

## **CLIENT EVENT “CREATIVE FUEL”**

### **2.1. The aim of the event, expectations and targets.**

Estonian leading cluster of creative agencies called Creative Fuel including digital agency ADM Interactive, advertising agencies AgeMcCann and Division, digital production agency Nexd and *start-up lab* Elevaator, wanted to through a party in order to celebrate their new venue in Kultuurikatel district.

Main purpose was to get in one room and for one evening all the employees, clients and subcontractors and distributors and present all the new offices, professionals and the strength and the synergy of the agencies to more than 300 participants of the party. It all sounded as a BIG MEETING (KOOSOLEK in Estonian), that turned into BEING TOGETHER (KOOS OLEK in Estonian).

### **2.2. Execution plan. Creative and innovative solutions.**

In order to appear formal event, the agency secretaries and client managers sent out the save the date calendar note.

In the next stage, a video invitation was prepared and linked to a landing page, where we revealed more information about the location and time-table. Still, in the formal way announcing that there will be a strategic meeting involving Excel tables, 10 year plans, etc. Landing page also included RSVP form with YES, I will come and NO, I can't come options.

The guests were met and we formed ten tour groups based on actual arrival time and client manager profiles. They were sent on tours in measured delay and within one hour they got an overview about the agencies, their specialities being supported by performance or happening in the main meeting rooms of the Creative Fuel agency offices.

DIVISION MEETING: Great minds

NEXD MEETING: Interactive windows and mapping the client

ADM Interactive MEETING: Making yourself heard in harmony

AgeMcCann MEETING: Sweat and tears of the project manager

Opening speech was given by Donald Trump and local famous singer Anne Veski. The evening invisible conductor was a legendary advertising voice Talis Paide.

Tommy Cash, NÖEP, DJ Muudu, Oxymoron Visuals, S.U.M, Kait Kall and etc took the stage in the performances and later during the party. The guests were served street-food and night menu by Carmen Catering, drinks were prepared by Vaakumbaar and cocktails and shots were offered from lifted platform bar and Butterfly bartenders. Producers: Stiilikanal OÜ and Anatoli Tafitšuk

### **2.3. Outcome: to which extent were the aims met.**

More than 300 guests showed up, who all were happy with the opportunity to see all the offices, people and agencies of the Creative Fuel through entertainment and guided tour.

Creative Fuel party conveyed the vision that really creative solutions will merge when experts of the different specialities can work together.

As the communication in the foundation of this type of co-operation and work form, these offices and common areas were created just like that to promote and enable co-existence and co-work. All Creative Fuel 2000 sqm facility, which forms 1/4 of the Kultuurikatel proved with this party that you can have big thrive to do things that overcomes competition and rivalry.