



DRAWING INSPIRATION FROM NATURE FOR EVENT DESTINATIONS

Matching Place and Purpose
to Launch New Products
and Inspire Sales Teams



One of the secrets that sets good events apart from great ones is how well attendees feel immersed in a concept. For instance, a brand centered around creativity might seriously consider holding an event at a local art gallery or museum. Or, a company wanting to inspire a more competitive mindset may pursue a venue like a stadium or sports field. A consistent theme that unites destination, activity, and ideas makes events more memorable – not just as a nice departure from the ordinary, but also in terms of attendees remembering the information communicated during the event.

In the case of Hermès, a 3-day seminar for Latin American product launches needed to surround its Beauty Advisors in an experience that not only connected to the company's core values and philosophy, but also the essence of the new products themselves.

THE ASK

A new fragrance launch was a major highlight of the event – and the entire 3-day event needed to reinforce the fragrance's unique selling points. Hermès asked VIBE to organize a gathering that would celebrate “Twilly” and its inspiration: the writings of Jean Giono, a famous French author known for his love of nature. Fresh grassy notes and mineral aromas conjured up a delicate, simple type of beauty.

THE ANSWER

Based on the profile of the fragrance, and its proximity to attendees coming from the western hemisphere, VIBE suggested Los Cabos, Baja California Sur – a peninsula at the very southern tip of California with the Pacific Ocean on one side and the Sea of Cortez on the other. The environment here is a refined desert landscape with golden sands and swaying palms, very reminiscent of the scent of Twilly.

Event activities were held at the Viceroy Hotel between June 4th and June 7th of 2018. At that time, the Viceroy was a brand-new property and offered amazing connection to the raw beauty of the natural landscape as well as contemporary architecture and a minimalist aesthetic that blended with the environment and allowed the brand to be the central focus.

Day one began with a welcome meeting and presentation of the new fragrance with elegant cocktails right overlooking the Sea of Cortez. On day two, Hermès Beauty Advisors were invited to participate in two creative workshops and a photo shoot for Twilly. All activities kept coming back to the elements of nature and the beauty of simplicity. A sales management training was also incorporated into the day's activities, as was a gala dinner at the Sheraton De Cortez Restaurant, one of the most picturesque restaurants in the area with cuisine equally as inspiring. The final day of the seminar featured a teambuilding session on dune-buggies across the desert landscape and a farewell dinner at Sunset Da Mona Lisa restaurant, known for some of the world's most amazing culinary dishes and spectacular views.

THE VIBE



It was clear from the very first moment guests arrived that the destination was an essential part of communicating the new Twilly market position. Everywhere attendees went, they were surrounded by ideas of nature, simplicity, elegance, and freshness. “We always look to create authenticity behind the ‘Why’ of any event,” says Valerie Bihet of VIBE. “Ideally, every guest should be able to understand and recognize all the nuances of an event as building blocks that support a greater message. It's that message that guests should take away with them and connect with the brand on that level.” Bihet also points out that while a destination itself can and should accomplish this, it's just as important for elements like décor, food & beverage, and activities to do the same.

CLIENT TESTIMONIAL:

Thank you for your great work on this seminar. Again we could count of Vibe's professionalism, organization, dedication and good spirit. Working with you is a real pleasure. The event was a success because I believe we form a great team together. Let's make the upcoming event even better if it is possible.