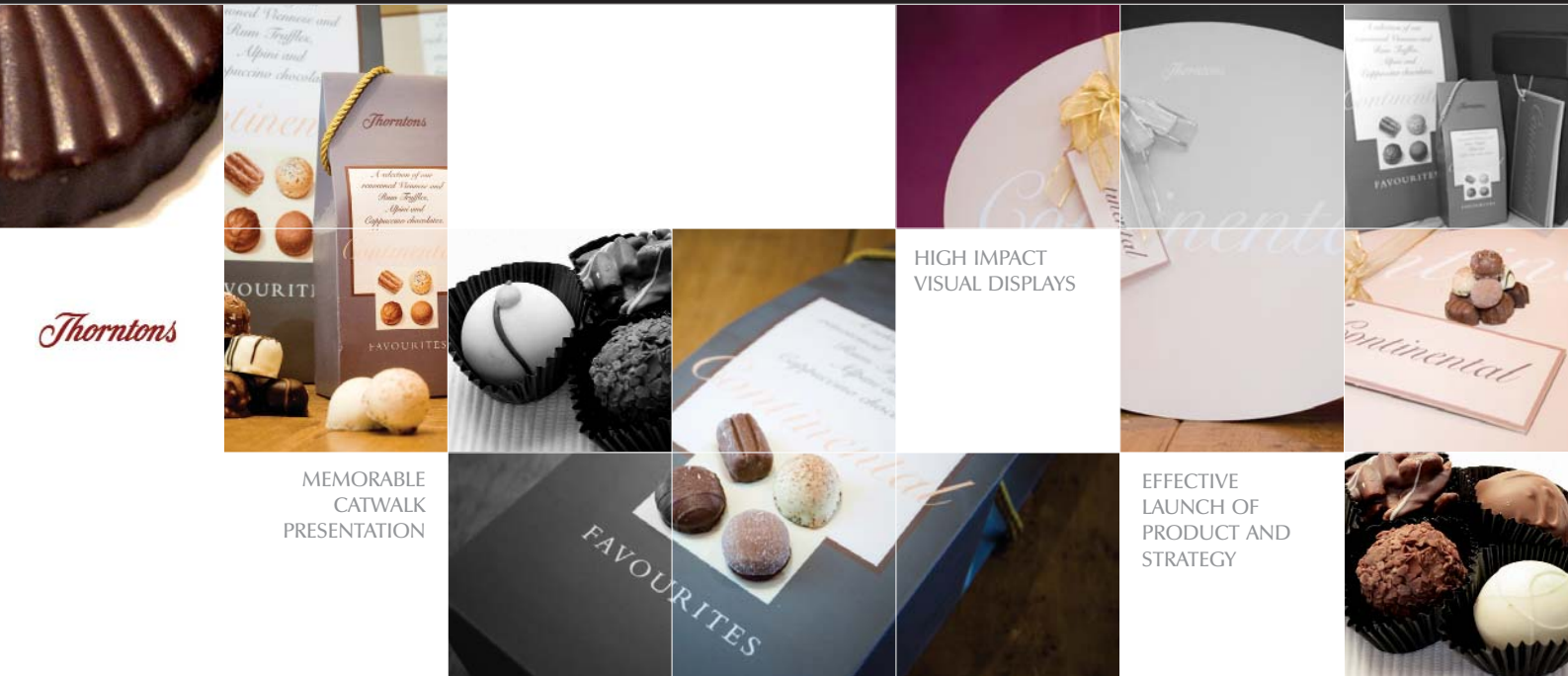


Case study 8: Thorntons product and strategy launch



Thorntons

"The whole event was a resounding success and the delegates will remember the day for a long time to come," says Peter Baldwin. "We were amazed by the very creative methodology for the product launch where twenty-three boxes were introduced to the audience. The audience were receptive within thirty seconds of the start and are still talking about it!"

Leading chocolate retailer **Thorntons** decided to introduce their re-packaged Continental range of chocolates and their "New Customer Proposition" to all the company's store managers at a single event. This was a new departure for Thorntons and fairly high risk, as they had never held a conference for all 400 managers before. However, it was important to them that everyone received the same key messages at the same time so that no store felt undervalued or left out.

Unique Solutions pulled out all the stops to fulfil Operations Manager Peter Baldwin's brief for a one-day event that was high impact, exciting and creative and would energise store managers about the product. Gymnasts and circus performers presented scaled up boxes of the re-packaged chocolates to the audience on a stage and catwalk in a dynamic "fashion show" with a difference. Cameras tracked the performers, so close up images of the boxes could be viewed on video walls and repeater monitors. In the break out room, an exclusive gallery was created where delegates could view the boxes after the show.

In only 30 days from securing the contract, Unique Solutions designed and delivered an amazing event that ticked all the boxes for Thorntons. For the first time ever, all 400 store managers were brought together in a single room and received important company information at one event in a fun and stimulating environment.

"All 400 store managers were brought together in a single room and received important company information in a fun and stimulating environment."



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