



CREATIVE WORLDWIDE EVENTS
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JWA_CS_001

LEGRAND PRODUCT LAUNCH



Product launch that engaged the senses to prove small really is beautiful

The Client

Legrand is a major player in the electrical fittings and wiring devices industry and the UK's leading manufacturer of cable management solutions.

The Brief

Launch the Synergy range of light fittings and switches to senior UK and overseas buyers.

The Challenge

Light fittings and switches are so familiar we hardly notice them. How could such small, everyday objects be made to appear big and exciting? In this highly competitive industry, buyers are invited to so many product launches the invitation had to be intriguing to overcome event-fatigue and encourage them to attend.

The JWA Events approach – Brand Activation™

The product's qualities became the pivot of the event. Our production team used the Synergy range of lights and switches to create a multi-dimensional experience of the product's capabilities.

The Event

600 senior buyers and their partners were invited to attend a black-tie gala dinner and stay overnight at the 4 star deluxe Cumberland Hotel in London, with an 85% acceptance rate.

The event was staged in phases, escalating in excitement and inventiveness as the night progressed. Guests were welcomed to a champagne reception with a short filmed presentation on Legrand's history. The screen

dropped to reveal the Legrand Chairman, UK Managing Director and other senior directors seated on stage where BBC News correspondent, Emma Howard, questioned them about the new product range and the company ambitions.

That set fell away to reveal an exhibition area behind the stage where the new Synergy range of products were displayed on stands and used to create various lighting set-ups. Guests were invited to hold, touch and use the product for themselves whilst eating canapés served on flashing plasma trays.

After forty five minutes guests were invited back into the launch suite which had been transformed into an opulent dining room set for a gourmet meal. Each table was decorated with ice sculptures containing Legrand products frozen inside the ice.

The evening concluded with a show featuring entertainers, illusionists and a medley of numbers from hit West End shows. The stage and auditorium were lit using the Legrand product range.

The Result

"The best client event in the industry for many years. It renewed client confidence and re-vitalised our relationships with key buyers. As a direct result of the launch, Legrand won several new contracts."

Loris Carlin - European Marketing Director



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