



Dual Launch Saudi – 2024 | Transcend release and CWS
Crown Plaza Riyadh

Case Study



Brand Architects and Designers of Demand

OBJECTIVE

To create a memorable and engaging event that aligns with the client's brand, enhances attendee experience, and achieves specific business goals such as increasing brand awareness, driving sales, And fostering community engagement. By Designing, planning, production, execution, and management of the Event.



SCOPE OF WORK

- **Backdrop Banner & Stage Setup:**
Backdrop Black-coated iron structure with branded printing on high-quality fabric/PVC.
- **Stage:**
Black-coated iron frame with a smooth surface and steps for access.
- **Floral Arrangements & Centerpieces:**
Fresh flowers and greenery for stage, entrance, and Table Centerpieces
Elegant floral designs
- **Medical Use Bed Setup :**
Adjustable medical bed(s) for practice or demonstration.
- **Seating Arrangement:**
Optimal seating for stage viewing and ease of access.
- **Models:**
Placed in front of guests for demonstrations.
- **Stage & Ambient Lighting:**
Spotlights, floodlights, and decorative lights to highlight key areas.
- **Standing Flags:**
Branded flags for venue branding and visibility.
- **Lama Stands:**
Branded lama stands for additional exposure and venue branding.





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