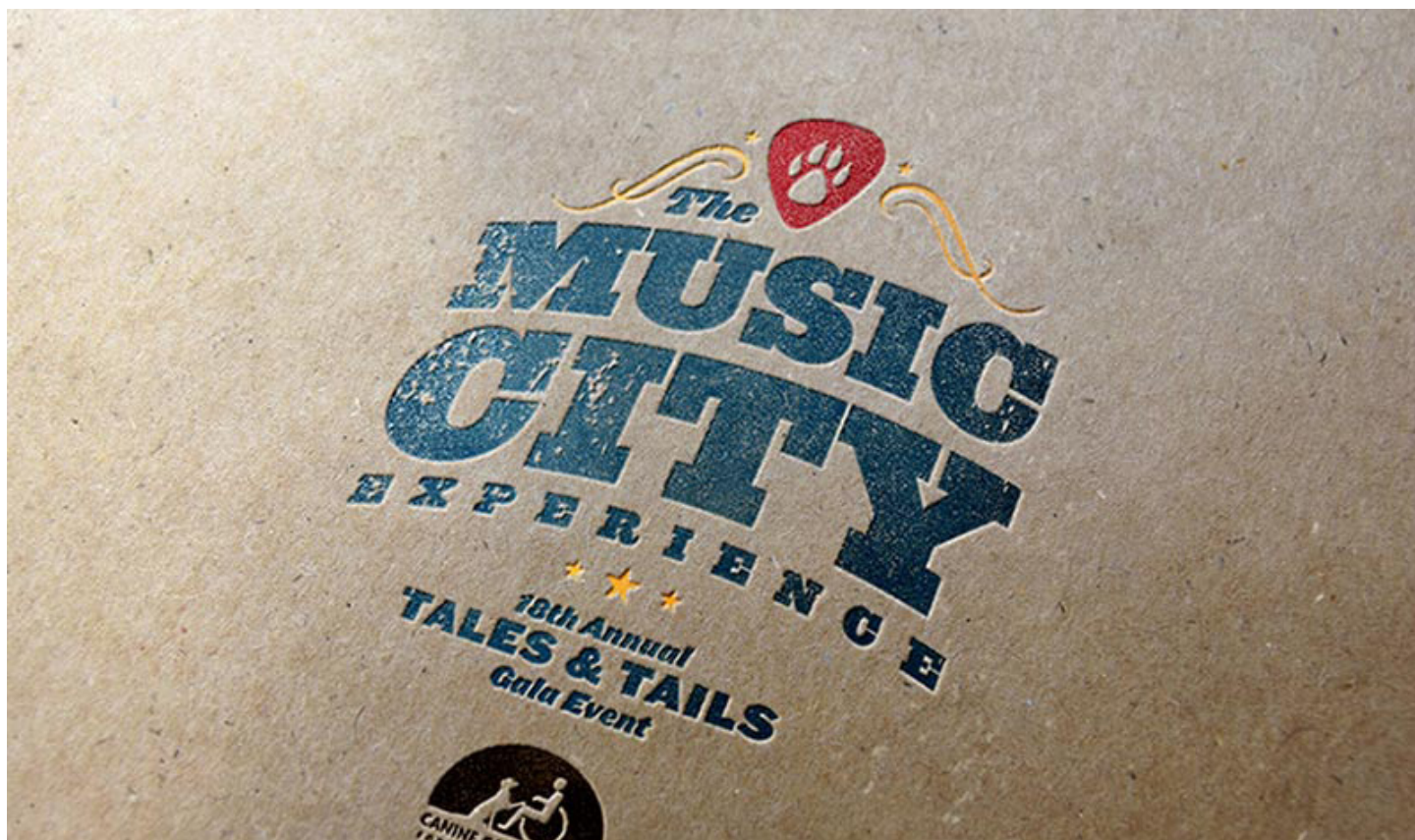
The Solution:

- Host a "white party" event with a secret location
- Send out unique invitations and have popular radio DJ's promote the mystery behind the event
- Design an upscale event
- Partner with celebrity Chef Norman and wine tastings by Quantum Leap Winery
- Feature cigar rollers, musicians, a flamenco dancer and caricaturists

The Results:

- RSVP responses exceeded expectations by 300%





Case Study

The Music City Experience for Canine Companions for Independence

The challenge:

Re-energize a signature 18 year old fund raising event with new branding and messaging.

The Solution:

- Create an exciting theme and graphics to make former patrons and new supports take note.
- Developed the "Music City Experience" theme around the events featured entertainment – Nashville-based Blue Sky Riders
- Extend communication to collateral, poster, donation booklet
- Produced a music video featuring custom music written, produced and performed by MLB Creative

The Results:

- The event surpassed an aggressive fundraising goal by 125%





Case Study

Re-branding and Grand Opening Of Choice Wireless in the Virgin Islands

The challenge:

Re-brand a Wireless company that formerly offered only Internet to introduce their new mobile phone service.

The Solution:

- Launch with a new identity, retail store design, packaging, collateral, signage, uniforms, bus wrap, website and a fully integrated advertising campaign
- Create consumer awareness and excitement by giving away seven "Totally Cubular" custom wrapped cars to drive consumers to the new store locations
- Organize and promote Grand Opening concerts with international acts on two islands, in one weekend with a grand finale firework show.

The Results:

- This combination of fresh branding, advertising, promotion, events, public relations, and contests attracted lines of customers exceeding sales goals for the month in the first week. The unexpected demand overloaded the electronic billing system causing a temporary system shut down. A good problem to have!

