



Project
Global Marketing Summit

Client
Wrigley

Engagement Capability
Meetings and Events

Audience
Wrigley's Global
Marketing Force

Challenge

Wrigley wanted a way to ignite the marketing force about a new youth oriented marketing direction which involved a total mind shift regarding who their consumer was and how to emotionally connect the brand to this new, blogging, YouTube, gaming, internet audience.

Solution

C2 played a major role in design, video and audio elements to totally immerse the audience into a youth oriented world. The discussion panel wasn't traditional speakers but 18-24 year-olds. C2 also used nTAG Interactive for networking, audience response and customizing agendas.

Engagement Strategy

C2 Creative played a major part in designing and setting the agenda for the entire event, coordinating all show elements, producing all the video, designing the set, creating a consumer video and executing all on-site production. C2 also added some strategic creative solutions, surprising the audience with a live panel discussion by a pre-selected group of Wrigley's core demographic of 18- to 24-year-olds, as well as custom-designed breakout rooms that replicated these consumers' preferred environments. Additionally C2 Creative tapped nTAG Interactive to be the electronic hub (networking, audience response, customized agendas, etc.) of the event for all participants. Although Wrigley started the process late, C2 found the means to meet the client's needs and to provide them with all of the elements required for a highly successful event. Wrigley was thrilled with the end result, declaring the meeting the most effective and engaging they have ever held!

Engagement Elements

Strategic Planning, Video Production and Editing, Set Design, Scriptwriting

