



GIVENCHY

TWO BRANDS. TWO MEETINGS. ONE COST-EFFECTIVE BUDGET.

VIBE Strikes a Perfect Balance
Between Training & Incentives



When coordinating multiple different events over the course of a calendar year, every dollar counts. Combining smaller events can significantly reduce costs for venue, food & beverage, travel, and more. This allows more funds to be directed to larger events or necessary event features that may otherwise challenge budgets.

So, when Essence Corp – the parent company for multiple fragrance labels – needed a way to do product training for their Givenchy and Kenzo brands while also recognizing their top regional sellers, VIBE helped streamline budgets with a multi-purpose gathering with only 1 day of costs.

THE ASK

In addition to local office teams from the Miami headquarters, attendees included beauty advisors from the Caribbean. All together, the audience of 20 guests all had previous exposure to Givenchy and Kenzo – and this annual face-to-face gathering would be an update to existing knowledge while also educating on new product releases and new brand messaging points. Each brand would need its own branded gathering to reflect their latest offerings.

To save the time and expense of bringing many of the same attendees back to Miami or sending them to another destination as a sales reward, the client asked if VIBE could suitably combine both events into a single experience.

THE ANSWER

VIBE's extensive knowledge and strong connections within the Miami area allowed two separate venues to be selected for each brand to be distinct, but with enough proximity for guests to travel between the two locations.

Givenchy was hosted at Wynwood walls for a street art experience that matched the urban theme of its new Gentleman's Society fragrance. Kenzo's event for a new floral fragrance took place at the Miami Beach Botanic Gardens, just 15 minutes away.

With both venues located in major tourism districts, the one-day event also delivered a memorable incentives experience for those traveling to the city as top sellers. Customized gifts unique to each brand were also provided to all attendees to further strengthen the brand relationship, and the budget savings from combining events allowed for extra-special tailoring of both experiences.

THE VIBE



“Let me take a moment to express my gratitude for your help with our event. I appreciate all the hard work you put in the day of, and I appreciated your helpfulness and meticulousness throughout our time working together. Our team was extremely pleased with the work you did and we are looking forward to maintaining this working relationship! It was a total success.”

Essence Corp.