



COMPANY CASE STUDY

HOSPITALITY



Objectives

Luc Belaire was looking to **host an event activation** in support of the brand's upcoming champagne release for a target audience of women ages 24-43. They wanted to host an engaging activation to **intrigue the demographic**, convert their participation into sales, and **give back** to a local non-profit organization.



Challenges

A younger **target population** must be interested not only in the event activity, but also the organization that is benefiting from the fundraiser. To **boost exposure of the event**, the story must be framed in a way that is interesting to the surrounding community.



BG Solutions

- Pre-event social planning to ensure **consistent and on-brand messaging**.
- Identify **key stakeholders** to attend the event.
- Provide **on-site support** at all events.
- Create the **event concept** of "Roses and Rosé."

BG'S DIRECT IMPACT



5% increase in social media engagement and followers during the event weekend



Exposure from the event and social media efforts help land a **feature on *The View***



The event was a **sold-out hit** and several Luc Belaire bottles were purchased



Assisted in raising **\$1,000** for the local nonprofit

LUC
BELAIRE
FRANCE