



GLOBAL REACH. ONE-ON-ONE RELATIONSHIPS.

VIBE helps Danone Connect
With Its North American Team



As a multinational food products company with multiple brands around the world, Danone must unite thousands of employees in dozens of different countries when it comes to achieving yearly goals. At the same time, the company strongly believes in the power of interpersonal relationships to help lead brands and be responsive to customer needs, regardless of when and where a particular employee may be. This unity has been a cornerstone of the company's annual internal events for many years.

THE ASK

Danone came to VIBE hoping to inspire and engage more than 3,000 attendees with a cohesive theme as well as individual one-to-one interactions between key personnel. One of the major deliverables was a first-ever introduction between North American employees and the company's new CEO, Shane Grant. There was also a need to deliver multiple sales strategies, timelines, and growth expectations to an international sales team for several different brands. Engagement was an absolute must for this event, which would be happening virtually, but needed to have the same impact as an in-person event.

THE ANSWER

Out of dozens of available platforms, we selected Hop In and In Event as potential platforms that would allow for seamless, simple one-to-one meetings that would allow attendees to "meet and greet" between three and four other attendees and work together on a simple task or shared conversation. VIBE also integrated SparkUp into the experience to boost engagement with ice breakers, interactive experiences, and other activities.

The overall theme of the event – Space – positioned each of the Danone brands, like Premium Dairy, Plant Based Food & Beverage, Evian, Happy Family, and others as different galaxies within the same universe. Speakers were "astronauts" navigating this amazing universe together, and the platforms chosen helped echo this theme in appearance and presentation capabilities.

Day 1, on May 3, 2021, included more than 3000 attendees for an official welcome from the CEO, plus a variety of one-on-one meetings between different people and brand groups. On May 4th, 5th, and 6th, only the sales team attended (still 700 attendees) to discuss sales-specific topics. All broadcasting environments were managed by VIBE, with smooth streaming and no technical issues with internet or accessibility. VIBE even offered a fun trivia challenge at the end of one day so participants could relax, have fun, and mirror the experience of being in an in-person venue.

THE VIBE



Even though this was a huge virtual event, the atmosphere felt very personal and intimate. Attendees were engaged and active in all presentations, and the smooth technical delivery helped further erase the lines between virtual and "real" since all persons had a chance to mingle and freely discuss in much the same way as they would have in a physical venue. The ability to measure engagement through SparkUp and other tools was also an appreciated asset, as it allowed Danone to evaluate effectiveness of the platform and the event style for future meetings or gatherings.

CLIENT TESTIMONIAL:

Thank you so much for all of your hard work to make our meeting such a success!!! Everyone so appreciates you and the whole Vibe team! Our group can be challenging with all of the requests and changes, but you handled it all amazingly and always with a smile.

Sr. Manager, Sales Communications, Danone