

BEST EVENT DESIGN SOLUTION

Golden Egg - Terminal

Task setting - expectations and objectives (marketing)

Organising a memorable advertisement award gala Golden Egg during which about 80 awards are smoothly handed over. The task of the agency was to create a complete solution from idea to implementation. The design solution had to support the idea, of course.

Description of implementation

The recurrent idea was a Terminal - a central place on the stage of the Nokia Concert Hall that became an airport terminal. The inseparable "decoration elements" in real terminals are passengers or people - this was the case here, too. On the stage were the hosts as stewardesses, 40 passengers with luggage (members of the Tallinn Technical University men's choir) who took up a song now and then as the departure was continuously postponed. Awards arrived on a luggage conveyor belt. The arriving passengers had to go through a security gate. Only the award winners were entitled to enter the well guarded zone with a microphone. The airport band was Röövel Ööbik.

On the stage were 5 screens of different sizes and levels that transferred information. On the biggest middle screen was a live picture, three screens were used for presenting the works of Golden Egg winners, one was an information board (arrivals and departures of awards, just like in a regular terminal).

Result - were the objectives achieved and to what extent

While usually the award winners have been at the focus after the Golden Egg Gala, the showy terminal design solution caught the attention of print media, not to mention the digital media.