

DIOR

A COMMAND PERFORMANCE FOR AN ANNUAL MARKETING EVENT

VIBE Delivers an Artistic Perspective for Dior's LATAM Distributors



Every so often, a brand launches an exciting new marketing approach that is an evolution from their previous campaigns. Known the world over for their bold character and artistic side, Dior's campaigns for 2020 and beyond were taking their image to the next level – with the idea that the brand itself is at the heart of inspiration. Communicating this to distributors, however, needed to be done in such a way that it motivated and excited them, rather than alienated them.

THE ASK

Dior wanted the audience of 90 Latin American distribution partners to actually take part in the new marketing campaign, actually feeling the emotions and living the movement portrayed in ads, video, social media, and other marketing elements.

THE ANSWER

Located on Miami Beach, a convenient destination for travel from Latin American countries, the New World Symphony is a globally recognized performing arts center with iconic architecture by the acclaimed Frank Gehry. It was a perfect backdrop for conveying art, modernism, and forward-thinking ideas for a company that is also provocative and avant-garde. State-of-the-art audio and video was employed in concert halls and in the adjacent outdoor SoundScape Park for larger-than-life presentations of the new marketing strategy, brand development, and campaign samples. A COVID-compliant lunch and cocktail hour were also incorporated across the 2-day event. For entertainment, VIBE arranged a special performance by The Chorale with recording artist Tia as a soloist.

THE VIBE



“People often forget that theatres and concert halls make excellent event venues,” shares founder of VIBE, Valerie Bihet. “They’re among the best spaces available in terms of presentation technologies. They offer built-in opportunities for entertainment. And, they’re incredibly customizable through a mix of state-of-the-art lighting and set design. By thinking outside the box and going beyond a banquet hall or ballroom, brands can really enhance their image with a smart choice of event location.”

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Dior