The experience of prestigious companies reveals that a gala with a star geared to the target group of your product remains significantly longer in the memory than any other form of product placement.

It goes without saying that (by arrangement) the artists are available for promotional purposes, such as:

- Press conference before the show
- Meet & Greet after the performance
- Aftershow party

We would be delighted to present you with suggestions for creating a completely new event idea for your product, or alternatively, we connect a previously successful series of events (e.g. a festival) with the name of your product.

Product placement is well known from films and television. James Bond wears a Rolex and virtually every provincial inspector travels in a car made available to the crime series by a manufacturer for promotional purposes. With such cooperation in the media, however, the advertising partners are invariably dependent on the general image of a brand and a unique way of placing it.

Product placement offers far better opportunities at a company event. Event design always assumes that the customer’s messages can be brought across in the form of experiences. All levels perceptible to the senses can be used and the various types of product placement combined for this purpose. In this manner, a company’s products form an integral part of a company event. Event design also means emotionalising these products.

Corporate identity

The perceptible effect of the corporate identity on the senses is the basis for such a staging. The company name and/or the logo already appear on the invitation and in the title of the event. If a product is being launched, then it too is presented. The next step is preparing the location for the company event. Event design and decoration makes use of images, symbols, signets, characteristic letterings or advertising slogans for the arrangement of the location and the stage. Product Placement does not mean that the real products and hallmarks of a company occur everywhere. They are also used in a stylised way – for example, in the design of the buffet, in the table decoration or as lighting effects.

Also important, however, are the verbalised messages. Product placement is actually the content guideline for a company event. Event design in this sense means that the presenter and guests on the stage include the appropriate keywords in their texts. Short stories or actions built around products or known features of a brand are even better. Then all the guests have the opportunity to become involved in a dramaturgical development, whose logical endpoint is a product or a message of the hosting company. Such a “learned” message remains in the memory for a longer time. Even better is the effect obtained when the guests become actively involved in a fun way or in competitions.

Media shorts also foster the brand awareness and the knowledge about specific products – and here we have come full circle.