

CLIENT Rimmel London

PROJECT The Clothes Show Live

OBJECTIVE Live Brand Experience

live



For Rimmel's first roadshow in 2001 **the event business** were commissioned by Coty to design and build a multi-purpose stand. The adaptability we incorporated into this original stand has enabled us in subsequent years to redesign, refurbish and re-fashion it for The Clothes Show Live, in essence delivering a new stand each year extremely cost-effectively for the client.

Our responsibilities have also included management of the stand and sourcing and training of a team of make-up artists to man it. In addition, we have helped our client exploit other opportunities within the show, for example, through the creation of the Rimmel London Dancers who perform to great acclaim on one of the main show stages.

The Clothes Show Live has become a cornerstone of Rimmel London's year, falling as it does just before Christmas and attracting the perfect audience profile.

Rimmel have successfully used The Clothes Show Live as a platform for new products each year and not only does the show provide a great opportunity for trial and demonstration, it has also become a significant retail success for Rimmel.

Rimmel London has a continually evolving range of products and so creating opportunities for the consumer to experience the brand positioning and sample the products is a key pillar of Rimmel's marketing strategy. We have been working with them since 2001 to put customers and lapsed users directly in touch with the brand through an on-going programme of roadshows, exhibitions and one-off events.



PRO-ACTIVE APPROACH

By looking at an event from every angle we find additional ways to exploit and enhance our client's presence, in this case by bringing on the dancing girls.